Introduction and Jim Ludwig's Healing Story

Well, I have the absolute pleasure of having Jim Ludwig with me today. Thank you for spending some time with me. I really appreciate this. Thanks for having me. Looking forward to it.

Well, one of the products that that I use a lot in my practice and and I know it's real. It's been around for for decades and helped so many people in their cancer journey is hailing.

951 and you had your own story that guided you towards this product. Do you mind kind of sharing a little bit about that? Sure, absolutely. Yeah. So, almost about ten years ago, I started getting pretty sick and I had a lot of weird, unexplained symptoms.

And it it was it probably went on for just just under a year. I went to seven different doctors. Nobody saw that. It was even looking at the idea that it was colon cancer.

And so when I got this diagnosis, I was on doctor number seven and I was like, okay, well, you just listen to this list of things that's going on. And so she sat there with me for how many 40 minutes?

And we went through the whole thing and finally got a good game plan. And then a few weeks later, I actually had a real diagnosis. And and a game plan.

The first call that I made after that diagnosis, I think, was probably to my mom, but then after that was, it was to a buddy of mine who I had worked with him previously, and, and he had told me he's like, hey, I'm going to, you know, go help my dad with his business and and yada, yada, yada.

What do you do? It's just this cancer, anti-cancer drink. And so I, you know, I just kind of filed that away. And so I called him and I said, hey, tell me about this thing your dad's doing.

And so it turns out his dad is Joe Tedesco. And Joe's the founder of healing 951 Healing Products. And, so I got on the phone with them. They they gave me the rundown.

I got on the product immediately. They overnighted me, some bottles, and I just got going on it, and I ended up doing the full kind of what we would suggest as like a full course of, of the 90 days.

And my recovery was awesome. So I, I initially had a blockage. And so I got, you know, you know, like they do they just rush you into everything. And so I knew nothing about this world.

And so I rushed in, I got the surgery and then they're like, okay, now we got to start talking about, you know, what we do now. And there was all these things of, you know, traditional treatments, chemo and all this stuff.

And I was like, put the brakes, hold on. So let's just wait a minute. So I, I contemplated it and I decided, you know what? I I'm young. I, I want to give this a shot more naturally in my recovery and see what I can do.

My doctors were reluctant, if you will, but they still allowed me to get my follow up. I've heard some stories of doctors just being like, oh, I'm not even gonna see you anymore.

But, they were fine. And so I, I dove headfirst into this in this world of lifestyle change and and healing. 951I it was it was my, my rock during this thing.

I was so faithful and, you know, and we'll probably get into it. It does not taste good. That is number one. So if you're if you're considering this as a part of your regimen, just be aware.

You're going to be every morning you could be like okay. And you just get it over with. Tough it out. And after about three months or so, it was it was really like 4 or 5 months.

My doctors were like, Holy cow, your recovery has just been amazing. We're going to we're going to kind of prolong your, your time in between follow ups because I was doing like 90 day follow ups and it was, you know, they had the schedule for me.

And so I was like, man, I, I just, I don't even know. And there was a point later that summer was like, I don't even know if I really need to see you anymore.

I've just come back in a year. And I was like, okay. And I still tried.

Recovery, Follow-Ups, and Lifestyle Changes

They they give me a ring and I was just back there in January again, for my follow ups and and still no evidence. And, just had an amazing recovery. So that launched me into this world of, of healing nine, five one and, really kind of looking at alternatives and ever since then I just had this passion for the product.

So several years later, my buddy called me up, Joe's son again, called me up and said, hey, I, I think we could use you on the team. And so, you know, after a lot of back and forth and some time, we figured it out and I came over here, and I've been here ever since.

So, really stoked about it. We see some it's inspiring because we see some really cool stories that come out of people using this product. So that's really actually made some.

I'm just curious when when your doctors were saying, hey, everything's looking good, you're recovering well and all of that, what were they following in order to be able to say that?

Yeah, so I would I was going in for regular bloodwork. I was also one of the things that I think really impressed them was the recovery from the surgery.

And, you know, we've had we've had a number of people over the years that that go into any kind of surgery. And I'll take this just as a nutrition, symptomatically even things were just getting way better.

So I had tons of, like food sensitivities and things. I was just reacting to everything. And after just a few months, my body really calmed down. And so that was even post-surgery.

I was like, oh, like the difference of being on the product and being off the product, was was huge, just in my digestion and things. But yeah, they were doing blood work.

I mean, I, I do bloodwork, CT scans, colonoscopy, the whole, the whole works. And they were all very impressed with, even even going in post-surgery and looking at, like, you know, the scar tissue and the scar and all that stuff.

