From 315 Pounds to Biohacker – The Journey That Shocked Millions | Anthony & TereZa Lolli Transcript

(Transcripts are generated by AI and may contain errors)

Documentary Premiere and Red Carpet Announcement

We got this wonderful documentary that's premiering December 15th. And I know you get the red carpet event, which I'll be there. DIP at the A4M. This is something no one's ever experienced.

That this is like a Hollywood movie premiere. You know, the movie Expendables? This isn't Expandables on steroids. 113 people. Meet Anthony and Terra Zallali, visionaries behind the groundbreaking documentary, Biohack Yourself.

This transformative film gathers 130 world-class experts to explore innovative approaches to health and wellness. Get ready for an inspiring conversation about their mission to make biohacking accessible for all.

We want to celebrate the real game changers, people that are making a difference in humanity and really healing people behind closed doors. we think they need the celebration and they to be recognized.

So this is why we're throwing all of it out. It's going to a huge event. I love that. And you know, I've been in the industry for almost two decades. That has never been done.

Never been. Done. People have asked us, how did you get them all together in one documentary? The mission was clear. The Mission was let's come under one umbrella and enlighten the general public who has absolutely no clue what is this world of biohiking.

So, it's entertaining, engaging, informative, relatable, fun. You'll find someone's story in the documentary that you can relate to, maybe your mother.

This is going to be a hit. I'm going be there with the team, bringing the doctors, my partners. Welcome to another episode of a Healthy Point of View podcast.

I'm your host, Sam Tahara. Today we have some special guests. You know, you guys see me on the podcast spreading the word on biohacking, health, wellness, functional medicine, but Who we have here today, they are really, really spreading the word.

And they got some great stuff happening. Red Carpet Premiere right around the corner. Today we had Anthony and Tereza Lali. How are you guys? Amazing.

Thanks for having us. I mean, look, just walking in this place was incredible. The tour, the aesthetics, to feel the vibe, you know, lovely. Well, Ben, thank you.

And I see you guys dressed up pretty nicely. So I can't wait to see how you got stressed out for the for. The big thing that's coming up, you know, I want to hype up the listeners.

Yes. About what we got going on. You know. We got this new documentary. Yeah. That's. Coming out. And I want to get into the story of how you guys even decided to actually put this documentary together because I heard this story.

And when I hear this, I said, you just got to come on the podcast. We got talk about it. You got bring this to the functional medicine industry. So we got this wonderful documentary that's premiering December 15th.

From Weight Loss Journey to Health Documentaries

And I know you got the red carpet event, which I'll be there, VIP at the A4M. Which I tell everybody, it's the Super Bowl out of the hitch. This is it.

So let's- The art of longevity. People like the Oscars. And honestly, we want to celebrate the real game changers. people that are making a difference in humanity in general and really healing people behind closed doors.

and I think they need, We think, they needed the celebration and they to be recognized. so this is why we're throwing all of it out and we're having the Oscars of Longevity.

We have 10 red carpet stations, reporters, videographers, photographers. It's going to be a huge event. So we can't wait to see you there. I love that.

And you know that that has I've been in the industry for almost two decades. That has never been done. Never been. Just to add a little background and color to your audience.

So what happened is my wife and I are documentarians and we started doing health documentaries because my own personal health crisis. I used to be 315 pounds about four and a half years ago.

So I lost 125 pounds in nine months and became a transformation competitor, bodybuilding. We put it on Amazon. It was streamed so much, like globally in 95. I was around like, oh, during a coma, or during the pandemic, when everybody was like either watching Tiger King, they were watching tiger King on Netflix and fat lolly to six pack lollies on amazon.

And that really, uh, put us in a position to really realize there's a massive audience of people that want to watch health content. When they want it, They watch it.

They want change. So a lot of people were reaching out to us on social media. You know, thank you, I needed a challenge. I need to know how to do this thing, how I relate to you.

People were reach out out Teresa, like how did you get your husband to this? I want my husband get in shape. We went balls to the wall with the documentary.

And I was like half naked with blood bags because I did a loose skin surgery. Our documentaries become successful because we are very solution oriented.

We find a solution for ourselves, for our interests, and we bring that to light. For example, him for 40 years he's tried to lose weight and each time not only did he fail but he was gaining more weight continuously.

So he had just given up at the age of 41, and he told me, this is just going to be me. Well, before I gave up, I tried a gastric sleeve with the Batman's ace in the hole.

I lost 50 pounds, gained 70. Stretched my stomach back out. That's how much I had a big problem. And then I lose my muscle mass because I couldn't absorb real food.

So I was drinking my calories with ice creams and Starbucks and all that kind of crazy sugars. But it wasn't until he discovered this world of transformation, right?

So that's a whole world where there's, it's an infrastructure. People are supporting each other or people are posting each others transformations. And that was something for him.

It was like, wow, like you learn nothing like Find your tribe. Yeah. So let me ask you this, though. It's like, I know a lot of people that go through a weight loss journey, right?

Obviously, at Lickwilvita, we put people through weight-loss journey. What made you guys want to actually televised the whole process? Well, you know what's interesting?

