

Michele: Sugar impacts everything and obviously one of the things that it impacts is our weight and also our skin's ability to have elasticity and stay toned and tight and it just... It also affects our mood. So, it affects how we feel about ourselves and that affects how we look and feel when we're naked.

Announcer: Bulletproof Radio, a state of high performance.

Dave: You're listening to Bulletproof Radio with Dave Asprey. Today's cool fact of the day is that Americans are winning the sugar race, but most of us don't even know that we're in the running. The previous decade of the 2010s showed a steady rise in the amount of sugar that people are eating in the US up from 10 million tons to more than 11 million tons. I know this is not per person, this is for the country and no wonder that the US also tops the list of consumption per person at 126.4 grams per day.

Germany, Netherlands, were in a 102s and all of the other countries that they looked at in this study were below a hundred. And a clinical study that spent more than 10 years found people with high blood sugar had a much faster rate of cognitive decline than people with normal blood sugar, and if you had type two diabetes at the beginning of the study, you are twice as likely to get Alzheimer's disease and healthy people.

It's almost like they read Super Human, can I just say I talk about exactly that correlation between diabetes and all of the things that kill you, what I call the four killers in the book. And it's also been found that high carb also vegan diets can increase an individual's risk of developing dementia by 84%. Yes, you can be a low carb vegan, it's just that no one does that. Now, what does this mean for you? Seriously, just stop eating sugar or at least the vast majority of the sugar you eat. If you have two grams and Christmas cookie, no one cares, but if you have a hundred and something grams every day, you are seriously setting yourself up to be miserable.

You can save your brain and check out my blog, daveasprey.com you have a ton of stuff and today's episode is going to be a lot about how to quit sugar because this stuff's addictive. I weighed 300 pounds, I was quite addicted to it. So, we're going to go deep on sugar with someone who knows what they're talking about. Today's guest is an award winning print and digital editor, journalist and author. She's been a massive voice for health, wellness and women's issues for the last two decades, former editor in chief of Cosmo, Yahoo health and women's health and someone who actually wrote a blurb for the cover of one of my books.

We're talking about Michelle Promaulayko. She's currently editorial director at large for The Well, which is a new, New York-based ecosystem with all kinds of cool stuff under one roof and she's continued to be a leader in what it takes to be not just healthy but higher performing. And her latest book talks about sugar in a way that's really useful because sugar is an emotional, psychological, and physical and biochemical thing all at once. Not quite heroin but not that far away. Michelle, welcome to the show,

Michele: Hi Dave. Thanks for having me.

Dave: So, what's your experience with heroin?

Michele: Zero actually so far.

Dave: I was hoping you were going to say that.

Michele: So far.

Dave: I'm just kidding.

Michele: There's still time.

Dave: No disrespect if you're listening and you've actually had a real heroin addiction. I did write about the opioid receptors in Super Human, but sugar pushes some massive buttons and of all the things you could have written about after 20 years you've dealt with, eating disorders in the things that you write and edit, you've dealt with emotional eating, you've dealt with all sorts of different diet and exercise trends and all that. You could've written one book, you picked sugar. Why?

Michele: Because it has the tightest grip on us, right? Even the "healthiest" people I know have a problem with sugar. And as I was developing Sugar Free 3, every single person I spoke to who asked me what I was up to in this stage of my career and I told them I was working on this book and this program, every single one said, "I need that." And they all do need it because we're a nation of sugar addicted people. And there's a lot of reasons for that. And personally I find that of all the years that I've been covering health and wellness and fitness and all the things you just mentioned, that it's been the hardest thing for me to personally wrestle to the ground.

Dave: When's the last time you had sugar?

Michele: I had it recently because I'm not on the program. I'm living a less sugar filled life, but I'm not sugar-free exclusively today because the program is a reset and a reboot. And I certainly hope that people take all the ingredient education and the tenants and the principles of the program. And carry that into their life and I certainly have, but I'm not 100% because we're recording this during the holidays.

Dave: I like it that you're really honest about it.

Michele: Oh yeah. I'm totally honest about it and throughout the book I copped to the fact that there's this gummy shop in New York that it's like the most delicious place in the world than I really can't... There's like a magnetic pole when I walk by and I go in and I get it and it's not something I do every day, but I do, do it sometimes, but when I feel like I've gone off the rails, I know I need to pull it back in and I know longterm I need to do an even better job than I've been doing up to this point.

Dave: The whole point of Sugar Free 3 is look for three weeks you basically reset your desire for sugar and then you can go out and have... I'm going to call it a healthier relationship with sugar.

Michele: 100%. That's exactly what the book is intended to do. It's intended to reset you, recalibrate your palette and give you the education because that piece is so important because part of the problem, one of the biggest problems with our over consumption of sugar is that we unintentionally consume sugar because we don't understand all the places it's hiding, right? It's one thing to consciously indulge, that's what I call it. When you have a Christmas cookie or have a pizza or whatever it is. It's another thing to unintentionally consume the sugar because you don't know it's there.