I, all I got was just stellar feedback. So I was stoked about that. And, you know, it's like I did a number of things and, you know, you look at stuff like this and there was always one staple and it was certainly healing for me.

I just I just dove right into it. But I did a bunch of other things. So where the credit goes, I think it goes a lot to a lot of things lifestyle change, diet, stress levels.

I, I made some major life changes during that time just to reduce my stress level. So it was a lot of things for sure. Yeah. That's incredible. And and just kind of how how we see how it goes.

A lot of times we go through that journey. I mean, you were talking about your digestion, but all also, you know, that that that well-being, that energy, that I mean, how how were those part of changes that you were seeing as well?

Yeah, a lot. And so one of the weird symptoms I had was, kind of going back to, more hormonal symptoms where I would, I would be called when everybody was hot.

And I, I've always been the guy with the air conditioning on, like, 61. Just my power bill is through the roof. But but that's just how I grew up. But I just what really struck me as super weird is I'd be wearing a sweater in the middle of summer, and my friends are like, what is wrong with you?

And so the those symptoms, those things really started to just come into check. My body started bouncing again. My energy levels were were up. I was actually sleeping better at night.

I had gone through this kind of weird thing. I my hair like this was just from before the surgery and everything. Just from the stress of being sick for that long, you know, I was my hair was thinning and all this stuff.

And so when I started seeing that come back, I was pretty stoked because I was like, okay, cool. I'm I'm good. I'm doing better. So a lot of those things just even like my, my skin and my complexion and, I mean, a lot of things were really mending to, to, that were kind of obvious to people I was putting on.

I had lost probably, man, probably 40 pounds, 35 pounds during that whole process, that whole nine months to a year. And, and so I was putting healthy weight back on looking looking good.

Just energy levels were good. So all around, in way better quality of life, way better quality of life. And again, how many years were you, how many years ago were you diagnosed?

So this was, so this is about nine years ago. So then the kind of healing journey would have been to like where they kind of gave me the. Hey, you're doing great. Must be about eight years ago.

Yeah, yeah. See, I was like, I think I was like, nine years ago was a diagnosis. Now, see, one of the biggest challenges obviously with cancer is always, you know, the risk of things coming back.

And and that's the biggest concern. And so just being away from your initial diagnosis that long, and that is phenomenal, you know, without things showing up in other places.

And, and what's interesting, yeah, people may not know this, but, you know, colon cancer. Yes. Like prostate, just like, you know, breast ovarian, uterine I mean it is it has a hormonal component to it.

Yeah. So it is essentially almost considered like the hormonal cancer. And so bringing them something in that helps to them kind of modulate and correct that whole hormonal system.

Yeah. Which you, you noticed. Yes. With your, you know, your, your skin and your hair and I and I know gals, they like their hair, but guys do as well, you know, like I.

So I and you working with this product now for all these years, I mean, you you must have seen some incredible stories of, peoples healings, journeys.

Yeah, absolutely. It's, it's been pretty. It's been pretty cool. It's very rewarding. And, I think, you know, we were talking, you know, offline before.

It's like there's this day in, day out where it's like you get this kind of cycle of people. And I, I'm in a unique position in, in the, you know, in this world is that I've gone through it.

How Healing Supports Cancer Treatment

And I think a lot of people in this, industry have kind of launched into this as a career, some through some whether it's a close loved one or themselves personally.

And I, it's like every time I get on the phone with somebody and we're just, they're just maybe getting a diagnosis or starting their journey. It's it brings me back and I, I get it, I relate, and I don't pretend to to know exactly what everybody's going through because we all have a different story.

We all have a very different, you know, diagnosis and prognosis and things. But I do relate to what the system, the traditional system puts you through once you get that diagnosis or even just to get to it, it's very challenging.

And there's a lot of pressure. That's a huge mental, game that, that it gets it gets played out. And so being in this now for a number of years, it's very rewarding.

It is to, to help people kind of navigate that and to kind of slow down and just be like, okay, let's let's, you know, let's talk this through. And so yeah, it's very it's very, it's a cool shift that has happened in my life over the last decade.

So and I mean, you chose not to do chemo, but there's some people that, that, you know, they feel that this is what I really need to do. Oh, yeah. I obviously that that's a personal choice. And so the Hayley 951, I mean, how did that support, does that support someone going through chemo, or is that so to be done if you, you know, chemo or this.

Yeah, that's a great question because the original design for this product, the original on set or you know, the aim of this product was to help with that.

And so the it was it was like in the mid 80s, as a hospital nutritionist over in China, that's where this formula first started. And it was to help with late stage Kotex.

So it really these side effects of the cancer sell the treatments, whether it's chemo radiation. And so the, the later stages of the are often responsible for, you know, the the like, severe sudden down, you know, turn in a cancer patient.

