Introduction to Dr. Shivani Gupta

Up next we have Doctor Shivani Gupta, who is an expert in turmeric. She wrote her PhD on turmeric and the benefits to the brain. To the body. Also an expert in are you Vedic medicine?

Doctor. Shivani, welcome. Thank you. Thanks for having me. So, Doctor Shivani, can you talk a little bit about your journey, specifically your journey through ancient?

Are you Vedic medicine and what got you interested in studying this? Absolutely. So I grew up living in America, but going to India every year of my life, and every time I got sick in India, the approach was completely different.

It was spices and herbs and weird teas that they would use to fix me and my grandma would make for me, versus when I was in the United States. Every time I got sick, you go to the pediatrician back then, they give you an antibiotic for every cold.

And so I took antibiotics about 50 times, maybe even 100 times. That's a lot of antibiotics. Yeah. And back then we didn't really understand what that meant in the future for leaky gut, leaky brain, which we can get into.

And during that time I had this really horrible family history unfolding in front of me where my grandparents were having quadruple bypasses. My grandfather had Parkinson's, and I saw that a neurocognitive brain issue can really change.

Your whole life, he was a successful entrepreneur, the leader of the family, such a strong man. And then when I saw him, he couldn't walk, could barely talk, couldn't hold his own glass to drink out of.

Ayurvedic Roots and Family Health Journey

And I thought, whoa, look, how does that happen? How in the last quarter of life, after you've worked so hard, built such a robust life, you have healthy kids, healthy grandkids, how come you don't get to enjoy retirement?

That's not fair. And I saw my father really reverse the Parkinson's that my grandpa had and got him functional and talking and walking again. My dad was like this original biohacker with supplements, and I thought, okay, we have the opportunity to reverse chronic diseases in the body.

If we understand how to do that. Talk a little bit about reversing Parkinson's. That's so interesting. Yeah, I mean, he really he built basically a biohacking suite in my family room.

I remember this in middle school. He had like a power plate. He had one of those things with a band where back then we thought it was for weight loss and that it would shake you.

And it was really a power plate for propio perception. Green juice cut all inflammatory foods out of their diet, really increase their supplements. We're Indian, so we do reach into tumeric and the spices a lot.

So he was using those as well in their diet and things like that. And so it was just really powerful to see that even though heart disease and Parkinson's and these big health issues are tough, it took a long time to form them.

And our job is just to put in a lifestyle that can take us back out of it, reverse out of that problem. And so it gave me that faith. And when I was in India, I saw that there was this whole system called yoga and Earth Veda, an ancient system that taught us how to bring this lifestyle into place.

And so that's what led me to studying herbivore. So what exactly is are you Veda, and how does it contribute to

brain health? So I have Veda is this ancient system of health, healing and medicine from India that's over 5000 years old and most people have never heard of it.

You've heard of acupuncture, you've heard of tried traditional Chinese medicine, these kinds of things. But there's a science that was running alongside it back in India that has been used for millennia on billions of people and in our video, we teach a lot about circadian rhythm and the circadian clock and the importance of sleep, which teach about your gut health and building a gut microbiome.

That's so strong that depression, anxiety, brain issues, gut issues can be eradicated. We teach a lot about your diet, how to eat, when to eat, and how that will impact every system of your life.

We teach about self-care rituals that are detoxing, so detoxing on a daily, seasonal, and annual basis is very important out of our body to clear the toxins in the body.

And we know that can impact brain as well. And then I teach a lot about the super spices. I fell so far in love with turmeric. I ended up doing a PhD on it, but now I like to say, look, tumor is a powerful tool in the toolkit.

And after you got that inflammation down, let's talk about all these lifestyle practices because those all contribute to helping with the brain. And I know you teach so much about lifestyle and all the tools in the toolkit for Alzheimer's and brain health and so I just love bringing that ancient Ayurvedic wisdom perspective into place and all those tools to the table as well.

And so why did you choose to study turmeric so extensively? And then what are some of the key benefits of turmeric? I love turmeric and curcumin. I've taken it for years.

The science is really powerful behind that. What got you interested in it? Well, I was sitting in herbology class and the teacher was talking about how cilantro does heavy metal detoxing, and they were talking about how cumin seeds are very good for digestion.

And as we went down the list, all of a sudden we got to turmeric and the teacher was like, well, you know, this has so many multifaceted benefits. And I thought, if it's true that tumeric can do everything you're saying it can do, then why is all of Western medicine not using it for us?

Why are the why is this not front page material? Why the most recent studies on turmeric? Why is it that on from the New York Times instead of, you know, new Alzheimer's drugs decreases the decline or slows the decline by 30%, right.

That's the newest drug. They slowed the decline. Curcumin actually improves memory, reduces amyloid plaque. It's got significant benefits.

What Ayurveda Is and Why It Matters

Why isn't this front page material that's I mean, that's the question that I frequently ask that I'm somewhat disturbed by is that this information is not well known.

It's very true. And you share so much about this topic. And I'm always watching what you're teaching like. Yeah, absolutely. We have so much opportunity when it comes to the longevity of our brain health.

