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What you would believe about your own fitness carries weight right alongside the fitness itself. Welcome to Vitality Radio, the podcast that helps you make sense of natural supplements and thrive without pharma drugs.

I'm Jared St. Clair. I grew up in a health food store and spent over 40 years now figuring out what works and what doesn't, so that you can make confident, informed decisions about nutrition, supplements and your health.

A couple of weeks ago on the I Am episode, we talked about the two most powerful words you can say all day. I am. The name tag you stick on your chest every time you say them and the difference between being a house guest in a feeling and buying the house itself.

We also gave you a seven day challenge. If you missed it, here's how it works. Every time, you catch yourself saying a limiting I AM, I can't, or I won't or have, make a tally mark and then say the swap.

the feeling you want in place of the one that you have. One catch, one swap every time for seven days. So if you did listen to that episode, have you done it?

And have your reported back? We asked you to report on our chat or on Facebook or in the Facebook listeners community, or even on the episode comments on YouTube or Spotify.

We would love to have that. And if he didn't listen that that It goes really well with this one. So great idea to listen to them. I think you can probably listen in either order, but you could go back and listen on that one and then this.

And it would probably help with a little bit of the context of what we're doing here. Words are the part you. Underneath every I am statement is a belief today.

We're going one layer deeper into what your beliefs, your expectations and your intentions do inside your body. Brain chemistry, hunger hormones, even how your.

On the IAM episode, Jen told you about Dr. Masaru Emoto's water crystals and the 2006 double blind study in California. They ran that study from California again at the Institute of Noetic Sciences in 2008. This time the design was even tighter.

About 1900 people in Austria and Germany focused intention on water sitting in a shielded room in Think about this, because this is pretty woo-woo stuff and yet scientifically proven.

More than 2,500 independent judges rated the crystal photos. It was triple blind. The photographer, the judges, and the people analyzing the data never knew which water was which.

the intention treated water again produced crystals rated as more beautiful than the others. That takes that first objection a skeptic could raise that somebody just picked the pretty pictures right off the table.

There's a researcher in New Zealand named Beta Austin who has taken this somewhere new. She freezes water in simple glass petri dishes in a regular home freezer and photographs it with her phone.

Instead of beautiful versus ugly crystals, she's documented water forming in images that resemble whatever it was exposed to. A word, a picture, or a piece of music.

Her work is observation and photography, not a controlled trial, but her method is simple enough that you can test it in your own kitchen tonight. And if water responds to intention, what happens when you move from a Petri dish to a person?

In fact, think about what we said on the IM episode that 60 to 70% of your body is water. So this energy, this frequency does matter. So Belief is Chemistry on the I Am episode Jared called, I am strong.

I'm healthy. A placebo you can take all day long for free. So what is a placebo really? We usually hear placebo effect with the word just in front of it, like it's a fluke.

It's just the placebo affect. But a placebo has nothing active in it. So when someone takes one and their body changes, what changed it? They did. Their body produced that response on its own because of what they expected.

At the University of British Columbia in 2001, researchers worked with people who have Parkinson's, which involves a loss of dopamine in the brain. They gave them a placebo injection with nothing active in it, then scanned their brains.

Their brains released dopamine, real and measurable. The amount was comparable to an actual dose of medication. A belief became a brain chemical. and you don't even have to be fooled.

At Harvard Medical School in 2010, a researcher named Ted Kapchuk worked with people who struggle with IBS, Irritable Bowel Syndrome. Half got nothing, the other half got a bottle of pills.

The researchers told them plainly, these are sugar pills, there's nothing in them, take them twice a day. After about three weeks, about 59% of the people taking pills they knew were empty reported meaningful relief.

compared to about 35% of the group that took nothing. The pill did nothing, the expectation and the ritual of taking something with intention actually did.

Now remember the hotel housekeepers from the I am episode, the women who were told their work counted as exercise, lost weight and lower their blood pressure without changing anything else that they did.

