peer recovery is really one of the most powerful healing modalities on the planet. Let's just take addiction and drugs and everything and sugar out of it.

And let's look at cancer or kidney dialysis or any of these things. If you join a peer support group after you've been diagnosed and then treated for cancer, your chances at long-term remission go way the hell up, like double and triple in some cases.

This is Doctor Talks. Hi, everyone. Welcome to the Reversing Type 2 Diabetes Summit. I am your host, Dr. Beverly Yates. And D, it's my delight, distinct pleasure to introduce and interview today, Michael Collins.

Mike is a good friend and has a very deep experience with the issues around sugar, added sugar and avoiding sugar addictions. Let me give you a quick brief intro for him.

He believes that sugar addiction is very real and not to be taken lightly. I totally agree about that. And as a person who's been in long-term recovery from substance abuse disorder for over 38 years, he has a keen interest in what sugar was doing to him and his friends in early recovery.

Any of us who know people who have had issues with substance abuse. No, this can be a key part of the journey, right? So after much research and experimentation, he quit sugar with the help of amazing mentors.

He has raised two children sugar-free from the womb to six years old. And as they grew, He rewrote the rules of sugar for sugar, with kids and childhood.

Anyone who's a parent knows what a struggle it can to keep the kids away from vats and vatsof sugar. He takes seriously his stewardship of sugaraddiction.com and the Quit Sugar Summit and aims to provide information and community for anyone wanting to curb or quit sugar.

All right. Welcome, Mike Collins. Dr. Beverly, thank you so much. Always a pleasure to speak with you. We get some good information out, we have some fun, huh?

Absolutely. Absolutely, so we're doing it again. So please share with our folks listening to this session and people watching, because I know when people tune in to a specific session, they're looking to get some pearls, right, some tips.

Is sugar addiction a real thing, and can quitting sugar reverse type 2 diabetes or pre-diabetes? Wow, that'll answer the whole thing right there. So yeah, I mean, the problem or the issue with sugar addiction and people, you can basically give this to a one-year-old with no legal, moral or ethical obligation.

It's kind of like antithetical that you would think that this is an addiction like a heroin or even a nicotine. where it's a legal product, but you can't give nicotine to a child, right?

And so what's going on right now is very interesting, actually. One of our summit guests, Dr. Ashley Gerhardt, is applying to the American Psychiatric Association for inclusion in the DSN, the Diagnostic Statistical Manual, which is the manual that psychologists and psychiatrists use so that you get insurance coverage on something like Substance use disorder, alcohol use disorders, those kind of things are already in there.

But sugar addiction is not yet. So the science is very clear now of the people, over 400 people that I've interviewed, experts from all over the world, that it definitely is an addiction, fits all of criteria that the DSM lays out for addiction.

It is, in my view, although not qualified or included in the The meeting in San Francisco this year is going to include a presentation to get it in there.

So yes, it's a very real thing. I've known it for many years working with clients. I want to tell you genuinely, 20% of the people that call me for coaching are crying.

They have suffered over the decades. We talked about before we came on, they're usually a woman, usually 45 to 80 or whatever. And they are cry because they have tried every diet and they just can't stop.

It's somehow they break down when they finally are talking to someone who understands what they were going through. because they've tried every diet and they cannot stop.

They can do the diet, whatever the die is, doesn't matter, but if the died includes, which 95% of them do, quit the white stuff, quits sugar, they can't do it.

So yes, it's very real and people should be, and it doesn' get the respect, if you remember Rodney Dangerfield, I don't get any respect was his tagline, sugar doesn get no respect as a drug, a psychoactive drug.

The second part of your question, is it possible to put type 2 diabetes into remission by quitting the white stuff? And that's an absolute yes, too, in my book, and a couple hundred of the people that I've interviewed, the experts from around the world.

And not only type two diabetes can be put in remissions. We have hundreds of remitions in our groups. Rheumatoid arthritis is also a paper tiger. Most of the time, people who suffer from rheumatoid arthritis end up going into remission.