I'm an entrepreneur in real estate and many other endeavors in Tereza and I. I knew that if I didn't treat this like a venture or hold myself accountable in front of millions of So, you know, obviously I had to make the change for my family, for, my wife, or my children.

That kind of changed the landscape of why I wanted to do it before. It was just about us. And now it was about the kids and the family and, and being healthy for them.

So that was a big deal, but I. Wanted to attach a business and I want to help other people. When I added those antidotes, plus I hired professionals. What I mean is I hire a coach.

Right. So like, for example, in your case, if I wasn't feeling well, I would go to a liquid Vita and get professional help guide me towards my health journey.

That's a good step. Right? So what I was doing is I coaching myself as a fat person and thinking I knew it all. I had to put my ego to the side. I hired a transformation coach I invested the money I told him to come live with me.

I flew him down from Ireland and is an incredible guy he's going to be at the event December 15th and he changed our lives he lived with us for a year we filmed the documentary we took him with some family vacations and I really learned you know, it's like you're the average of the five people you associate with.

So I changed my sphere of influence. I started hanging out with athletes and bodybuilders and fit people. People into the healthy things. And so I change my surroundings.

It was very easy with Teresa. She was already living a healthy lifestyle. That was really like a game changer, really changing my environment, detoxifying.

No, I like that because one of things that I always tell people is like, every great athlete has a coach. And even if you know how to play the sport very well, you want to have a coach.

And it's not just about having a couch to teach you the right things, but there's an accountability component that you have to report to this person. You've got to sometimes send pictures of what you're eating to the person, right?

Sometimes, I got one of my clients who's a dear friend of mine, he wears the glucose monitor. So his coach gets alert alerted if he's in any, any kind of sweets or anything like that, you know?

So I agree with that. You should always have a coach. Now, Therese, and you, had your own journey as well too. I mean, do you feel blessed? I wanted to add something to that with something that was instrumental was, um, about two months before he found the coach, I Photoshopped his head, on a very muscular body that I found on Google and I printed it and put it everywhere in the house.

It's just a joke. No, it was basically, you know, I've manifested my life in every single possible way. I mean, 15 years ago I come to this country for the great America, $300 in my pocket, didn't speak the language.

Imagine and visualize myself graduating with honors and I did. Summa Cum Laude, got an accounting degree. got an offer from Deloitte and Touche, declined that because I wanted to be in the entertainment industry.

I was already bit by the bug in Armenia because i participated in Armenian Idol and I A lot of accolades like, you know, swim competitions, dance competitions third place, ping-pong champions, I was always in the spotlight.

Coaching, Accountability, and Personal Transformation

So when I came here and I saw the opportunity and walk the streets of New York and say, wow, this is Sony Records is right here. And you know, for someone coming from Armenia, you feel like all your dreams are so close to achieve.

And sure enough, I was able to get in the door with Warner Brothers, that was recording, as working on my album. I wasn't films on Netflix with Corey Feldman.

So I working myself on, my career. All of it was visualized. So when we thought together and we got married and you know, I knew like he is an incredible person So the weight was never an issue for me It was an issues for him, but you we never paid attention to it was from the health perspective and it wasn't until I was nursing our son all night long because he just wouldn't want to sleep.

I would be up at odd hours at night so I'd hear him have sleep out. So he would breathe and he'd stop breathing for like a few seconds and not really worried because I'm up all snore, stop breathing.

Well that puts a huge toll on your body, I mean your brain. Oh it was crazy so I told him I said that there's something else going on like this you know the extra fat is affecting your health.

We have two children like you need to live for them and he told me he put his foot down and said I'm gonna be happy and fat I've tried it it doesn't work for me it's not gonna work.

So that was a very crucial moment where I said, I've visualized everything in my life. What if I visualize something for him? So I searched the internet.

I found an incredible six pack guy on Google, just random. And then I photoshopped his head. That's how I'd done it for myself before. and I slapped the photo all over the house and he came here, look.

For him to see that? That gave him the edge. So then he discovered this coach and he discover the world of transformation. It all kind of fell into place like a puzzle.

And we started filming everything. I can't tell you how when you have this imagination and you just see it so clear and then you put it on a piece of paper and print it out and see, there's no way that it's not going to get there.

That's how we do everything It's like having a vision board. You see the vision boards every day. Of course. Arneal planned everything for us. So do you think the Armenian food was what?

He did not eat Armenian. No? No. We started dating first, so I was putting him through these medical checkups. I would take him over, hey, I'm going to get blood work.

Let's go do it together. Because I really was interested in his health. You're 315 pounds, let's check your health because… We intend to have a family, we intend have children.

It's crucial to check genes and all that stuff. You know, I grew up very, very concerned with health and healthy eating and I was a biohacker without knowing that I'm a biohacker.

And he wanted to put me through his testing of who's your family? Who's you're uncle? So he came to our media to He was there in my background check we went to Armenia he lost at least like 20 pounds yeah those two weeks says he wouldn't eat anything so my cooking doesn't count for him what I do do atleast during the competitions was being diligent and meal prepping, ounce by ounce, weighing everything, preping, packing.