And it's just a ways your body just stops, you know, building muscle stops. So simulating food you lose your appetite and people just rapidly lose weight.

And so that was the goal. And so what they did was they experimented with different, you know, foods. But they landed on soy because Soyuz is very interesting.

And it it is in a sense controversial because of, a lot of misunderstandings in science, especially in the late 90s. But it's also controversial because the way we grow soy here in the US is not stellar.

So there's a huge difference from the soy you'd be getting in the grocery store versus what we're doing. And so they landed on this very particular species of soy, which there's about 2000 species of soy, and started testing these fermentation processes.

And that's what landed them into this. We have a patent on a nitrogen fermentation process or multi-stage. And what we're looking for is just extreme bioavailability.

We want this stuff, these these isoflavones and saponins and protease inhibitors to be very bioavailable amino acids. All of that enzymes, peptides. And so the initial studies were on it like, cancer patients in conjunction with chemotherapy and radiation.

And what they saw was better immune function, better survival rates, less side effect, less toxic side effects. And the chemotherapy and radiation was working better.

So like I mean, so it was being more effective. So there is a protective element, in causing less damage. But then and also, you know, and being more effective.

So we, we see that quite a bit. So we see a lot of people who do decide to to do them together. And that's great. Side effects are typically, severely mitigated.

And you know, you just get better, you know, better quality of life throughout the process is huge, you know, because it can be pretty draining. And and out of curiosity, for a bottle, you know, how how much soy is used to to produce one of those bottles so people can understand kind of the quantity of nutrients that that's in there?

Yeah, it's about 25 pounds. So of raw beans. So imagine it's about a five gallon bucket is what it is. It's like four point whatever three or whatever.

So it's it's fill fill up a five gallon bucket. That's about what you're getting in one bottle. So it's, you know fairly concentrated. And we're looking for very specific things.

Within that we want those, isoflavones, saponins and, and we want them to work in a specific way. So it's not what's interesting is it's you can buy isoflavones supplements that have more isoflavones than our product, but we've we've done, you know, we've been around a long time, so people have done lots of tests against them and shown that healing just is far superior because of the bioavailability and that entourage effect, the synergistic effect of all of those compounds working together in that package versus just loading up on one compound that, you know, may or may not have, you know, the right effect.

So, yeah, it's it's pretty concentrated, from the soy itself. But but but it is very calculated. And how we do that fermentation to get it in the right, in the right way.

Yeah. So you can just imagine, I mean the nutritional quantity. Yeah. In one of those bottles. And you really can understand how it can then really feed the body and support you during, you know, you're talking about sex.

Yeah. For instance. Yeah. Just, I mean, anyone that is going through any kind of traditional oncology therapy, they are going to be nutritional deficient no matter what, you know, whether they go into cat sex or not.

It's going to be, you know, you're going to be nutritionally deficient and your digestive system is not going to be able to utilize your nutrients. As you know, when you take different supplements, it's not going to be as effective the delivery just because the, the digestive system is, is challenged, just due to the therapy.

So then to bring in something that, you know, brings as nutritional punch, in addition to then really healing the, the gut, you know, like it did for you.

And and then you were talking about these isoflavones and opponents and protease inhibitors. Can you talk a little bit about that. Why are these things important.

Yeah. So one of the neat ones is Jenison. And this is probably often the most misunderstood. Or you see here it's spelled to Jenison Jen Stein. There's a, kind of precursor before digestion.

But yeah, it it when you look up, you can look up on PubMed or wherever you're going to find a lot of studies on the benefits of, of that. Isoflavones are probably the most prominent isoflavones, along with, there's two other ones, but really, really, that's the one we look at a lot of times because it's not only, showing some very, you know, anti-cancer effects.

It's antiangiogenic, cutting off that blood supply. It has a ability to induce apoptosis to cancer cell lines. It's very anti-inflammatory, but the most misunderstood part of it is the hormonal part because it looks very, very, very similar to human estrogen.

The reality is, though, it is extremely weak. So it's this kind of, you know, trick, if you will, is so the body brings it in and it and it and it sits on the alpha and the beta receptor, but it definitely has an affinity towards that beta receptor.

Soy Compounds and Hormone Modulation

So it becomes, you know, an antagonist estrogen signal to basically you know, help with the excess estrogen in areas like breast and uterine and prostate.

But then it has estrogen signaling, which and kind of directing estrogen to the more beneficial areas like bone and cardiovascular and tissue. So it's really this really cool molecule or this compound that they call sperm.