And the sooner we understand how to bring those tools to the table, the better off we are. And when it comes to tumeric, we know that tumeric is a very powerful anti-inflammatory.

Now you can think of other anti-inflammatories out there. Ginger's anti-inflammatory NSAIDs are, of course, anti-inflammatory, eating an anti-inflammatory, non-steroidal anti-inflammatory.

So for example, Thai Tylenol, things like that. Yeah. So adverse side Tylenol is not proven. Thank you. Yes.

Everyone's going to take something for their pain.

And I'm one of those people I took Advil once for ten days straight 24 over seven. Because when I went to orthopedics and I had significant foot pain, I had plantar fasciitis.

They're like, just take this, you'll be good. And the problem is, after all of a sudden, I had stomach aches and I was like, guys, what did you do to my stomach?

Don't you realize I had to rebuild my gut health decades ago after all that antibiotic use? Now you've hurt my stomach again. And they're like, oh yeah, and said, can do that?

No big deal. Oh yeah. The drugs we prescribe, they can have nasty side effects. No big deal. Yeah. And I was like, no big deal. Do you understand the level of investment and time it takes to build a healthy gut?

You can't just destroy that without thinking about it, guys. And that's when I realized, okay, they probably just don't understand that turmeric can solve this issue when a patient has chronic joint pain, if they leaned on a potent curcumin supplement, we win all day at joint pain.

And so that really helped me decide, okay, I'm going to study turmeric just to see if it can do everything that I or that says it can do. I Ayurveda says to Merck's anti-inflammatory antioxidant it reverses oxidation in the system.

So oftentimes when we're aging we feel like we're rusting, like everything's slowing down. Everyone's achy in the morning, their joints are stiff. That rust is actually inflammation aging and it's oxidation.

And so tumeric is a very beautiful plant polyphenol that will go in and reduce that. Then it's also a very powerful anti-viral, antibacterial and antifungal.

I love that from an immune modulating standpoint. But when we talk about brain health, it's very interesting because we know we have our neurons, but up to 90% of the brain is the glia and the microglia that immune system of the brain.

And if the immune system of the brain is in reaction mode because of what we've got going on in the body, in the gut, we know there's a gut brain axis connection, then we've got big problems.

And so there's so much there when it comes to what tumor can do. Tumor is also very powerful from an anti-aging perspective. So it impact sirtuins, telomeres, Ampk pathways.

You and I were there together at a forum, Vegas, where I talked about anti-aging and the audience. Tremendous talk. You could even get off the stage after your talk.

People were just they wanted more. Yeah, yeah, that was so funny. You had to pull us out of the room. And I was like, what's happening? And you said, the next speaker is trying to talk.

Shivani. So this was that you said a form 2023? Yeah. In Vegas. And you gave a talk on curcumin. The benefits of cue into the brain and to the body. And then people are so compelled by the data you shared, you got off the stage, this huge circle formed around you.

Yeah. And you start answering questions, and then the next speaker is up and he's standing behind the podium, and he's kind of looking around thinking, what do I do?

Do I start when there's this mob of it's probably 30 people, in the middle of the aisle? And then I think I looked at you. I said, Doctor Shivani, we we take this outside so you can answer questions the next speaker's about to talk.

Why Turmeric and Curcumin Stand Out

And then I think I snapped a couple of pictures of you just kind of like, surrounded by this great, great big group either outside and then the person was able to talk.

I don't I don't I did stick around for his talk. But it was really interesting just to see the people are so interested in natural medicine in and longevity in anti-aging in so many the benefits of curcumin, it struck such a wide audience.

It's such a powerful herb. And there's so much science. One fact that you shared that I remember was then the last two years, there's been over 500 clinical trials in humans with curcumin and the benefits of curcumin.

That's a lot of clinical trials. And that's a lot of people asking how beneficial is this herb? Is this supplements and what are the benefits and how do we quantify them and so forth.

So it's really a really exciting science. It is, it is. I get so excited about it. I mean, when I did my PhD years ago, there were only 10,000 published only is a lot.

There were 10,000 published articles and studies on Kirkman. And then now when I prepare for these conferences, I speak at orthopedic conferences, neurological conferences, 17,000.

So the science is exponentially growing. The medical and scientific communities fascinated by tumeric. They're like, how can this plant do so much? We're used to drugs doing the heavy lift.

A plant can do that much. And so the level of double blind placebo controlled trials is also increasing, even on Alzheimer's, which I love your topic because yes, I love talking about curcumin for the body.

I think a lot about joint pain. When someone has pain, why are we taking something that has a punishment? Because I couldn't handle the punishment. I don't do well with side effects.

I don't do well take medication, so I always have to run and find a natural solution for myself. And so tumeric is a great natural solution for all that chronic joint pain.

People have told me when their hands have stopped working and they need to keep their hand function, it helps their back pain, their knee pain, hip pain, of course all joints.

Then we talk about immune support. So many people are autoimmune suffering with their immune system saying, hey, something in here, it doesn't work. And so the fact that curcumin from turmeric can go into the body and function like this ultimate janitor, when we have zombie cells that don't belong in the body and they run into everything and cause damage, curcumin will go in there and clean house.