Not me saying it, not me that they're in type 2 diabetes remition, but their doctors saying this, right? And the only thing that really did was eliminate sugar and flour from their diets, And so, yes, this stuff is brand new.

The Verda Corporation has a two billion, that's with a B, billion dollar valuation. And their job, if you will, their business model is to put type 2 diabetes in remission with just diet and basically the same thing.

No flour, no sugar. And it goes into remissions. So yeah, big, uh, topics there, but important stuff. Good question. I'm hoping that this information catches on because a lot of people believe that once you have type two diabetes, that There's no other recourse.

You're on either insulin or medication for the rest of your life, and it's just not true. So, good. When you say, if not about the food, what do you mean by that?

I get a lot of pushback on that one, right? Because it has got to be about food. Right? So what happens is that the $78 billion, that's with a B, I say that a It's not just million.

The $78 billion diet industry, that's yearly that people spend on diets and trainers and everything else, has brainwashed us to believe that the answer to your weight issues, your health issues is the food, the diet, shake, pill.

It's about, you know, and everyone that comes to me, most people come early on thinking about weight loss. They want weight-loss and all they really want is a diet plan and an exercise plan because this is the brainwashing that the diet industry has given us.

But in reality, as you mentioned earlier, and I get stronger on this every day, it takes me a little bit of convincing and it take about the arc of a podcast or a summit interview to explain to people that it really is a substance use disorder recovery.

That's the non-destigmatized term for addiction. which all the government websites, everything's been changed to substance use disorder. This is a substance-use disorder recovery, meaning you literally have to relearn, like learning how to walk again, you have relearning how manage your emotional state.

That's our biggest message, Bev. You have manage you emotional states differently. Since you were a child,

literally, your parents did it to you. You were upset or crying to give you a cookie and they send you to the TV.

And over the decades, what has happened is that you have used sugar and flour, food in general, to manage how you felt. Now, it doesn't necessarily have to be old, or they call it capital T trauma, old sexual abuse or physical abuse.

It can be anything very small, but things that you never dealt with. it's a very common construct in the world of alcohol and drug recovery. that if you started using alcohol and drugs at 14 or 15, you stopped growing emotionally.

And if were to ever interview a person who has recovered from sugar addiction or a food addiction, that person lost a couple hundred pounds, fall into a right-sized body for them.

That person would not talk about the food, they would talk not about exercise, how they did it. They would talked about this emotional recovery. This changing on how they self-soothe.

Going to yoga, walking, getting a hug, going to a sunset, making good food. All different ways of self soothing that doesn't rely on sugar. We call it effort-based dopamine versus substance- based dopamine, right?

Substance-base dopamine is hacking your body's 2 million year old evolutionary process by sitting on the couch with sugar. An effort base is going for a walk, getting a hug, going to manicure, pedicure massage, some way to self-soothe that does not include a substance.

You can't stress that message enough, so thanks for asking that question. Absolutely. I think it's so important that people hear it and to understand how much we really are in charge and can take control of whatever situation we've got.

No matter maybe how unfair the hand has been dealt to us, we can still take charge of it. And we need to know how to care for our vessel, care our mind, our bodies, or our spirits, you know, are our souls.

It completely goes against the messaging we get other places. That's for sure. Oh, yeah. You couldn't be more right. Look, One of the biggest components of this recovery is that you're going to appear or feel a little bit different than others.

You're gonna have to turn down birthday cake and wedding cake, and all these celebrations, you gonna to have say a very firm and polite, no, I'm sorry.

And a lot of people don't wanna do that, let alone call themselves an addict. And people think of the guy under the bridge with the brown paper bag, that is an addict to them.

Not a high-functioning, high performing individual who has gained two pounds since high school and now is 40, 50, 100 pounds or more overweight. And it's pretty much attributed to the ultra-processed carbs.

So you have to be a little bit different. You have be social. Honest to goodness, Doc. 80% of the people that come to us to try and do this do not have the support of their spouse, their own family.

