Introduction to Jeff Hoyt and Zeolite Labs

Welcome back to the conversation. I am now with Jeff Hoyt, who is a founder and president of Zeolite Labs, a company specializing in 21st century detox solutions.

Jeff focuses on developing innovative wellness solutions to meet the needs of the modern health and wellness industry. Jeff believes in challenging the status quo and doing things differently, with the aim of delivering results that have never been seen before.

Jeff's goal is to empower people to take control of their health and combat the multitude of toxicities facing us in today's modern world. Jeff, we have a lot in common. Welcome.

Thank you very much, Jason. I'm happy to be here and I am really looking forward to the conversation today. Yeah. And this is going to a little bit different one, which I like because we're going to focus on this, you know, kind of one thing that we could use to really move our health forward in a, in a profound way.

And I've become a pretty big fan of zeolite over the course of the years. As a practitioner, I found it to have a ton of uses for pretty much everybody.

And yet there's a lot of confusion around this, and some people have never heard of it. So we'll kind of cover the gamut here. But maybe you can just give me an idea of what zeolite is for those who aren't familiar with it.

Yeah. So it really it's it's a mineral. It's a naturally occurring mineral. And there's different types which we'll get into later with the synthetics and the nanos and the powders.

But zeolite is a class of mineral. There's a lot of naturally occurring types. The type that we're going to be talking about is clean up to the light.

That's the form that's been used and shown to be safe for human consumption. But essentially what makes it unique, it has this unique negative ionic charge.

So it binds to positively charged toxic elements. So a lot of the toxic elements in our bodies are positively charged. Things like heavy metals, mycotoxins, ammonia, radioactive materials, all these things.

And the zeolite can go in and kind of bind to them. So really it's in the category of a binder. So we've got all sorts of binders, charcoals, clays, pectin etc.

zeolite is in that category. It just has some unique properties. But it's a negatively charged molecule particle from the Earth.

What Zeolite Is and How It Binds Toxins

And it's a binder. So but it's binding via sort of you could say the electrical properties of, of it's sort of how it's made. Right. Like that's what's kind of interesting because I think, you know, at least when I started, I thought of binders as this sort of physical thing like, and it sort of binds to it for somehow.

But really this is like an electrical attractor, almost like a magnet to some degree. And it's able to kind of hold it within sort of a cage like structure.

You could say, I have that right. Absolutely. So I like to call it the detox magnet, because when we talk about binders, I mean, they just buying, that's what they do the, the explanations and the name and they're indiscriminate.

They kind of just go in, they grab whatever they come across. But with zeolites they work through this, the swap mechanism. Right. So naturally occurring in the zeolite cage there's this kind of honeycomb cage structure.

You've got potassium, you've got sodium calcium magnesium. These electrolytes. And when the zeolite comes across something it prefers above what it already has it makes a trade.

Right. So let's say you've got, you know, the zeolite particle that has magnesium. It comes across mercury or a lead or a heavier element. It swaps it out if it comes across an amino acid or an essential nutrient or vitamin, it leaves it alone because it's not just grabbing, it's swapping.

So that's really what sets you apart from a lot of the other binders. And chelating agents is a selective mechanism. So people call it a smart binder or a selective binder opposed to just a general binder, which just goes in.

And there's some issues with those for long term use, with potential nutrient, nutrient depletion, etc., where zeolites are able to have the advantages of the other binders with additional benefit and not have some of the downsides.

Yeah. And, you know, I think the thing with binders and what I find interesting is and just in general as a category and many people think I ran some test, I don't really have high levels of lead or arsenic or cadmium or mercury or what have you, and kind of had to kind of do some education on that front, because most tests aren't able to measure your actual levels of this stuff, because we store it in bones, we store it in kidneys, certain various.

It's not just floating around in the blood and whatever is in circulation we might be able to test for, and we can test for some things in the urine. And, you know, we can run a hair test to some degree that that's a whole different animal if you, if you read it correctly.

But but the point is, is that you're not actually just looking at test results saying, okay, Mercury's high. Therefore I have high, high mercury in many cases.

If we see that it may be an oxide, it means your body's getting rid of it as opposed to you have a high or low level. Right. So this is kind of one of the first sort of myths I want to talk about here, which is that some people just don't think they need it.

And in my experience, really, if you're living in the modern world and you've been doing that for a while, 100% of people have various heavy metals. We certainly have chemicals.

We've got, you know, radioactive elements. There's all kinds of stuff. And, and some of the stuff we don't even really test for in a very effective way.

Right? Mercury, lead, cadmium, arsenic, you know, these these things tend to be on tests. But there's all kinds of other stuff too, that we're not really testing for.

Right? So to me, working in binders as part of a gut clearing, you know, brain supportive immune balancing, detoxification, whatever your sort of strategies are binders really come in.

And again, I'm speaking as a as the category binders can be really, really effective as a as a mechanism to help clean up some of the stuff that's already there, despite the fact that you might be in a clean environment now and you might be, you know, really being mindful of the water that you're drinking in, the foods that you're eating. And you can do all that.

And yet we have past exposures that have accumulated, and we still have, you know, current exposures that we really can't even totally exclude. Right?

So binders tend to be a really, really helpful thing. I'm curious why you got into this whole realm of binders and really focusing on zeolite. Yeah. So and like you said, I think in binders I'm a big fan of binders.

It's not just zeolite, but it's about finding the binder that will work best for you and just finding something that you're able to tolerate.

Why Binders Matter for Modern Toxic Exposure

Because the purpose of a binder is to reduce the stress load on the body, because the body is burdened with all these, you know, toxic elements, the external source, toxins from the food, water, air, the internally produced things like the metabolic waste, etc..

And when you and your body has to deal with all of that, and when that toxic burden is greater than what the body can handle, that's where we start getting symptoms, kind of a buildup of these toxic elements, inflammatory response that can, you know, result in, you know, inflamed got inflamed brain, inflamed brain.

And then the body will start storing these toxic elements in tissue. If it can't handle it. So when we take a binder, the goal is to go in and to bind to some of these toxic elements and just provide the body with an assist, so the body doesn't have to do all the work for you.

Now you have an assistant. This binder is going in and reducing the toxic load. And then the body can basically breathe. It calms the storm in the body and it works better.

So that's kind of what the point of a binder is. And of course, there's a lot of things that can happen when you take a binder. And a lot of binders actually end up adding stress to the system because of certain reactions and what they're binding to.

So that's that's an interesting topic as well. But how do they get into it? Well, I got into, you know, natural health really first. And I think it started kind of like everyone's natural health journey just going on a candy to cleanse.