When we have cells that form that should have had cell death and left us, curcumin will go in there and eradicate those to those malformed cells. And so curcumin says that'll get in there and just clean house cause all that oxidation to go, cause all those immune modulating things that we don't want, those bacteria, viruses, all those really different problems, fungi, fungi in the body kick those out as well.

And then we also know curcumin is supportive of the gut and the gut microbiome. And that's where I find it fascinating for brain, the fact that curcumin will help with the gut lining, that gut membrane and healing that, the fact that it's going to get rid of the bad bacteria, but not the good.

It has an intelligence about how it deals with the gut. It's anti candida anti pylori. It helps with our insulin resistance. And so the fact that it's a metabolism supporter and helps with our insulin secretion is happening properly is also very important for brain health.

And so I know that brain it's your topic. But yeah that's the topic of the summit. You're reversing Alzheimer's. We've dedicated a lot of energy to bring it to a world class experts like yourself to talk about.

Can Alzheimer's be prevented? Can it be reversed? How can it be reversed? Really exciting science with

curcumin. So so can you talk to us a little about turmeric and curcumin and how that can help with the brain, both in preventing dementia, specifically Alzheimer's disease, as well as for healthy people?

What are the benefits of taking curcumin? Sure. So curcumin does everything I just said for the body, which is primarily why I love it the most. And then now that there's so much science on the brain, I think we have such a unique opportunity to use it for brain health as well.

And I would say the number one way that curcumin supports us is that neuroinflammation. We think of the brain as this sterile place. Nothing can happen in there.

And we forget that when it comes to our brain, neuroinflammation is oftentimes that root cause. A lot of times in the science we thought recently, oh, it's the amyloid plaques.

It's just the amyloid plaques. And so much money in science and time got put into just producing amyloid plaques. But if we take a step back and we look at inflammation as the root cause, we know that curcumin inhibits NF kappa B pathway, which is this master regulator of inflammation in the brain.

And we also know that it modulates that activity of the microglia the brain's immune cells. And so I have a study that I pulled up in 2019. There was a meta analysis published in the Journal of Nutrients that examined multiple clinical trials and found that curcumin supplementation significantly reduced the inflammatory markers in the in the body, including in the brain.

And there's many studies like that that talk about how curcumin can modulate microglial activity. It can help to lower, lower the overall neuroinflammation.

And we know that that accelerates the progression of neurodegenerative disease when we have that neuroinflammation. Yeah that information is such a big deal.

And it's not just good for the brain. It helps slow down aging throughout the entire body. And high levels of inflammation are a major risk factor for not only aging, but many forms of chronic disease.

I don't want to say all. It might be all, but I would say many to most chronic preventable diseases. Those are our risk is increased when we have higher levels of inflammation and procurement can help with that.

True, true. And then it also helps bind to those amyloid plaque peptides. It inhibits their aggregation. It also helps dis aggregate those amyloid plaques that form the brain.

So we know that it has a role there. We know that curcumin impacts tau tangles. And so it inhibits those aggregations of the tau tangles as well. So a lot of these things that we see accumulate because of neuroinflammation in the brain, curcumin will go in there untangle those and undo those.

And then we also know that curcumin has an impact on BDF and the blood brain barrier. And so curcumin can cross the blood brain barrier which makes it unique for a polyphenol.

And it allows it to directly enhance and impact Bdnf, which is crucial for our neuroplasticity and our cognitive. Can you talk a little bit about Bdnf? I talk a lot about this.

Can you help people understand why this is important? My understanding of NPH is it increases that neuroplasticity. And so over time we know that inflammation causes so much damage in the body.

And instead of our brain being neuro plastic, instead of it having this ability to generate new neurons and expand and support us, it's instead on this downward path.

When I spoke at a forum Vegas and I studied aging for that conference, I thought, wow, the aging process has such a downhill toll on cellular health, so we need to bring in every single support tool can to really kind of prop

ourselves up and keep the cells working well.

Otherwise we're always going to have these issues. We're always going to have this decline in memory, decline in attention, focus, memory, ability to do what we want to do, even from a functional standpoint.

And so curcumin has this impact on Bdnf. And we talked about this previously once on mitochondria and mitochondria.

Curcumin for Brain Health and Inflammation

Genesis. So tumor it really clears out the old and then supports that fresh building of yes that fresh building. So for those of you who don't know our lingo, Bdnf stands for brain derived neurotrophic factor.

That's a growth factor in the brain that facilitates the growth of new brain cells and new neural connections, but also the maintenance. So people who are low in Bdnf have an increased risk of Alzheimer's disease and other forms of dementia.

Exercise increases BDF a certain supplements like curcumin increase PTF, lion's mane increases BDF, and so big enough helps maintain a healthy brain but also helps grow new brain cells including.

It also helps with new synapses. So neurogenesis new brain cells, synaptic genesis new synapses both of those are very important for helping reduce the risk of Alzheimer's disease.

And then you just mentioned curcumin adds mitochondrial function specifically. I think it's called biogenesis. Right. The genesis, the growth, the birth of new do mitochondria right.

And mitochondria is a big deal. I mean, you talk about it so much from that longevity perspective. So much of longevity medicine is really focused on our mitochondria being healthy and robust.