So that was like, we both have discipline like none other. Like I've never seen, especially having two children, nursing them, you know, just having their busy lives.

At the time, our kids were booking Netflix shows, commercials, very busy auditions. How old were the kids when you went to the weight loss? So our son had just turned eight months old.

Oh wow. So this is not easy to do. No, it was the hardest time. And our sun is actually the catalyst of putting us in this journey of biohiking, which we could talk about in a bit.

It was the worst time to get anything started. Like we were not sleeping. He was up almost all night. he had a little silent acid reflux. And so he wasn't even getting the rest that he needed.

You know, I was off nursing, he was having sleep apnea and all of that stuff. But, you know we had vision. So we knew that if we stick to it and the coaching was crucial because you, know if you maintain this calorie intake and you just maintain, this meal plan, You will get to your goal.

Right. This is very, it's just everything. Also for me, I have to respect the coach. So I respected the nutritionist coach, you know, when I met him, he had a tattoo when we FaceTime, He was in Ireland and he has a tatoo that said millionaire.

I said, are you a millionaire yet? He said not yet, sir. If you come live with me I'll make you millionaire, and then of course now he's super successful.

And then like a week before, I decided to do this journey. I met a friend of mine introduced me to this guy named Francisco, a Dominican dude, that he was a barber, but then he owned Airbnb's real estate.

Right, exactly. And then, he started buying real-estate in DR to also do vacation rentals out there. He was somebody that I respected. Then, when he connected me with him, I wasn't ready at the time.

We were at a hookah lounge and whatever. Just met him. And so, but when we made the decision where I hit the switch, I remember that I had just met him and I said, if I'm going to have anybody physically train me, because I have a nutritionist that was the Irish dude, and then the physical trainer.

And, so I was mentoring him on real estate stuff, cause my background is real history. He was mentoring me on how to train and he was training me. So it was a lot of respect.

I respected him. My respected the coach and that was, that's what did it for me too. As somebody that, you know, knows a lotta stuff, I gotta respect you if I'm gonna take instructions and these dude, the mutual respect that the chemistry was there, but it just happened to be that I had met him when we talk about respect, In what sense are you talking about respect?

Respecting their time, respecting their efforts into it? I think, well first of all with Francisco who actually died in a car accident going in the documentary.

He died three days before my first competition that he was flying back to. Um, and I respected him as a, uh, entrepreneur, a person wanting to do something more with his life, but you know what I'm saying?

And so there's a guy who's, he owned the barbershop, has I think three kids. You've met his kids, they're wonderful kids So as a father, I respected him.

As a businessman, and I respect him, then this guy puts his pride to the side and says, you know what I'm going to do? I want to be a personal trainer.

I will close the barbers. Imma work as barber with my clients. At night, Imma be the trainer at the gym. So he got his license. he started like expanding and trying to buy more property and stuff like this.

So I respected him on so many different levels. You know what I'm saying? Where this guy is growing, it was, I wanna build a legacy for my kids, the chemistry that we had, everything that, you know, how he motivated me and encouraged me.

Amazing. All those things I respect him as a clean cut dude. And so that right there did it for me, and Mike had a whole host of things that were respected by, like the nutritionist.

He also was working out about three sessions a day. So it was his full time job. It was two hours of crossfit, then

come home, rest, go get a massage.

Two hours have heavy duty bodybuilding rest. Get massage like it. Was a job you went all the way. I will. We were like, we're all in. And that's why you were able to be so successful at nine months.

You know, because most people, 120 pounds and to turn out the weight you did would take even longer.

Family Health Crisis and Discovering Biohacking

mental intimacy you have with someone where they see you at your weakest moment. You know what I'm saying? And so I needed that comfort level where I felt comfortable to kind of trust in someone to really see a side of me I've never seen in myself.

To be able to do box jumps when you're 315 pounds or really do things like push-ups that I couldn't do or climb, you know, rope climbing and falling and and failing.

You know what I'm saying? When I am a successful entrepreneur, I've never failed at anything in my life. To be able to kind of expose myself in a vulnerable way to another man.

So I needed that. And so just, you know, God or divine intervention put the right people in life starting from my wife to be to able get us to this point.

But then, though that really kind brought us in the world of health. To also add to his point, the team, right? If anybody is watching and they want to dive into a journey that he has accomplished, first have the vision, clear vision.

Second, get your team. Without a team you will fail. So he had the coach, a nutritionist that moved to live with us full-time without a back ticket, like he did not have a flight back.

So then we also called my mom for the rescue to help me raising the kids. Then we had his mom living with us who would do the meal plans if I was exhausted.

So yes, it was like a very exhausting time because we're two very young kids, but we all so called in the two grandmothers. We had a solid team and we looked at each other.

boosting happening, whatever he needed, this kind of salt, okay, we need it. We need a measure, then we needed a weight, We needed this chicken from here, there was shopping being done on time, everything was scheduled like an army.

That's a lot of discipline. So at what point did you guys decide, let's bring the cameras? Yeah, well, I mean, that was, uh, had always been an executive producer, which is a fancy word for the guy that puts up the money.