And you know, after I ordered some elimination diet. Yeah. All this. And then I thought that my solution was this, like real, you know, more like a over $100 supplement from Thailand.

I needed to get it in there and all this stuff, and it was just kind of funny. But, you know, we all start somewhere and kind of got into functional health, functional medicine, functional nutrition, this whole realm of alternative, you know, other methods of getting better opposed to just, you know, trying to cover up symptoms, but getting to the more of the root cause and more lifestyle and all that stuff.

So I was into supplements. I started diving deep into kind of the supplement industry and understanding that, well, a lot of these supplements are these companies are just marketing companies, and sometimes they have the best interest of the consumer in mind, sometimes they don't.

But then also what was very interesting is the dosing. And a lot of times what you see on the label on certain supplements is not what you need, because that's just for maintenance to maintain health if you're already healthy.

But a lot of people need to get healthy and they need different doses. So I was getting into kind of a therapeutic or just the ideal doses needed for specific supplements.

And I was kind of into this category of immune regulating polysaccharides and then got into biohacking, opened up a center with full body cryotherapy and oxygen and hydrogen and PMF and viaplay and, you know, all the kind of fun stuff.

And it was helping people feel better because it was helping combat the daily stressors. It's called recharge rate. Life drains you. We help you recharge. That's kind of the point.

But the problem is when you start coming in, you start feeling better. So it's like it wasn't really removing the sources of the toxicity from your body.

It was just helping your body stay up to the challenge of that, you know, toxic living. And I said, all right, now what can we do that we can someone can take something and then when they go off of it, they're better off than when they started.

So they don't have to keep coming in. So that's when I started looking into detox and I said, all right. And I thought I was, I thought I was helping people detox.

I mean, I was to some extent we had the infrared sauna. The oxygen therapy is detoxifying. We were using, you know, human control, Vick acids and, seaweeds and all these other things which I think are all great.

It's just they weren't necessarily getting the job done for some people because detox in some senses is harder. I think it's simpler than we think. But also it can be more difficult than we think because it's up to the body, right?

The body does what it does for a reason. And in our minds we say, well, why would the body want to hold on to toxic elements? Right. They're toxic. They're not helping.

But in reality, the body. A lot of times takes, you know, mercury, cadmium, lead, heavy metals, microplastics, these very toxic substances. And it intentionally puts them into organs and into tissue, even though it's causing deterioration in those areas.

But it's protecting you short term, because when they're in the processing center of the body, when you're just exposed, when they're floating around, that's when they're causing the most immediate issues, right?

They're causing immune reaction or causing inflammatory reactions. Right. And that could cause all sorts of symptoms. And that level of stress is not sustainable.

So if your body cannot clear these toxic elements, if there's too many or just the body's not up to the challenge, the body says we have to do something and it tucks those toxic elements in tissue and they usually just stay there.

So the challenge with detox and trying to remove these things is the reason the body put the toxic elements in tissue to begin with is because it wasn't able to get them out when they came in.

So if you so a lot of detox protocols, just try to mobilize the toxicity from tissue. But if there's not enough energy for the body to excrete them, you're in the same situation as when you were first exposed.

You get the terrible detox reactions and your body can't handle it. And usually there's some redistribution. So. So I was playing around with different detox methods.

I got into zeolite, and I realized pretty quickly that, well, there's something special about this. And I was, you know, I had already been taking the activated charcoals and various packed ins and clays and things with, you know, modest success with my clients.

But when I started playing around with the zeolite people were getting, they're just like, well, there's this is different. There's something different about this.

Didn't I couldn't, you know, put my finger on it at the time. And I knew there was something to it. So I said, okay, I'm going to dig deeper into this.

Let's start experimenting.

Jeffu2019s Journey Into Detox and Functional Health

And then I discovered kind of the dosing paradox, which we can talk about later if we want to, and all this other stuff. And then there kind of the rest is history.

That was, you know, six years ago. And now I've just been kind of started a company based on zeolite, just to kind of provide the education and develop what I think is the best deal like product on the market.

And that's where I'm at now. Well, it's funny, you know, I've, I've come across a lot of people similar to you in various industries in the health world, which is they had their own journey, kind of stumbled across something that really grabbed their attention, looked out on the market and said, okay, there's stuff out there, but like, can we do this better?

Right. And and I actually love both recommending, buying and supporting people like you because I well, I know you don't have a huge marketing arm behind you.

And really, you're right. This is the state of the modern health industry, right now. And I'm not even really saying it's bad. It's just it's the reality.

You have some and this is across all supplement lines and all product lines that are amazing marketers. Right. And they've really got the marketing teams and they got the PR and they got the whole thing dialed in.

And they make an okay product, right? They make a decent product. Generally the price is higher because they have to cover all these, these, you know, advertising and marketing costs.

And then you have these little players who kind of like yourself who said then now we're going to make something as good or better, and it's not going to be as expensive.

And we may not have the marketing that some of these, these marketing budgets that some of these big players have. But we'll make a better product. And I find this the case with red light therapy with hydrogen therapy with with you.

And there's just like, and that's really where I like to live because I can give my clients and students a better path without all the sort of marketing side of things. Right.

And so and as a spectrum, some are so good at marketing and really make a crappy product. Right? Like it really doesn't do what it's trying to do. Right.

And so it's kind of all over the place. But but to me, I like to go on the other side of the spectrum, which is the high quality product. They may not have the marketing chops and the big budgets and all that type of stuff.

I don't care about that. Like that's the product that I want to find. And so I kind of pride myself in finding people like yourself that are making really great product because there's a there's an emotional investment in the whole thing.

Right. And like, it's up to you to figure out the business side. No, I did I do the same thing. I was a practitioner and I just had to figure out business to try to make my practice survive.

But but ultimately, I was focused on being the best practitioner that I could be. Right? So I love that. I love your story. And, you know, the other thing too, with, with some of these heavy metals that I often find myself educating on, is this idea of ionic mimicry, right.

Which is that the body is reliant on minerals. Right. Kind of the old phrase that I use is minerals make molecules move, right? In other words, the minerals. Look at the periodic table.

The body is based on these minerals. Right. And we're familiar with a lot of these. Right. Phosphorus and calcium. Magnesium and right. But then we've got selenium and zinc and some of these other things that manganese you know molybdenum right.

These are really, really critical. And some of our complexes in our mitochondria require these things. Right. And of course we got zinc and copper and all these things need to be in balance.

And they all kind of work as this sort of synergistic organism. You you increase one and it moves the other. And there's a whole balancing act there. But when we're low in things like calcium, magnesium, right, potassium, sodium, then all kinds of things can go out of balance.

