S2 EP 33: The Long Game for Men - Peptides, Performance & Longevity with Michael Antonelli Transcript

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Podcast Introduction and Guest Welcome

Hey everybody, welcome to the Eat, Pray, Hey everybody, welcome to the Eat, Pray, Faith podcast with Dr. Tracy. That's me. Faith podcast with Dr. Tracy. That's me.

And today we're going to be talking And today we're going to be talking about peptides and the long game for about peptides and the long game for men. Basically looking at pain and men. Basically looking at pain and recovery, overall brain health, and even recovery, overall brain health, and even cardiovascular with my great friend cardiovascular with my great friend Michael Antonelli, who is the CEO of Michael Antonelli, who is the CEO of Health Jevity, which is my top peptide Health Jevity, which is my top peptide company that I love in the neutrautical company that I love in the neutrautical space. uh your formulas are so space. uh your formulas are so innovative, Michael, and I just love innovative, Michael, and I just love what you've done with the entire company what you've done with the entire company and brand. So, welcome and thanks for and brand. So, welcome and thanks for being here. Thank you so much for having being here. Thank you so much for having me. I know we've been talking about me. I know we've been talking about doing this for a long time and it's doing this for a long time and it's finally here. Thank you for the finally here.

Michael Antonelli's Background in Nutraceuticals

Thank you for the invitation. Yeah, absolutely. Just for invitation. Yeah, absolutely. Just for the audience, can you give us a little the audience, can you give us a little bit of background about you? I mean, bit of background about you? I mean, I've know you've been in this space for I've know you've been in this space for a long time, which means you started a long time, which means you started really young, you know, of course that really young, you know, of course that uh I I like to think that. Yeah, it's uh I I like to think that. Yeah, it's been uh almost 20 years in the been uh almost 20 years in the practitioner neutrautical world and I practitioner neutrautical world and I started young and really I think early started young and really I think early on understood the potential of what this on understood the potential of what this meant and you know going back almost 20 meant and you know going back almost 20 years you you get this aha moment but years you you get this aha moment but also frustrated and angry at the same also frustrated and angry at the same time cuz you're is part of you saying time cuz you're is part of you saying why wasn't I around this my whole life?

why wasn't I around this my whole life? Why wasn't the doctors I've seen leading Why wasn't the doctors I've seen leading up to this path looking at more than a up to this path looking at more than a CBC and a CMP, you know, basic blood CBC and a CMP, you know, basic blood work? But it also angered me about work? But it also angered me about family members who I saw struggle and family members who I saw struggle and suffer through the first 21 years of my suffer through the first 21 years of my life that was never talked about life that was never talked about lifestyle and movement and the power of lifestyle and movement and the power of eating better and oh by the way eating better and oh by the way supplementing, right? So anyway, that supplementing, right? So anyway, that that'll a whole tangent there, but it that'll a whole tangent there, but it started 20 years ago and uh I started started 20 years ago and uh I started with a company called Metagenics and with a company called Metagenics and right from there became a sponge right from there became a sponge learning from people like Dr. Jeffrey learning from people like Dr. Jeffrey Blunt, Dr. Mark Heyman, and incredible Blunt, Dr. Mark Heyman, and incredible healthc care providers all over the east healthc care providers all over the east coast who were doing some incredible coast who were doing some incredible work in their communities work in their communities um and saw what this could do. And um and saw what this could do. And that's where I said, I need to learn. I that's where I said, I need to learn. I need to network. and made a few career need to network. and made a few career paths to learn different parts of the paths to learn different parts of the industry cuz ultimately I felt and then industry cuz ultimately I felt and then during co that this was going to happen.

during co that this was going to happen. I was going to start my own company one I was going to start my own company one day because you end up learning enough day because you end up learning enough to start seeing the mission and vision to start seeing the mission and vision change for some of these bigger change for some of these bigger companies. You're seeing and reading big companies. You're seeing and reading big pharma and hedge funds buying up all pharma and hedge funds buying up all these natural brands. Then COVID hit and these natural brands. Then COVID hit and like so many of us did a lot of like so many of us did a lot of soulsearching and praying about what do soulsearching and praying about what do I want to do with my career, my life, I want to do with my career, my life, what do what do I want the legacy to be what do what do I want the legacy to be and I felt like a lot of the and I felt like a lot of the practitioner brands stopped innovating practitioner brands stopped innovating at a time where they need to over in at a time where they need to over in innovate and they spent more time not innovate and they spent more time not supporting practitioners in the local supporting practitioners in the local communities but setting up Amazon Prime communities but setting up Amazon Prime stores and going around and I said this stores and going around and I said this is the time where health jeevity was is the time where health jeevity was born where I wanted to start the born where I wanted to start the dialogue of healthy aging, health span dialogue of healthy aging, health span optimization optimization optimization and its correlation with chronic disease and its correlation with chronic disease and nobody was really talking about this and nobody was really talking about this at the time. And then during that we saw at the time. And then during that we saw this wave of peptides this wave of peptides and the FDA regulating a lot of the and the FDA regulating a lot of the compounding pharmacies compounding pharmacies and it was a perfect storm. I said, and it was a perfect storm.

Health Jevity's Mission and Peptide Philosophy

I said, "Okay, we're going to blend these unique "Okay, we're going to blend these unique bioactive neutruticals that many of our bioactive neutruticals that many of our providers have comfort in and have trust providers have comfort in and have trust and faith. We're going to bring in and faith. We're going to bring in unique ingredients naturally occurring unique ingredients naturally occurring that are cutting edge and just breaking that are cutting edge and just breaking through globally. And we're going to add through globally. And we're going to add in peptides that could be done orally.

in peptides that could be done orally. and our team, which consists of and our team, which consists of frontline providers and researchers, we frontline providers and researchers, we want to make sure we're translating the want to make sure we're translating the latest research and putting together latest research and putting together formulations that are addressing formulations that are addressing multiple pathways within the body to multiple pathways within the body to tackle the targets that our providers tackle the targets that our providers are seeing every day in their practice.

are seeing every day in their practice. And by doing that, it allows that let's And by doing that, it allows that let's just say one ingredient in this blend just say one ingredient in this blend isn't what was needed for you isn't what was needed for you individually, but we have a built-in individually, but we have a built-in backup plan to make sure that when you backup plan to make sure that when you and your provider are on a healthy and your provider are on a healthy formula, it sets you up for success and formula, it sets you up for success and to make sure you're achieving the goals to make sure you're achieving the goals that you're seeking to to achieve. So, that you're seeking to to achieve. So, that's the summary, but I'm happy to go that's the summary, but I'm happy to go into any of these uh conversations more into any of these uh conversations more deeper today during our time. Well, I deeper today during our time. Well, I love that it's a peptide neutrautical love that it's a peptide neutrautical blend. Most of your formulas, I mean, blend. Most of your formulas, I mean, you do have isolate peptide formulas, you do have isolate peptide formulas, but uh most of them are, you know, but uh most of them are, you know, utilizing that backing foundational utilizing that backing foundational protocol of nutrition because even when protocol of nutrition because even when I was listening to Dr. Kathleen O'Neal, I was listening to Dr. Kathleen O'Neal, who is one of your prime educators, and who is one of your prime educators, and I would consider probably one of the top I would consider probably one of the top educators in the peptide world, I she educators in the peptide world, I she knows her stuff. Uh even she said, you knows her stuff. Uh even she said, you know, peptides shouldn't be out of the know, peptides shouldn't be out of the gate as a first therapy all the time.

gate as a first therapy all the time. They should be secondary or even They should be secondary or even tertiary to

a foundational lifestyle, a tertiary to a foundational lifestyle, a good supplement program. And so you kind good supplement program. And so you kind of took that entire uh concept and put of took that entire uh concept and put it together into your formulas, which is it together into your formulas, which is why I think they work so well and so why I think they work so well and so fast. Um I get great results. And I have fast. Um I get great results.