It's a selective estrogen receptor modulator. And so, initially back in the 90s, the thought process and when they did some like mouse studies, but we're not mice, rat studies, we're not rats.

What they what they thought they were going to see in humans was this spike in estrogen. They were just going to see, you know, women with breast cancer.

It's just going to go through the roof. And these estrogenic breast cancers are going to just feed forensically on, you know, just this frenzy on on things like soy and flaxseed and things like that.

But the reality is, is that's not what happens. It sits on that receptor. And because it's so weak, the cancer cells thinking, hey, I got this great food source, but I really don't.

And so, that modulation is super important. And that's been a lot of, studies on that. But you also have things. So that's one of the kind of more major misunderstandings and soy that it's really easy to explain, because a lot of studies from about 2011 on show just incredible benefit, to the body and not not only for, you know, things like women and breast cancer and ovarian cancer, but men to prostate health just in general.

But then prostate cancers lowering PSA is things like that, bone density, in inflammation, all kinds of stuff that it has an immune modulating component as well.

So Jennison is a just an incredible component of soy. But you also have, like you said, the the protease inhibitors specifically like the Bowman Burke inhibitor, you have, the saponins you have by the sterols.

The fighter serves as an interesting one for, it's what's really looked at, heavily for the cholesterol benefit. So soy is often promoted as, great for promoting healthy cholesterol levels as because of the fight of sterols.

Again, a plant based version, you can kind of hear it in the name sterile, kind of sterile cholesterol, a plant based version that really is beneficial to the body.

The body intuitively just knows how to use it to its benefit. So yeah, there's just so many components that you find, in soy and they all have these individual elements and, and to some degree especially like, you know, things like the protease inhibitors, they have these in, in the isoflavones.

They have these also anti-cancer antioxidant and anti inflammatory effects on the body that are pretty, pretty well studied. Especially as individual components.

Then leave them together, ferment, ferment. Get all these, you know, metabolites that come out of the fermentation. You just have like, you know, in a product like healing 951, you have a package and delivery mechanism.

And then what we do is we bind that to nitrogen, and the nitrogen becomes that Trojan horse and brings it into the body. So it's pretty, pretty powerful as a as a package.

Yeah. I want to unpack a few things, but I want to kind of. Yeah. So the nitrogen, when you say is like a Trojan horse, does that mean that it, it drives the substances that are in the, the halo.

951 into the cancer cells back at night. Yeah. As as cells take in the nitrogen, they're getting this package because it's bound to, in, in the fermentation process.

It binds to those elements. Yeah. And and, yeah, it's very important. Like, you were talking about the ganache dying. I mean, you can buy that isolated at a higher dosage, but it's like anything.

I mean, if you operate a company, you know, if you just bring in the CEO and he has no supporting staff. Yeah. No, that company is not going to do very well.

But if you bring in all the supporting. Yeah, the CFO, the CEO, the, you know, managers, workers that I mean, you bring all that team in, you get things done.

And it's the same thing when you use these natural subs, you know, these products that do not only contain the, the one, the active ingredient, but it contains all these supportive elements and, and they all come together and that brings that block.

You're talking about that modulating effect and that intelligence, you know, that's needed in each cell in order to be able to correct dysfunction, you know, whether there's cancers or other type of, you know, you know, scenarios that are taking place.

Yeah, yeah, it's it's a pretty cool effect. And then, you know, and then kind of the, the, the catalyst or really the, the thing that makes it just extremely special because you can, you could buy soy and you can, you can mash it up and drink it if you want to.

But the fermentation process of binding to nitrogen is really the game changer. That's that's the the because like like you're saying you can get Jenison and if you do and you want a high quality Jenison and you want it in a high, you're taking like a horse pill.

I mean, it's like take a lot. And so having it in a, in a, in a delivery mechanism that synergistic like you're saying is, is it's pretty powerful. It really is.

Yeah. Who out there wants to eat 25 pounds of soy a day? And, that's, that's a that's a feat. Yeah. That's a species. Yeah. Yeah. And so, you know, with these you, you're talking about the estrogen receptors and, you know, the importance of being able to kind of modulate these receptors.

And and that is the, the confusion that a lot of people have when they're dealing with these hormonal type of cancers, like prostate or, or breast or ovarian or, you know, whatever it may be.

And colon, is that you you think that you have to then deplete yourself from hormones and that that is the solution. And I mean, recognizing that every function in your body is communicated and regulated by hormones.

So by getting rid of that regulatory system and, and suppressing that, you know, unnaturally it's going to then do you so much disservice. You know, the, the what we do need is to clear out and all these, these kind of plastic and the, the toxic type of hormonal substances that we are exposed to all the time clearing that out and then bringing in something, you know, like you're talking about, this is a very weak signaling.