And the body's. And why would it be below? Well farming for one right. But also anytime body's under stress it's going to sort of use these things to deal with the world.

And this can be emotional stress. This could be head injuries. This could be chronic infections. This could be chronic disease itself. Right. Whatever the case is we're going to be burning through, you could say, these minerals at such a high rate because the body needs to.

And then we go into the sauna because song is amazing and we all love sauna and it's fantastic. Or we go work out and we burn through minerals again. Right. So what happens when we get low minerals?

Our body will preferentially hang on to some of these heavy metals because they're similar enough, right. So we might if we're really low in calcium, might the body might say, okay, well I don't have much calcium here to do what I want to do, but I got some aluminum, like I'll just use this aluminum because it's sort of similar.

I can kind of get sent done and I'm not going to let it go no matter how much stuff you give me, because I need it and you're not giving me an account.

And so there's a whole balancing act here, which is why I think a lot of people trying to do detox stuff, they can't get to it even if they are using good product, which sometimes they're not.

So it's a holistic process, right? And I know you buy into this, that you're not just like, hey, zeolite, take this. It's going to fix all your problems, that there's a really a holistic approach to this.

But when you get some of that right, and then you use the the right products, that's when we get the best results in my opinion. Yeah, absolutely. I mean, fantastic information there.

And it just goes back to one of the main things I've learned over the years in detox is we can't fight against the body's natural process hundred percent.

The body is doing what it's doing for a reason. And a lot of times in mainstream medicine and in alternative medicine, we think we know what our bodies need, and we try to basically shut down pathways and fight against it.

And we usually lose that battle sooner or sooner. We're going to micromanage and force. Right? Like that. It look, if this is happening in functional medicine, it's happening in anger medicine.

It's like we try to find these deficiencies, these gaps, these holes, and we're just gonna plug them, right. We're just going to support and it's like, wow. Like, why is that?

They're what's really happening. What's underlying it, and how do we really support the body so that it can. And I think what you said and and I'm sort of reading you in this, but I have the same philosophy, which is like a deep trust in the body's natural capacity to do things right.

And what I find is that, generally speaking, it's stuff is in the way. Right. And it could be some habits, could be some mental processes, could be the environmental things that were there's something that's getting in the way.

Infections of course are there. And of course metals. So these things are getting in the way of a natural, healthy function. And if we remove these blocking factors in an intelligent way with the proper approach and the body knows how to kind of come back into homeostasis.

Yeah, absolutely. And I think the heart when I used to people just ask me what is functional medicine. My, my one word definition is are two words, I guess ask why write?

The heart of functional medicine is asking why? Why is the body doing what it's doing? Why is this happening opposed to just covering it up? And like I mentioned earlier with why would the body store heavy metals like it's for a specific purpose in order to protect you?

And as you're talking about with ionic mimicry, why would the body hold on to metals in that situation? Same thing. It's a defense mechanism. It's a survival mechanism.

And one the one thing to understand is the body is focused on short term survival first, long term rival second. So the body would prefer to keep a metal, even mercury, something incredibly toxic for your brain.

It would prefer to keep it in your brain where it's hidden from the from the kind of cleanup crew opposed to having it floating around where it's causing more of an immediate reaction.

So there's just like a domino effect, just causing all the chaos and problems right? Throughout the whole system.

Mineral Balance, Ionic Mimicry, and Detox Stress

And then with the ironic member, Corey, like you're saying, it's interesting because if you. Yeah, like you're saying, if you're deficient in minerals, that can lead to heavy metal accumulation.

And if you're if you have heavy metals that can lead to mineral deficiency because you've got their placeholder displace. Right. So it's very interesting.

And I love what you said about kind of the emotional stress. Another stressor is because when it comes to detox, one of the number one keys to an effective detox is actually to get healthy.

And people say, well, that is completely not the least helpful thing I've ever heard. But it's true. Because whatever you can do to get healthier internally, the faster your body's going to naturally detox because it's working better.

So if you have a severe emotional distress at a certain time in your life, that's actually inhibiting your body's natural detox capacity, even, you know, electromagnetic radiation from cell phones and from Wi-Fi and in from all these other things, that's slowing bodies down your body's natural detox.

So it's everything working together. So when we talk about detox, it's not about taking one supplements, not about taking zero charges, even like it's not about, you know, one thing, it's about a lifestyle.

It's about getting healthier. And that looks a little bit different for each person, because each person has main contributing stress factors in their life that need to be addressed.

Yeah, absolutely. And then there is this group where they've dialed in a lot of that. Right. And then and that's where these these sort of supportive products.

Right. Like zero charge can come in and really assist because the because we're finally ready. In other words, sometimes what I find is usually we have to do prep work before we get to the sort of detox sort of perspective.

We got to get the bottle and get the nervous system ready. We got to get digestion flowing it and drainage pathways open. Lymphatic system should be moving.

Gotta be pooping every day, right? We got to support the liver and kidneys. Like there's just there's a whole process to this before we start targeting.

Even if we have some some of these heavy metals. Right. So kind of switching gears I want to maybe you can going into zeolite. What does it tend to prefer with regard to heavy metals.

Like what are its sort of main you know, what does it track mostly. Yeah. So just first I'll go over the broad

categories. So heavy metals it goes over it binds to it's been shown to bind to BPA to glyphosate, to various environmental toxins, to a number of radioactive materials like radioactive cesium and strontium.

It binds to certain mycotoxins. It binds to metabolic waste products. Like a lot of the toxic things that our bodies are producing daily and our microbes are producing like ammonia, which is a huge one.

If you've got a despotic gut, if you've got some gut, this stuff going on, it's not like, in my opinion, zeolite is going to fix all that, but rather they're producing a lot of collateral damage.

And let's go ahead and provide a buffer so that as we get the gut back under control and balanced, that we're not causing excess damage. Right. It's sort of binding a lot of those like the polysaccharides and other things that that.

Yeah, absolutely. So and the more the more dysfunction and dysbiosis there is in the body, the more toxicity there is that the body has to deal with on a daily basis.

And that's where the binding support can come in and start binding to a lot of these things. So in terms of direct kind of binding affinity or specificity for specific things, the nice thing about zeolites is they're so broad spectrum that they bind to a lot of, you know, a little bit of everything to some extent.

And they're not as strong as a binder as like a synthetic chelating agent. But what I found is that even taking, you know, even for mercury, I found that the strongest synthetic chelating agent for mercury known is not as effective at removing tissue level mercury as, you know, a strong zeolite powder.

And that was shocking to me. But that's because back to the Ionic Member Creek, you go and you try to force fully remove something from, from an area in the body and the cell, and the cell doesn't want to let go. It's probably not going to let go.