Why BPC-157 Matters for Recovery

And I have some top ones I love like I absolutely some top ones I love like I absolutely love your resolve which I know isn't you love your resolve which I know isn't you know all peptide blend but you know it know all peptide blend but you know it it does work for MCAS and we can talk it does work for MCAS and we can talk about all those things but today let's about all those things but today let's stick to finishing up our topic on men.

stick to finishing up our topic on men. We went through hormones, Michael. We We went through hormones, Michael. We went through ways to naturally raise went through ways to naturally raise testosterone, to balance hormones, to testosterone, to balance hormones, to look at longevity where I think we're look at longevity where I think we're ending up today is what's the long game ending up today is what's the long game for men? And I get a ton of guys for men? And I get a ton of guys reaching out to me for peptides first reaching out to me for peptides first for injury and recovery. Like they want for injury and recovery. Like they want to know what they can do for their sore to know what they can do for their sore shoulder and their tennis elbow and all shoulder and their tennis elbow and all the things that I just know that the things that I just know that peptides work. And if they're already peptides work. And if they're already doing the foundational things, which a doing the foundational things, which a lot of them are trying to do, they're lot of them are trying to do, they're trying to get their branch chains in and trying to get their branch chains in and their creatine and their magnesium and their creatine and their magnesium and their multi, but it's that tweak, you their multi, but it's that tweak, you know, they need that tweak. And then I know, they need that tweak. And then I want to talk about some of the chronic want to talk about some of the chronic issues that are more prominent in men, issues that are more prominent in men, neuro issues, right, where we see the neuro issues, right, where we see the downfall of brain activity. Um, and then downfall of brain activity. Um, and then also cardiovascular. So, let's get into also cardiovascular. So, let's get into the pain and recovery aspect. and tell the pain and recovery aspect. and tell me what you're seeing with men and some me what you're seeing with men and some of the formulas that you would suggest of the formulas that you would suggest that they could use daily or even that they could use daily or even therapeutically to help them with that therapeutically to help them with that aspect. It's a great topic to start aspect. It's a great topic to start with, especially after the last couple with, especially after the last couple recent episodes you hit on. It's bring recent episodes you hit on. It's bring it full circle here and I think like it full circle here and I think like myself, right, most men are living in myself, right, most men are living in this instant gratification world. They this instant gratification world. They want the muscle. They want to feel want the muscle. They want to feel better like yesterday. And it's not better like yesterday. And it's not realistic. But how do we set our bodies realistic. But how do we set our bodies up to thrive naturally? And that's the up to thrive naturally? And that's the secret sauce. And obviously, if you're secret sauce. And obviously, if you're not eating right and moving right, not eating right and moving right, everything we're going to talk about in everything we're going to talk about in this episode isn't going to be this episode isn't going to be optimized, isn't going to be as optimized, isn't going to be as impactful as it's intended to be. But impactful as it's intended to be. But what we are learning and seeing what we are learning and seeing firsthand every single day is the power firsthand every single day is the power of peptides and the power when you stack of peptides and the power when you stack in with things like branch chain amino in with things like branch chain amino acids and creatine. And it's really how acids and creatine. And it's really how do we put our muscle, our skeletal do we put our muscle, our skeletal foundation in a position to recover foundation in a position to recover as optimal as possible. Now, for those as optimal as possible. Now, for those listening, that could be how do we get listening, that could be how do we get that extra rep or two in? How do we that extra rep or two in? How do we recover in between sets? And then how do recover in between sets? And then how do we become less sore and rebound in we become less sore and rebound in between workouts or the off days? And between workouts or the off days? And there's some incredible there's some incredible weapons that we could be adding to your weapons that we could be adding to your toolbox, especially if you're listening toolbox, especially if you're listening and you've hit this plateau or you were and you've hit this plateau or you were seeing some great gains and things have seeing some great gains and things have slowed down or maybe you're just new.

slowed down or maybe you're just new. Maybe this is the first episode you Maybe this is the first episode you press play on and and uh we're here to press play on and and uh we're here to help anyone listening. So, I think it'd help anyone listening. So, I think it'd be a great place to start by be a great place to start by highlighting one of the most popular highlighting one of the most popular peptides around, peptides around, which you probably know what I'm going which you probably know what I'm going to say, is BPC 157. And that truly is a to say, is BPC 157. And that truly is a difference maker. It's why when you difference maker. It's why when you listen to a variety of podcasts, you're listen to a variety of podcasts, you're hearing about it. You go on things like hearing about it. You go on things like Reddit, you're in the gym, you hear Reddit, you're in the gym, you hear people talking about it because it people talking about it because it really starts with the athletes, the really starts with the athletes, the bodybuilders, the weekend warriors.

bodybuilders, the weekend warriors. Those are usually the trends setters Those are usually the trends setters that are willing to try things that that are willing to try things that let's say don't have that double blind let's say don't have that double blind placeboc controlled study, uh, you know, placeboc controlled study, uh, you know, hasn't been peer-reviewed. Uh but when hasn't been peer-reviewed. Uh but when that group responds so favorably and that group responds so favorably and then taking it one step further when you then taking it one step further when you have a governing body like Wada have a governing body like Wada mentioning a peptide by name mentioning a peptide by name others say oh this must be doing others say oh this must be doing something and it's a great peptide to something and it's a great peptide to start with because it's one you could start with because it's one you could plop in and it does so much in the body.

plop in and it does so much in the body. So is is that where you were thinking we So is is that where you were thinking we we start? Let's start there, but let's we start? Let's start there, but let's just take one step back. I'm just just take one step back. I'm just going to clarify some stuff because you you to clarify some stuff because you you said about peer-reviewed studies. I said about peer-reviewed studies. I think it's important for the listeners think it's important for the listeners to know if they're new to peptides to to know if they're new to peptides to understand that they're not drugs. You understand that they're not drugs. You know, they they're not really classified know, they they're not really classified as anything, which is where the gray as anything, which is where the gray area sits, right? They're not area sits, right? They're not supplements, but they're not supplements, but they're not medications. So, it's one of those medications.

How BPC-157 Works and How to Dose It

So, it's one of those things where nobody really knows where things where nobody really knows where they sit. And so for governing bodies to they sit. And so for governing bodies to get a hold of them and try to regulate get a hold of them and try to regulate them, they have to be classified as them, they have to be classified as something that they can regulate. And something that they can regulate. And under the FDA and things like that, they under the FDA and things like that, they don't fall in any categories. So what we don't fall in any categories. So what we talk about here today, the reason that talk about here today, the reason that you can have access to these is because you can have access to these is because they are still available, which is good, they are still available, which is good, which is what we want, and we want to which is what we want, and we want to protect that, right? Because I don't protect that, right? Because I don't know, Michael, I haven't had any side know, Michael, I haven't had any side effects from people except good health effects from people except good health taking BPC. I I have termed BPC the taking BPC. I I have termed BPC the multivitamin of peptides because you can multivitamin of peptides because you can just take it all the time. You know, just take it all the time. You know, it's naturally made in your body. So, um it's naturally made in your body. So, um I just want people to have some clarity I just want people to have some clarity there. Maybe you can expand on that in there. Maybe you can expand on that in the way that you want to. But then, the way that you want to. But then, yeah, let's get into the how does BPC yeah, let's get into the how does BPC work in the body? Who's it good for?

work in the body? Who's it good for? What's the therapeutic dose they should What's the therapeutic dose they should take? Like all the things. Absolutely.

take? Like all the things. Absolutely. And bringing back up Dr. Dr. Katherine And bringing back up Dr. Dr. Katherine O'Neal Smith, she refers to BPC-157 as O'Neal Smith, she refers to BPC-157 as that Swiss Army knife of peptides.