Done stuff with Spike and a bunch of other celebrities where I put up money for movies, independent films, short films. So I was in and around, you know, Hollywood and movies.

My home was used for music videos, my cars and stuff like that. And so I'd done stuff for Ray Kwan where was his chauffeur in my Rolls Royce and music, videos and so.

I was in and around that industry and then when I met her and she was already accomplished, it was just a natural thing to do. So we put it, we started filming and I realized that there was an opportunity to kind of really put out there in a big, big major way.

We utilize all the contacts and connections I had because I was already an existing entrepreneur in the real estate space, knew a lot of people. So I able to get a good deal with the streamers to be able put it up there.

And then that changed the trajectory. Then it turned into my documentary, then we did one about her, where she competed like 32 times and became a two-time Bikini World Pro.

We did a loose skin surgery documentary and then a bodybuilding documentary. All these things are on Amazon, they became big hits. But then we got hit again with a health scare.

First it was me with the weight thing. Then it her, but nothing, she had a diastasis, rectitis, some issues. We thought we resolved them, we're competing.

Turns out we put her hormones out of whack. She did it all naturally. But you're not supposed to diet to the extreme body fat, already two times. A lot of discipline, when it comes to, I got two trophies over there, so I did.

So I used to literally, on one hand, I knew exactly what I was grabbing at the grocery store. Asparagus, broccoli, chicken breast, tilapia, some sweet potato.

So for me, you're not getting the nutrition that you need that your body needs. Bodybuilding can be very stressful. I actually went into early menopause at age 35. And I was able to reverse that, but that was very scary and I lost my hormones, my hair was falling out.

I mean, for eight months straight, we were competing and i was on 8% body fat. For a woman, you're not really allowed. He didn't get hit, he was just thriving actually.

Yeah, I did. Anything was better than being 315 pounds. So I already was in the upward trajectory. And then she was on a downward trajectory, and we're thinking, looking good on the outside doesn't mean you're feeling good in the inside, right?

Simultaneously, she's recognizing that our children are suffering from their own health crises. We have this beautiful son. All of a sudden, we are getting misdiagnosed, which potentially has autism, potentially as this, you should get this method.

blood syndrome and being given wrong medication, wrong implementation. And just like he doesn't take an answer from one coach and one trainer and One Way to Go, one training, you know, passion way to go, I don't want to answer for an Answer, too.

So we took my son to 20 to 25 homeopathic doctors, holistic medicine, like The press ones are both busy too. I had to make phone calls to political friends, do me a favor, can you get this person a message, skip, you know, my son.

And if I didn't have that, we wouldn't be where we're at right now besides her really being diligent and not taking no for an answer and wanting to really research getting Not a stacking opinion, like a 15th opinion.

$200,000 later, we discover he has mold toxicity from our beautiful mansion, but the central heir is killing our son. You know what I'm saying? And why was it affecting him more than us was because he had the MTHFR gene mutation.

He had double copies of that. So then you're understanding, wow, if I had taken the misdiagnosis and the supplementation that was given to us, he's condition would get worse.

And then it starts creating a chemical imbalance in the bowel. So amazing that you guys were able to find a functional medicine. Yeah, that's what it is.

That's where you take that deep dive and look under the hood to really figure out what the heck is going on. But even the functional medicines and alternative medicine doctors, right.

It's still. You know, it's still you got to look through the answers some of them only specialize in sharing here So it still was a big puzzle that I had to like put together And then once we did that we got him into a nice protocol that

actually detox and flushed him out all of a sudden He starts speaking he starts memorizing lines because I was also pushing him in to the acting world because for me that was the level of success and normalcy.

Like if he could do what our daughter does, memorizing lines, being on set, be happy, then he's good. So it was funny because he was like, ah, he is a boy, not going to do it.

And for me, it's proof that he normal. I pushed him, pushed and pushed, and next thing you know he booking Martin Scorsese's daughter's movie as a lead actor.

He's got a character like no one else that we've seen before, he's getting stronger, his body. So everything started transforming from being on an herbal medicine protocol.

And then we think we're out of the woods, we resolve that problem, then all of a sudden our daughter has a ball on her neck. And so, it turns out it's a lymph node issue.

So, what we went through step by step, all of us had our own health crisis that basically led us to naturopathy, homeopathy and discovering biohacking.

And so we are very adamant about letting the world learn as we learn. And, so, Teresa decided that she wanted to kind of have the cameras rolling as discover how to finally put our children's issues and her own issues to beg.

Because I met so many moms throughout the entire parenting journey. We put our kids into five different schools, because I come from Armenia. I don't know the school system here.

When you go and you do your little tours, everyone says, yeah, this is rated amazing. This is a good school, but good according to what standard?

Building Biohack Yourself and the Media Platform

emotional standards, intelligence standards friendship standards you know good good circle standards I don't know so I said screw it let's just go to every kind of school for six months at a time so we went to Montessori for 6 months Waldo for Six months Orthodox Christian for a six-month public school four six month private school 4-6 months and in every school I got to meet a lot of moms a lots of circles of friends that had some issues with their kids some health issues.