You have to encourage the body to let go, but it does bind. So in our case studies program, we were able to show that it was able to reduce tissue levels of all 15 heavy metals we tested for.

That doesn't necessarily mean it had a strong binding affinity for all 15. It just means that whatever was binding to in the GI tract was enough to encourage the body to loosen its grip, and to let go of all 15 heavy metals from the tissue level.

So it's there's so it binds to certain things have, greater than others. I think ammonia is one of the strongest things that binds to. And I do think that is one of the things that sets the lights apart from a lot of other binding agents is its incredible ability to bind to ammonia.

Because ammonia is present in everyone, we're producing it as a waste product of digestion. And when we have the dysbiosis in our guts as well, all of these microbes are producing ammonia as waste products.

And that Candida, for example, produces ammonia, which is alkaline. It helps it helps provide an environment for the Candida to thrive. So like these waste products, here are a lot of times producing, these microbes are producing waste products that are helping them thrive in that environment.

So it binds to these things, helps clean up the environment, helps the body get the upper edge and some of these microbes. So I think ammonia is is a huge one.

And then we have, you know, the heavy metals. But it binds to lead greater than it binds to mercury. So it binds to a lot of them. But it's interesting. That's where the dosing comes in.

Because back to the swap mechanism. What people don't understand is that zeolite can continue swapping until it has what it prefers. So you have some companies out there saying, oh no zeolite.

It never drops anything after it catches it because it's, you know, it's got this death grip basically on the toxic

elements, right? It grabs onto them.

Never once it attracts and it's got it sort of in its cage. Then it never lets go. Yeah. Well that and that's what they're claiming. So they're saying you know it can't cause any reactions and it's perfectly safe and all this other stuff.

But what they're not understanding or they're not telling people is that while it's not going to drop the toxic element like a lot of other binders will just drop things, there's like a half life in terms of how long it can hold on.

Right? Yeah, because it generally absorbs things, kind of attaches them to the surface, but sometimes they're too heavy to hold on to and then it drops in.

But with the zeolite you're you're bringing it into the cage. It's not going to drop it, but it can swap it. So I call it swap drops. Let's say it goes in and it grabs some mercury.

Great. You've got mercury. You traded the magnesium for the mercury. You've got mercury in the zeolite cage. But now it comes across before it leaves the body.

It comes across some lead. The zeolite prefers the lead over the mercury. So it now swaps the mercury for the lead. And now you have free floating mercury.

Right. So that could cause symptoms. That's where taking a higher doses is preferred because now you have extra zeolite soldiers, little particles to go and grab them.

So that's it's kind of an interesting phenomenon. But yeah it's the swap mechanism. Is is what makes you like so unique. But also it makes you it's important to understand in terms of dosing what's happening by itself okay.

So it binds to a lot of stuff. Yeah. Let's get to that dosing piece because you kind of touched on it. But I want to flush this out. So typically you have somebody that's like pretty sensitive.

Working With the Bodyu2019s Natural Detox Pathways

Or they may feel like they've got a lot of toxicity. And so, you know, if and especially if they're sensitive. And this is a learned response which is 100% logical, which is that whenever I take a supplement, I'm going to start with a really tiny dose so that I don't get reactions.

And this is the generally a good approach when it comes to detox, right? Don't go. Don't go. Balls to the wall with detox because yeah, you might kick up too much.

But when it comes to binders and specifically zeolite in this regard, what you're saying is, is that when you take a kind of a small or lower dose doesn't have to be a micro dose, but the smaller dose that it'll work to some degree bind and then perhaps let go into.

So sometimes a smaller dose because of that sort of swap and drop that you just described, it can actually kick up some symptoms versus a larger dose, which has more capacity to sort of buffer against some of that swap and drop.

Therefore, you're not going to you're less likely to get some of these sort of side effects or symptoms when you take it. Is that is that sort of said correctly?

Yeah, yeah. And there's a lot of logic behind I call it the zero. Like dosing paradox. And the swap and drop is just one of multiple reasons behind it.

But essentially, yes, with most. And the key is to understand what is happening when you're taking different detox agents. Traditional detox agents are designed to mobilize.

We'll call them, stored toxicity or, you know, deactivated toxicity stuff in tissue. And to activate it, take it from tissue, mobilize it, bring it into the body's processing center, where now it's active in the body, has to deal with it.

That is automatically going to add stress to the system, right? The reason the body put it into tissue is because it wasn't able to handle it. So when it comes back in it's going to be a little bit stressful.

So so the more of those detox agents you take, the more stress it's going to cause, and probably the more detox reactions. And in those situations, starting with low doses or 100%, that's the the correct strategy.

Because the more you take, the more you're mobilizing from tissue and adding to the system. You know, and I want to get specific. Let's just choose a specific example here. Let's say lead.

Lead is deposited in the bone frequently, like it's a common sort of place that the body would put it right. So if we're trying to get it out of the bone, what you're saying is, is if we're trying to do that, we're trying to get it out of the bone where it's, you can say, relatively safe for the for the rest of the body, the brain, the gut, the immune system, the liver, all that stuff.

It's kind of tucked away in a closet there. And if we're trying to pull that out back into sort of circulation, because what has to happen is it's got to come out of bone into the extracellular matrix, probably find its way into the lymphatic system, back into the circulatory system, then through the liver, right, to be sort of bio transformed, then in the gut and then out.

That would be the typical way we would get rid of lead and in the kidneys perhaps as well. So in that whole process, like you kind of want to go slow with that, right?

Yeah, absolutely. Because he had the more that's coming out of lead, the more that's going into everywhere else. Everything you described would call that processing.

It was stored. It's processing. The whole processing process is adding stress to the system. The more you're processing, the more stress you're under.

Now, when you're talking about a zeolite powder binder or other effective binder, you're not going in and pulling something from an organ or a tissue.

You're just binding what's already in the processing center. Right? So it's actually reducing. It's a net reduction in stress opposed to an addition of stress.

So the more you take the more you're removing. So I think this example will help. Let's say you have a cup the kind of the functional medicine cup example.

Right. Let's say when you hit 100% that's when you when you overflow 101%, you get symptoms. Right. That's kind of your toxic, threshold in your processing center.

Under 1% of symptoms, 99% is no symptoms. But you're on the verge. So let's say you're at 99. You're not symptomatic, but you're really close. You take a traditional detox agent.