And so whenever I see people talking about biohacking and longevity, I get excited. I'm like, okay, I need that. I need that too. But when you look at the science, curcumin improves our mitochondrial membrane potential.

It also enhances that ATP production. And it regulates that mitochondrial dynamic, the fusion and fission when it comes to our mitochondria. So if we're looking for wonderful mitochondrial health look no further than curcumin which can get in there and support us.

And there have been published trials on that, on how curcumin improved our mitochondrial function and restored that mitochondrial fusion in the brains of senescence accelerated mice.

That's what the study shows. And so there's been a lot of study on pre dementia. And once people are in that time period of dementia and how curcumin can support them, and they've seen that curcumin can support in both phases. It's a powerful preventive.

And then it's a powerful okay let's slow down progression. Let's get the body healthy and functioning. And for prevention, I want people to know that Alzheimer's does not emerge overnight.

Neither does cancer. Neither does heart disease rate. You could lead up to these things and usually behavior at lifestyle, diet, exercise, and sleep are the things that we look at that are affecting our risk factors.

And so with Alzheimer's disease, research from the Framingham study in Framingham, Massachusetts, found that Alzheimer's basically starts 30 years before we see symptoms.

So basically your levels of inflammation, inflammation, page 40 predict your risk of Alzheimer's disease at age 70. So by reducing inflammation with diet lifestyle potentially supplements at age 40, people can dramatically lower their inflammation.

Now receive the health benefits of that right. Not having joints that hurt and having a brain that's fully functioning and enjoy the health benefits throughout throughout, including a reduced risk of Alzheimer's disease at age 70.

So, absolutely, it's really important to understand that there's a very powerful prevention aspect. And we have a great opportunity with that. With Alzheimer's disease, the best time to prevent Alzheimer's disease is now, it's not, it's not when we first get the diagnosis, it's not too late.

When you get the diagnosis, there are many things you could do, but it's much more hard and much more expensive and painful to do it. That do it now, when you have when your mind's working and you have the ability to to make a decisions in your life that can reduce inflammation.

True. And so many of us are in our office. I'm in my 40s now, and every time I look around at my age category, I'm like, wow, everyone's inflamed. Everyone struggling with high cholesterol, insulin resistance, high a onesie.

And we think of these things as, oh, I'm just pre-diabetic. I'm just, you know, I got to work on it and we don't recognize all of this is inflammation and that chronic, low grade, persistent inflammation that's slowing us down and making it harder to stay healthy and lose weight.

And all these things are metabolism slowing down. These are all signs, like you just said, that's your sign for what's coming at you in your 70s if you don't make those tremendous changes.

And so lifestyle is a big piece of it. And then of course, with Kirkman, you know, a little bit more of that science is autophagy. Kirkman will help with that cellular cleaning process, which I love because I'm going to work out, I'm going to sweat, I'm going to eat well, I'm going to do my best.

But that doesn't mean I control everything happening on the inside, especially with the toxic burden of life around us. With air quality, water quality.

And you and I talk about this a lot, food quality, not having all the vitamins and minerals we need. So are we giving our brain the best support we can?

Or are most of us suffering with some level of brain fog, lack of focus, not able to do everything we want to do? And so that's where I also lean on Kirkman, because I'm like, well, please, Kirkman, I want my brain to work forever.

Can we clean up things? Can we cause autophagy, which means cell death and cleaning out what doesn't belong? Can we really look at longevity for the brain by shifting into reducing that neuroinflammation supporting through time?

You've talked a lot about the benefits of turmeric and curcumin. How do you recommend people take this? Do you like it as a spice at the kitchen? Do you like it as a supplement?

What to look for in a great supplement. There's a lot of supplements out there. What's the best way for people to, to get more curcumin into their bodies and into their brains? Absolutely.

So when I studied Kirkman and Turmeric, what most people don't realize about turmeric is out of the entire turmeric plant, only 3 to 5% is the curcumin noise.

So out of turmeric, when you're taking your raw turmeric, you're turning it into a juice. When you're taking that dried turmeric spice and you're putting it into your cooking and you're using half a teaspoon or a teaspoon at a time, only 3 to 5% is doing the heavy lifting of significantly reducing inflammation in the body.

The humanoids are what we're using when we talk about all the benefits. I just named that other 95 to 97%. It's great. There's a non humanoid benefit.

Certainly. I'm sure we'll discover more about them in the future. But for now that active part does the biggest lift.

And for me with my family history, I thought, okay, I need to go figure out how am I going to find the best curcumin for my grandparents, my parents, my cousins, myself.

Like this. Family history. We need a really good curcumin. And so about ten years ago, I was finishing my PhD. I had just finished studying it and everyone started asking me, okay, if you think tumor can do all that, which one should we take?

And so I kept looking at the different labels between Amazon and the big box retailers. And it's really confusing. I had done a PhD on it and I couldn't understand the labels.

And so after a year or two of working with a factory, I kept saying, hey, whose is the best? What do you think? The problem is? Most supplement companies play games with their labels.

Most of the tumor supplements I see say Kirkham, a longer 1000mg. That just means turmeric powder from the grocery store in a capsule 1000mg not the curcumin, right?