But that Swiss Army knife of peptides. But taking that step back on foundational taking that step back on foundational peptide 101, right? And peptides are peptide 101, right? And peptides are amino acids, strings of amino acids, two amino acids, strings of amino acids, two to 40 amino acids. There's also bio to 40 amino acids. There's also bio regulators that fall under that, two or regulators that fall under that, two or three amino acids. And then you have three amino acids. And then you have larger strings of amino acids, which are larger strings of amino acids, which are proteins. Now, if you're listening, you proteins. Now, if you're listening, you might have heard of some prescription might have heard of some prescription peptides. And also this can drill deeper peptides. And also this can drill deeper into delivery system. So you may be into delivery system. So you may be personally or know a friend or a family personally or know a friend or a family member on a GLP-1. You may have a family member on a GLP-1. You may have a family member on insulin. Right? These are all member on insulin. Right? These are all peptides. And you may have some family peptides. And you may have some family members that are on our friends on members that are on our friends on collagen peptides. Right? There's all collagen peptides. Right? There's all these different categories.

these different categories. But the peptides that we like to talk But the peptides that we like to talk about and I group these into a few about and I group these into a few different areas. Right? There's peptides different areas. Right? There's peptides that I feel could fall under, that I feel could fall under, you know, the therapeutic effects like you know, the therapeutic effects like the foundational healing. Another phase the foundational healing. Another phase I call enhanced health. And then three, I call enhanced health. And then three, optimize performance. And I think that's optimize performance. And I think that's where this episode's going to fall under where this episode's going to fall under is how do we optimize performance? And is how do we optimize performance? And uh and the oral peptides is what we're uh and the oral peptides is what we're considering nutritional supplements, considering nutritional supplements, right? Things that can be done in a very right? Things that can be done in a very precise delivery mechanism. And so precise delivery mechanism. And so anything we talk about today health anything we talk about today health jeevity related is oral peptides.

jeevity related is oral peptides. And then that layers into BPC57 which And then that layers into BPC57 which you know if if you're doing some you know if if you're doing some googling or or asking around yes you can googling or or asking around yes you can inject it. It could be a cream. It could inject it. It could be a cream. It could be a nasal spray and it could be done be a nasal spray and it could be done orally. And so uh yeah that that kind of orally. And so uh yeah that that kind of tees us up. Yeah. To go into the weeds tees us up. Yeah. To go into the weeds here. So tell me what is BPC?

here. So tell me what is BPC? How is it made in the body naturally? How is it made in the body naturally? Why do people need to replace it? And Why do people need to replace it? And what can you expect from taking it? What what can you expect from taking it? What is the biochemical pathway that it works is the biochemical pathway that it works in to help with recovery? So BPC157 in to help with recovery? So BPC157 is a string of 15 amino acids discovered is a string of 15 amino acids discovered in 1993 and it is naturally occurring in in 1993 and it is naturally occurring in our gastric juice which is really really our gastric juice which is really really unique. Now also to disclaim our BPC is unique. Now also to disclaim our BPC is not actual gastric juice, right? These not actual gastric juice, right?

Absorption, Saccharomyces, and Product Quality

These are mimedics of the similar sequence are mimedics of the similar sequence occurred in the gastric juice. But occurred in the gastric juice. But what's really unique with this peptide what's really unique with this peptide is its ability to work systemically. So is its ability to work systemically. So couple of big mechanisms, right? Immune couple of big mechanisms, right? Immune modulating stands out. Uh supports modulating stands out. Uh supports inflammation inflammation inflammation uh modulates nitric oxide, uh modulates nitric oxide, cytorotective.

cytorotective. cytorotective. But when you look at some of the data on But when you look at some of the data on PubMed, there's almost 200 studies, PubMed, there's almost 200 studies, mostly animal models, but you start mostly animal models, but you start seeing some remarkable wide-ranging seeing some remarkable wide-ranging things from muscle skeletal issues, u things from muscle skeletal issues, u actual Achilles rupture, uh, ulcers, and actual Achilles rupture, uh, ulcers, and then even the gut brain axis, getting then even the gut brain axis, getting

back to its Swiss Army knife of of back to its Swiss Army knife of of peptides. But I like to say this is the peptides. But I like to say this is the peptide that, if we were to create an peptide that, if we were to create an analogy, is like the Roomba vacuum. you analogy, is like the Roomba vacuum. you know that robotic vacuum that's moving know that robotic vacuum that's moving around the floor, searching for things around the floor, searching for things to pick up. And if there's nothing in to pick up. And if there's nothing in that area to pick up, it continues to that area to pick up, it continues to move. That's what this peptide is doing move. That's what this peptide is doing in the body. It's searching for things in the body. It's searching for things to assist the repair process, the to assist the repair process, the regeneration process, the repair regeneration process, the repair mechanisms mechanisms mechanisms for natural response. So, there are some for natural response. So, there are some people that say this works quickly.

people that say this works quickly. There's some people that say they don't There's some people that say they don't need this long term. They kind of pulse need this long term. They kind of pulse it in and out. And then there's another it in and out. And then there's another group that says, "I love how I feel when group that says, "I love how I feel when I'm on this. I'm less achy. I'm I'm on this. I'm less achy. I'm repairing better." And again, getting repairing better." And again, getting back to what we said earlier, it's why back to what we said earlier, it's why Wada brought this up because they saw it Wada brought this up because they saw it was giving athletes an added advantage, was giving athletes an added advantage, right? Staying healthier longer, being right? Staying healthier longer, being better in your prime on the field better in your prime on the field longer. um those those aches and pains, longer. um those those aches and pains, right, the nicks that you get just from right, the nicks that you get just from being active felt like the body was being active felt like the body was recovering at a greater way. And that's recovering at a greater way. And that's what's so beautiful about this peptide what's so beautiful about this peptide because you could drop it in to so much because you could drop it in to so much and you'll see especially the oral um and you'll see especially the oral um its ability to help support the gut's its ability to help support the gut's role in all these connections. And then role in all these connections. And then there's ways to improve absorption and there's ways to improve absorption and there's other stacks that you can layer there's other stacks that you can layer in with BPC, but it's definitely one for in with BPC, but it's definitely one for the topic today when we think about its the topic today when we think about its role with somebody active, right?

role with somebody active, right? Athletes, active individuals. So I if Athletes, active individuals. So I if we're breaking down, I like always say, we're breaking down, I like always say, you know, some of the bullet points as you know, some of the bullet points as summaries accelerating recovery, right?

summaries accelerating recovery, right? You're going to see this is a peptide You're going to see this is a peptide that stands out. supporting the body's that stands out. supporting the body's response to natural inflammation and response to natural inflammation and enhancing joint mobility and recovery.

enhancing joint mobility and recovery. Again, big areas. Then you'll have these Again, big areas. Then you'll have these people that will say, "This peptide made people that will say, "This peptide made a huge difference before I had surgery a huge difference before I had surgery coming up or that bone fracture coming up or that bone fracture or the patient that or listener that or the patient that or listener that gets sick a lot, right? Autoimmune gets sick a lot, right? Autoimmune conditions. We have the lime community conditions. We have the lime community and then you have the biohacking and then you have the biohacking community. These are all gravitating community. These are all gravitating towards this peptide. And it's it's a towards this peptide. And it's it's a big one. It's a great one to start with, big one. It's a great one to start with, too. If you're new to peptides and too. If you're new to peptides and you're already doing some of the things you're already doing some of the things that your other episodes hit on, try that your other episodes hit on, try this one out. Let us know, right?

this one out. Let us know, right? Because it's time, right? I mean BPC is Because it's time, right? I mean BPC is probably the foundational peptide that probably the foundational peptide that if anybody comes to me with an injury or if anybody comes to me with an injury or even gastric things and you said it we even gastric things and you said it we make this peptide in our gastric juices make this peptide in our gastric juices but how many people top four medications but how many people top four medications in the United States that are in the United States that are recommended are GI repressant recommended are GI repressant medications you know PPIs medications you know PPIs uh any type of acid reducer so if you're uh any type of acid reducer so if you're on those meds you're

you're already low on those meds you're you're already low on this body protection compound peptide on this body protection compound peptide which is known as the Wolverine peptide.

which is known as the Wolverine peptide. You know, if everyone thinks of X-Men You know, if everyone thinks of X-Men and Wolverine, I mean, I know that's and Wolverine, I mean, I know that's that's my generation, I guess, but um that's my generation, I guess, but um you know, he could recover. That is the you know, he could recover. That is the entire concept behind it. So, hands entire concept behind it. So, hands down, BPC easiest to start with.

down, BPC easiest to start with.