Dave: I do like the title of one of your earlier books. It was called Look Better Naked. Now, I compare that to Sugar Free 3. I kind of want to read, Look Better Naked. What is the relationship between looking better naked and going without sugar for a little while?

Michele: Well, obviously yes, Look Better Naked was definitely a winner title. Thank you. I also used it a lot on the covers of a Women's Health. Something we all want, something I still want. I haven't given up that desire and there is a relationship.

Dave: Yeah, we all want that.

Michele: There is a relationship because sugar impacts everything. And obviously one of the things that impacts is our weight and also our skin's ability that have elasticity and stay toned and tight and it also affects our mood so, it affects how we feel about ourselves. And that affects how we look and feel when we're naked. So, there is a relationship obviously because sugar impacts every system of our body in negative ways. I mean, it is pleasure producing, right? But that is one tiny maybe plus in a column that's opposed to tons of negatives.

Dave: Is there ever a time you recommend eating sugar? Like, you just had a bad breakup or you're just super stressed and you like, "You know what, I just want to eat the damn doughnut." And okay, permission granted.

Michele: I don't recommend it. It's not like I'd prescribe it because obviously there's way healthier things to do to cope with all sorts of stressors, whether it's a breakup or work or what have you, whether that's meditation or exercise or getting together with friends. But I do feel strongly about not attaching guilt to eating it when you do eat it, right? So very Abraham Hicks in the sense that when you attach the guilt to it or the thoughts that you have around something, make it more powerful. So, amplifying its negative effects would be feeling super guilty about having done it when you... The next food choice you make can be a better one.

Dave: The only time that I really recommend a sugar is if someone ate something or they're just feeling the beginnings of that food come out, or even a migraine that can happen from MSG. And yes, MSG does cause migraines. We understand how the physiology of that works. There's some latest media things saying, "Oh, it's not real." Whatever, it's

real. So what you do then is you take a tablespoon of sugar and put it in your Bulletproof coffee, right? Because, your brain needs a hit of any kind of energy possible to pump glutamate out of the brain.

So it's not like sugar shouldn't ever be, it's a super readily source, readily available source of energy for you. But if you do it every single morning in your cereal and in your coffee and all that, it's not going to end well. And like you said, your skin's going to start to show it. Your arteries are going to start to show it and we can see it in your HbA1C, which is a marker in your inner blood sugar.

Michele: Yeah. You mentioned cereal and I just think back to growing up and the fact that I lived on cereals like lucky charms and fruity pebbles and cocoa pebbles-

Dave: Oh my God, I love those too, they're also the ones I grew up with.

Michele: I mean the little marshmallows and lucky charms and my grandparents... I used to spend the night at my grandparents. They lived close by and they would eat a bowl of product 19 I don't even know if that brand... I don't think that brand exists anymore, but it was like corn flake or wheat flake or something. A refined grain of some sort. And then they'd take table sugar and sprinkle it all over it and then they'd put like... I don't know, milk in it, but it shocks me to think about how much sugar I've up consumed up until this point and just how... As a baseline, how terrible they must've felt, right?

That was how they existed. And growing up I ate sugary cereals and there was always yoo-hoo, dude I don't know if you know what yoo-hoo is. It's like full chocolate drink, yoo-hoo and a gallon of ice cream always in the freezer and lots of cookies and crackers in the pantry and fruit in cans with syrup on it. And it just blows my mind now, how any of us functioned and how impactful eating like that for a lifetime, which is what my parents and grandparents did, does to you.

And one of the big drivers for may behind doing the book is that my mom does have cognitive problems and it's not a surprise given everything you said at the top of the show and how much sugar she consumed and there are myriad factors I think, but that the nutrition and the over consumption of sugar in her life is no doubt a big contributing factor to where she is today.

Dave: Just the other day, in fact last week my wife brought home... From an organic bakery, some sort of, I'm sure sugary whatever for my son and he wanted eat the whole thing after dinner and I said, "Don't eat the whole thing, just eat half of it because you're not going to feel good having that much sugar. We know it affects your sleep, we know it affects how you treat your sister and basically too much sugar tweaks you." And he got mad and like "I want eat the whole thing." I go, "All right."

I went to the fridge, the freezer and I got like a coconut base but not sugar free ice cream thing. I said, "Great, eat all of your muffin and eat this. Here you go." Muffin, whatever the cake thing, whatever it was. "Eat both of these. There you go. You know how you feel. So, if you're going to do it, like go hard."

Michele: Oh my God.

Dave: And he looks at me and I said, "Okay, your choice." And I walked out of the room and they come back. "How was the ice cream?" He goes, "I put it back in the freezer and I put away half the muffin because I really don't want to feel that way." I'm like, "Great choice."