Then a lot of them will say tumor humanoids 1500 milligrams, but they never tell you that breakdown. So when people are going to buy supplements, it's so important to look for a curcumin supplement that standardized to 95%, because if they haven't done that, you're not getting any sort of potency guarantee in the product that you're taking.

So I want to slow down here because a lot of people just understand curcumin as it's from turmeric. Yes. And it's the most powerful part. It's the most valuable part.

It's the top 5%, the research and the science of research. Certainly the brain is really about curcumin. It's not about turmeric because it's 95% more powerful.

And so if you're going to get a supplement, you want curcumin, not turmeric, because it's going to be 90. I don't know what the exact ratio is. It's going to be 20 times less valuable, right?

5% versus 120 times less valuable if you get turmeric than curcumin. And so please cook with turmeric. Great. I actually I've cooked with curcumin. I actually, I've added that into my stuff.

BDNF, Mitochondria, and Alzheimeru2019s Prevention

Does stain my towels. So kirkwood's a little dangerous in the kitchen. But it's I want to understand that of turmeric and curcumin. And then it's so important to make sure you check your labels to make sure what's in there.

And then that it's, it's standardized at the right dose and purity. Absolutely. It makes such a difference. And we know in the functional medicine health space, wellness space right now we know there's a vast difference in supplement qualities.

And so around that time when I finish my PhD, every time someone would ask me, what should I take? My throat hurts. What should I take? My knee hurts.

It's, you know, you could take tumeric for that. And so my family looked at me and said, why are you telling everyone to take tumor for everything? It can't really do that.

And I said, I just did a whole multi-year dissertation research project on this thing. I without a doubt know that turmeric will do what I'm saying. It'll do.

And my family, who's all in Western medicine, looked at me like, we don't believe you. And I said, I will prove it to you. And so I went out and built a whole supplement company just to prove to Western medicine that tumeric is as strong as we say it does.

As we say it is. And so that's what I've been doing for the last ten years now. And you designed your form

specifically to work with doctors and to, to work with doctors and their patients.

Can you talk a little bit about that? Yeah, I started there. So I worked with a factory. I went up to them and said, look, I want to build something so strong that orthopedic medicine, we'll use it every day.

And when people like me walk in, they're not saying and said, 24 seven and harming our gut like I want something that will stand head to head with them.

And so my factory looked at me like, you are crazy. This is not how you build supplements. And I said, I just want to prove my point and I want to see if this is possible.

This is one big scientific experiment to me. And so I went to India and I sourced the most potent form of curcumin I could find. And this is a medical grade curcumin.

It's above the 95% standard, were between 97 and 98% in every batch. And those humanoids are in the correct ratio to mimic Mother Nature. And when you do that, the body better absorbs it.

And so I found that ingredient bought. It's brought it to the United States, put it into a formulation. I wanted to control production in the United States with third party testing.

That's very important to me. Yeah, it's something I talk about a lot. Make sure your supplements are third party tested. It's really important for for quality and safety and to make sure that you're giving your money.

We're spending your money with companies and people, entrepreneurs who are doing the right thing. It's more expensive to do third party testing. It's a way to guarantee safety and quality.

Yeah, we do put third party premium in post-production. I want to know with 100% certainty when I put this into a patient's hands or a doctor's hands, that I know exactly what they're getting and there's no lead, there's no heavy metals, there's no microbes like perfect, clean and perfect in that production process.

And once I built the formula, the factory was like, you are still crazy. You're going to lose money forever. This is ridiculous. And I said, just humor me, I this is my whole life dream.

So we put it into the doctor's hands and you're one. And all of them were like, this is nuts. Our patients are running in here every month for your product.

You are fixing their joint pain. We don't even understand what's happening. Then they said, you cut our opioid use in half because patients are using it post-op.

And so that was the fruition of my whole company. And it took me about seven years to make the numbers work. The factory was right. I was really backwards in how you build a company.

But once I prove my point, I just wanted everyone to hear about tumeric. So now I opened up my website to everybody and I teach about it online so that those people who need it can take it, find it, and use it for their families or themselves.

Because I rely heavily on my tumeric, and now I have so many people who do as well and I love it, I take it as well. I recently, so I love racket sports.

Racket sports are great for the brain. Research shows people who play racket sports, specifically tennis, have increased longevity of about seven years compared to jogging, which was to as soon as I learned that I was jogging in the morning, I stopped jogging.

I said, I'm not jogging every morning for two extra years at the end. That is not that is not happening. But I like to I like racket sports. So I was playing some high intensity pickleball.

I recently had a small ankle injury and I've been taking I'm taking your your both your turmeric as well as your inflammation relief. More than I usually. I usually take it every day.

I now be taking double and really trying to, really try to reduce the swelling and inflammation. So that my ankle can repair itself. I can get back to, get back to 100%.

So, we we talked about curcumin. Tell me, how should people what's the best way to incorporate curcumin into our, our daily lives? And, is there anyone who is curcumin supplements are not appropriate for, not a medical doctor not giving medical advice.

Check with your medical doctor and pharmacist before taking any supplements. I want to make sure that you're safe. You are responsible for your health, not us.