So that actually then helps to kind of block a lot of these receptors side. So these stronger estrogens progesterone and and things that you're concerned about, it's just going to bounce off.

It's not going to be able to land because you have that that's soy particles, you know, in there. And it's not getting in there. So to get a lot of those, you know, 25 pounds of that in one day, you know, and I mean, imagine the amount of receptor sites are then going to be calmed down and not only just interfering with that strong, you know, toxic estrogen, but it's helping to modulate that to make sure that the intelligence in your hormonal system remains intact.

Yeah, absolutely. Absolutely. I, I, I always kind of explain it to like, it's like a parking spot. And if something's there. Yeah, something's parked on that receptor site.

You're like, you're saying you're you're, you know, skin care products, sunscreens, plastics that you get from all over the place. These are these are pesticides.

These are very strong estrogenic like xeno estrogens. And they're they're very damaging. And so those those are what those cells really want. Because because they are so strong and so having that that parking spot taken up by something like, a very weak phyto estrogen is, is very, very important.

And, and, I mean, I look upon cancer like a, it's a survival mechanism. Essentially. It's, it's when the cell is in distress. It does not have the nutrients, does not have, you know, the, the components that it need in order to be able to function, you know, appropriately.

So here you are then, using a delivery mechanism of just a huge amount of nutrients to tissue to cells and to help to restore their function. And when the cells obviously are healthy, they have the nutrients that they need, the likelihood of that then shifting and becoming a cancerous cells is very minimal, you know, because it is now strong and and it's able then to not have to have that kind of cellular programing that start to shift it into fermentation cycle and these kind of weird ways of, of trying to produce energy that's very inefficient, you know, and here you are then figuring out a way to get, you know, 25 pounds of soy into the cells every day.

Yeah, that's that's phenomenal. And I think one of the kind of less talked about things, maybe not for you, but in, in general is the idea of cancer stem cells.

And that's just something that is not really addressed with the, you know, traditional line of treatments and something that the, you know, natural products like this can and they can force differentiation, in those cells.

Mongolia Sourcing and Fermentation Process

And if they are a cancerous cell, then, you know, inducing apoptosis before it becomes a problem, you know, before it becomes, a small clump and, you know, and then and then, you know, things are out of control and spread all over the place.

But but having the ability to address cancer stem cells is, it's super, super important. And, and this product can then benefit in that area. Yeah. Again that's another thing. Jennison.

Just I mean and and the Bowman Burke inhibitor also. Yeah with the cancer stem cells very beneficial. That's phenomenal. It's phenomenal. So you know one of the concerns was soy.

You talked about you know, how we produce it here in the United States versus how it's being produced. You know, with the hailing. 951 I mean, you have the GMO, you know, genetically modified organisms.

Soy is probably one of the most genetically modified. And and I would assume, you know, a lot of the products that are out there would again, shine. It's it's one day isolated.

And it may not be coming from the best quality of, of soy. So yeah. Talk to me a little bit about, you know, the, the quality where it's grown. And, and so people can really feel that this is something that there's, there's not a lot of toxins in that.

It's not modified. Yeah. It's actually the food that God intended it to be. Yeah, absolutely. And and that is a big, big concern, big talking point that, that often comes up is, is the the way we grow, where we grow, we grow in Mongolia.

So we've been doing this a long time. We've got this these farms in Mongolia, and we grow a very specific species of soy. So it does start with the species.

It's an heirloom species. It's organic. We grow organic. We grow in a volcanic ash fertilized soil. So the soil is also important, to that growing process.

So not just, any soil. There's really, there's really not the, the climate and, soil quality available here in the US to grow this, this type of soil at the nutrient density that we need it to be at.

And then beyond that, how it's grown grown really better than organic standards. And then and then even further when it's picked, that's another big, you know, thing.

And so, you'll see like, I like, right, right down the road from me here, I got soy fields that all, you know, they go for miles and they also make it up and, they're all over the place.

And that soy is probably, you know, primarily grown for things like, you know, cranes and fuel and things like that. But, what we're doing is hand-picking at the, at the peak freshness.

So they actually go out and test the beans that when they need to be picked. And so it's a it's a real detailed the process in the growing stage to keep it free of contaminants, and keep it free of cross-pollination.

Another reason we grow at elevation. We love bees, but we want our bees on our property. No, we don't want them going from here to there. And and because.

Because when you do it for as long as we have it does not take long. It's really two, maybe three cycles. And you're a you're a different you're a different piece of, technology at that point because it becomes a, genetically modified organism.

And it just becomes a completely different, you know, species, if you will, because it's it's not, you know, retained that heirloom, soy component. So. Yeah.