Michele: Yeah. But you've instilled the awareness like he connects the fact that he eats something with how he feels and what really blows my mind is that people don't even make that connection, right? It's as if they think they're eating something and they feel a certain way or they feel lousy or they don't have good energy. They're not sleeping well or their digestion is bad or whatever the myriad problems are, but they don't connect that to what they're eating.

So, the fact that you've instilled that in your kids at such a young age is so important and so necessary, right? Because you only have them under your roof for a short period of time really. And during that period of time it's when you give them the education and you help them figure some of these things out on their own.

And I think it's still a massive problem. I see it with some of my friends kids and people in my family where the kids are just still consuming massive amounts of sugar and the parents, even if they kind of think it's bad, they don't think it's as harmful as it is. And so, they haven't put the... And I'm not a parent, so I'm really not allowed to talk about these things, I've been told. I've been scolded like, "You don't know what it's like when all the other kids in the class want this and that."

And I'm like, "Okay, but then they can have it that one time." But like while they're in your house, maybe you can do a better job. But there's this idea that sugar is harmless and it's the reward for good behavior. And that's why we attach all of these emotions to sugar too. It's celebratory. It's a reward. It's what you, when you're... What I call good.

Dave: I love it that you said that. That's what I was going with that. It's a special treat. "Oh, we're going on vacation." And I just explained it to my kids, "Look, if you have sugar, it's not going to kill you. But if you have it all the time, you're much more likely to hit your brother's sister and why when you're on vacation or you're rewarding yourself, would you punch yourself in the face?" Because that's kind of what you're doing.

Michele: Why?

Dave: It tastes good but then you lose your energy later. And so they've learned moderation. And Halloween isn't stressful for them because they use their crappy candy to buy a dark chocolate that they also like. And it's these little things where instead of it being, "Oh my goodness, I'm going to treat myself." Which I think you're setting them up for a lifetime of struggle with sugar. I'm doing my best to tell them it's not a judgy, thou shall not. Because then you end up with either some sort of eating disorder or they rebound. They're like, "I'm just going to live on sugar for 10 years and I'll show mom and dad."

So, that walking that middle path, but most of us haven't had that. In Sugar Free 3, how do you suggest people talk to themselves or deal with that? It's a very low level unconscious voice in your head that says, "I deserve this. I'm good. I should have my sugar." What's the cure for that?

Michele: I think first of all, just being aware of it, right? It's so reflexive. Like we don't even question it. It's like you go to a party, you have cake, you.... It's like you said, you're on vacation now I get to have ice cream as if you couldn't have chosen that any other time. And I'm guilty of that too. I was in Italy this summer and I was like, well, I'm entitled to have a gelato every day sometimes twice a day because I'm on vacation.

But, I think being aware that you have this sort of reflexive, impulse to reward yourself is the first thing. And then to start to think about what might be a reward that feels better. And to your point with your kids, it's like when you start connecting how you feel with what you eat, nobody wants to feel like crap. So it's like you start to realize it's not a reward when you pay the price in stomach ache or a headache or low energy or guilt, any of those things.

It's not a reward. So, it's a process and once you start sort of recalibrating your taste buds and recalibrating the amount of sweetness you need to think something tastes sweet, then naturally sweet things actually do feel like a reward, right? Or do feel like they're a sweet treat, because you just get to a point.... And I've gotten to a point now where something, really, really saccharin and sweet, just that I can't even handle it. It just kind of makes my teeth hurt thinking about it.

Dave: It doesn't take very long. I think three weeks is about the right period of time where suddenly something that you loved, you can't stand it. And I oftentimes... Also, I'll talk about my own taste palette, but you know I'm a bio hacker, I've eaten every diet under the sun, including, raw vegan and lots of fruit and all the other things in between. But what's interesting to me is when my kids spit something out and go, "That's just too sweet, I can't eat it." I'm like, "Oh my goodness. It's actually possible for that to just be your natural palette." And when they could eat it, they don't want to because it's like cloyingly sweet.

Michele: Yeah. Cloyingly sweet is the right term.

Dave: Okay, so that idea... What's the best reward for someone? I sure they're just say, "I'm going to go eat that piece of bacon." I mean, a piece of celery is just not a reward. I'm sorry, never will be.

Michele: I think maybe just disconnecting a reward and food altogether.

Dave: There you go. Yes.

Michele: It's like I think finding some other reward. I mean maybe giving yourself an hour back in your day to do something you want to do. That's a reward to me. Whether it is doing something like that. Like "I'm taking an hour to myself to do whatever." Self-care thing I

want to do or spend time with friends or go to a movie, like going to a movie for a lot of people I know. I mean, again, I don't have kids so I have a little bit more, leisure time than some of my friends.

Dave: No, you have like way more leisure time. [inaudible 00:19:19].

Michele: I have a lot more leisure time than people with kids. Okay, you're right. I have an abundance. But to be able to go to the movies is a huge reward for a lot of people I know, which is crazy for me. But yes, it is. So, I think disassociating reward with food, I think maybe as a culture we kind of have to, unwind that.