Inflammation Support with Resolve and SPMs

Multiple pathways of enhancement, Multiple pathways of enhancement, multiple pathways of support. Uh if you multiple pathways of support. Uh if you have to pick one, pick BPC. I like to have to pick one, pick BPC. I like to start out with about a thousand start out with about a thousand micrograms a day for about the first 30 micrograms a day for about the first 30 days and then I see where that client is days and then I see where that client is and recommend adjustments. Is is that a and recommend adjustments. Is is that a protocol that you've seen your other protocol that you've seen your other practitioners put in or what are you practitioners put in or what are you seeing in the industry with that? Yeah, seeing in the industry with that? Yeah, I think you're right on. So, what you're I think you're right on. So, what you're going to want to find is a capsule going to want to find is a capsule containing 500 micrograms each. If it's containing 500 micrograms each. If it's an oral form, you're going to want the an oral form, you're going to want the arginate. And if you are finding an arginate. And if you are finding an injection, acetate is the form of BPC injection, acetate is the form of BPC that's best for that. So we're sticking that's best for that. So we're sticking with what we know. Arginate salt BPC 500 with what we know. Arginate salt BPC 500 microgram capsules. It's best fasted an microgram capsules. It's best fasted an hour away from food. And you hit it on.

hour away from food. And you hit it on. We see this respond most favorably doing We see this respond most favorably doing one capsule twice a day for the first one capsule twice a day for the first month and then reassess. Good. Awesome.

month and then reassess. Good. Awesome. And you guys use a special biochemical. And you guys use a special biochemical. I don't want to say I'm not sure what I don't want to say I'm not sure what the correct term is, but the snack.

the correct term is, but the snack. Could you just go into that because I Could you just go into that because I see that on your labels because people see that on your labels because people always say like why do you have to always say like why do you have to inject a peptide or when can you take it inject a peptide or when can you take it orally? And I always explain to them orally? And I always explain to them that peptides are, you know, no that peptides are, you know, no different than a steak to your body.

different than a steak to your body. It's going to try to break it down. But It's going to try to break it down. But there is some science that you have come there is some science that you have come up with that actually gets it through to up with that actually gets it through to where it needs to be. Can you just touch where it needs to be. Can you just touch on that briefly? Yeah, thanks for on that briefly? Yeah, thanks for bringing it up because I think that's a bringing it up because I think that's a big knock. people think it has to be big knock. people think it has to be injected or or you're wasting your injected or or you're wasting your money. That's been largely debunked, money. That's been largely debunked, especially with the amount of bottles especially with the amount of bottles we've placed in medical offices all over we've placed in medical offices all over the US over the last three years. But the US over the last three years. But you're right, part of the secret sauce you're right, part of the secret sauce is the identification and utilization of is the identification and utilization of something called sacopraade sodium. The something called sacopraade sodium. The acronym is snack. It is grass approved acronym is snack. It is grass approved or generally regarded as safe. So, it or generally regarded as safe. So, it can be used in neutruticals although it can be used in neutruticals although it is very expensive. So most people that is very expensive. So most people that are doing BPC or other peptides opt not are doing BPC or other peptides opt not to use it. With us, especially at the to use it. With us, especially at the level we're using, it's creating a level we're using, it's

creating a protective barrier around the peptide protective barrier around the peptide because as we think about how much gut because as we think about how much gut dysfunction is prevalent with us dysfunction is prevalent with us personally or in society, the notion is personally or in society, the notion is peptides are getting destroyed before peptides are getting destroyed before they reach where they're needed.

they reach where they're needed. Hydrochloric acid, pH changes. So by Hydrochloric acid, pH changes. So by creating this protective shield and creating this protective shield and guard, we are chaperoning the peptide to guard, we are chaperoning the peptide to where the body needs it. And so our where the body needs it. And so our secret sauce is about 3 milligrams of secret sauce is about 3 milligrams of sacropraate sodium per serving. Um and sacropraate sodium per serving. Um and we have noticed cuz we've had providers we have noticed cuz we've had providers that were using others, switch to ours, that were using others, switch to ours, and feel like not only is this working and feel like not only is this working more efficiently, quicker, it lasts more efficiently, quicker, it lasts longer, and patients or people using it longer, and patients or people using it are reaching their goals more are reaching their goals more efficiently. So there's definitely efficiently. So there's definitely something there on the secret sauce that something there on the secret sauce that we are utilizing here at Helvity.

we are utilizing here at Helvity. Absolutely. So it really matters when Absolutely. So it really matters when you're looking at these peptide you're looking at these peptide companies out there and there was a companies out there and there was a million that kind of popped up. You million that kind of popped up. You know, cutting corners is very typical in know, cutting corners is very typical in the neutrautical industry to save a the neutrautical industry to save a buck. And I get it because, you know, buck. And I get it because, you know, the number one conversion factor for the number one conversion factor for somebody buying a supplement used to be somebody buying a supplement used to be price. Used to be. But because people price. Used to be. But because people have become so educated and understand have become so educated and understand quality now, the number one conversion quality now, the number one conversion factor is convenience. You make it easy factor is convenience. You make it easy for them to get something that's high for them to get something that's high quality, they will do it. So, I'm quality, they will do it. So, I'm going to make it easy for you guys. In the to make it easy for you guys. In the show notes, y'all, is the link to all show notes, y'all, is the link to all these peptides on my website. U please these peptides on my website. U please go check them out because there's it's go check them out because there's it's not an overwhelming amount that you've not an overwhelming amount that you've created. It's a very specific created. It's a very specific therapeutic and targeted peptide uh therapeutic and targeted peptide uh product line that you've come out with.

product line that you've come out with. You didn't create everything. You You didn't create everything. You created what was needed in the industry created what was needed in the industry and you did it better. So, love that and you did it better. So, love that about it. What would you use in about it. What would you use in conjunction with BPC, Michael, if we're conjunction with BPC, Michael, if we're talking about injury recovery for men talking about injury recovery for men for the long game? Like, is there for the long game? Like, is there something you would stack for a period something you would stack for a period of time or something you would say like of time or something you would say like these two always go together and it's these two always go together and it's great. I know you have some formulas great. I know you have some formulas like that, too. We do. Yeah. Well, and like that, too. We do. Yeah. Well, and there's a couple options of BPC 157. So there's a couple options of BPC 157. So I think when we're talking about this as I think when we're talking about this as a target, you know, recovery, healing, a target, you know, recovery, healing, pain, the BPC with PA is going to be the pain, the BPC with PA is going to be the one I I suggest. PA is a lipid resolving one I I suggest. PA is a lipid resolving mediator. Over 600 publications on it.

mediator. Over 600 publications on it. We produce it in response to elevations We produce it in response to elevations of pain and inflammation and it's also of pain and inflammation and it's also used as a functional filler within the used as a functional filler within the BPC capsule. So let's just assume that's BPC capsule. So let's just assume that's the first piece of the puzzle here. The the first piece of the puzzle here. The second formula is going to be resolve.

second formula is going to be resolve. And again, the prorresolving mediators, And again, the prorresolving mediators, the specialized pro-resolving mediators, the specialized pro-resolving mediators, PRM, SPMs, what we

know is that as we PRM, SPMs, what we know is that as we age, as we have stress, as we have age, as we have stress, as we have disease, we have this lowgrade disease, we have this lowgrade unresolved inflammation present that is unresolved inflammation present that is fueling the fire. And so, this is an fueling the fire. And so, this is an area that has been very near and dear to area that has been very near and dear to me. I was actually part of the first me. I was actually part of the first group in North America that group in North America that commercialized SPMs over a decade ago, commercialized SPMs over a decade ago, not to show my age. um and was blessed not to show my age. um and was blessed enough to be at Dr. Charlie Sirhan's lab enough to be at Dr. Charlie Sirhan's lab at Harvard who's discovered SPMs and we at Harvard who's discovered SPMs and we wanted to create a formula that was this wanted to create a formula that was this wide net complement to BPC but not a wide net complement to BPC but not a peptide. And so there's a lot of usual peptide. And so there's a lot of usual suspects that you're going to see suspects that you're going to see continually come up in the literature.

continually come up in the literature. Curcumin is one of them, right? And Curcumin is one of them, right? And what's the big knock? Not well absorbed.

what's the big knock? Not well absorbed. And I'm sure every guest you have that And I'm sure every guest you have that is aligned with some sort of curcumin is aligned with some sort of curcumin comes on, they're like, "Oh, we have the comes on, they're like, "Oh, we have the best." And listen, there's a lot of best." And listen, there's a lot of great forms out there. And for us it's great forms out there. And for us it's just a piece. It's not the only answer.

just a piece. It's not the only answer. So we have theumin super which to me is So we have theumin super which to me is one of the strongest most utilized one of the strongest most utilized researchbacked forms. But we stack that researchbacked forms. But we stack that with tetrahydro curcumin. So with those with tetrahydro curcumin. So with those two stacked together impacting and two stacked together impacting and influencing and modulating every major influencing and modulating every major pathway associated with unresolved pathway associated with unresolved inflammation. Then from there inflammation. Then from there which I feel is just so underappreciated which I feel is just so underappreciated and utilized. Prolys is so meaningful and utilized. Prolys is so meaningful for TH1, TH2 balancing mass cell for TH1, TH2 balancing mass cell allergies and in this case right allergies and in this case right unresolved inflammation. So that's going unresolved inflammation. So that's going to be the second ingredient in there.

to be the second ingredient in there.