So when I saw the difference that from fat lolly to six pack lollies made, or the super lolleys made and the amount of outpour of reaction that we were getting, oh I was going to commit suicide, like he would get messages like that.

But because I watched your documentary, I'm going lose weight. I am going do it just like you did. And that gave me the idea, like all these moms that I've met, how many moms can we save?

How many kids can be saved? Let's roll the cameras. And we said we don't know what we're going to discover. Just like when he started losing weight, we didn't even know we were going become athletes and press.

It's just open. Documentary making is life. Such a rewarding, great feeling when you can hear someone say, you know, I was on edge. Yeah. And now after watching what you're putting out there.

You know you basically saved their life. So okay, so we got the documentaries. We got millions of streams and downloads and everything else. All of a sudden, now fast forward to what we've got going on now.

Talk about. Well, Biohack Yourself was supposed to be a one-part doc, just to exploring biohacking through what we were going through, and it exploded into a five- part documentary with 113 of the most notable longevity stars in the planet, really.

These are people like Dave Asprey, Ben Greenfield, Bruce Lipton, even people Dr. Mercola, Founders, scientists,

innovators, inventors, popular people.

We really got an amazing eclectic group of interviews and we were like excited kids in the candy shop. Like what nitric oxide what? We're using all of this stuff, so we did an experiential documentary where we put ourselves through the protocols.

We were clients of Dr. Daniel Amen. You know, we went through all the brainzans and we were getting coached by certain people from the documentary. And Therese is like best friends with everyone.

She talks to them every day. I'm like, who are you talking to? Amen right now. The documentary, well, each documentary is about an hour. Okay. Yeah. So five episodes.

They're all standalone. You can watch part three and still kind of understand what it is without having to watch it. Something we did different actually on the covers of the documentaries, we put everybody's names that's in that part of.

I can kind look at it and say, okay, I want to. Learn about water and nutrition. No, want watch this part. What learn about quantum and. and this kind of stuff.

So we intelligently separated all five parts to give somebody a really good gateway information. But then we built biohikeyourself.com, which is a media platform to support the documentary.

Because our lives have changed from all of these interviews. However, you cannot put two hour long interviews in one documentary from 113 people. So we have all the long form, mid form short form content on our website, biohackyourself.com.

And then it evolved into a media platform. What we wanted to do was really create a resource, an encyclopedia. Most of the time when you watch a health documentary, they're talking about a problem.

not a solution to that problem. They're, you know, fear-mongering, talking about the government, and talking this, about that injection, but how do I help myself?

I'm sick. I know. You know what I am saying? So we created it where we're interviewing people that you can actually go visit and see, right? If we were to have you in the documentary, people know you have 30 locations and where to find you.

There's a website that can watch your podcast. So what we're doing is we are introducing people into this world, supporting it with a website with articles, links, podcasts, information, courses, even events that you can attend where you could meet these founders and so you know that can trust them.

A lot of these people have pain to purpose stories and they created their inventions or their products because they were sick just like us. And so this documentary is really the first of its kind.

And one of the things that we realize is these people are very genuine. No one asked to be paid. Most of these are paid speakers. They get paid big bucks.

Someone like RFK, to appear in anything with a security detail and all that, we're talking a quarter million bucks, this guy just came to really share his…

Where it shows the passion that these individuals have in their health and wellness industry. But then they can stop there. They're now contributors for our website.

Right now, all lying down to our red carpet event to really be in the same room all together and really unite. There's a lot of competition between all of these people and the influencers.

A lot people have asked us, how did you get them all in one documentary? Well, the mission was clear. The mission let's come under one umbrella and enlighten the general public who has absolutely no clue which red light to buy, what is hypervaric chamber, really the entry level of understanding what this world of biohiking is.

So we were fortunate enough to And that's amazing and how you said it's the encyclopedia, right, of the biohacking. And you're giving people the tools to be able to have access, access to the education, the different modalities, different services that are out there.

Everything that is on there is not necessarily for everybody. But you have so much information that you can figure out what it is that will probably work for you.

And the industry doesn't have it. That's what I have here. So this year, when you guys first told me about it, I was amazed. I didn't even tell this then.

But the execution portion of it is a lot. What you are doing, this is not a one man show. you know this is something where you got a team of people there's a lot of thought through it and then having the contributors that have the strong scientific background right to be able to make sure that the information that's actually being published yes it's not some other stuff that you go on some of these publications and it just like You know, like I get, you know on the PR side, my publicist reaches out all of this publication wants to do a story.

And some of these publications, I won't even do story because I know half of the stuff they put out there is nonsense. There's not any truth behind that.

So having the contributors that have that strong scientific background to be able to actually look through everything that gets published, That's amazing.

It's a big deal. And you know, it's really unprecedented, but the information is distilled. So that's what we wanted to do. Because one of the things that we noticed from the outside, because remember 18 months ago, we knew nothing about this.

When we sat down, right off the bat, mitochondria, ATP, telomeres, hyperbaric chambers, like, whoa, what does all that mean? So we literally were asking questions much like a couple would when they're at a doctor's office.