But with that being said, it was potentially not a good candidate for taking, Kirkwood. Sure. So we know that tumor because of vasodilator, we know it's going to increase.

Nitric oxide in the body is going to increase that blood flow. It'll have a slight blood thinning effect. So anyone on a blood thinner should not take a very potent curcumin.

You should definitely talk to your doctors. So that's the number one contraindication we have. The only other one we have is if people have frequent kidney stones.

They should also watch out with their tumor intake. Make sure you're hydrating significantly and keeping an eye on that. But that's it. When it comes to curcumin, it is a polyphenol.

It's from Mother Earth. It's a plant that's so well received. It's it's kind of it's interesting to me because the number of pathways that it impacts, it's like an intelligent adaptogenic plant to the body.

When we are inflamed, it brings us down. If it's a major problem, it attacks that first, then the mid-sized problems, then the tiny problems it can resolve.

Always kind of shock me like allergies and gingivitis. It's interesting how many ways curcumin can impact us, cause it affects inflammation. So we look at blood thinners.

First is the number one group that shouldn't take turmeric. But everyone else who wants to take it and try it and see it for its support level, I think everyone will be pretty astounded with the benefits.

It's incredible because we know gut brain axis is connected. We know leaky gut and leaky brain is an issue. We know we're calling Alzheimer's type three diabetes.

So that metabolite that metabolism support that curcumin gives is also very potent as well. Yes. And so let's if we can let's try to summarize just some of the many benefits we've been talking about.

So can you can you share a few of what I guess was the Alzheimer's Prevention Summit or reversing Alzheimer's? So it tell us, what are your top five reasons someone should consider taking a curcumin supplement?

If they want optimal brain health, or if they want to prevent a reverse Alzheimer's disease? What are you already? What are your five benefits of this?

To help push someone over the edge into considering taking the supplement so my top five would be number one. Curcumin has an impact on neuroinflammation, and we know that that inflammation is kind of the big piece to the puzzle when it comes to brain health.

Secondly, it does impact our amyloid plaques and tangles. And we know it has a positive effect for Bdnf. That brain derived neurotrophic factor that you talked about, which we know impacts our cognitive function and everything

else.

And then it affects that mitochondria.

How to Choose a Quality Curcumin Supplement

And we need those powerhouse, that powerhouse energy production in the body as we age, so that all the cellular pathways work the way that we want to.

So I would pick those as my top five I have. But but those are great. And then bonus, I mean you mentioned vasodilation. That means it improves blood flow improving blood flow really really good.

There's a great study, Christmas of 2022 large insurance study that showed that people who take Viagra have a 69% decreased risk of Alzheimer's disease.

That was the number. If that's if that was the actual number, that's not with the news report. They said 70. But I read the paper, read the abstract at 69%.

God has a sense of humor. And the reason vioxx was great for the brain is it improves blood flow. Doctor Josh Allen, a medical doctor from Harvard. I work closely with him.

He talks about the benefits of increasing blood flow to the brain stroke, which is also known as vascular dementia, which is a lack of blood flow to the brain.

What's a major form of dementia? And also a major risk factor for Alzheimer's disease. So the blood flow improvement, that's a bonus. That's really important for the brain and for the body and for slowing down aging as well.

So you have a great supplement that I, that I've been taking that I really like. I got my parents taking it. I have right here I do you have two. You have you have one that's basically curcumin which you call tumor cord.

And then I love that you have the right dose, the right doses. So thousand milligrams a day with black pepper I was I and so those are at home. Taking it with black pepper increases absorption by absorption by between 300% and 3000%.

So either A3X difference or a 30 x difference, which is huge. And then you also have inflammation relief. I've been taking a lot of this with my with my injury.

I want to I want to hear more about these two and who who they are appropriate for. But just as a side note, the black pepper is so important. I was reading papers on the benefits of curcumin for the brain.

This would have been probably 3 or 4 years ago. And one study said the title was, you know, curcumin. Does it help in the treatment of Alzheimer's? Said, oh, let me read the study.

And it said there was no benefits. So that's weird. And so I read the study, you may notice without me telling you they and it was a large study. It might have it cost over $100,000.

There were 60 people in it for six months. They might have been in a nursing home. A lot of money was spent on a study and they gave them curcumin. They didn't give them black pepper, so it reduced the effectiveness of the curcumin.

They gave them by at least x and up to X difference. That's such a big difference. Like imagine if you took your bank account and multiply that by three.

That would be really, really big. And that's what black pepper does to curcumin. And so I think there are a lot of

entrenched interests that want us to buy pharmaceuticals.

I don't want us to buy things you can't patent. You can't patent curcumin. God did that. God made by turmeric. Some smart people found curcumin and now it's available to everyone on planet Earth who can afford it.

And it's pretty inexpensive relative to our health. And there's a lot of entrenched medical interests that don't want us using natural herbs and medicine for our health because they don't make money off of it.

And it's so beneficial for so many different reasons. So I wouldn't look at who funded this paper, either solely people or for people funded this paper who don't understand curcumin and don't understand science, or is smart people trying to dissuade people from the benefits of.