The researcher behind that study, Ellen Langer at Harvard did something even more bold almost 30 years earlier. In 1979, Lager took a group of men in their seventies to a retreat in New Hampshire for a week.

and the whole place was set up as if it were 1959, 20 years earlier. The music, the magazines, TV shows, and news, they weren't asked to remember 1959. They were asked live it, talk about that year's news in the present tense, carry their own bags, act like the men that they were 20 year earlier, After one week, they showed improvements in joint flexibility, posture, and dexterity.

Some of their vision scores improved. People who didn't know about the study judged their after photos as looking younger. That is an I am statement lived out for seven days straight.

Remember we gave you the seven day challenge? It's crazy how fast this can work if you apply it. At Stanford University in 2017, one of Langer's former students, Alia Crum, took it even further at her university.

Her team looked at data on more than 60,000 American adults followed for about 21 years. People who believed they were less active than others their age were up to 71% more likely to die during that time.

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itself.

Crum also tested this with food at Yale University in 2011. She gave people a milkshake on two different days. One day it was labeled a 620 calorie indulgent shake.

The other day, it labeled as a 140 calorie sensible diet shake, both times it the exact same shake about 380 calories. When people believed it indulging, their ghrelin, the hormone that drives hunger, dropped about three times more.

What you believe about a meal is part of what your body receives. California Institute of Technology in 2008, same idea, different drink. Volunteers tasted wines in a brain scanner and were told the price of each one.

One wine was presented once as a $10 bottle and once, as $90 bottle. They rated the $ 90 wine as better and the area of the brain tied to pleasure was more active.

The price tag didn't just change their opinion, it changed how much pleasure their brain registered from the exact same sip. There's a lesson in this, buy cheap wine and believe it's great.

It'll save you a lot of money and then you can buy more supplements, which we would appreciate. But interestingly enough, fear works this way too. And this is an area that I'm fascinated with.

On the IAM episode, Jared introduced the nocebo effect, the placebo's evil twin. Here's what it looks like in a real study, Imperial College London, 2020. Researchers worked with people who had quit taking statins because of side effects.

Each person spent a year rotating months—some on a statin, some on placebo, and some nothing. They didn't know which was which, so they rated their symptoms every day.

About 90% of the symptoms reported on the staten showed up just as strongly in the placebo months. These people have been told what side effects to expect.

They watch for them, they brace for, them and their body is delivered. And that's exactly what the two of us decided not to do on our trip, which we'll get to in just a minute.

One thing I want to point out on what I just said was they had three control groups. a placebo group and a group that got nothing. Now think about that for a minute.

In science and experimenting, they use placebo for reason and they also add it in a nothing group. So don't dismiss placebo as nothing Absolutely. There's real power and it is the power of belief.

That's such an important thing. I've said this on other episodes, but I'll jump into it just really quickly. People like, I will say us, certainly the two of us but probably a lot of people listening to this show as well.

We tend to be a lot more now on the side of natural, alternative, functional medicine as opposed to modern Western medicine, whatever you want to call it.

If you're like me, you are kind of shunning the pharmaceutical world and all these types of things. And sometimes to our own detriment even, because we can, the perfect example is that statin thing.

I'm not a statins fan, I know statines create side effects, there's plenty of research to indicate that, but apparently, Not statins, believing you're on a statin can also create side effects.

So no matter what you doing, whether you are taking a new supplement or you feel the need to take a pharmaceutical for a specific purpose. I'll give you an example.

It just happened to me this week. regular listener to the show. I'd never met him before. He came into our South Ogden location and he said, hey, you're Jared from the podcast.

And I said yeah. You said my name's Jared too. Oh, that's not giving enough away too much away. There's probably a bunch of Jared's that listen to my show and uh, he says, man, I love your show, and you super complimentary, very much appreciate it.

and said you not going to like what I'm about to say and I go great. So the first thing in my head was something he didn't like on a show but what he actually said is I am on an antibiotic.

So his perception was, Jared hates antibiotics. He's never gonna want me to be on an antibiotic and he's probably gonna judge me for it. At least that's my perception of his, perception, right?

Who knows what he was actually thinking. But he knew I wasn't gonna like what is gonna say, but he felt the need to on antibiotic because of the specific infection he had.

I won't go into any detail on all that. And basically what was there for was to ask what can I do or should I to protect my body as much as possible under the circumstance.