What's wrong with me? What does that mean? Or do you mean photobiomodulation? I don't know what you're saying to me. Talk to like I'm a five-year-old.

And then what we did is we put our kids. So they could talk to our kids and explain, tell our kid what you told us. And then they changed the language and really said, well, I'm a brain doctor and this is what I do.

We actually understood more when they were talking to us… We also were trying to watch these podcasts, but if you listen to Andrew Huberman and Lex P and then it's almost like I'm watching two Mandarin tennis players.

I don't know what you guys are saying. So we kept it that way throughout the entire documentary and even the website is supporting materials that makes you understand.

Now there is an avenue once you get deeper and you can get more complicated and click the links and really get deep into the science. Like us now, right?

We went from elementary school. I don't know what grade we're in right now but we are constantly learning. We're high school, I would say. Biohacking.

One of the things is like, you mentioned RFK Junior. There's a big movement, Make America Healthy Again. So we talk about making America healthy again.

Yes. Or talking about Making Everybody Healthy. Correct. So the conversation when we're explaining this

biohacking information and bringing it to the masses has to be at that kindergarten level, correct?

Because we want the kids to know how to live healthy. Correct. We want teenagers to learn how live healthily. So having that information where it's easy to digest.

Yes. That's key. Oh, when you said Maha, right? And you know, we're involved with that whole entire movement and organization. The anti-Kellogg's movement that Maja, that you've said kids, Kellogg is kids.

And that's really what I think the general public, the moms, understood. Wait a minute, you're talking about So we did the exact same thing, although we don't point fingers to do anything like that, we're really talking about simple things that you can do, even free things you could do to biohack yourself.

You can really lead yourself to things get done wrongly to the children from 0 to 10 right there's a lot of things that when you just look at it right even you know just sleep training for example right that that gives a of abandonment issues and emotional damage and we've done massive amount of research there are certain things like just even when the kids start eating solids right what kind of solids you're getting like what are the ingredients Even formula, like what are the ingredients?

I mean, there was many, many lawsuits against a lot of formula companies, right? Then you go to age seven and eight and the kids are getting root canals done, which are now we're discovering that root canal is not the way to go because you're actually continuing to keep a dead tooth in your body where the root is gone.

So when you look at how many things that get done wrong from zero to 10, You know you have to protect that age group. And for us, that was the journey.

Our kids were really the catalyst in the beginning of our journey." And you know, some people don't get a chance to meet people that were in a sick care system and got out of the sick-care system.

And we got a chance to meet all of them, you know? And so, one thing is meeting one or a local person you meet, and okay, great. They don't have enough volume of clientele to really give you that deep dive.

But when we, in a short amount of time, interviewed 113 people that used to be on one side and have now been enlightened and they have thousands and hundreds of thousands of case studies, turnaround stories, they're introducing us to people.

We're seeing, we're filming this stuff. We're like, wow, this is real. This is a real thing. That's a beautiful thing, and so I grew up in the inner city.

And when I worked for the fire department for 12 years, it was in a inner-city, right? Low income. People would always ask me, well, you got exposed to people living in bad health.

You know, they can't afford to do what you guys offer at Likubi. The first step is it's actually free. It's education. Yes.

A4M Premiere, Vetting Experts, and Live Event Plans

Because the reason why the people that are living in Boca Raton, right, have the ability to live a little bit more of a healthy lifestyle versus the People that Are in the inner city is that they've been able to get that education by so if we have a platform or curriculum that's teaching these people from a young age, People will live a healthier, more fruitful life, right?

So how you guys have, that's pretty. You just said it earlier. There's many things that can be done for you. And that what this platform has done is giving a way for people to get educated and understand the good from the bad when it comes to that.

It's giving them content in a that they can respect and they understand. Our parent companies, Lolly Brands,

Entertainment, So, it's entertaining, engaging, informative, relatable, fun, and you can do it anywhere, read it, share it with your friends.

You'll find someone's story in the documentary that you could relate to, maybe your mother. We even have someone that got explanted, that had toxicity from having breast cancer.

I've heard those before. Those are big deals. It's really compelling to really dive deep into this world. And so what's happening now is we're having a red carpet premiere because of all of the online attention that the documentary has gotten.

What we did differently than other documentaries, usually Hollywood keeps it hush-hush before it comes out and you see a few trailers and then you go see it.

No, we started the promotion engines from day two. So we started creating shorts and reels, and what's so great about the community of people that we have, the entire cast, 130 people, they shared all of the shorts that they were in, collaborated on their Instagrams.

So immediately millions and millions of fans were reaching out and saying, is this movie out? I want to see it. Oh, I'm a big fan of Ben. I am a fan. And so we recognized that there was a massive audience bigger than the bodybuilding world, bigger that the weight loss community, moms, dads, children, anticipating its release there.

And then we garnered the attention of the American Academy of Anti-Aging. which is one of the most respected, um, uh, places to actually speed. They're hosting their 32nd annual show this year.