That's true. The spouse hasn't been through the angst and the diets and trying, and they don't want to change the way they're eating, right? So it's like, really, that social piece of puzzle that you mentioned is super important.

Yeah, so when we talk about that social realm, right, it's so important to have community and people around you who are supportive and to not be struggling everywhere you look.

And for some people, that's more of a challenge. For some, people that an easier place for them to exist. So if you think about this, please share with us, what are the roles that emotions, at people's feelings, What does that play in changing their relationship to sugar?

Because I've seen in my patients, this can often be the crux of the work. Well, I always tell the story that my favorite junkie, sugar junky, was my mom.

My mom was, she believed sugar was love. Genuinely died, passed away believing that, and she died of Alzheimer's, but in my world, She did not die of alzheimer's.

She died on sugar addiction. At the end, minus the filter in her brain as her brains started to fade, all she wanted to do was sugar. All she want to eat was Sugar.

And it started when she was eight years old. Her mother died. My grandmother died when was only eight-years-old. And my grandfather set up this deal with his cousin who owned a store across the way.

that anytime that eight-year-old came in there, she could have any candy she wanted, just put it on his tab. Now, that was a wonderful gesture for an eight year old who just lost her mom.

But the reality is, is that that's how we grew up. We had unfettered access to the sugar bowl. And we could put as much sugar, like she didn't say, stop, That's too much, nothing.

on the Cheerios and the cornflakes, we made Kool-Aid with three times the recipe. It was crazy, it was insanity really, but she believed we were eating cookie dough before cookie was cool.

I mean, literally, she just believed that giving children sugar showed them that you love them, right? And this happens everywhere. The cooking that families do, the baking that It's been enculturated that this is a thing of love, right?

But what it trains people to understand is that they can soothe difficult emotions with sugar. And this a real unconscious thing. My job is to break that.

and bring it to the surface, bring this to a conscious level. Because look, even a child can score, and that's a decidedly druggy term, but they can't score sugar, right, when they're upset.

And adults, once they are self-medicating after they have their own money, you know, they 14 or 15, they can get the sugar that they need to feel less anxious in school, less anxiety in social situations.

And this leads to what we discussed earlier was this management of emotions, the emotional systems in the body, dopamine, serotonin, norepinephrine, GABA.

cetacean, adrenals, the cannabinoid receptors, all of your brain reward chemicals that affect your brains and your emotions are affected by this drug.

And literally, they're down-regulated. Dopamine receptors are down regulated. When I use the word dopamine, I mean all those things. The whole constellation, right?

But they are And they're thinned out. You have less of them. And this is very clear scientifically now. We know why this happening. There's a lot of studies now, a lots of peer-reviewed studies that show how sugar affects your brain and your emotions, right?

And so I always tell people, if you really want to get off sugar, you need to look at it, frame it this way, not as a diet, a health and wellness, eat good greens or healthy fats.

But to understand what sugar has, how you've trained yourself and your body and emotions to deal with life's regular stressors and old stress stuff that might come up as you get off it.

Cause it will happen. You will. The common refrain is like. Mike, I'm losing my mind. And this happens about day five to ten, right? Because this is the first time in your life you've never had sugar, and you can't really understand

what's going on, how you feel in you're body, because You didn't really know that's what you were doing to yourself, right?

Because it was always available, and you would just have it. It was an unconscious process that, again, we have to bring to consciousness. Again, it's difficult to lay the whole arc out in an hour, 40 minutes or 45 minutes, but that's the core message.

So thanks again for asking that question. You're welcome. In this context, people have this physical sensation, they have the physiological issues underneath, They've got the emotional pieces, the social habits, all these different things come into play.

What is it that you mean when you talk about things like peer recovery support? Yeah. No, I love that. So, in the world of drug and alcohol recovery, there's a cool phrase and what it is is, and a lot of people know about the 12 steps and there is no mystery that I came from that background, but in recovery from alcohol and drugs, treatment, a treatment center, 30 days or 28 days, is discovery.