Of course you might one of those two. So you have to this. Yes. Would you recommend these for people to regulate for my curb and who's appropriate for, inflammation relief.

Sure. So I built turmeric gold to follow the science. If you look at those tens of thousands of papers and all the science it's published, a lot of times it is 500mg curcumin extract with five milligrams, 4 to 5mg of black pepper extract.

I use four because that was the right ratio. And so when you take that combo, you're going to drive a powerful result. And the science showed that. I added tumor powder back in for the synergistic synergistic effect of whole plant with extract, because we know that Mother Nature's proportions are really the best.

So you have 1000mg curcumin and 200mg just general turmeric, because the general turmeric root has other beneficial effects that aren't necessarily captured.

And the, and the correct. And so that was my main formula. And most people take that one as their daily preventive, their daily support. I'm a big turmeric gold and probably the interrupted most supplements out there reverse that.

There are do 1000mg of correct powdered call and then and then 200mg curcumin and try to convince you that it's like this giant supplement at the of curcumin.

And it's it's not. So you've got a thousand there. Again I just want to be really clear, 1000mg curcumin at 95%. Standardized and then 200mg turmeric just because that's also so people are getting a really nice dose of, of curcumin adds the general turmeric root as well.

But you're not you're not doing the no no bait and switch. And the bait. Thank you. The bait and switch that people will see on on less expensive supports available online.

Yeah. I mean my whole dream is to show the power of curcumin. And so the only way you get there is by delivering the correct dose at the highest potency you can possibly find.

And so that's where we're making a difference, is showing people the power of this plant and its benefits. And then inflammation relief I built because if in ancient India you had gone to your village doctor and said, hey, my elbow hurts, my ankle or whatever hurt, he wouldn't have given you such a straight shot extract.

It's a very Western, modern scientific approach to things. He would have given you a more synergistic he or she synergistic formula. So it would have been the curcumin.

But gudu chai amla boss really dried ginger in the right proportions. And so that one's really an orchestra working together with the right proportions to deliver the result to the body, help them go where they need to go and really help reduce that systemic inflammation.

And so I look at inflammation relief as something I take when I know I'm inflamed, turmeric, what I take every day.

And if I'm hurt or in pain, I take them both.

And it's my orthopedic surgeons who put them together. They're like, did you know that when you put these two together, this is what they do for people?

And I was like, no, I didn't design it that way. They're like, well, it's your new solution. And that's what we're using on everybody. And so that's how a lot of people take it now, and they take it monthly.

They tell me if they don't take it, they notice. If they leave town without it, they're like, whoa, I didn't know it was doing all that for me. And so it's just been really cool and really gratifying to get to create something for the world, for people to get to share about it and teach it, to get to work with people like you and dive into Alzheimer's and brain science around tumeric.

I had I had researched it all, but lately I get to dive even deeper, and the current science is ever more compelling. Out of UCLA. In 2018, they did a double blind, placebo controlled trial, and even they showed that curcumin had tremendous benefits.

They had 40 non demented adults as they wrote it between age 50 to 90. And they noted that it improved memory attention, reduced amyloid and tau tangles in the brain regions related to memory and mood.

And so that to me is just so exciting. The fact that we can see so much science. My final thing is I do recommend when you take your curcumin, you can also take it with a meal so that the healthy fat from that meal will further help the absorption.

If you're going to use tumeric as a spice, use black pepper or healthy fat. And when you take your supplements, they're built for the absorption as is.

But when we're talking about brain health, adding that fat can only help when it comes to crossing the blood brain barrier. Fantastic. So make sure whatever curcumin suddenly take, make sure it's got black pepper, take off some fat to increase absorption.

Doctor-Designed Formulas and Daily Use

I like to take it with either MCT oil, coconut oil or fish oil. All those are great for the brain. So you got a special offer, a special coupon for people of the summit.

Can you tell us what the coupon is for and then with how people can redeem it? Absolutely. So the code is summit 15. And that's a very special code for you guys attending this summit today.

And that's going to be 15% off at Fusion formulas.com Fuzion ROI formulas.com is the supplement. My website is Doctor shivani.com to learn all about how to reduce that inflammation overall.

And you can get the information from both website. Fantastic. And then if you can afford it, I highly recommend subscribing. I'm subscribed because I've been taking curcumin for I think for five years, five years, and it's because the data is so strong in it.

And so I did constantly upgrading my my curcumin. This is the best procurement I take. And so I just I just want it all the time. Like I've made this decision. And so I just want to have it on hand.

And so if money is not an issue for you, I recommend subscribing so that you know you have a great quality Cuban I button. I, you know, I bet big time on the benefits of procurement based upon the science I but it's going to be helpful for me today.

It's going to be good for my gut bacteria. It's got to be good for my brain to be good for my joints today. And then, 40 years from now, I'm 44. So at 72, I, I bet my brain has got to be really good and that the curcumin will have been

helpful, throughout the whole process.

And hopefully I can then do another 30 years of work in contribution. I don't know what I'd be like if I retired at 72. I don't think I'd be very happy.

So hopefully I can continue to work to my 90s hubby to 120. But so books about the science. I'm placing a large long term bet on curcumin being really healthy and really helpful for me.