And the first thing that I hope I got across to him was, hey man, you do you when it comes to your health, do what you think is best for your help. But if you're going to do it, don't do in a shameful way.

Like I shouldn't be doing this, but I have to it. that does nobody any good and there's a really good chance that if he looks at this as I'm on an antibiotic because I believe I need to be on antibiotic, because it's going to kill off whatever this thing is that I am trying to off and then I going the heal from that because i'm also taking a measure to heal with probiotics that would be the appropriate approach to a situation like that.

Now, if you listen to this show, and this goes along with what I just said too, you probably know more about food than the average person. You read labels, You know about seed oils and rich flour, glyphosate, artificial dyes.

Maybe you found me through the Just Ingredients podcast or her Instagram stories and you've spent years cleaning up your pantry and your bathroom cabinet.

That knowledge has real value. We've done those things too. But knowing can turn into vigilance and vigilence can be turned into fear, anxiety at a restaurant when you can't control what's in the food, stress about travel, guilt after a meal that wasn't perfect, maybe even skipping a get-together because you don't know what they're going to serve.

When it goes far enough, There's even a name for it. It's called orthorexia, an unhealthy fixation on eating perfectly. And listen to the I am statements that come with it, I can't eat anything when we travel, always react to restaurant food.

That's not a guest visit, that is buying the house. I did a show not too long ago, as I mentioned, about obsessing about your health isn't healthy. and that's what that whole show is about.

We'll link to it in the show description because all of this really plays into the same thing. So I mentioned shape, the shape of who you are. And I'm not talking about actual shape.

But, you know, things that are unchangeable, your height, for instance, I talk about, being five foot six, and no matter how much I say I am six foot five, it doesn't change that I m five feet six.

Take MTHFR though. This is something that Jen has as part of her makeup. If you've had genetic testing, you may know you carry an Mthfr variant, which affects how efficiently your body makes the active form of folate.

That's real. It's part your shape. And it's a big reason a lot of people choose methylated B vitamins and steer clear of the synthetic folic acid in enriched flour.

But remember to stand for gene study. Jen told you about. People told they had a bad gene performed worse on the treadmill, whether they have it or not.

So there's the variant and then there is what you build on top of it. I'm MTHFR, I can't touch anything enriched, one slice of regular bread and I am done.

The variant is your shape. The fear is the lid that you put on top of yourself. It's the same thing we talked about in the ADHD episodes. A brain type is a shape and broken or disordered, that's a lid.

Work with your shaped. You don't have to live under the Lid. And there's a whole field of studies on this that if you really want to dive into epigenetics, I feel like I fell a little bit and I have fallen into the MTHFR vigilance trap.

And they're there are things now that I'm watching for with that for sure that, you know, aren't good for my body, but I am also not being hyper vigilant about it anymore because genes can turn on and off.

And I'm not going to test constantly to see if a gene is turned on or turned off, I am going based a lot on how I feel. I will follow some guidelines, but if I step out of those guidelines I won't believe that it's going cause problems for me either.

Well, and we talked about on the IM episode, you know, helping each other out by listening to each others words. Cause a lot of times you catch it in other people before you get it yourself.

And I'll catch Jen just now because you said, I know those things aren't good for me. Yeah. Right. I mean, that's, so what does that mean? They're not good.

For you. So I would say in that case, those are probably optimal for my health. There's ways that you can kind of soften the impact of this stuff and be really honest, because you know what we discovered just recently?

The two of us, I was researching for an episode of the show, maybe a month ago, and I brought Jen in and said, you got to read this. We read that the average person with MTHFR variants can process a certain amount of folic acid without any trouble.

They just don't process it well. And they can a process little bit. If you overload it, then it can actually create the issue. Well, that opens up a lot of possibilities because a little bit of enriched flour is probably fine every once in a while, but enriched flower day after day, after a probably not.

So we don't even. One of the things that I think is really interesting about life as a human being is that we think we know so much, right? We're so convinced of our convictions, whether it's religion or politics or the way that eat or how we raise our children or whatever it is.