Brain Health, Caffeine, and Neurovity

Then we look at more usual suspects but Then we look at more usual suspects but in highly absorbed forms bosellia and in highly absorbed forms bosellia and corsetin in the phytoone format.

corsetin in the phytoone format. Estraulus and jinsenocyg Estraulus and jinsenocyg for absorption enhancement and for absorption enhancement and supporting the guts role in all of this.

supporting the guts role in all of this. And the last piece of resolve that I I And the last piece of resolve that I I loved when I read about it and loved when I read about it and researched it is a flower called amela.

researched it is a flower called amela. So we're going back to the blue zones So we're going back to the blue zones here, island of sardinia. And in folk here, island of sardinia. And in folk medicine, this is a flower that doctors medicine, this is a flower that doctors were giving to patients to chew on to were giving to patients to chew on to numb the mouth. It's called the numb the mouth. It's called the toothache plant. And when I was rounding toothache plant. And when I was rounding out this formula with our researchers, out this formula with our researchers, we felt that this made such sense to add we felt that this made such sense to add in to help the body on a cellular level, in to help the body on a cellular level, on a muscle skeletal level stay strong on a muscle skeletal level stay strong and vibrant. So resolve stacked with BPC and vibrant. So resolve stacked with BPC or any of the BPCs, but specifically BPC or any of the BPCs, but specifically BPC plus PA is going to be your onetwo punch plus PA is going to be your onetwo punch in terms of high ceiling, high reward, in terms of high ceiling, high reward, and minimal capsules. So, for those and minimal capsules. So, for those listening and you're like, "Listen, I listening and you're like, "Listen, I

I'm not here to pop pills all day. We're I'm not here to pop pills all day. We're we're really identifying ingredients we're really identifying ingredients that are providing a lot of punch but that are providing a lot of punch but don't require a lot of space or a lot of don't require a lot of space or a lot of capsules to deliver the the research capsules to deliver the the research dose." Well, I don't know. I mean, in my dose." Well, I don't know. I mean, in my clinic, people walk in with like bags of clinic, people walk in with like bags of supplements. I don't think they're supplements. I don't think they're really worried about how many pills really worried about how many pills they're popping. Although, they're they're popping. Although, they're wasting a lot of money is what I tell wasting a lot of money is what I tell people. like you know the most important people. like you know the most important supplement you need is the one you need supplement you need is the one you need like don't take them all you don't need like don't take them all you don't need them all so that's why sometimes it them all so that's why sometimes it helps just tailoring that that protocol helps just tailoring that that protocol so that's awesome so BPC157 so that's awesome so BPC157 plus PA that is a formula comprehensive plus PA that is a formula comprehensive formula that is under the healthy brand formula that is under the healthy brand you can find that in the show notes plus you can find that in the show notes plus the resolve which I said in the the resolve which I said in the beginning is like one of my favorite it beginning is like one of my favorite it fits everywhere it really does it's a fits everywhere it really does it's a very unique formula to get the very unique formula to get the inflammation under control. And you had inflammation under control. And you had said SPMs a few times, just for the said SPMs a few times, just for the listeners, those are called specialized listeners, those are called specialized pro-resolving mediators. And those are pro-resolving mediators. And those are derived from the good fats that you take derived from the good fats that you take in. The issue is we're not always in. The issue is we're not always producing these little converting producing these little converting factors called hydroxilated mediators.

factors called hydroxilated mediators. So that's really what's in these SPMs. So that's really what's in these SPMs. helps us convert the good fats that we helps us convert the good fats that we ingest into pathways of specialized ingest into pathways of specialized inflammation resolution and there's all inflammation resolution and there's all different pathways like marrison and all different pathways like marrison and all that. So it just depends on what you that. So it just depends on what you need and your body figures it out. So need and your body figures it out. So SPMs I think a couple years back it was SPMs I think a couple years back it was like four years back maybe even five like four years back maybe even five when when the pandemic hit that they when when the pandemic hit that they came out and I was like this is a game came out and I was like this is a game changer in our industry and I love SPMs.

changer in our industry and I love SPMs. I use them in a lot of my protocols. So, I use them in a lot of my protocols. So, I was really excited to see the I was really excited to see the pro-resolving mediators that were put pro-resolving mediators that were put within uh your formulas. So, really within uh your formulas. So, really appreciate that.

appreciate that. All right, let's move on to brain and um All right, let's move on to brain and um neurodeenerative disease because I think neurodeenerative disease because I think let's just go down the cholesterol path let's just go down the cholesterol path real quick. We talked about cholesterol real quick. We talked about cholesterol in the beginning. I had Dr. Richard in the beginning. I had Dr. Richard Silva on uh he's a functional medicine Silva on uh he's a functional medicine practitioner Dio in Florida and you know practitioner Dio in Florida and you know he's he started out in the cardioabolic he's he started out in the cardioabolic space really heavily and what he saw was space really heavily and what he saw was the way that we were testing cholesterol the way that we were testing cholesterol you know and he talks about it all you know and he talks about it all through the podcast brilliant podcast so through the podcast brilliant podcast so as last episode but you know he really as last episode but you know he really measures the the uh particles that measures the the uh particles that matter like apo apo and LP little a matter like apo apo and LP little a which is the number of particle sizes which is the number of particle sizes and the oxidized LDL and the oxidized LDL etc. He's like, "That's your etc. He's like, "That's your cardiovascular risk." He's like, cardiovascular risk." He's like, "Everything else maybe triglycerides and "Everything else maybe triglycerides and low HDL and that combination." He said, low HDL and that combination." He said, "But really cholesterol can be "But really cholesterol can be influenced by food within 4 hours. So, influenced by food within 4 hours. So, you want to make sure you're fasting, you want to make sure you're fasting, etc." point to that saying is he really etc." point to that saying is he really believes statins have a huge impact on believes statins have a huge impact on brain and depleting the brain over long brain and depleting the brain over long periods of time because

we know that periods of time because we know that cholesterol cholesterol cholesterol is the majority of the brain, the is the majority of the brain, the majority of the myelin sheath between majority of the myelin sheath between neurotransmitters.