Dave: Got it. So you can say, I'm going to forgo the candy and I'll get an extra 10 minutes of Instagram browsing.

Michele: If that's what you want as your reward, yes. But there's lots of food porn on Instagram, so that could backfire. I don't know.

Dave: There's lots of all kinds of stuff on Instagram.

Michele: Yeah.

Dave: What about something that's in your book that I haven't seen a lot of is essential oils. There are big trends you've written about it in some of the pieces in the magazines that you've worked with. And certainly I've written a couple of pieces on my site, but essential oils are all the rage right now, but I haven't seen a lot for sugar... Or sugar craving reduction but you might read that. Tell, me about your experiences with essential oils versus sugar.

Michele: Yeah, well it wouldn't be a Michelle promo Lego book if it didn't have some holistic, a little bit out of the Orthodox information. So, I really wanted to include this and part of why I wanted to is I met this amazing aromatherapist. I say in the book, some people have therapists, I have an aromatherapist. Actually, she calls herself a bio Alchemist and her name is Michele [Gang Yong 00:00:21:02] . And she lives here in New York. I've developed an immediate girl crush on her because she's so fascinating and has such a wealth of knowledge.

In any given day I can, email Michele and she might be in Oman harvesting frankincense or Bulgaria, tracking down some rare species of Rose. And what I learned from her is how powerful scent can be both to entice and to curb cravings. So, if you think about it, our sense of smell is so closely intertwined with our appetite, right? And it's so... Also emotionally tied to food memories. And so, aromatherapy, there's sort of two divergent tasks the routes you can take when it comes to curbing cravings, you can lean into the sweetness, right? You can diffuse a scent that has a sweet note like a vanilla and that might... Or cacao and that might actually make you feel like satisfied and warm and like you kind of got that thing you were craving.

For some people that might be a trigger. So, you kind of have to know which person you are or experiment with which person you are. The other route is kind of short circuiting that craving with something really brightening and something that alerts you more, which is like a citrus, like a grapefruit or a burger man or a lemon. And so it was just really fascinated with how you could use, non-food resources to deal with this.

Dave: No, I wrote about how to use one unusual essential oil to raise natural killer cell activity in the body in Super Human and people were really intrigued by that. But I get a lot of questions. Okay. Then how do you use it? You could be one of those ultra-hippies. And I have ultrasonic infusers throughout the house shape like alien spaceships with little blinky LEDs. And they all make weird noises and I have to walk around constantly pouring water into them.

But seriously, I don't have time for that and it's just not my vibe. But it's great when you go into a place that has one, then it's a spa or something, but I don't want that in my kitchen and my bathroom. And so, do you just connect sprinkle around the house. So I put them behind my ear.

Michele: Okay. There's lots of different ways to use essential oils. I happen to have a diffuser and I love it, but it's only one and it's not shaped like a spaceship and it's next to my bed. And I mostly put scents in there that are more conducive to sleeping, right? So, lavender and things like that.

Dave: But I totally support doing that. I'm just making fun you. [Inaudible 00:23:43].

Michele: I know, it makes the house smell good too. So the other thing you can do is you can dilute it in a carrier oil, right? So most aromatherapists will tell you to use caution when applying it in essential oil nip which would be like just directly to the skin because it can cause irritation for some people. So, diluted it a carrier oil like jojoba or coconut or something else and just... What's that?

Dave: [inaudible 00:24:11].

Michele: [inaudible 00:24:11] sure. And then put it wherever you want, right? Like if it's peppermint oil and you're trying to deal with a headache because maybe as you're getting off sugar, you've gotten headaches, you can just rub that on your temple. You can also just put a few drops on a cotton ball and like kind of carry that around. One thing I learned from Michele about essential oils is that they sort of... They're not oily if they're not in a carrier oil, they're not oily.

So, it actually shouldn't stain anything. So, you have it like in a cotton ball and that way you can smell it. You can just inhale it from the bottle. Like usually they're little tiny bottles, they're not hard to carry around if you have a purse it's a lot easier or place... Having one in a drawer like in your house and your kitchen wherever. So you can do it that way. So there's a lot, you can put it in a body oil or body wash, you can put it in a diffuser. Most aromatherapists Michele included, don't really suggest ingesting it unless you know a lot about doing that.

Dave: And that can really mess up your liver if you get the wrong ones.

Michele: Yeah. And sourcing the right ones are hard.

Dave: That's a good point. You might not be getting what you think you're getting. I'll put a drop of the anti-aging one for natural killer cells. I'll put it on my hands, rub my hands together and then rub them through my hair. I figured my hair is better than a cotton ball because I carry it with me all time I'm going to a place.