And then red thing. I also add this to my, my beard supplements. So I travel a fair amount and so I, I like to bring supplements in case I don't, I don't get good sleep or if I feel that I might be the system is compromised.

I'll take that. And so I like to take your curcumin with immune, with my immune boosting supplements as well. Nice. And will you share your Amazon story?

Because I feel like so many people buy their supplements on Amazon. My friends around me are like, yeah, I bought that on Amazon. I'm like, guys, pay attention.

That's pretty dangerous to do with supplements. Oh, so so I have a lion's mane supplements called Club Word, Lion's Mane. And as what it looks like ads, someone said or bought yourself one on Amazon.

And I wasn't selling on Amazon at the time. I went there and someone basically took my label and made it version of that. They just copied my label and then I bought it to see what the heck it was.

It was it was a different size bottle with a different cap that I opened it first were much smaller and I thought, oh my gosh, I don't know what's in here.

I just it's it's definitely not mine. And I asked multiple producers is are you making are you making my supplement with my label and selling it to someone else?

They all said no. So I don't know where the supplement came from. It had my label on it and I don't know what was in it. I hope it was safe. I hope it wasn't harmful to anyone.

And so this is why you want to buy from reputable companies and ideally directly from the companies. That's there's a lot more control there. So I was really surprised it to me.

And then I talked to I talked to Amazon, I said, hey, you got to get this, take it down. And then what they did was they then changed the picture of the lion.

So they had kept it ethical by taking my name off of it. And then they put a different line on it. So they tried to keep selling it, which was funny. And I said, no, that's probably like I made the description.

So get that, take it down. And then someone recently point out Walmart is now selling mine. It's not. It's not me. They're selling up a fake version of mine.

So unfortunately, at some of these large online stores are selling knockoff versions of supplements. Now, if you sell a knockoff version of Gucci sunglasses, most people know they can say, hey, you know this instead of, these are $200.

These were 30, so I could probably probably get it. And that, you know, people aren't necessarily hurt. They might look cool and the might look cool for it for a season or two.

But when we're talking about our health, it's there's another level of complexity there. And I wish these large online stores would take greater care to make sure that what they're selling is authentic and that that it's genuine and that the consumers are protected.

I wish, I wish they would do that. Unfortunately, that's that's not the case right now. Yeah, it's a big deal. The supplement market is so wide. It's so big. When we talk about Amazon.

I mean, if I ordered that, I would have no idea what was in the pill. Could have been like green tea or could have been wood pulp. Like you really don't know what they're sending.

And so that's why I think it's so important to find the founders, find the people who are creating the product with the intention. I do that for every supplement I buy.

I go find the best vitamin D, the best probiotic where I can see the founders and see why they created the companies they created. And so I just wanted to highlight that because a lot of people are buying supplements online.

But if you're not getting a result and we're talking about brain health in these big topics, I think it's important that we take what's going to move the needle.

I know when I buy supplements for myself and my kids, I want to know that it's going to support my blood work and support me in getting the results that I want and not wasting my time or my money.

Safety, Amazon Knockoffs, and Final Recommendations

Absolutely. And then when you buy directly from the from the entrepreneur, from the business owner, you're, you're more directly supporting them, which I think is a good thing.

And that number two, you're right, you can subscribe to it to their newsletter. So you have a newsletter I have a newsletter. So we have newsletter you buy directly from us with newsletters you could subscribe to for free that shares valuable science.

Yeah, yeah. Because I have a podcast like our job is to teach about health and how people can shift their health, reduce that inflammation and win it their health. Like that's our whole goal.

I tell people, you shouldn't even have to take a tumor supplement every day. My job is to teach you how to reduce that inflammation and win, so that this is just one more tool in your toolkit.

I'm going to take tumor forever. I think it does everything for me. But how about we also bring in the lifestyle piece which I love to share. Absolutely. That's so important.

Doctor Shivani Gupta, it's been such a pleasure. Thank you so much. And it's been so fun, working with you, doing educational content with you, but also seeing your, how do I, I want to say this to see you at eight four.

I was just awesome seeing seeing you take the stage on the stage and then being unable to almost get off the stage because you presented such powerful sides.

I was like, yeah, that's stuff that, you know, you Shivani. Thank, It's an honor to be your friend, Robert. You are changing the world and it's so fun to watch as well.

So thank you. Oh, you're very kind. Well, thank you so much for joining us. And, just to create, in case I wasn't clear, I highly recommend Herseth, but I take it my family takes it.

Give it a try, and then, like you have somebody back guarantee as well. So if you don't love it. But I thought there is a difference when I, when I take this may have been taking it so long, I just this is great for me based upon the science some people do.

And I said I do know that if I take a double dose, if I take a dose, I'm like, oh, I feel something. But just with the standard as I don't know. So just because you got that doesn't mean it's not having an impact, but it's really high

quality stuff.

And so please give it a try. Unconditional money back guarantee the highest quality. Plus you can get Doctor Shivani over there and you could play that.

She really knows her stuff. It. She cares that you get a great results. And so that again is summit within her website fusion formulas.com. Thank you so much, Doctor Shivani.

Thank you. Thanks for having me.