It removes or immobilizes lead from bone and now ends up in this cup and you're at 120% now you feel irritable, you have joint pain, you have maybe a headache, etc.

because now you're experiencing the detox reactions because your threshold was surpassed, your cup is overflowed. The more you mobilize from the bone, the more is going into the cup, the greater the symptoms, because now you're at 140, 150, hundred and 60%, etc.

of capacity. When you take zeolite, you're going in and you're at 99, you're grabbing. So let's say you take it from 99 to 90, you've now reduced the load.

You're not going to get symptoms, but where the symptoms may occur is that from that process now you get a dump of toxicity. Maybe your body starts dumping toxins from tissue.

Or maybe you have biofilm disruption disruption. So maybe you bounce some lead in the GI tract and it opened up a biofilm. Now you're dealing with some, you know, the microbes are coming out or whatever it may be that takes you.

So you were at 99. You grab nine units, you're at 90, and then your body ends up with 110, right? So you're symptomatic and you're like, what? This doesn't make sense.

I thought I was taking a binder to reduce stress. How did I add stress to my system is because of the response to detox. Now if you took a higher dose, let's let's say that was, 50mg of zeolite.

They brought it to 90. Then let's say you take 500mg of zeolite or 5000. Sorry. So that's five grams, right? Well, let's say you went from 99 all the way down to 50 because you grabbed a bunch of stuff with that much zeolite. Right?

Then your body dumps a bunch of stuff into the processing center, into the cup, and it goes from 50 to 85. You're still under 100, so you're not getting the symptoms.

So the more you take initially, the more you're reducing that stress in the cup and the more capacity the body has to deal with additional stressors in response to detox.

So you make zero charge. That's the name of the zeolite that you and your company make. Where does this work? Where does this function? Is it only in sort of the GI tract?

Does it does it impact what's going on in the liver? Does it make its way into the X or say the matrix into the cell? Where does this fit into the brain? Where does this work?

It's affecting the entire body, but it's working in the GI tract. So most people think it's going to their brain and going into tissue because they're getting a systemic detox effect.

But it's a downstream effect, and that's how you want it, in my opinion. You don't want to put something into your brain to try to rip out a metal from your brain that's kind of fighting against the body's natural process.

You want to encourage the body to open up natural, detox the lymphatic system and just start flowing or naturally releasing these things. So by being effective, binding in the GI tract, which is where zeolite is staying early, see what charge is staying.

It's grabbing all this stuff and most of the process toxicity. Most of this toxicity in your processing center kind of ends up in the GI tract, right.

There's a lot going on there. So just binding to that just greatly reduces this toxic burden. And then the body all of a sudden has more energy and that's more energy it can put towards detox.

And then all of a sudden the body says, you know what some of this toxicity that's in my brain that I've been holding on to for a while, because we just didn't have enough room to receive it in the processing center, the cup was full.

That's let go of some of it because now we can get it out. So all of a sudden the body opens up, the brain increases, the Glenn fat system flow and bam, it starts releasing lead or mercury or whatever it is from the brain that works through all the normal detox processes, ends up in the gut, etc.

liver, and then your body gets rid of it. So it's a downstream effect. It's binding in the gut, which then is a detox accelerant, encouraging the body to detox if it wants to.

It's not forcing it. There's no guarantee, but it's binding and it's detox through binding. It's binding first and then detox second. If the body is ready to detox, it's so it's working with the body.

I think that's that's important. Right. Because again, this whole idea of detox I'm just going to upregulate my detox.

Zeoliteu2019s Target Toxins and the Dosing Paradox

Right. And it's like it's kind of a weird thing to, to think about. Right. And I think there's some, there's element of truth to that if you're a clinician and you can support that.

But but the truth, the deeper truth is, is the body knows how to detox. It knows it's pacing, it knows what it's capable of, and it knows how to do it most effectively, certainly more than you do as a practitioner or a patient or a client. Right.

And so really trusting that process. And again, I go back to kind of what I said earlier and how this stuff kind of makes its way out of the body. And this this is backed by thousands of years of, of sort of practice in our data.

Right? It's really mobilizing things back through the GI tract and out. That's how it primarily works. Sure, we can get through, get rid of some through the skin.

Right. To some degree, the breath right. Urination to some degree. Right. And there's some other methods. Right. Menstruation. And there's there's other kind of little things, but it's it's primarily through the gut that we get rid of all the toxic stuff from our toe, you know, makes its way back into the gut.

That's the idea. When the system's working properly. And so to me, it's like if the gut is is a clogged sink, we're kind of unclogging the sink like that becomes the most important thing, right?

How do we get the gut back into proper function, which will take care of the rest of the body? And there's a common phrase out there, you know, all disease begins in the gut.

I disagree with it. I like the sort of idea of it. But, you know, I mean, I've seen people with head injuries and emotional trauma and there's all kinds of things that that happen in the nervous system level that that the gut becomes a secondary thing.

But that said, the gut to me is the doorway to health. So it's not the cause of all disease, but it is the doorway to health. And you cannot become a healthy if you don't have that.

In other words, it is a foundational thing that must be in place if you want to achieve good levels. And health is the gut, and the other one would be the nervous system.

But these two, which this is that broken brain toxic gut summit. There's a reason, right? It is the brain, the nervous system and the gut. These two systems to me, are foundational in our ability to become healthy and while they aren't the only things that we have to focus on, they are the primary drivers of recovering back into a state of health.

And so whatever we can do to clean up the gut, I'm 100% on board with you. It's like, let's clean up that. Let's get that terrain back into a good place.

And that then in turn helps the rest of the body clear what's going on. But if that's gummed up, clogged up right, that starts. We get a sluggish liver, right?

The pancreas doesn't work as well. We got lymphatic system that gets all clogged up. Right. Which means things aren't nutrients, aren't getting into cells and tissues throughout the body, and things aren't making their way out.

Right. And then whenever we get stagnation, now we get infections. Right. And infections, by the way, use heavy

metals and other things to kind of protect themselves, right?

So it becomes this whole mess. So how do we how do we deal with that? And to me, it really is focusing on the gut and getting that back up to a decent state, and which requires cleaning it up and getting rid of some of the stuff.

Again, it's why it's a central pillar for everything that I do, which is how do we create a situation where we can start to bind whatever's going on in there and, and help that move through, out through the system?

Yeah. No, 100%. And I think I think that's a really important note is that it starts in the gut with detox because a lot of people, what they do is they're like, well, I want to detox my brain and they're going in there like, I need to get the stuff out of my brain, but if there's no room to receive it, like you said, it ends up in the gut.

Where is it going? If the gut is full of the gut, cup is full. There's no room to receive it. The body's not going to let go of the toxic elements from the rest of the body.

So you have to clean up the gut first, so that the body is encouraged to let go of the toxic elements from the other areas. And if by chance, your body does let go of the toxic elements or is forced to do so, there's not going to be room to receive it.