Michele: I love that idea and it's not directly on... I mean it's directly on your hands, which I've done that with lavender like on a plane. I've done it for antibacterial purposes and because you inhale it after you rub together and inhale it from your hands, you get that great with that sort of calms you down like during a flight or whatever it is. So I like your hair as cotton ball vehicle. That's the one I haven't tried but I will,

Dave: I am a guy. I'm kind of lazy. If I could put less stuff on my face and saw my face look at I will just because it saves me time. I don't necessarily want to put 10 layers of whatever, but I'll do something at least.

Michele: Exactly. Yeah. But I know this was a little bit unorthodox in terms of advice, but I had recently at The Well I didn't edit her breakfast in connection with the book. Michele came and talked and everybody got to smell the different sense that she brought, she brought both ends of the spectrum, right? The warming, sweet sense like the vanillas and the cinnamons and then the brightening since that short circuit the craving like the citrus and I could just tell everybody was really intrigued and really understood after she explained how closely scent and memory and our olfactory system is right there by the brain, how those things are connected.

Dave: You did something interesting with this book and as a fellow author, I want to know about it. You talk about something called an Open Fit Digital Streaming Platform that you integrated with your book. What is that and how does it work? I may want to steal it from you.

Michele: So, Open Fit is a new digital streaming platform for fitness, nutrition and wellness. Sugar Free 3 is actually the first nutrition plan. It got hundreds of fitness plans, but this is the first nutrition plan and it's a video based program. So, it's a companion to the book. You can either get the book, get the streaming program or do them both because they work well together. There's bonus content in each and as you know you learn things differently depending on how you're consuming the information, right?

When you read, when you listen, when you watch different things are happening. Some are more active, some are more passive and they can work in tandem. It doesn't have to be a one or the other choice. And it was a new experience for me and I really enjoyed it. So, it's a full tutorial, instructive video series that talks about... I'm in it, talks about all the foods you can eat, all the foods you should avoid, how to crush cravings, dining out tips.

I have Keri Glassman who is a registered dietician and a dear friend of mine come and really walk through how to read a nutrition label and talk about some of the 60 aliases there are for sugar. Again, back to that point of sugar hiding under all of these other names. So, the video tutorial platform on Open Fit is really robust and it's just a great companion to the book.

Dave: So, now if you get the book, do you get the streaming service for free?

Michele: Nope. They're separate. They're totally separate.

Dave: They're separate, okay.

Michele: But when you get the streaming program, you also have access to everything else on Open Fit. And I had a movement expert, Lauren Roxburgh, who's also a close friend of mine and that's one thing I did is I pulled in some of my wellness friends and experts to contribute to the book. I want to make that really clear because I see myself as the conduit to these experts. And as a journalist, as an editor, that's something I've always done, right? There's curate voices like yours and in my magazines and other things that I wanted to continue to do that with this project.

And so, Lauren has done a series of movement that are on Open Fit that are in tandem with the nutrition program because during this time you may or may not feel like doing your typical workout, but she's created one that's an augmentation to the things that you're going through. So, when you sign up to do Sugar Free 3 on Open Fit, you also get access to any of the videos that they have. So, it's this whole universe of fitness and wellness.

Dave: So, it's a subscription service to all kinds of cool stuff that you can get. And you made a module for that.

Michele: Yeah.

Dave: People who read your book are likely to want the module, people who get the module are likely to want your book.

Michele: Yeah. And I think you get different things that have both of them. They're different experiences

Dave: And by partnering, so to speak with a whole bunch of other content, you're basically saying, "Hey, people who read the book. Do this, you get more benefit than if they just came to your website and all that."

Michele: Yeah. There's so much information. It is really, really detailed and instructive. And this is a topic that I found through people that I speak to. It really confuses people. They don't know what to look for when they pick up a package food for instance. It's you're like, you have a stock of broccoli, you know what you've got, but when you pick up a package food, there's so much confusing marketing language, right?

It's like we're being seduced all the time and quite frankly, being duped all the time. And it's like when you really drill down on it's pretty sinister. It's really... Because it is completely intentionally manipulative and tons of people fall for it, right? That's like going back to the how we don't understand how much sugar we're consuming because it's hidden and we're spoken to from the front of the package in a way that makes us feel like we're picking up something that's good for us.

Dave: That happens earlier this year eve, I know what I'm talking about. My wife, Dr. Lana co-author of our fertility book, we're not exactly uneducated on these things, but we were on vacation and every now and then I'll let the kids have a coconut water. And a lot of people say, "Oh, that sounds healthy, but you look the amount of sugar in there, there's usually about eight grams." Which is not a small amount. And that said, if they have a small coconut water every now and then after meal, it's not a big deal. And we're in Hawaii, coconuts grow there, why not?

Well, Lana and we're shopping, she picks up some fruit flavored or fruit one and the kids drink it. In 20 minutes later they're in the store and they're literally spinning in circles and bouncing off the produce racks and hitting each other. And I was like, "What is going on with you guys? Stop it." And finally I said, "All right, you're going to go sit in the car because there's just no way that I can even finish shopping for avocados with you guys here." And then I look at what they had, they each had 60 grams of sugar in their little fruit juice thing and they couldn't help themselves. They're good kids. But they were tweaking. So, it can happen.