neurotransmitters. neurotransmitters. I know you have some incredible formulas I know you have some incredible formulas and I want to hear about these for men and I want to hear about these for men that may be experiencing because one of that may be experiencing because one of Dr. Silva's top three things that he Dr. Silva's top three things that he talked about that all men should look talked about that all men should look at. He said number one, mobility and at. He said number one, mobility and walking. If you're losing your mobility walking. If you're losing your mobility and ability to walk, he's like, you're and ability to walk, he's like, you're already declining. The second thing was already declining. The second thing was mind. He's like, forgetfulness, not mind. He's like, forgetfulness, not remembering where you put your keys. So, remembering where you put your keys. So, let's talk about that. Let's talk about let's talk about that. Let's talk about the impact of brain, men, longevity, and the impact of brain, men, longevity, and peptides go. Huge. Yeah. Big area. And peptides go. Huge. Yeah. Big area. And one of the areas I also like to say we one of the areas I also like to say we should be starting with because if you should be starting with because if you don't have the brain energy, if you don't have the brain energy, if you don't have the ability to focus and lock don't have the ability to focus and lock in, in, in, everything we're going to talk about everything we're going to talk about isn't going to be as impactful. So, a isn't going to be as impactful. So, a couple of things that we're going to hit couple of things that we're going to hit on is those big concepts. And if you're on is those big concepts. And if you're not waking up feeling refreshed, you're not waking up feeling refreshed, you're crashing in the afternoon, crashing in the afternoon, you're not going to be willing to leave you're not going to be willing to leave the couch. So, what are some things we the couch. So, what are some things we can bring to you that are designed to can bring to you that are designed to work fast? lift the fog and then propel work fast? lift the fog and then propel you forward. And we could start with I you forward. And we could start with I think some some bigger bigger bucket think some some bigger bigger bucket themes. So brain energy, we're going to themes. So brain energy, we're going to talk about acute and chronic focus, talk about acute and chronic focus, reduction in brain fog, motivation, but reduction in brain fog, motivation, but then within that enhancing synaptic then within that enhancing synaptic plasticity and memory function, the role plasticity and memory function, the role of the mitochondrial and neuronal of the mitochondrial and neuronal energy. These are all big buckets. How energy. These are all big buckets. How do we protect the mind, protect what we do we protect the mind, protect what we have? And then memory recall, the have? And then memory recall, the ability to re even short-term like, oh, ability to re even short-term like, oh, where is my keys? What was that person's where is my keys? What was that person's name? These are major areas that we we name? These are major areas that we we can protect and prevent. I need all of can protect and prevent. I need all of this. Let's go check, check, check.

this. Let's go check, check, check. Right. He's always like, why can't you Right. He's always like, why can't you ever remember where you put your coffee ever remember where you put your coffee cup? I'm like, I don't know. Like, I cup? I'm like, I don't know. Like, I just Yeah, I'm I'm with you. And what just Yeah, I'm I'm with you. And what are many people turning to right now?

are many people turning to right now? Caffeine, Caffeine, Caffeine, right? coffee, energy drinks, and the right? coffee, energy drinks, and the data that's coming out is pretty data that's coming out is pretty eyeopening. About 60% of us are either eyeopening. About 60% of us are either slow or fast metabolizers. So, we're slow or fast metabolizers. So, we're turning to caffeine. And some of us are turning to caffeine. And some of us are such fast metabolizers, we get none of such fast metabolizers, we get none of the benefit. And those listening, right, the benefit. And those listening, right, if you're drinking coffee all day and if you're drinking coffee all day and it's just therapeutic, that that's you.

it's just therapeutic, that that's you. And then if you're like my wife, for And then if you're like my wife, for example, who drinks caffeine past 10:00 example, who drinks caffeine past 10:00 a.m. because you know you're going to be a.m. because you know you're going to be up all night, that you're a slow up all night, that you're a slow metabolizer. That's 60%. And then we metabolizer. That's 60%. And then we haven't even talked about the amount of haven't even talked about the amount of people who have this genetic issue with people who have this genetic issue with caffeine, but yet it's what we all turn caffeine, but yet it's what we all turn to. So a couple of the researchers on to. So a couple of the researchers on our team found through their discovery our team found

through their discovery network different metabolites that network different metabolites that caffeine convert into in the body. And caffeine convert into in the body. And what they saw was that 80% of caffeine what they saw was that 80% of caffeine is converting into something called is converting into something called parisanthine.

parisanthine. parisanthine.

Sleep, Serenity, and Recovery

And then in a lab setting they said well And then in a lab setting they said well if we could just cleave off isolate if we could just cleave off isolate parisanthine and deliver that what parisanthine and deliver that what happens?

happens? happens? The big takeaways on a one dose The big takeaways on a one dose administration is that you override it administration is that you override it if you're a slower or fast metabolizer if you're a slower or fast metabolizer and you bundled all the benefit without and you bundled all the benefit without all the downsides that sometimes all the downsides that sometimes caffeine can bring, the jitters, the caffeine can bring, the jitters, the crash or the buildup intolerance. So crash or the buildup intolerance. So parisanthine in its pure form is an parisanthine in its pure form is an incredible therapeutic agent. But then incredible therapeutic agent. But then we look at other things that that help we look at other things that that help the brain rewire for success. the the brain rewire for success. the serotonin, the dopamine, and we look at serotonin, the dopamine, and we look at things like alphagpc, right, for the things like alphagpc, right, for the choline doning, things like an choline doning, things like an acetylene, acetylene, acetylene, even althanine in a low dose can help even althanine in a low dose can help balance the brain waves. And these are balance the brain waves. And these are all things we put into something called all things we put into something called brain boost.

brain boost. Works within 20 minutes or less, but Works within 20 minutes or less, but it's there. You can use a day-to-day, it's there. You can use a day-to-day, but that really helps elevate the mind but that really helps elevate the mind to give you the edge without feeling to give you the edge without feeling wired or that you're on something. But wired or that you're on something. But to me, it kind of just sets the tone for to me, it kind of just sets the tone for bigger and better things to happen. You bigger and better things to happen. You could do it preworkout. You could even could do it preworkout. You could even do it when you're hung over, right? It's do it when you're hung over, right? It's anytime your brain needs that boost, anytime your brain needs that boost, it's a formula you can turn to.

it's a formula you can turn to. But then when we get into the weeds of But then when we get into the weeds of the memory recall, right, then you we the memory recall, right, then you we start to think about what are these start to think about what are these stacks? So you got the brain boost for stacks? So you got the brain boost for when you need the boost, but then we when you need the boost, but then we have something called neurovity and have something called neurovity and neurogvity is really there to help with neurogvity is really there to help with the signaling. You know, we have organic the signaling. You know, we have organic lion's mane, which is in both of these lion's mane, which is in both of these formulas, but then urodine and you got formulas, but then urodine and you got ergoionine, which this whole ergoionine, which this whole mitochondrial connection is incredible.

mitochondrial connection is incredible. But ergoing and you're going to hear But ergoing and you're going to hear about a newcomer because what we found about a newcomer because what we found out recently and rodeiola is in a lot of out recently and rodeiola is in a lot of vitamins right now. Rodeiola just was vitamins right now. Rodeiola just was added to the endangered species list. So added to the endangered species list. So through some of our uh companies that do through some of our uh companies that do a lot of the research and ingredient a lot of the research and ingredient creation through natural fermentation.

creation through natural fermentation. They were able to isolate something They were able to isolate something called salithside which is occurring in called salithside which is occurring in one it's a 1% occurrence in rodeiola but one it's a 1% occurrence in rodeiola but it's really there to do the heavy it's really there to do the heavy lifting of the the neurological and lifting of the the neurological and stress and fatigue adaptogenic ability stress and fatigue adaptogenic ability of rodeiola and they were able to mega of rodeiola and they were able to mega dose from a 1% occurrence to be 99% pure dose from a 1% occurrence to be 99% pure cylithide. So that's also in neurogvity

cylithide. So that's also in neurogvity and really really unique when you start and really really unique when you start getting into these higher levels of getting into these higher levels of these bioactives that's where you're these bioactives that's where you're getting this response this feel um and getting this response this feel um and with the brain that that's what you want with the brain that that's what you want right and especially the whole cylithine right and especially the whole cylithine stacking um and even the there there's a stacking um and even the there there's a peptide dhexa in there really there to peptide dhexa in there really there to help rewire the brain and even acutely help rewire the brain and even acutely or the more you take it the better it is or the more you take it the better it is on both of these formulas but really on both of these formulas but really powerful combinations for an area that powerful combinations for an area that we we all need sometimes a little help we we all need sometimes a little help with. Yeah, absolutely. And it's, you with. Yeah, absolutely. And it's, you know, what I tell people is your habits know, what I tell people is your habits today set you up for your future.

today set you up for your future. They're not for tomorrow. They're for 10 They're not for tomorrow. They're for 10 years. You know, I tell my kids that.