It's going to be a very unpleasant experience on the way out, and it's not going to be sustainable. And then people think, oh, this is fantastic because I'm feeling so bad.

That means the protocol is working amazing. But in reality, it's a very inefficient process where if you could have cleaned up the gut first, there's now room to receive the toxic elements from the brain and the organs as they're coming out.

You don't get the same level of toxicity on the way out there. Those symptoms, because your body's able to process them more efficiently. So in a detox, in an ideal detox scenario, you actually don't feel anything at all starting off, right?

That means that's a sign that your body is efficiently clearing toxicity. And then eventually you start feeling better. And it's great for prevention as well.

But if you're feeling terrible right off the bat, sometimes that's unavoidable, especially, well, especially with some microbial die off and things. But it's not ideal.

The less detox reactions, the better. And you're actually detoxing faster when you have less reactions, because when you're having the reactions, your body starts going on survival mode.

That's stressing out the nervous system, which is one of the most important aspects of detox. Because when your nervous system is on high alert, your cells go on lockdown mode. And as you said, the nutrients are not coming in and the toxins are not coming out.

So the longer you sustain a detox that is really stressful on you, the slower you start detoxing. And that is so foundational to understand with detox is back to why is the body doing what it's doing?

And when you, the more toxic you become and the more stressed you become, the slower you detox. It's not the opposite. You would think the body would speed up detox because there's more stuff to get rid of, but it actually slows it down to keep the toxic elements out of the processing center.

So when you become, you know, chronically ill or you know, there's there's issues and you're become more symptomatic, the body slows down the flow, it slows down bile production.

It slows down sweating, it slows down all these things because the body's trying to keep the toxic elements in storage, as opposed to bringing them into the active processing center.

And then as you start getting healthier, and that could be with, you know, all the things that you're doing to get healthy with emotional health and everything else and binding in the GI tract.

Then the body says, all right, now we can start naturally ramping up detox. We can start increasing bile flow, increasing that flow. We can start sweating more.

And it's not even by directly working on each of those pathways, which can be helpful sometimes, but just by binding alone can result in an increase. And it's a natural detox accelerant.

So it's all about working with the body. Yeah. And there's an order of operations, right? In all of my programs that I work with clients on, we don't start off, you know, doing, going after infections and parasites and these type of things and heavy metals.

We actually start by opening up these drainage pathways, binding whatever's there. And we do that for a few weeks. And so if anybody is on some kind of protocol, parasite protocol, Sibo protocol, whatever other infection protocol that you might be on or you're trying to get ahead.

Now, if you don't have a binder on board at least while you're doing it, and my recommendation would be weeks before you're on a binder so that you're cleaning this stuff up and getting getting, you know, you're pooping every day and you're just getting everything flowing.

That is a prerequisite that I take my clients and students through, because otherwise we're just setting ourselves up for not only not as good success, but more issues, more can an end look when symptoms come up in the process of getting well, which happens like it's kind of unavoidable.

You know, the more we have that, though, the more confusing it all gets and the more dissuaded people get. Right? Like, I'm I run the right path, like I'm not feeling good.

So you try to avoid that. And there's a way to do that as much as possible. And then when these little things come up, you know, we can generally navigate that in a much, much better way because we know we did all a lot of the right steps in the beginning.

I'm curious with Zeo Charge, what makes it different, like why did you feel like you needed to create a product if there's, you know, I mean, there's a half dozen dozen of, you know, random Zeo zeolite products out there.

I found a couple good ones before I came across what you were doing. But what what was it about the, you know, the sort of market that you said, you know, there's an opportunity here to create something a little better?

Yeah. And kind of what I've always done and what I like to do is I like to take the best of what's out there, and I like to make it better. But that's just that's just what I do.

And it's with the zeolite market. I wasn't really impressed with many of the options.

How Zeolite Works in the Gut and Supports Detox

I started with a liquid product, and then I quickly realized that wasn't really getting the job, primarily due to just being a microdose like the nano zeolite that you kind of see, and you see this in detox circles like, oh, this is a nano one, and it's going to get inside the cell and it's going to bind at the cellular level.

Yeah. I'm always like, I don't know like I can't, I can't negate I don't have the research, but it doesn't really seem to be too accurate based off of what I know about this stuff.

Yeah, yeah. And it's a lot of marketing. So it's when you have zeolites, you've got kind of a you've got three categories of the seal like products. You've got the zeolite powders which was the original zeolite.

Everything starts in a zeolite powder because it comes from a mineral. There's no such thing as liquid zeolite. There has to be a special process. Usually it's ship powder mixed with water.

So you've got that powder zeolite. Then you had the liquid zeolite products. And this is where the marketers really took advantage of the zeolite craze.

You know, 20 years ago. And they started literally taking there's only a couple zeolite powder products on the market. And they were taking those and mixing them with water and referring to them as liquid zeolite.

And then they're like, this is a cellular cleanse and it's nano and all this stuff. It wasn't it was the exact same thing, except opposed to getting, you know, 1g or 1000mg per serving.

You're now getting two milligrams and they're calling it liquid. And what was kind of interesting though, charging you for it, by the way. And it's more expensive. Yeah. And it's more expensive.

And, and the challenges that people were getting actually terrible detox reaction. So they're like oh this, this is because it's working so much better.

Good. Yeah. But that's because people didn't understand the dosing paradox. And what was happening is they were going in even with the tiny dose stirring stuff up.

But it was adding stress to the system and that's why they were getting the symptoms. Whereas on the higher doses it was just more efficient. But people didn't understand it at the time.

So you had these liquids. And then from there we developed the we didn't, I didn't, but the industry developed these nano you like products and at least those are actually a different process.

So there's kind of a nano manufacturing process. But there's a lot of challenges with those as well. One, back to the dose. We're looking at 300 micrograms per serving which is less than one milligram.

So it's a very, very tiny dose. And at this point we don't even have an intact zeolite cage because in the nano structure, you've destroyed the zeolite cage.

And even some of the companies market them as clean up to the light fragments. Right? Clean up till light is the type of zeolite fragments, because you don't even have intact zeolite, which is the entire point because of the cage.

But you have these little fragments of zeolite, and it's it barely resembles anything natural at that point. Now they still have binding potential because zeolite has the adsorption capacity, kind of like other binders, but it's very inefficient.

You get a lot of binding and dropping and there's a lot of issues with them. And then on top of that you have synthetic zeolites. So you have an in real quick going back to that sort of nano, you know, the marketing and the sort of positioning of that was, oh, we're going to get inside the cell, right.