And then the meanings are recovery, meaning that's how you stay off drugs, you change, right? And in our world, what we've done simply is port over two of the most famous and underused processes in recoveries in general, transformational change in generally.

And the main one is what you mentioned, peer recovery. and peer recovery is really one of the most powerful healing modalities on the planet. Let's just take addiction and drugs and everything and sugar out of it and let's look at cancer or kidney dialysis or any of these things.

If you join a peer support group after you've been diagnosed and then treated for cancer, your chances at long-term remission go way the hell up, like double and triple in some cases, right?

And there's hundreds of peer-reviewed studies about that. Same with dialysis, same with a lot of things. Forget about the drug and alcohol world. It truly is the recovery, this ability as we mentioned socially, to meet with people who are doing exactly what you're doing and moving forward, right?

A phrase I love is you become the average of the five people you hang around with the most, Right? Well, now there's peer-reviewed science that says you've become The weight of The five People you Hang around With the Most, So this is very power heard animals, There's something called mirror neurons.

We like to be like the people around us, right? And think about it back in the day, if you left the tribe, you could die. If you got separated, You could Die.

And so staying tight with someone and remember back when we talked about like a lot of times they don't have support inside of their family of origin or their workmates or the schoolmates, so they need to join this new tribe.

They need be involved with people who are actually doing what they want to do. So that peer support is super important. And the other one, and I want mention this because a lotta times when people listen to me speak, they say that my prescription for wealth or yeah wealth and health is a little bit too drastic.

So one of the that's 100% abstinence give me 90 days of 100 abstinent. I call it a scratch test. If you were going to get a test for allergies they would scratch you for dust and pollen and stuff.

My scratch tests for you is give me 90 days of 100% abstinence, right? But that said, that'll give you an indication of what your body can do and what it is and, you know, how much weight you would lose and how your skin would look better and all this other.

But another part of this, and I really want to emphasize this is super important, is that harm reduction is also, this is needle injection sites, suboxone, methadone.

Anything that brings down the chances that you would die in that scenario. But in our scenario, it's like, Any amount of sugar reduction is good, okay?

That can get you started. That's harm reduction in the sugar addiction world, right? Just start. Start with sugar sweetened beverages. Get them out of your life.

You don't need to drink this stuff. It's already in 80% of the food. Try and cut back on the blatant candies and cookies and pies. But any amount or reduction, any harm, reduction and sugar is a good thing, And if you decide that you're an addict, that's up to you, okay?

There's a cool set of numbers that came from the Food Addiction Institute, which is also making an application to get the DSM certification or whatever.

It really isn't a certification, but it is. Anyway, and that is that about a third of people are biochemically, this is a decade of work from professionals, bio chemically unable to ingest sugar without setting up massive cravings for more sugar.

And then about a third of people are what we call harmful users. These are people, like I mentioned, they're just normal, but because there's so much sugar in the diet and the food and uh the treats and everything, They may be able to go back to occasional use.

They maybe able get cleaned up, do a detox and move on. And then there's the last group. We all hate because they can just take it or leave it. It's like that friend who can…

just eat half a cookie and don't even worry about the rest of it. It's so funny because those numbers, a third obese, third overweight, and a 3rd normal size in the obesity numbers does kind of track with that.

But the last qualifier on that description is that you can be a very thin sugar addict. I have Olympic athletes, I had three ultra marathoners, one of my coaches just posted on Facebook.

ran 600 miles or something crazy. And she was carrying 20 pounds extra all during this training, like because of the sugar, right? And in doing all this exercise.

So it's a fascinating topic to me. Obviously, maybe I'm speaking too fast or throwing too many things, but you know, you want to get it all in because you see so much suffering out there.

It's just kind of hard to watch. Yeah, particularly if you know that there are other options or that's there's a way in which if people just understood a few key concepts, they can take hold of it and they'd be free.