I have about a thousand exhibitors exhibiting the 7,000 attendees sold out. Dr. Bob Wolbin just last week here. And, you know, he was something sold up and I tell everybody it's the super bowl.

That's one of the things that made us so proud because we really wanted to cast this thing and be careful who we put in the film. Them essentially hosting the red carpet premiere is like a blessing from the Pope.

You know, it's like they told us the cast you have is basically 80% of your cast have been speakers or exhibitors at the A4M. We love to host a premiere here at our annual, and this is the biggest one we got.

So December 15th, essentially at the Bellini Ballroom, it's a VIP gala. This is something no one's ever experienced. And this like a Hollywood movie premiere.

But this is like the expendables, you know, the movie expendable is honest Schwarzenegger. This is an expendables on steroids, 113 people. But what else is happening in Vegas is December night.

We're filming an all female health documentary. Therese is directing called shield. She healed and the names, superstars that are in that documentary, they're also coming to the red carpet event to be celebrated, to do some promo.

So it's really going to. And was simulcasting this event live. Well, also some of the casts from our biological dentistry documentary are coming. Some of cast from Far Contreras, Forever Faithful, which is a pet longevity documentary.

The deeper we went into this industry, the more we understood how much segregation there is. Just from the healthy person perspective, right? You do need biological dentistry in your life.

Your pets, they're struggling. Bring in the pet-longevity world, bring in women's health, bringing the biohacking all under one umbrella. And we go above and beyond for our vetting processes.

Like we actually put together a peer review faculty group. These are moms, these are enthusiastic biohackers and scientists and doctors, and they vet all of this, right?

Like, we don't cast anyone in our movies unless they're vetted by some of these people. And they all have to get along with each other. Essentially, they're the review board.

So whenever we onboard a new castmate, we ask the existing cast, would you be okay to be seen with this person in this time? And I think that's one of the most invaluable things that we provide is the vetting, right?

Because we came out of nowhere, but we didn't know. And you know how many years I spent researching which red light, which this, with that as just a regular mom, it's too overwhelming.

The Google is just too much and there's so much snake oil out there. even in the biohacking world. And also the scatteredness of everything. Like how do you understand, how you combine your health into one place?

Like which parasite cleanse is the one to go to? Which Lyme disease specialist do I go too? And so we're doing all of that. We're bringing that under one umbrella which took us five years and 3.5 million dollars to understand and to vet and bring together.

Now it's served on a silver platter to our audience. I love that, this is gonna be a hit. I'm more excited and and sorry for my friend than anybody I more exciting to go to the red carpet a bit than anything else that weekend So that's gonna be a hit I want to be there with the team and I'll bring in the doctors my partners I tell Evan since we've started talking a few weeks ago, you know, we connected I've been sharing it with everyone.

So This is this is gonna before I gotta tell you I really appreciate that the work that you're doing with Liquidida. As a founder, as a person that is helping other entrepreneurs really grow and build a business, creating entrepreneurs.

I think a personal that creates entrepreneurs, really does a big service for the community, because you allow these people to make money, but also enjoy their lives.

Because being an entrepreneur, sometimes You know, there's only 24 hours in the day and the price of success is how much life you want to give up. And so what you're doing really as a parent company, creating a system that just lets them do and be in their, what is their zone of genius?

You said a zone genius to help people to focus on what matters to them rather than the other things that are really, they're not good at marketing, promoting, and you know all the things you would want, you need to learn to earn, you're already eliminating those risks, which, I think guys like you need more credit because you guys really allow people to shine and help other people.

You mentioned something the other day that's like being a franchisor, giving people that opportunity. Yeah, it's like do you do. You really want to be the Steve job?

That's right, right and create this Apple or do You want? To be? The guy selling the cell phone cases who can also make millions and try doing it That righto and that really stuck because you know We do what I'm doing as a franchisor, it's not easy.

It's stressful, you lose a lot of sleep, there's a… But you gotta be a fireman ready to risk your life and die for others. So really you're cut from that cloth.

When you think about your MO, You were a Fireman, dude. You're a hero, right? You already were ready sacrifice your lives for other people. This is merely an extension of what's in your DNA.

You just applied the same mindset of who you are already. It's evident with this unit. For me, there's always a bigger purpose. And the bigger the purpose here is really to make people well.

Yeah. Right? And for me I always tell people money is the side effect of you're doing. When you have purpose behind it and you put that drive into that purpose, Where did that purpose come from for you?

I was the guy that I always wanted to do stuff for people in the time of need. So from a young age, at age 15, I became a lifeguard swim instructor, teaching water safety, worked for ocean rescue.

And then right after high school, when I still worked as an ocean rescuer, and then I went straight into the fire academy, paramedic school. Then I walked straight to the Fire Department.

That's what I wanted. And I noticed what ended up happening with me is that I thought being that firefighter, that hero, was going to be the most rewarding job, and it wasn't.

And the reason why it was isn't is I was running these calls, emergency calls. You had a piece of paramedic cell here, everybody's cross-trained. We would take people to the hospital.

Throughout those 12 years, you start seeing people's disease progress. So I'm picking them up. taking them to the hospital, to that doctor, right? The doctor who's extremely strong, who is going to save their life, cure them.