years. You know, I tell my kids that. I'm like, the stuff that you do today, I'm like, the stuff that you do today, how you fuel your body, it's for a how you fuel your body, it's for a decade from now. So, you know, you're decade from now. So, you know, you're not fueling for just right now. And so, not fueling for just right now. And so, this is really something that men need this is really something that men need to think about, especially people that to think about, especially people that are taking a statin. We know the are taking a statin. We know the neurological impact of those things.

neurological impact of those things. People that work around chemicals, People that work around chemicals, people that have had head injuries. I people that have had head injuries. I mean, all of this athletes. How many mean, all of this athletes. How many athletes do you know, Michael, that have athletes do you know, Michael, that have had a concussion or several? Yeah. We we had a concussion or several? Yeah. We we we take that part and they're like, "Oh, we take that part and they're like, "Oh, yeah. They're out six weeks on a yeah. They're out six weeks on a recovery pro. What are they doing?

recovery pro. What are they doing? Nothing. They're doing nothing." And so, Nothing. They're doing nothing." And so, it's really important that we start it's really important that we start talking about this in the industry that talking about this in the industry that postconussion syndrome is a real thing.

postconussion syndrome is a real thing. We need to address the injury just like We need to address the injury just like a broken leg. You can get a broken a broken leg. You can get a broken brain. And with athletes, especially if brain. And with athletes, especially if you've had an head injury, you need to you've had an head injury, you need to do things that are going to build the do things that are going to build the brain. The brain loves water, fat, and brain. The brain loves water, fat, and food. You know, it needs food. You know, it needs neuroplasticity, communication between neuroplasticity, communication between the neurotransmitters, and that's what the neurotransmitters, and that's what these formulas do. And then yes, there's these formulas do. And then yes, there's general enhancement as our brain ages.

general enhancement as our brain ages. And you know, we we lose that And you know, we we lose that neuroplasticity naturally. It doesn't neuroplasticity naturally. It doesn't have to be as catastrophic as we're have to be as catastrophic as we're seeing. Add on a bunch of medications seeing. Add on a bunch of medications that deplete the body of nutrition and that deplete the body of nutrition and interfere with the milein sheath interfere with the milein sheath regeneration of cholesterol.

regeneration of cholesterol. It's a perfect storm. So, we really need It's a perfect storm. So, we really need to be paying attention. It's not sexy, to be paying attention. It's not sexy, right? Brain health. Everyone's like, right? Brain health. Everyone's like, "Oh, we'll just skip right over that, "Oh, we'll just skip right over that, you know." So, but for men, this is a you know." So, but for men, this is a huge chronic disease risk. Absolutely.

huge chronic disease risk. Absolutely. Yeah. Well, and especially the Yeah. Well, and especially the connection with sleeping, right? I think connection with sleeping, right? I think if all of us just really honestly had a if all of us

just really honestly had a conversation with ourselves, how many conversation with ourselves, how many people feel like they're sleeping people feel like they're sleeping adequately like that? That's where we're adequately like that? That's where we're repairing and regenerating at the repairing and regenerating at the greatest point and and sleep I think is greatest point and and sleep I think is starting to become more and more of the starting to become more and more of the conversation with its correlation with conversation with its correlation with longevity.

longevity. longevity. Well, talk about serenity a little bit Well, talk about serenity a little bit because that's one of your formulas. because that's one of your formulas.

Yeah. Yeah. So serenity and then even Yeah. Yeah. So serenity and then even the serenity PM which we're now calling the serenity PM which we're now calling sleep jeevity is there to so you got sleep jeevity is there to so you got serenity is your 24/7 support things serenity is your 24/7 support things that are fast acting working 20 minutes that are fast acting working 20 minutes or less to allow you to have that or less to allow you to have that natural chill pill right we we are all natural chill pill right we we are all faced with different levels of stress faced with different levels of stress every day some are we have control over every day some are we have control over some we don't have something naturally some we don't have something naturally that we can utilize things that have that we can utilize things that have dihydrohino that are fast acting acting dihydrohino that are fast acting acting to help modulate GABA. Saffron, which is to help modulate GABA. Saffron, which is not only great for GABA, and hitting on not only great for GABA, and hitting on things like anxiety support, even things like anxiety support, even depression support, but that's going to depression support, but that's going to play a role. There's even holy basil in play a role. There's even holy basil in there that's going to help modulate some there that's going to help modulate some of those neurotransmitters. Athenine, of those neurotransmitters. Athenine, another great adaptogenic cortisol another great adaptogenic cortisol levels. But we're even seeing this whole levels. But we're even seeing this whole gut brain communication network. And gut brain communication network. And there's precision probiotics being there's precision probiotics being discovered. In this case, the discovered. In this case, the Alplantarum 815 that's helping the body Alplantarum 815 that's helping the body support healthy production of GABA support healthy production of GABA throughout the day rather than this throughout the day rather than this supplemental spike and crash. So that's supplemental spike and crash. So that's your foundation that we call serenity.

your foundation that we call serenity. And then the sleepvity version taps into And then the sleepvity version taps into a brand new peptide that is going to a brand new peptide that is going to enhance not only the body's ability to enhance not only the body's ability to get asleep, but lengthening every phase get asleep, but lengthening every phase of sleep while improving sleep score on of sleep while improving sleep score on dose one.

dose one. It's melatonin free for those that are It's melatonin free for those that are listening that don't do well with listening that don't do well with melatonin, but we're tapping into melatonin, but we're tapping into elptophan as a way to uh help the body's elptophan as a way to uh help the body's ability to quiet the mind, you know, or ability to quiet the mind, you know, or if you're who I call stressedwired and if you're who I call stressedwired and tired where you're laying in bed, your tired where you're laying in bed, your mind's racing everything you did or mind's racing everything you did or didn't do throughout the day that just didn't do throughout the day that just passed, but what you have on on tap passed, but what you have on on tap tomorrow. So quieting the mind, allowing tomorrow. So quieting the mind, allowing the body to get to sleep, but then the body to get to sleep, but then enhancing the deep sleep and then waking enhancing the deep sleep and then waking up feeling refreshed and not groggy, up feeling refreshed and not groggy, which is another area of importance for which is another area of importance for many. But really setting ourselves up many. But really setting ourselves up for a great day ahead, right? That's the for a great day ahead, right? That's the importance of sleep. That's where our importance of sleep. That's where our body is going to repair, regenerate, and body is going to repair, regenerate, and get ready for whatever's uh laying get ready for whatever's uh laying ahead. Yeah, absolutely. And I love that ahead. Yeah, absolutely. And I love that it's um melatonin free cuz people some it's um melatonin free cuz people some people don't do well with melatonin people don't do well with melatonin uh as a sleep aid. You know, I normally uh as a sleep aid. You know, I normally think it's because their other hormones think it's because their other hormones are imbalanced, but uh I know that I use are imbalanced, but uh I know that I use it in high doses for people that have it in high doses for people that have inflammation during the day. So, it's inflammation during the day. So, it's not it's not, you know, we have to stop not it's not, you know, we have to stop compartmentalizing, I think, in our compartmentalizing, I think, in our

brains that something that says serenity brains that something that says serenity is for sleep. It's for circadian rhythm is for sleep. It's for circadian rhythm reset, for the body's natural rhythm to reset, for the body's natural rhythm to find itself. And that's going to impact find itself. And that's going to impact your heart, your blood pressure, your your heart, your blood pressure, your digestion, your hormones, your digestion, your hormones, your neurotransmitter response. Like, it's neurotransmitter response. Like, it's really important that we don't take the really important that we don't take the alopathic model of compartmentalizing alopathic model of compartmentalizing health and look at whole body. So, I health and look at whole body. So, I love the serenity. So, I'm hearing that love the serenity. So, I'm hearing that for the day as a natural kind of like for the day as a natural kind of like reset your response, right? And then reset your response, right? And then during the night, if you do need during the night, if you do need something to help fall asleep, stay something to help fall asleep, stay asleep, and expand those healing ranges asleep, and expand those healing ranges that we have within our sleep patterns that we have within our sleep patterns that we know of, this can support those that we know of, this can support those things. So, love that. Um, last thing, things. So, love that. Um, last thing, we're going to talk about cardiovascular we're going to talk about cardiovascular health, heart health, vascular. I think health, heart health, vascular.