100%, exactly right. That's why you came to this summit, I'm sure. Absolutely. You see it all the time, right? Yeah we see all of the times. We do these online summits, people put out quality content because we're trying to educate and reach people and encourage and give them hope and clarity.

100%. So in the work that you are doing, Mike, and all your experience, which is really deep and profound in this area, we all know that people go to the internet, social media, other friends, family, et cetera, to get information and advice.

So what are your thoughts about, you know, what does it mean that research can potentially harm folks who are trying to quit? Oh my God, I love this topic so much.

It's so interesting to me. I've done entire webinars on it, so I'll try and do it justice in five minutes. But here's the thing, and this blew me away when I discovered it.

These people that come to be are so knowledgeable. Got doctors, therapists, MDs, PhDs. Gym owners, dietitians. I got these people that are brilliant people, right?

And they know a lot more than me, most of them, about the diet and the exercise part of it, the food part it. Chefs, I mean, people come to me really well understanding of the health, quote unquote, health and diet related subjects.

But here's the thing, they can't get off the sugar. They can do every part the of diet, but they cannot get of off sugar And so what I discovered was, just out of a curiosity, I Googled information gathering and dopamine, and I ask your folks to do this, right?

Just Google those three words, information, gathering, dopamine. And what comes up is hundreds of pages of peer-reviewed studies of the ability for information gathering to be dopaprenergic, I love that word, dopapernergic that it creates dopamine, okay?

So look what's happening to the folks, right? What's happened is they are, yeah, they're like information, information information and then a little sugar, sugar information.

They're literally continuing this this, I don't know, what's the right word, like this manipulation of their dopamines, the dopamine process. And again, when I say dopamine, all of the brain reward chemicals, serotonin, norepinephrine, oxytocin all What I found, and this happens with talk therapy too, look, people have been in talk-therapy for their weight and health issues for decades.

Decades, 10 years, 15, 20 years. People in substance use disorder recovery, sober alcoholics, over drug addicts, they're all trying to quit the sugar.

They're going to talk there because they are a hundred pounds overweight, right? The problem is this roller coaster of sugar and information gathering, sugar, and, information, gathering back and forth, back, forth.

And here's the answer to this. You cannot even expect talk therapy to work or all this information. All this brain power that you're exerting on this problem.

It has to be post abstinence, and then it becomes a positive, meaning you have to get off the sugar and the flour before you begin this new process of more research about more health things, okay?

And that has been the most amazing revelation. I call the people in our group tweakers. Not the meta-amphetamine tweakers. These are the people that are tweaking their diet just enough after they're sugar sober, if you will, off of sugar and flour.

Then it becomes like running. It becomes, like, yoga. it Becomes like that emotional management tool. Now you have a positive outlet. for dopamine gathering that will help you change your diet.

Now you may decide you want to be vegetarian or you might want be a carnivore or a runner or whatever. Maybe there's another underlying disease, autoimmune that you wanna work on or But I would suggest that if you get off of the sugar first, give me those 90 days, Give me 90 full days.

No flour, no sugar. And in our group, we say no caffeine because it's wired the same way, the chocolate, tea, coffees. They're firing the the stuff, dopamine and everything, and it keeps the cravings alive.

But if can get of all this stuff And then re-begin your research. Just take a time out, a break from your search and get off the sugar and flour. Get through the withdrawals, get through early stages of your recovery and then begin researching again.

You'll have much better results. It's been an amazing like elevation of our success stories because they finally understood this concept. It's a good, and it's counterintuitive.

You figure, well, I know more about it than I should be able to do. But one of the phrases I love is to, to know. And everybody comes to me, knows they're a sugar.

They even say I'm a sugared to no and not do is still not know, right? You are not. Your, you have knowledge, but you don't have wisdom. Right. So very important stuff.

Thanks for asking that. I appreciate it. It's been mind boggling since we've discovered it Yeah, I could see that that would be transformative, right?