Michele: Yeah, because there was fruit juice concentrate or something in there.

Dave: Yeah.

Michele: Yeah, exactly. And the thing is whole fruit is allowed on Sugar Free 3 and that's because it comes intact with the fiber. And so when you get a fruit juice concentrate, the fiber's been stripped out. And so, you're just getting that like straight to the bloodstream sugar rush that makes you tweak.

Dave: Yeah. It can happen. It can happen to anyone and it's because it's hidden. So, you're doing videos and all that to help people figure out, all right, what do I need to do? And it's funny because listeners of Bulletproof Radio, there are a ton of the American Academy of anti-aging medicine doctors who I know listen to the show, because they told me when I was there a couple of weeks ago and a good number of practitioners and science people and there's also a great number of people were saying, "Look, I just want to feel better."

This guy Josh Hyatt just sent me this amazing hand forged knife that like a kitchen knife that he makes and he's like, "I've listened to all your episodes and all this." And so there's people all over the country doing all kinds of things that are really cool. And some of them are like, hey, they think they're going sugar-free and they're drinking apple juice instead of putting sugar on their stuff and they're not. So, I think teaching via video is one of those powerful things you could do. I'm glad you did it. And I know from

having done a documentary, video is not a small amount of work. How much time did it take you to record all your content?

Michele: Hours and hours and hours. It was like seven or eight full days of shooting. And I had never done anything like that before. I'd done TV and I'd done like shorter things to augment certain things that we did at the magazine but certainly never did a plan that was as robust as this. And then there was all of the program development, the script development and just all the technical things that go into shooting something in a way that is going to be efficient and really instructive and entertaining and all of the things. So, it was a massive undertaking. But working with Open Fit, they are pros at this and I've seen the finished product and I think it's pretty awesome and it's got tons of resources and recipes and all the things you would possibly need for tools to be successful.

Dave: Now, did you read your own audio book version of this or did you have someone read it for you?

Michele: No, I don't have an audio book version of it.

Dave: What? Why not?

Michele: I know. I think just a... There's so much production, like the book and the video platform. I mean you can read it on a kindle but you can't listen to it. But I've never done that. I've never read my own book.

Dave: I only did it for the first time for Super Human. And I would read the small sections for the other audio books, but people just kept really on social media like, "Dave read your own book, I know your voice." So, I finally read a Super Human, but I'm in the studio in Santa Monica and said, "Dave your shirts too loud." I'm like, "It's just a normal shirt." And so I literally had to take my shirt off and I'm sitting there with my shirt off reading for four days straight. And that was just for audio. And if it was video, it would have been even worse.

I want people to know how much you have to care to create weeks it's basically probably two weeks of filming to do what you did plus all the prep work for it. So, this is a major, major project. No author on earth is going to do that to make money to be really straightforward is much easier to write a book in your pajamas than it is to do a video thing. You only do that if you really give a shit. So, I can tell you care.

Michele: Thank you for saying that. Yes, I care so much and the hair and makeup, God, it's like what it takes to look presentable for me.

Dave: Well, and plus your definite definition of presentable, I mean you were in charge of Cosmo, right? So, you kind of know how to look presentable in a way that's many levels above what I have to do. Now, you've moved to something new, the editorial director at large for The Well, and this is an idea I so support. Talk to me a little bit about what The Well is because I think listeners are going to be interested. This is a model that I believe

is going to happen increasingly across the country in cities and towns of all sizes for really specific reasons. So, tell me what you're doing in Manhattan.

Michele: Yeah, it's super exciting. It is a wellness ecosystem in the heart of New York right off Union Square and it's a big space. It's like 15 to 18 000 square feet, which in New York is a big space for those of you outside of New York, maybe it doesn't sound so huge, but it has everything you could possibly need under one roof. It has functional medicine, Chinese medicine, Ayurveda, a meditation dome, a personal training gym, a mindful movement studio where there's tons of yoga classes and Qi gong, a reflexology lounge where you can like have the best foot rub of your life.

10 body treatment rooms where you can get energy work or traditional Swedish massage, deep tissue. We have sports medicine, so we have sports medicine doctors who will work with you on all of the metrics and mobility and strength and injury prevention and injury rehabilitation. So, it's everything under one roof, acupuncture, all of that. I don't know if I mentioned the meditation dome but that too. And the restaurant. So, the restaurant is public facing and so is the retail shop.

Then The Well has a membership product and also what we call a day trip or product. So, you can just go for the day or you can be a member and obviously if you're a member there's a whole tier of extra things that you get. But it's really exciting because one of the problems with New York or anywhere really is trying to run around to take care of yourself and the ways that you need or want and trying to get that all in is near impossible task.