There's a million different things. And if you're honest with yourself and you look back at your life, you also realize you used to believe some stuff that you don't believe anymore.

And so I think a lot of times the belief itself is probably not even an accurate belief, particularly with some of these I am statements. But even in the case of folic acid, we were under the impression that any folate acid was not usable by the body that has the MTHFR variant, but it turns out it can use a little bit.

So her vigilance of never ever, ever was probably actually misplaced to some degree anyway. Right. So we went to Alaska and we really want to go back.

And we suggest that everybody go to Alaskan. This is a place you must go before you die. Okay. We were there for 15 days. It was a road trip. Everybody asked, were you on a cruise?

No, we were on road trips. A lot of places. 1700 miles. Yeah. 40 hours in the car, some crazy thing. And it was awesome. Lots of small towns though where options as far as where you eat were limited.

In fact, I went in and, you know, did a lot research before we went. Like, okay, where are we going to eat? Because that's always a big question for us.

Where are going eat. and in Anchorage, there are a few places that you can eat that are, pretty clean. We may have found the best, cleanest bakery we've ever been to in our lives up there.

We also had a kitchen at our hotel there that gave us options too. And there's a good grocery store up. Yeah. So we were kind of prepared, but we also realized we're only in Anchorage for like five or six days of the trip.

The rest of time, we are going to be in these little towns. You know what we decided together before we went? We decided that if there was an obvious clean choice, We would make that choice.

But there are a couple of things that we both really, really like. And one of the things, and I would anticipate most people listening to this show probably can relate to, that they love to do on vacation is try new food.

Maybe the food that that place is famous for. Well, Alaska's pretty high on its seafood. Interestingly enough, my favorite food in the entire world, I probably have said this on the show before, is pizza.

Not something I knew Alaska for, but lo and behold, maybe we had the best pizza we've ever had in Alaska. And I like pizza, but I'm not a diehard pizza person.

And, I am the one that suggested we go back a second time for this pizza. Oh my goodness. It was incredible. So, the thing is, we would not have tried that pizza if we went in with this I can't eat that food, right?

Oh yeah. I would have never touched it. And so we made a decision together as a couple that will make the obvious clean choice when the obviously clean choices available and we'll make adjustments, you know, fish tacos.

You talk about that in just a second. There were some adjustments made, but for the most part, we just ate what we were going to eat without stress, without quizzing the server, Without getting on and Googling.

Does this come, does this restaurant use seed oils, which is what We've done most places that we've gone up until this trip. Yeah, so Jared Sings pizza, mine is fish tacos.

And as you know, or most of you probably know fish, tacos typically come on corn tortillas and corn is definitely been a food item that I have struggled with.

But I wanted my fish tacos. So I ordered them a few times and one of the times they came on corn tortillas. And at that point I did opt to not eat the tortilla.

There was enough fish and toppings that I was very full just eating the insides of fish tacos. But the other couple of times they came in flour tortillas.

And normally I wouldn't eat the flour tortilla because they would be enriched and all of that goes with that. I just said, you know what? I'm going to eat it and I don't care.

It's going be fine. So for 15 days, I ate things way outside of what I've eaten in the last four or five years and had no issues whatsoever. And what's really awesome about this is it did make the trip way more enjoyable, way, more chill.

We didn't have to spend an hour researching where we were going to eat only to find out that there wasn't anything. And so then we're stuck with, you know, whatever or not eating.

It kept our bodies out of fight or flight. They kept them in rest and digest. Digestion actually starts before the first bite. It's called the cephalic phase of digestion.

Seeing, smelling, and even thinking about food signals your body to start producing saliva, stomach acid, digestive enzymes. That's your brain getting your gut ready and it works best when you're relaxed and paying attention to the meal.

Eating anxiously because, oh my gosh, I don't know what's in this stuff, while you're stewing over all of that is a really, really bad way to start when it comes to optimizing what that meal can offer to you.

University of Pennsylvania, 1999, a researcher compared attitudes toward food in the US, France, Belgium, and Japan. Americans were the most likely to associate food with a worry about health.

And perhaps that's because food and America is the worst of those poor countries. That's kind of a fair assessment. But they were the least likely to associate it with pleasure, which is interesting.