And then all of a sudden, I go from picking them up once every six months to now we're picking up them once in every other month. Once every week. So all the sudden we are like six, seven years in and I'm picking that person up and taking him to a hospital every day.

Where I am questioned, how are they circling down the drain? our medical system has failed it. It's so disease-focused versus more of that proactive, preventative approach where I told myself, I said, you know, don't get me wrong, in the fire department you get about 10% of the calls are those emergency calls where you're grabbing somebody out of a burning car.

You get those and those are rewarding, but 90% was a bunch of nonsense, and I felt like All of the hard work that I was putting to learn to try to help somebody, I wasn't seeing the fruits out of it.

And that's where I said, you know what? I got to do something else. I gotta really try and help people. That's when Likovita came to fruition. Or I've got tell you, just as a former franchisor I understand the franchising industry very well.

You run a very tight ship here. A very clean ship. How you do one thing is how you everything, I believe. And so, you know, when someone is, it's very risky to start your own business.

You eliminate that risk when you get into a franchise concept, but you can get in to the wrong franchise concepts and be worse off, because you're taking instructions from the right leader.

Yeah.

Mission to Educate and Inspire Healthier Living

So when I walk in here and just from looking at you from outside and looking on the website and all your franchise, all of your locations, they're all beautiful.

Everyone's happy, everyone's thriving, people are enjoying pictures with their family, with there kids, they're getting a chance to have quality of life, and so when you're ready to take that entrepreneurial endeavor, consider being an intrapreneur working for somebody who's got your back.

You know, you got someone's back, coming in for the rescue, so I believe firmly in the franchise method, only if you have a good franchisor. That's the main thing, success leaves close.

Right. And so, you know, longevity and you've been in this on a long time. So I have, and I think financial biohacking is important. I you figured that out as well and also understanding how to communicate to the media.

Look at this podcast room, look at the show, how many people have this kind of offering to their portfolio of

franchisees and the support system that you have and so I want to commend you.

I appreciate that man and that's part of the bigger mission is bringing this topic, the word about health and wellness to the masses. And we're doing it and you guys are doing a wonderful, you know, at a very big level.

So, excited about what's to come. We're wrapping up here. What do we want to leave everybody with? Well, I think everybody should really stay tuned to what's going to happen.

We are going be simulcasting live. So if you go to biohackyourself.com or bio hack yourself media on Instagram or X, all the social media platforms, December 15th, we're going live, where we are broadcasting live so people that couldn't afford to go or can't make it or, you know, obviously it's the holidays.

They don't have to miss out. They get a chance. Dr. King, who, uh, was a respected professional who's in biohack yourself is emceeing the entire event.

He's literally Ryan Seacrest and Mario Lopez. So he's going to be talking to the live audience watching. And he is going be doing a play by play describing, and so the cameras are rolling live.

You dress to the nines, your whole crew, everybody in Biohack yourself, everyone in SHIELD, some big, big names we can't even speak about that are coming to this event, and everyone's going to get a chance to experience what we are experiencing there and watch it on the screen.

And then we have the website to support and they can learn more. We're going be introducing people that you guys should know. That's really the fact. The audience should meet these people, the audience know about you.

liquid video, liquid Vita, the, all the locations and franchise opportunities. They should know about Dave Asprey and then going to have a little Bruce Lipton and all these incredible people.

We don't want to keep it to ourselves. So that's what they can expect tune in live December 15th. Keep your eyes on all of the. announcements that we're making on social media and all the articles that were writing about, um, who's coming and what's happening.

Who's the confirmed attendees. And so a massive amount of announcements, I think we were how many weeks away, like maybe two weeks from the event. So, you know, just, yeah, watch.

I would say you know really get in front of this health revolution that we are witnessing right now between the tech innovation and the old school methods that are just resurfacing and are now not viewed as cuckoo stuff to do and they're getting the respect that they deserve.

I say that wherever you are in your life, and this is just for anyone who's listening, who is watching, you can be better off. And if you just start one step at a time, we're working super hard to deliver it to you.

So if just follow Biohack Yourself Media, on Instagram and you just start one step at a time and our slogan is go biohack yourself. And we mean it, by the way, because we've experienced it and how it just gives you the energy, the drive to love life and to live happy in this one life span that you have.

Right. So I just say, get started, go, bio hack yourself, you can be healthier than you were yesterday with your children, with you parents and your family and spread the word so we can all be happy and healthy.

Love it guys. It was a pleasure having you guys on the podcast because so this is exciting. So Now everybody you got to make sure that you're either gonna stream or get your ticket.

Make sure you get Your ticket I'm gonna be there all the who's whose in the biohacking space functional medicine space This is an event that do not want to miss.

Do you miss it? You're gonna regret it. These are gonna see all of the content afterwards Make, sure, you, get that ticket will be there, cameras will there.

You'll be able to take pictures with everybody, make it happen. Make sure you follow them. Get on there biohack yourself. Understand there's always a starting point for everybody.

make sure that you guys like, share, follow, and make all that good stuff happen until the next one.