I know certainly my work for diabetes and blood sugar and glycemic control, that people will Google the most amazing things, but they don't necessarily put that same energy into the basics of lifestyle that make that difference.

I get it. Thank you for bringing that up. People will be like, they're going to recognize themselves and it'll be another moment of insight. So make sure, friends, you're taking notes, share this session, all of these recordings from the summit with everyone you know that cares about them.

Because this is key. This is a key moment. Okay. So now, would you share with us, Mike, how is it that the brain is changed with sugar? Like, How does sugar change the brains and our emotions?

Because I think for some people, in fact, probably for all of us this a pretty tight loop. Yes. Yeah, no, it's a… But look. One of the things that's happened to me over the last, it's been seven years, I've interviewed over 400 people, and I'm in a blessed place because I get to see, even though their work is different from each other, the whole gamut of work that is done.

now is an addiction, regular addiction. I shouldn't say it that way, but in addiction in general is about brain stuff. It's a brain disorder, brain disease.

Chris Palmer's amazing new book Brain Energy is that basically all kind of mental illnesses and mental problems and issues are a metabolic issue, right?

It's a diet issue. And the more important part of this for children, too, and adults, is that literally you are wiring your brain in a different way. You're wiring You're literally digging neural pathways in your brain, right?

To adopt to consistent re-ingestation of the sugar. So again, back to the effort-based dopamine versus the substance- based dopamine, you're manually manipulating your brained feel-goods.

This frontal cortex, this nucleus accumbens where the control, the memory, thought process, thinking, all this stuff is stored. It becomes literally not, it's not part of that part, of your brain.

It's now back in the base of the brain, in your limbic system, okay? And I love the phrase Dr. Bruce Perry talks about where he built, the Brain was built from the bottom up, right?

And your limbic brain is controlling your breath and your heartbeat and all this other stuff. And so, literally, it pulls blood. They've done all the MRIs and stuff, they watch this on, you know, MRI's and everything.

It's pulling blood from your thought process, your emotions, feelings, management system, back to your lumbic, base brain to get this hit of dopamine, okay?

and you're literally losing. blood when you're ingesting it. And it's just really been the science that I've watched evolve over the last six or seven years to understand that you are not looking for a sweet taste on your mouth when ingest this product.

This is very key. I always say write this down when I say things like this, write it down. You are looking a dopamine hit. If you were looking at that 7, 10 million year old, at least 300,000 since we were homeo sapiens, that little evolutionary reward that you would get for finding berries or finding whatever food, you're looking for that reward.

That's the reward you are looking. And when you make that connection, they understand that that's what's

happening. The runner's high, people will go out to burn off frustration.

They'll run, run run and they'll get that runner high with their endorphins and their dopamine and serotonin. Well, with little tiny marginal kind of little bits and bits, you're getting a little dopamine squirts every time you ingest this product.

And that's what you are looking for. This is how it's affecting you physically, biochemically, right? This the reaction, kind what we discussed for this whole time.

this is what's happening. When you bring this to your conscious level and you really understand it, You start to really realize that the universe played a very cruel joke on us and they made this stuff sweet.

You know, they make it taste good, right? And so we think still, most of us, 98% of think that we are trying to re-ingest for the taste. But because once you get to be adults, you're no longer getting the buzz.

You're now longer, getting to feel good. Your just avoiding withdrawals. you just not going into withdraws by re-ingesting, right? And, but when you do go into withdrawal, as you know, it's gotta be a clue that scratch test, that first seven to 10 days where you are just irritable and angry and hangry and hungry and mad and depressed, you're a little physically blue and oppressed because you stopped manipulating the dopamine, serotonin, all these chemicals manually, right?

These are constructs that if they were like taken at face value and just, I call it buying into Mikey's little fantasy, right? If you just like, okay, this guy sounds either brilliant or crazy, but let's just take the crazy part for a little bit and let just see and do your own scratch test and stop over rising your beautiful, beautiful brain with a substance.