And and let's say that's effective, which I can't verify or negate, but let's say that's effective. It kind of goes against exactly what we were just talking about, which is like, why are we going trying to go into the periphery and do do the work that the body already knows how to do instead of drain the bottom of the funnel first?

Right. Because that's really where the issue lies. Yeah, it's it's really it goes back to just marketing and honestly trying to take advantage of people that don't have as deep of a level of understanding about detox people, because people think, I've got it, my brain hurts.

I must have toxicity in my brain. And then they see an ad that says, this product will go into your brain and remove metals and make you feel better. And then, you know, that's that's kind of how it works.

But if it so the challenge with some of these nanos is even if to get to a systemic level and to get into the brain, it would have to go through the entire GI tract untouched.

It would have to absorb through the ancestral lining into the blood patch to the bloodstream untouched, and then make its way through the blood brain barrier. Syntax.

It's like it's not coming across any toxic elements like, so it's just not going to happen. There's no way it can get to the brain. And then some companies say, well, because I brought that up and then they changed their marketing.

They're like, well, actually it's absorbing sublingual. That's like they're just kind of coming into your into your cheek. Right. But then okay, let's say, let's say does that okay.

Well then it's going to go into the bloodstream first. So is it not going to encounter anything in the bloodstream. In the bloodstream completely free. Like guess it's such a small amount.

So you know at some point we have to acknowledge the fact that it's got to get from here to in the brain without coming across anything. Yeah. Or any of it. And then it has to leave.

Then the body has to know what to do it, that once it's in there. So it's. I would my argument would be that I don't want any zeolite in my brain at all.

And it's better to keep it where it belongs, which is in the GI tract. And all the, all the research is on powdered zeolite staying in the GI tract. Right.

And then in the GI tract is very unique, right. With regard to any other aspect of the body. Right. This is why we think about the GI tract as a sort of long tube.

In other words, once it's in the tube, it's actually not in our bodies, whatever that is food, toxins, zeolite, whatever. It's still sort of external in a sense, because that tube starts here and goes all the way down. Right.

And so it's still and let until it permeates through the wall. It's kind of in the place where the body keeps it, unless it it wants to pass it into the body. Right.

Like that's the unique aspect of the GI tract because it's doing a bunch of stuff. And then the body, if operating correctly, is going to say, now we don't want that.

Keep sending that down the tube. And then, oh yeah, we'll take that and we'll take that into the bloodstream. The immune system will deal with it. Us. Right.

But that's the whole cool thing about the GI tract is it's supposed to encounter all kinds of things from the outside world and determine what's good and what's bad, and what we need to poop out and what needs to be transformed.

And so it's like this. It's a real process, right? Whereas the brain doesn't work like that. Right? Like it's not how the kidneys work. Well, sort of, but little different.

But, you know, the spleen doesn't work like that, right. Like it's a this is a different thing. Yeah. Absolutely. So it's it's going back to what we've been talking about is working with the body's process and not trying to outsmart it.

When you're looking for a quality zero zeolite product or what is kind of a buyer's guide, I would say avoid the liquids because they're appealing visually and, you know, just pick.

But but they're just powders mixed with water. And most of them say they're nano but they're not. Then avoid the nanos. And this is, you know, my personal recommendation that everyone can do what they want.

But that's just from my experience. I would avoid the liquids. I would avoid the nano up based on just a lot of the issues we just discussed. And then I would choose a powder.

And then the question is, what do you look for in a powder? Because and I would say generally avoid, you know, like Amazon based on just a lot of things, a good recommendation for all supplements, all supplements, you might find some good stuff on there, but you just don't know you're rolling the dice. Exactly.

And it's tricky. So so with with the powders.

Choosing a Quality Zeolite Product

The problem with a lot of zeolite powders is that zeolite is mined commercially for industrial purposes. It's used for a lot of industry, and most of the zeolite companies are just buying this commercially modern light.

And it's there's not there's not, quality controls in place for human consumption. They don't clean it. There's all sorts of stuff in it. There's usually mycotoxins because it's there's not it's not purified or anything at all. So.

So you can get a pretty cheap zeolite powder, maybe even at a local gardening store. Right. So there's places you can get it, but that's maybe from or maybe on Amazon from China or some of these other places that don't have these like, you know, environmental controls.

Yeah. So in the US. So if someone's marketing that their zeolite product is mined from the US, that's also a red flag because the mines in the US along with China are industrial mines.

Yeah. Right. So it's not a good thing in this situation. So it's you want you want basically a zeolite that is from a private mine. That's where I was coming from ideally.

And then you want it to be cleaned. Right. So almost none of them have a cleaning process or it has a cleaning process. And then also like a purification and pasteurization process for any microbial agents as well.

You want that and then you want to look at the particle size. Because if it's really grainy and if you try it and it's it's like sand in your mouth and had those and that's, that's where they all started.

But the manufacturing process is, is greater now. And there's, there's more potential with the new manufacturing method. So you don't want it to be grainy.

That just means it's too large. It can still be helpful if it's grainy, if it's purified, and it's a good product, but it means it has a lot less binding capacity, less sort of surface area, you could say. Yeah, exactly.

So you want kind of fine. You don't want it in the nano range where it's too small and you just trying the structure. You don't want it too big where it's just not going to be getting the job done.

So ours is kind of in that middle range. We've got under one micron but not in the nano. So our lowest is five is 0.5 microns or 500 nanometers. True. Nano is like less than 100 nanometers.

And then we go up to, you know, 6 to 8 micron. So it's in this case you have a variable size. It's almost like a bituminous mixture of different things, different sizes.

Why why did you choose that. It versus just kind of across the board a certain size. Yeah. It's we we had a few different ones we were playing around with and we found this to be the best because initially we're playing around with some of the larger particle size ones.

And we realized you just need so much of this powder to get the results. I'm gonna talk, you know, 60, 70, 80g a day, like a container a day of some of this stuff.

And then we're looking at the small ones and we're like, it's too small. It's too risky because we don't know if we're breaking down the structure in this nano range.

So, but then if it's just too small, it's there's a range of toxic elements as well in different sizes. So we figured if we have this range, it's a little bit safer because let's say you have a toxic element that is five micron.

It's not going to fit in the 0.5 micron cage, right. Even though most things are smaller. So we just we just thought it was a little bit better idea. And that's just honestly what we got the best results with, with our experimentation.

And we've stuck with it because, you know, it's been incredible. And everyone that has reached out to us and has tried all the other zeolite products on the market, they're like, I don't know what you did, how you did it, but for some reason yours is just way different.