The French were opposite, and you can understand that because French people make really good food. And the Americans, the most worried group, were least like to see themselves as healthy eaters.

All that worry wasn't buying them a better relationship with food though. So with all of this, I do wanna make clear, this isn't a permission just to abandon what you know.

Keep making great choices, keep reading labels, just hold that knowledge a little more lightly. That's what I am going to start doing. If you sit down to a meal convinced it's going hurt you, that belief is part of what your eating.

And it may be the only reason it hurts. Yeah, it might be. In some cases. Doing your best without stress may serve you far better than getting everything perfect while you're anxious about it.

Here's how to put this to work. One, take your supplements with intention. Instead of swallowing a handful of capsules while your answer an email, Take three seconds.

Know why you are taking them and what you supporting and expect them to for you. The people in that Harvard study knew their pills were empty and they still felt better.

Two, bless your food. Before you eat, say a prayer, a blessing, or a simple thank you, whatever that looks like for you. It's the same thank-you emoto tape to his water aimed at your meal, and it settles you into rest and digest before the first bite.

Add food to the list of things that you catch yourself saying. I can't eat that and I always react to restaurant food. Count. Swap them the same way from the swap list.

It's so different because one is how you choose to be and the other is a restriction and nobody loves a Be choosy about the health messages that you take in.

A steady diet of fear-based content, even well-meaning content sets you up for exactly the nocebo response we talked about. One of the things I try, hopefully succeed to the most part, to do on this podcast is to not scare you into things or scare out of doing things.

Fear-based medicine, fear- based health does not work. And I also try really hard to stay away from extreme thinking. The only way to eat is carnivore, the only to eating is raw vegan.

These things are so restrictive and so, I think have such a negative connotation that I believe they work against this more than working for us. Now, this show is not about supplements because it's an emotional vitality episode.

But there are things that you can do to support what you're doing when you are eating your food, since we're talking about food right now. And the first supplement that I ever gave Jen was Back on Tract.

It quite literally started to change her life or at least change your opinion about supplement and whether or not they

had power in her. What did we bring when we went to Alaska?

We always have Back On Trac. We had back on track with us. We took it at every single meal, including and especially the heavier meals that were like, eh, this maybe isn't the most optimal meal for us, and we even brought some charcoal capsules as a just in case.

we got something we didn't want, never had to use them, but that also adds an extra layer of calm. It's like okay, I'm prepared. I've got some that's gonna help me break this down.

i've something that can help if there's something in here that could make me a little bit nauseous or sick or whatever else. These are really, really important things as well because when you have backup that you believe in, then there's also much less reason to fear.

So let's wrap this thing up. Three things that can take with you. Your beliefs change your chemistry, dopamine, hunger hormones, even how your body ages.

Much is based on belief. Fear works against you, not for you. Just as powerfully as a belief works for, you and unfortunately belief can work against, so you got to watch those beliefs like we talked about throughout that whole I Am show and work with your shape.

Don't drop a lid on yourself and prevent yourself from being able to optimize who you are and what you've been blessed with. Doing your best with a calm mind beats chasing perfection all day long.

And if you took the seven day challenge, send us your day one and day seven numbers and what you noticed. We would love to hear what that looked like for you guys.

You can drop those comments in YouTube or on Spotify or in our Facebook community. And, if, you haven't go back to the I am episode and listen to it. Yeah, that episode actually has more meat, so to speak, on the bone than this one.

This, though, gives you, I think, a lot of extra context, and the two episodes together, I think have real value. Thank you so much for listening to us. Thank you sweetheart for doing this show with me.

These emotional vitality episodes from here on out will mostly be done with Jen and I as co-hosts. I've heard you loud and clear that many of you would like to have her voice on this to show much more often.

And thankfully, Jen has gotten a little less hesitant as it goes in participating. So thank you. Thanks, everyone listening. We are Jared and Jen St. Clair, and this has been Vitality Radio.

Hello, everyone. I hope you enjoyed this week's episode of Vitality Radio. Just a reminder that this podcast is for educational purposes only. This podcast has not been evaluated by the FDA.

Thank you.