So, I mean, it's a lot it's a lot of a process to, to do what we do. And, and, that certainly, you know, reflected in and how it's made and the detail and the crafts that go into it and, and then beyond that.

So we got this extensive growing process, extensive fermentation process. And then, you know, another thing that I think people will appreciate is it's in glass bottles. It's not in plastics.

So, we, we take a lot of, of care and diligence to, to do it right and, and do it the right way. And that, that takes resources. So, you know, that's just part of the part of what it is.

And and what does the fermentation process do? I mean, why, why not just kind of grind it up, you know, why why fermented. You know, why is that so important.

Yeah. Fermentation essentially is pre digestion. You know we're digesting it before it gets to the body. That fermentation process, it essentially it changes a lot of the structures in those components.

Fermentation is, you know, often, you know, seen in the context of things like, sauerkraut or kimchi or, or kefir and those are, those are, a different type of fermentation.

Still, a fermentation is still great, still beneficial. They're they're producing probiotics and enzymes and things like that. Prebiotics. Our fermentation is different.

We do a nitrogen in multi-stage fermentation. So there is still that initial catalyst that that starts that breakdown. And that's what we want. We want things to be broken down. We want the protein.

It's a complete protein in soy. We want it broken down into these amino acids. And then we want to start changing the structure of some of these components so that they become immediately digestible.

And then when we're immediately digestible, then that binds to nitrogen and just shoots over into the cells. I mean, it's really a fantastic, mechanism.

Fermentation has been used for thousands of years, especially on soy and in, in a lot of countries, you know, over in China, in Japan and in Mongolia, in these areas for preservation.

But preservation as well as that break down, because soy can be hard to digest in a raw state, like in a, in a, unfermented state. So it can be kind of hard on the digestion.

And it can also that protein, there's a good number of people that it can cause a pro-inflammatory response, especially in the gut. So fermentation when it comes to soy, I have two caveats.

Got to be organic. It's got to be fermented. And those are our are really kind of just a, a baseline to getting to a decent, you know, version of that food.

Really. It's like it's like, you know, I don't know like, I don't know what a good example like like chicken, you know, you we at baseline, we got to cook it.

You know it's like that's number one. You know. So it's like with soy it's got to be organic. We got to ferment it. There's just it's just a the process that really needs to happen for your body to use like utilize it well in more of a, therapeutic way.

Yeah. And that's, I mean, when it's pre digested like that, then there's, there's no effort of the digestive system to, to really being able to utilize the nutrients, you know, utilize amino acids, you know, to, to kind of support tissue regeneration.

And, and then also you know when we react, you know, you're talking about your sensitive, you know, digestive system. Yeah. So we react to, you know, protein components.

Yeah. So if we are getting them in this broken down state the immune system's not going to react to that. You know it's going to be that inflammatory.

You're going to calm down all those, you know inflammatory switches. Yeah. Which which is yeah. Which is phenomenal. So how I mean obviously you talked about taste and and then also you know the the program that you recommend.

Yeah. Yeah. Initially I mean that it's expensive. Yeah. Oh yeah. Those are our two biggest objections. Taste and price. Yeah. So so and I mean for for listeners I mean expensive.

We understand the amount of effort that goes into one bottle. I mean I'm hoping the audience can really understand I mean, yes, I mean I don't know what is that like 50 bucks or something like that for a bottle or I can't remember.

But but it's, you know, it's it's a decent amount of cost, you know, per day. And, but just recognize, I mean, 25 pounds of soy. Yeah. All our nutrition is in that the fermentation process.

It's ten handpicked and non-GMO last bottles. I mean, and the nitrogen delivery system, I mean, it's all these components that you're getting. I mean, it's it's a massive superfood.

Concentrated. Yeah. In one bottle. So I mean, understanding all of that. And yes, we are used to as Americans, we have that MacDonald, you know, a, you know, mentality where we want something cheap, easy and fast and then our bodies are going to be the same thing.

We're going to be cheap, easy and fast. I mean, we want solid, strong bodies. So, yeah. So to me, I mean, is there anything else that you, you have to say in regards to price wise?

I mean, why? Well, just to just to, you know, it's something to prepare yourself. And if you think about, you know, I talk to people all the time and they want to start on the product and, and you really kind of have to prepare yourself for three months.

I mean, that's just where we I see so many people who want to start and just do a month and see that's no, that's not how it works. I mean, you really do have to do something that 90 to 120 days is so important in your body for

cellular regeneration, for signaling, for so many things.

So we do tell people, you know, three months and really it's 90 to 120 days is ideal.

Pricing, Taste, and How to Take It

And so when you're doing that at a bottle a day, I mean, you're looking at, several thousand dollar commitment, to, to to really take on this as, as, as something, as a part of your, you know, regimen.