So so that's kind of yeah, that's it. I'm going to keep doing it. We're going to keep doing what we've been doing. Yeah. And like I'm here to I'm happy to sort of promote what you guys are doing.

But I love those general rules because if somebody can find something like if they live in a different country, you know, if they're in the middle of nowhere and or whatever the case might be and they want to find it, then at least they know the guidelines to kind of look for to figure that out.

I think proof it's always good with any with anything. If you can get some sort of proof from the company that the product works, that's good, as opposed to just general research like, oh, there's this research on on Clint up till like zero like that's not anything to do with their product.

So if you can get some sort of data from them about, you know, we, we conducted these trials or whatever and beyond testimonials would be ideal if third party testing done.

Is that something that people can look for, for. Yeah. And our product. Yes. Most of them will not give it to you. But yeah, we've got third party testing.

We've also we also did a six month case studies program prior to launching, just to make sure it was a good product. Right. Because there was concerns like, is it going to cost aluminum toxicity, is it going to strip essential nutrients, etc..

And we wanted to actually see what it could do before we came out with this product. And you know the detox product, we want to make sure it works. So those are on the website as well.

We've got a couple of life blood analysis reports as well showing just improvement in the blood. And then mostly it's the illegal skin tissue level heavy metal showing just movement in the metal.

So yeah, but other companies that you can get data from them if you're international or whatever, try to find a company that has some sort of proof that their product works.

So you hit on something I wanted to chat about, which is the aluminum aspect. Right. So this is an aluminum silicon, right? So there is a lot of concern by some people that said, you know, they'll just flat out say don't take any zeolite if you're trying to get rid of heavy metals, you don't want to, you don't want to, you know, allow this aluminum into your body because it will it'll it'll be absorbed by the body.

Yeah. So super important topic. And it's one of those things it's just misunderstanding. And people that are probably prematurely talking about a topic that they haven't looked into enough and they're probably overly cautious because of stuff they've gone through and people that are trying to make sense to surface level where you're like, yeah, if something has aluminum, why would they possibly want to put that in my body?

So there's a couple things to consider. One is that zeolites are naturally occurring minerals and aluminum is part of the structure. It's not bioavailable.

It's not free. Aluminum zeolites by definition, are aluminum silicates. So they have to have aluminum and silica or you don't have zero like and it's actually the aluminum in the zero like that gives it the negative charge to make it work.

It cannot be removed. It cannot be modified. It cannot be altered because it would destroy the structure. And then you would have these fragments or whatever that wouldn't really work.

So so that's key number one. And then key number two is that when we talk about aluminum toxicity what we're concerned with is synthetic you know conductive metallic immune stimulating aluminum things.

Things aluminum that has been made in industry sometimes for nefarious purposes, sometimes just in products and that, you know, incites a strong immune response, causes a lot of inflammation.

It's very toxic. Right. And they're even used in some, products for that purpose to stimulate an immune response. But they're metallic. It's considered metallic. It's conductive.

It's immune stimulatory. The aluminum in zeolite, because of the naturally occurring aluminum is not the same thing. It's aluminum or aluminum oxide. And this is the type of aluminum that's found in the Earth.

Because the Earth is full of metals.

Aluminum Concerns, Testing, and Where to Learn More

And these metals are different forms than the toxic metals that we're talking about as the main concern. So with aluminum, the main one of the most abundant elements of the Earth, aluminum oxide.

And that's why zeolite has so much aluminum in it because it's alumina alumina or aluminum oxide. And this is considered a ceramic material. It's not even considered metal.

And it's non-conductive and non-reactive. So it's kind of like when people go and get dental implants and they work with the biological dentist. And then the traditional option is titanium.

It's metallic. And then they get a they get a zirconia mineral because it's ceramic. Right. So same thing. Zeolite is a ceramic material opposed to a metal.

So it doesn't have the same issues in general. So that's number one. And then number two is that it's just not breaking apart. And in our case studies program we can clearly show that I mean I took I took a full jar a day for ten days and test myself before and after.

She's even before the case studies program. Were you able to poop? Did it slow you down? I put I put four times each day, so I actually pooped more, which is kind of an interesting phenomena with zeolite, where a lot of people actually poop more when they're on it, and other binders, they poop less.

It just depends on the person. But I pooped more than 50g a day. That's a lot. I do not recommend it. It's too much. But yeah, no increase in aluminum.

And then we have a lot of case studies showing that there was actually a pretty significant reduction in aluminum in the tissue lab. So one it's not going into the tissue this thing right.

It's just passing the GI tract. And then the body starts dumping the aluminum and other toxic elements from tissue. So it's actually quite powerful at reducing aluminum levels.

And there's a lot of TMA here. Tissue mineral analysis practitioners as well that are utilizing it. And they're like, yeah, there's there's no way it's causing any sort of aluminum issues because we would see it pretty clearly on the hair, but they're not seeing it.

And these people are taking I mean, a lot of these people are taking 30g a day of zero charge, right? I take 60g a day. Overkill. Not necessary, but that's what I do.

I've been doing it for a year, almost a year and a half now, and you know, I'm not. And I get tested with my hair and with the skin tissue level pretty much every single month.

And no issues. Right? No concerns. I'm not concerned about it at all. Wow, Jeff, this is amazing. Hopefully we put to bed some of these kind of random concerns and lack of understanding of how this stuff works.

I can say that zeolite in general is something that I've been using for quite a while, and over the past I'd say maybe a year, year and a half since I kind of found out about your product.

I've really just leaned in that into that, and found great results for for myself, for clients. And really the only hurdle that I have is just getting over some of these kind of perceptions, really, about binders, because we can't, you know, we can't lump them all together, can't lump all zeolites together.

It's like it's a it's a little bit of a hurdle, mental hurdle to get over. And people think they're going to get constipated, you know, especially if they have GI issues.

So there's just there's just a lot of stuff to kind of educate through. But when people of actually buy in and start doing it, I've seen nothing but good results.

So this has been amazing. Jeff, where can where can people find more about zero charge and, and what you've got going on. Yeah. So the main the main place that best source of information is Zeolite labs.com.

Just the main website. There's quite a few videos of blogs, information materials. You can check out the case studies page on there. There's a link to our podcast as well, which is a zero charge user experience podcast where people just talk about their experience.

Did they experience reactions? Did they not? How much are they taking? Kind of it gives people an idea of what to expect with people, just real life examples.

And a lot of these people are quite sensitive people that were considered too sick to detox or had, you know, mast cell activation syndrome or whatever.

So that's a good resource. Yeah. Zeolitelabs.com. And then we're most active on socials at zeolite labs on Instagram. Cool. Jeff thanks for joining me and I appreciate it.

Absolutely awesome.