And, and maybe there'd be some change and some, cause a lot of people that are listening to this again, they know what to do. They've Googled it all, but they haven't tried this crazy 100% sugar freedom for 60 or 90 days.

So anyway, I hope that explained it, it's not in your stomach. Another thing I wanted to say is this is an amazing part of this process is that When you stop this, this growling stomach, This famished feeling goes away because that is really not a food reaction for the body.

That is a drug withdrawal symptom, okay? And so this drug withdraw symptom of growl in stomach or famishness in this empty feeling in your stomach. Heck, my stomach used to growle so loud you could hear it across the table, right?

My stomach hasn't growled in over 30 years. My relationship to food has changed and so I'm not in drug withdrawal in any way. Anyway, again, we're throwing a lot at you, gang, and I apologize, but I want to get it all out for you.

If it's something you can rewatch, you could buy the package of Beverly's package and re-watch. I wanna pique your interest for all of you people who are the researchers, right?

They're digging for the research, Just stop right here, get Beverly's package, and re-watch this, okay, if we've piqued your interest. That's great. Thank you for sharing this.

I think that sometimes people get into this loop of constantly looking for information. And as we all know, when you look on the internet, most of the information that's available on any topic for health, certainly for diabetes, for sugar, sugar addiction, brain changes, is completely contradictory.

People get paralyzed because now they're in the middle. They can't tell what is even credible, what might actually help them, and what may harm them. with complete, hopeless nonsense.

Not knowing that, it's not their area of expertise. So that's one of the reasons why we put all of this together and package it up so that it is convenient, is together, and you can look and listen, consider how your own lived experience is in your body, your spirit, apply what fits.

I find for most people, there's 1 or 2 really key things they need to pay attention to and they will unlock all the rest. And so Mike, thank you so much for your time, your wisdom and your knowledge and care, really your dedication to mastering this part of it because the sugar addiction thing is not easy and it is a place where a lot of people get stuck.

Yes. No, Thank you for having me. These things are amazing that they reach so many people and I don't want them falling into that research trap again.

I want him to like try and look, it's hard. And I changed from sugar coat. It was my new one. I'm not going to downplay it, right? I can't use sugar coated anymore.

I cant down play it anymore that this is, you know, very real phenomena. And I am blessed you, I think, when you do a summit or when have a lot of clients like we have over the last decade.

It's pattern recognition, Right? You just see it over and over, and, over again. Like it's not like someone's coming to me and I learning something new about a sugar addict.

Right. The sugar additives are. just kind of everybody's about the same. We're all a little different. There's a bit of biodiversity, but everybody is about same." So, and our success stories, our people who have, we've got thousands of written success, stories.

They follow the things that we talked about for the last 45 minutes. they kind of internalize it, they accept it. This is a big part. Accept it yes, it's a little different.

Yes, It's little socially hard. yes it is, a lot of things, but they accepted what is as opposed to what they would like it to be, right? Kind of like when they get a diabetes diagnosis, They got to do it they got a deal with it and I think.

The things that are happening this year with sugar addiction, if someone said you have an alcohol addiction you know, you may or may not get help, but at least you'd know.

You know what I mean? So I think it's important that it becomes elevated through these events and hopefully through the DSM that sugar addictions very, very real.

Absolutely. I see it coming because the case is being made, has been made. And at some point that ball is going to get it across the net. Mike, people want to connect with you.

Where can they find more information? Sugaraddiction.com, real simple. We've been around a long time. It's the original sugar addiction website on the internet.

Or sugardetox. com if you only just want to try it, put your toe in the water. Same thing really, same website almost. But I'm the sugar-free man on social media everywhere.

You can look me up. Just Google, put Mike Collins sugar addiction or Mike sugar addictions. I'll see how to put it. But you'll find me. Okay, great. Thank you so much for being part of our summit.

We really enjoyed having you here for this interview and looking forward to more impact in the world. Thank you for tuning in to Doctor Talks. We hope today's episode has enlightened and inspired you on your path to optimal health.

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