And, you know, when it comes to, situation like, you know, a cancer situation or something like a really extreme health situation. Yeah. Bottle of day is great.

Now, I have tons of people who just do an ounce a day, and they do it for general health. They do it for kind of like a maintenance, type of thing. Or, you know, even like gut inflammation, some, like 1 or 2oz a day can just be do that for a few weeks.

That's great. I mean, we we just see. So many different things because the mechanisms for helping the body to heal are the same anti-inflammatory hormone, regulate hormone balancing.

I have a lot of women who are getting some transitional times in their later years, you know, hot flashes, sleep, things like that. A lot of that just answer two a day does really well.

So there are definitely, you know, times where a smaller amount is great, but when it is a more extreme health situation, I just try to prepare people like, look, this is something that you're just going to have to say, hey, I'm going to do this for a full 90 days and and see what happens.

Because, I really hate to see people do 30 days because then I feel like it's just a waste of money, you know, it's like, okay, well, I'd rather you have done something different, you know what I mean?

And then when you're ready to do this for the full stretch, you know, but yeah, it's it's it's a commitment. Well, I mean, when, when, when you're battling cancer and yes, there, there's going to be so many other expenses, you know, because it's a costly disease.

You know, it just is. But then to really bring in something like this, and you kind of recognizing the value of it and, and just kind of know that, yes, it's going to be an investment, but it's going to be an important investment is going to be really, and then, you know, the other challenge that we alluded to is terrific.

I mean, I think it tastes terrific. I mean, I'm just I'm just saying, like, obviously it's not that bad to me. I sort of I get really mixed reviews, but yeah, I'm fine with it.

I just think it's great. And the the funny thing is that my, my wife, you know, she, she's taking it and she said, this is not bad. This is good, I like it, you know.

So obviously it's it's back and forth but for the people and yeah that need to overcome one the, the price and then to the taste you know, how do they navigate.

Well what is the best way to navigate that. Because obviously here you know, it's something that that's so valuable. It's so nutritional. So it it's going to help me in so many different ways.

And I just can't swallow it. You know how how do you how do you guide people through that. Sure. Yeah I, I, I would say primary number one best way is if you can just chug it, plug your nose, chase it with some.

I drink market tea just about every day. And so I just chase it with my tea. And I mean, some people don't even like much of tea, so I don't. Maybe I'm weird, like, if you have some kind of tea or maybe drink coffee or whatever, but, I think just doing a little chaser is great.

Beyond that, a lot of people have done things like mixing in stevia, mix it in with their greens powder in the morning. Monk fruit drops. Sometimes people like that.

But really, we try to tell people, like, stick to obviously more natural sweeteners. Things like that can help. We have a, powder. It's a, monk fruit, peppermint powder.

It does pretty well. But a lot of people also look at our greens powder, and we kind of formulated that in a way to mix really well with the healing. And, so you can, you can mix it with things.

We do suggest taking it on an empty stomach. So it would be like 30 minutes before a meal or two hours after. So, you know, if you are going to mix it with something.

Maybe not like a smoothie, but more of, like, a light, you know, so you don't want all that stuff in your stomach at the same time, you just want to give your body the best, chance of absorbing everything.

So, you can mix it with a number of different things. Some people have tried, like they'll do, like a shot of apple cider vinegar. Then they'll shoot back the heal, and then they'll do a little chaser and swish out.

And I'm like, that sounds way worse to me, but okay, if that works for you, I mean, go for it, but not me. So some people have tried, honey, and I'm like, that also sounds terrible, but okay.

But it's it's unique. It really is. And I will tell you, 80 to 90% of people get about a week weekend. They try to do all the different flavor, different tricks, tips, things, all that thing they get about a week or maybe, maybe two weeks in and they're just like, whatever, I'm just going to drink it straight.

And then they get used to it and you don't even think anything of it. Yeah, yeah, yeah, exactly. And that's, that's the thing. It's as kind of that, that initial just kind of pushing through that.

And then after a while you retrain your, your taste buds and, and. Yeah. And then it's, it's not as bad. So yeah. Yeah. Well and and so you know the, the protocol like you're saying.

Yeah is a bottle a day, you know, for 3 to 4 months. And so kind of dividing that I assume kind of half a bottle morning, half a bottle night or you know, whichever way that, that is, that is the best.

No, I mean, do should they start with that from the get go or should they kind of work up to that or what. What's kind of a good strategy that that initial good question.

Yeah. Titrating up is is preferable. You know, one of the things that just kind of helps because your body is going to start naturally getting rid of stuff.