And so, to have it all under one roof is so amazing and so revolutionary in the sense that it shouldn't be revolutionary, but it hasn't happened enough but to your point is probably going to happen more. But the critical piece for me is that the practitioners can actually communicate with one another. So, the people who are working with you can communicate with each other about your treatment and your progress and your needs. That should just be happening always but it doesn't.

Dave: It's one of the biggest frustrating things for me. When I weighed 300 pounds and I was recovering from toxic mold exposure that I didn't know it was toxic mold. I hadn't done my documentary. The knowledge we have today wasn't out there. And it was pretty frustrating because I say I need to go to this place and get an lv or go to this place and do that. And I spent more time in my car driving around going to different practitioners and trying to schedule them all. It was a full time job, not to mention-

Michele: It can be a full time job. Exactly.

Dave: Yeah. And then all the money, because you go \$500 here and \$300 here and the time, I'm kind of paycheck to paycheck. And this happens a lot when people aren't feeling really well. You're working really hard, you're taking care of your family and whatever's left over in terms of energy and money and time is going to go into upgrading yourself eventually. But just restoring yourself. And it just doesn't work if you spend most of your time in cars.

So, the idea of putting everything under one roof, that's one of the reasons upgrade labs exists where the recovery technologies are all in one place and it's at the Beverly Hilton, it's in Santa Monica, and there's even IV services there are we, you can get an IV of glutathione for detoxing and things, which otherwise, if I had to go one place to do some muscle stimulation, another place to do all of the other different texts, the return on investment is very high there.

But what you're doing at The Well is different because you're bringing in all these practitioners. So it's acupuncture, Chinese medicine and all sorts of other modalities. And these are not all... I'm guessing they're all owned by The Well, it's sort of a place where people come in, different practitioners and they can offer their services. But you just come in, you schedule one appointment, I want to do these 10 things while I'm here and you can do all 10 things.

Michele: Yeah, totally. And they are well established practitioners that are best in class in their fields. And some of them have other practices say like outside of New York, some within New York, but they come to the well to treat well guests and it really is a very unique offering in that way. To your point, when you don't feel well, the added stress of having to run around and then how to figure out how to share records between your practitioners and all of that is so taxing.

The Well is for people who need help feeling better and for people who want to keep feeling good, right? It's both because you know you can go there if you're super active and take classes and get massages and spot out or you can go there if you're struggling with an issue, can't figure out what it is or haven't found somebody to adequately care for you and you have the holistic advantage of having Western and Eastern together, which as we know is probably the best route to take.

Dave: Well, I look forward to seeing that model everywhere because it just no longer makes sense because there's so many things you can do in functional medicine and just supportive things for your body that aren't even actually medical. They're just more recovery and self-care. I don't mean getting a haircut, personal hygiene, self-care, I mean actual self-care and it's not fair to ask people all over the country just drive all over the place to seek these things out.

It's our job as providers to put them all under one roof so you can come in and get all of your stuff done and self-time leftover at the end of the day for your family and your job and everything else because a feeling good shouldn't be a full time job. And I think what you're doing in New York of all places, I go there and I have all these friends who do crazy healing work and I want to go see them. I'm only there for four days and I've got media appearances. I'm going to go on. Dr. Asprey or whatever. I can only go see two people, but I would love to see 10 so you're solving the problem for me.

Michele: Totally, no it's great. And, The Well also as health coaches, which I didn't mention and the health coaches are so amazing because they act also as like the conduit and help facilitate the communication and can help people make better lifestyle choices just by giving them the advice of things that they can be doing even outside The Well. So,

thanks for uploading it. It's been a really exciting, project in place to be involved with in addition to doing the book and the videos. So I'm a lucky girl.

Dave: There's a lot of entrepreneurs and people who want to be entrepreneurs listening to the show. And if you're in a town that is not well served this way and you have access to do something like this, you might consider being the landlord and bringing together a group of really powerful good practitioners under one roof and then being value added. Not like in we work sort of a vaporous value added. Is that the wrong word?

Michele: No.

Dave: To work for we work, but what I'm talking about there is, yes, you should probably have some nice art on the walls or whatever something hip, but more importantly, make your business model around making it easy for people who walk in the door. Oh, did you want a book with one of these 10 people? Let me handle the booking for you. And then all the people in the facility will be very... The people who are your tenants, the healthcare providers, they'll be very happy to pay you to do that.

And then all of a sudden you're like, wait a minute, I'm in this area. I get as the person, the entrepreneur involved in setting all this up, I get access to all this stuff. So you're going to upgrade yourself beyond belief, but more importantly, all the people who are there, they're relieved all the practitioners because they didn't have to do the billing, they don't have to do the scheduling, which is what's painful. If you're a massage therapist or a doctor, those things suck. You take on the hard parts and think of the clients. People come in the door, thank God I could make 10 appointments at once. So everybody wins. We need these in every city, every country out there. And if you can do it in New York with The Well, which is the hardest market ever, if you can pull that off, then I'm pretty sure people around the country could do it. So let's see more of things like The Well model.

Michele: Yeah, it's all about efficiency. We need that, especially when it comes to taking care of ourselves.

Dave: I know. Speaking of taking care of yourself, aside from ditching sugar, you know a lot. You've spent 20 years looking at things like women's health. And you edited a magazine for a while. Given all the advantages you have there, how long do you think you're going to live?

Michele: That's such a good question. So, my mom is about to turn 80 and she's treated her body recklessly. So, I'm thinking I have a shot at a hundred.

Dave: That's it?

Michele: I don't know. I mean forever according to the cover of your book. Maybe forever.

Dave: Forever, I like that.

Michele: In what form am I living? I'm [crosstalk 00:47:03].

Dave: Yeah, I'm not frozen.

Michele: Not frozen.

Dave: You don't have one of those key chains to freeze your body, do you?

Michele: No.

Dave: Okay. You're the last person I would think like that's just not in your personality to do that. I don't either by the way, just full disclosure I've talked about it on the show a few times. So then then the big question is, okay, you have access to The Well, you have access to this wealth of knowledge for all these things that you've done before. So, kind of feel like you want to get at least a little boost from that.

Michele: Okay. What are you thinking? What's your prediction?

Dave: Well, I know that people can do 120, right?

Michele: That's ambitious.

Dave: People are alive today.

Michele: But remember at the start of this conversation, I copped to the fact that I still drank wine. You know this, we've had dinner together. I still do some of them maybe not as virtuous things. So, we have to kind of-

Dave: Do you still drink it with... You still drink it with a straw or no.

Michele: I never drank it with a straw.

Dave: Of course you didn't.

Michele: How dare you? So, we just have to factor that in. So, let's go 110.

Dave: 110, there you go. So, basically, you're going to enjoy your life along the way and I honestly think you can. Think of the people who lived 120, like 120 years ago. That was 1900, there were no cars, no antibiotics. We were still fighting world war... Or we're going to fight world war 1 on horseback. That wasn't the only way they fought it, but a lot of it was, and there were no airplanes and the world was so different. I got to imagine that you had another 50 years from here. It was a pretty good chance that you're going to get a little advantage from that. So, I think make a hundred your floor, not your ceiling and you're good to go.

Michele: Okay. I appreciate your confidence in my robustness.

Dave: Now, your website is... How do you actually pronounce the name of your website is M-I-C-H-P-R-O-M. because your last name's hard to spell.

Michele: Yeah, Michprom. Everybody's like... So, Michprom is my Instagram. It's my everything's social and it's also my website. But it's funny because when I was at Cosmo, my staff just started calling me Michprom, which just happens, I think because social media has infiltrated our world in such a way that now our handles are our main monikers. So, there are people in the world, friends of mine or former, you staffers who just call me Michprom.

Dave: Okay. Michprom it is, michprom.com that's M-I-C-H and your book is Sugar Free 3 and so if you go to your favorite online book purchasing platform, we all know who I'm talking about and you just type Sugar Free 3, they should be able to find it. But if you just type sugar free, you're probably going to get an ad for a harmful food additive.

Michele: Totally.

Dave: So, you've got Sugar Free 3.

Michele: And three the number three. Yeah.

Dave: Okay. Michele, as always, it's great to have you on this show. You've done huge amounts of work over the last 20 years, improving people's perspective on health with your work in the field of journalism and print. And I appreciate it and I appreciate being on the show.

Michele: Dave, thank you so much for having me and am grateful for you. We've had so much fun together and supporting each other and you've contributed to every single platform I've worked for and I have so much gratitude for what you put out in the world and you've helped me personally, so thank you.

Dave: You're welcome. And I do have to say that as a former 300-pound computer hacker ever being mentioned in Cosmo was at the very bottom of the list of things that would ever happen to me. But you made it real.

Michele: Amazing.

Dave: If you enjoyed today's episode, you know what to do. Put down the sugar already. I'm watching you and if you decide you're going to eat the sugar anyway and say, "Dave, screw you." You know I still love you. It's okay. And the other thing you could do, you could pick up a copy of Michele's new book, people who listen to Bulletproof Radio, oftentimes our readers, you'd be amazed and if you were just too lazy to read, I also respect that.

Normally I'd tell you to get the audio book, but since Michele didn't do one, she just spent a couple of weeks recording stuff for you so you could pick up her online thing and I'm forgetting the name. Michelle, what's the name of-

Michele: Open Fit.

Dave: Open Fit, openfit.com I'm guessing.

Michele: Yeah.

Dave: All right, so just learn something about where to find sugar and how to reset yourself. It doesn't take long to do it. It's really true. I have not played around with essential oils as described in the book, which is pretty cool as a way to reduce sugar cravings, but I think there's validity to the idea, so play around with it and just learn. You won't die if you don't have the sugar. You might even feel better and have a beautiful day.