And so taking it slow, those first 4 or 5 days usually just start the first day with like an ounce. And then maybe an ounce in the morning, an ounce at night the next day.

And then just just slowly add more in maybe two and two, three and three and then four and four. So then you're up to the full bottle. So, we typically include like a packet, you know, with all of the orders that, that kind of shares, like a getting started strategy.

But yeah, titrating up a little bit is, is helpful. Some people just start right away. There is a possibility of, kind of the, you know, detox reaction that hurts reaction where you might feel, you know, a little bit, you know, kind of, you know, sweaty, fluid type feel, but that usually doesn't last very long.

It's just your body kind of getting rid of stuff. Drink lots of water type of thing, you know, stay real hydrated and, and, you know, go from there. And, you know, we always say it gets into where you're, like, uncomfortable but has a different comfort, tolerance.

And so if it gets uncomfortable, they just back down a little bit and then slowly build back up. So there's no magic formula to getting started. It's really just, you know, to take it slow at first and then really the, the, the real, you know, crux of it happens really once you're at that full bottle a day and you're getting 30, 60 days into it and, and people are seeing some cool stuff.

So yeah, it's great creating that nutritional saturation. You know, after X amount of time. And, and obviously when you drive nutrients into a cell, you know, whatever garbage that needs to go out is being pushed out.

And so now you're, you know, may be feeling some of that, like you're talking about the detox reaction and hearts action and things like that. Yeah. And it's not uncommon for people to get a few weeks in and and just kind of like, oh man, I'm having a, a day.

You know, it's like your body just sometimes just getting rid of stuff and then you have and then you feel awesome the next day. You know, it's like your body just does that and, and starts getting rid of things and, bounces back.

Dosing Strategy and Patient Success Stories

I mean, you must hear some cool anecdotal stories, you know, I mean, do you have a couple that, that you don't that you could share? Yeah. So some of the, some of the craziest ones, I would say one of one of the I and I don't want to, I don't, I sometimes I hesitate to share this because people get like, wow, you know, like, we had a lady who was, stage four ovarian, and she had, a mass about the size of a grapefruit.

And, she basically her doctor sent her home and was like, hey, you've tried chemo, you've tried all this things? Nothing. It didn't work. I'm sorry. I got nothing for you.

Funny enough, this doctor ended up recommending healing to a lot of people, and now he's retired. But, so this lady, she gets on the product within 22 days was like 20 or 22 days.

It had gone from grapefruit to golf ball. And so within another 15, 20 days, he couldn't even detect it. I mean, it was wild. It was wild. And so again, that's I mean, that's, just a, you know, crazy story.

I would not say the results are not that, you know, typical of that, but it's certainly a possibility. And but we do see a lot of, you know, tumor suppression and things like that where, where people go through.

We've got a lot of, a lot of breast cancer, a lot of prostate cancer. I actually just was on the phone with a doctor, two days ago, had a, PSA. One of his guys was a PSA.

Like, actually, like 1500 is pretty high and got down to 20 pretty quickly within within, within the month. And then, and then just kept slowly drop drop drop drop drop drop drop.

So, you know, that's super, super important with prostate health. But yeah, I mean, we've, we've I, we had another, guy, I just did a, podcast with you familiar with Ryan Stern.

Angle. His his son. Very, very cool story. And it's the first thing that ever crossed his lips is son's lips before or after breast milk was healing and and, that was, neuroblastoma.

And he's doing great. And so, yeah, lots and lots of stories. I mean, we get calls every day of, of people who are just super stoked. I had a really interesting one, with a lady that's not cancer, really.

It was mold related. And she said that she had this toxic mold exposure, and she got really sick and she just happened that her product showed up that day because she takes about an ounce a day just for general health.

And she's like, I'm just going to drink half a bottle, she said. Within an hour, it was like her body just opened back up. Energy levels were through. I mean, it just it just totally went away.

So the, the ability for to, to affect those inflammation and immune system pathway pathways rapidly, like really, really fast is pretty, pretty cool. That's amazing.

Well Jim that this is awesome. Thank you so much for for bringing you for for moving this information forward because people need to know, you know, things that, our, can really help them on this journey because it is challenging, obviously, when you're battling cancer or any kind of disease.

But, you know, cancer, you know, there's there's a lot of emotions that come along with that. And then to be able to have a tool that can really, you know, support the body's well-being and to help to modulate the immune system, the hormonal system, you know, to be more effective in addressing this, dreadful disease.

And, and, you know, like I said, I mean, this is not a fly by type of product that's been around for decades, and it's proven itself again and again. And so thank you so much for for being part of this and sharing this information.

Absolutely. I appreciate you having me on here. It's been, been a pleasure.