Cardiovascular Health and NAD Support

I think this kind of plays into everything, but this kind of plays into everything, but I chose these things. Then I have two I chose these things. Then I have two questions about just giving some guys um questions about just giving some guys um some gym tips cuz I like your prime some gym tips cuz I like your prime strength. So I do want to talk about strength. So I do want to talk about that a little bit. But let's talk about that a little bit. But let's talk about cardiovascular health and risk and what cardiovascular health and risk and what you have come up with over there at you have come up with over there at health jevity. Yeah, this is an area you health jevity. Yeah, this is an area you know even coming out of COVID and and know even coming out of COVID and and seeing all the chronic disease all over seeing all the chronic disease all over the US and all over the world, heart the US and all over the world, heart disease still comes up as a leading disease still comes up as a leading cause of death. So when we analyzed cause of death. So when we analyzed emerging literature and identified okay emerging literature and identified okay if we're going to make the most robust if we're going to make the most robust three capsule formula what are some of three capsule formula what are some of those musthaves right we start thinking those musthaves right we start thinking about we talked to our doctors right about we talked to our doctors right that are doing advanced blood chemistry that are doing advanced blood chemistry we know that elevated lipids and we know that elevated lipids and hypertension right up there but hypertension right up there but especially coming out of co another big especially coming out of co another big word that was coming up was the word that was coming up was the endothelial glyicoalix and the endothelial glyicoalix and the glyicoalix that could be so easily glyicoalix that could be so easily destroyed or damaged age can be just as destroyed or damaged age can be just as easily rebuilt, right? This security easily rebuilt, right? This security card of all our vessels and card of all our vessels and microvascular system. Then we look at microvascular system. Then we look at circulation. We look at things like circulation. We look at things like nitric oxide. These are all big buckets nitric oxide. These are all big buckets in and you know another big thing as a in and you know another big thing as a longevity company is we're believed to longevity company is we're believed to be as young as our vessels. So how do we be as young as our vessels. So how do we really hit on all the above in one really hit on all the above in one formula? And so we looked at what a lot formula? And so we looked at what a lot of our providers were using for this of our providers were using for this group. Right? You're going to hear about group. Right? You're going to hear about things like bergamont come up, CoQ10 things like bergamont come up, CoQ10 come up. So those both are in there. But come up. So those both are in there. But there was another emerging area with we there was another emerging area with we saw as vascular aging connected with NAD saw as vascular aging connected with NAD decline and a really unique ingredient decline and a really unique ingredient that we were one of the first to utilize that we were one of the first to utilize and the researcher and discover of the and the researcher and discover of the ingredient Dr. Hector Lopez um helped ingredient Dr. Hector Lopez um helped put this formula together is called put this formula together is called NAD3. And that's really on a cellular NAD3. And that's really on a cellular level playing offense and defense level playing offense and defense helping identify the root cause of NAD helping identify the root cause of NAD depletion while putting the body in the depletion while putting the body in the cellular level in a position to create cellular level in a position to create more NAD. We stack the NAD3 with more NAD. We stack the NAD3 with niainamide as the next component to this niainamide as the next component to this formula. Then we looked at well

CoQ10's formula. Then we looked at well CoQ10's great many people are already on it but great many people are already on it but there's absorption concerns. So, out of there's absorption concerns. So, out of Europe, there was a unique ingredient Europe, there was a unique ingredient that's binding CoQ10 with collagen that's binding CoQ10 with collagen peptides. And what really won me over peptides. And what really won me over was they took this powder, put it in a was they took this powder, put it in a cup of water, and put their hands up. We cup of water, and put their hands up. We didn't touch the cup. Within seconds, it didn't touch the cup. Within seconds, it took over, dispensed throughout the took over, dispensed throughout the entire glass of water. This peptide entire glass of water. This peptide matrix with bound to the CoQ10 to matrix with bound to the CoQ10 to facilitate absorption into the facilitate absorption into the bloodstream was so critical. And at 300 bloodstream was so critical. And at 300 milligrams that was a really important milligrams that was a really important dose for our doctors to be at. Then dose for our doctors to be at. Then from there we look at nitric oxide and a lot there we look at nitric oxide and a lot of our providers are doing the nitric of our providers are doing the nitric oxide test strips um seeing what what oxide test strips um seeing what what you could do and there was a botanical you could do and there was a botanical combination of moringa, black ginger and combination of moringa, black ginger and pomegranate that had multiple human pomegranate that had multiple human studies for acute and long-term nitric studies for acute and long-term nitric oxide production. And so we layered that oxide production. And so we layered that in there. um seaweed utilization uh for in there. um seaweed utilization uh for fo as fcoidin for the glycoalix. Now we fo as fcoidin for the glycoalix. Now we start getting into the real undertones start getting into the real undertones of the capillary microvascular network of the capillary microvascular network which so many people forget about which so many people forget about because there's they're on so many because there's they're on so many things they're reading about it hearing things they're reading about it hearing about so many other things but this is about so many other things but this is where we start really hitting on where we start really hitting on circulation and all thing that that come circulation and all thing that that come with it. So the fcoid in there to with it. So the fcoid in there to support and repair and regenerate the support and repair and regenerate the glycoalix is in there. ACE inhibiting glycoalix is in there. ACE inhibiting peptides right you said earlier we stack peptides right you said earlier we stack these bioactives with peptides to create these bioactives with peptides to create these unique blends pept for blood flow these unique blends pept for blood flow throughout the body is in there and then throughout the body is in there and then last but not least nanocinase for last but not least nanocinase for fibbrronogen for spike protein. This is fibbrronogen for spike protein. This is really a formula that's hitting on all really a formula that's hitting on all the angles for root cause support and the angles for root cause support and again a big one. So whether you're, you again a big one. So whether you're, you know, prevention or you're already there know, prevention or you're already there and you're looking to get out of the and you're looking to get out of the hole or even our athletes that's looking hole or even our athletes that's looking at blood flow and oxygen to the lungs, at blood flow and oxygen to the lungs, right? This is hitting on a lot of those right? This is hitting on a lot of those big buckets that many of us have as big buckets that many of us have as goals short and long term, right? And goals short and long term, right? And even blood flow for recovery. So it's even blood flow for recovery. So it's one of the things I tell people like you one of the things I tell people like you know your cardio NAD is really about know your cardio NAD is really about vascular health and blood flow to the vascular health and blood flow to the right areas at the right times. That's right areas at the right times. That's what keeps us alive. So if you have an what keeps us alive. So if you have an injury and it's in chronic inflammation, injury and it's in chronic inflammation, you're using the BPC with PA and you're you're using the BPC with PA and you're using the resolve and you're getting using the resolve and you're getting that down. The next stack would be that down. The next stack would be cardio NAD. Let's get some blood flow to cardio NAD. Let's get some blood flow to the area, you know. So, I think um I the area, you know. So, I think um I love how all of your formulas just come love how all of your formulas just come together as this synergistic protocol.

together as this synergistic protocol. You know, if if guys would just come You know, if if guys would just come into this podcast, listen, and start to into this podcast, listen, and start to build these stacks for their health and build these stacks for their health and put away the 40 supplements that they're put away the 40 supplements that they're taking, you know, besides a good taking, you know, besides a good multivitamin and maybe some extra multivitamin and maybe some extra magnesium and some zinc here and there, magnesium and some zinc here and there, probiotic to time to time. Um, you know, probiotic to time to time. Um, you know, you can really benefit from the you can really benefit from the synergistic blends that you've put synergistic blends that you've put together because it does encompass all together because it does encompass all the neutrauticals for what they're the neutrauticals for what they're targeting. And these can be done targeting. And these can be done

therapeutically. Like they should be therapeutically. Like they should be building their apothecary, you know, building their apothecary, you know, like people call me and say, "I need to like people call me and say, "I need to do them. Like, what do you have?" And do them. Like, what do you have?" And they're like, "Well, nothing." I'm like, they're like, "Well, nothing." I'm like, "Well, that doesn't help me." Like, you "Well, that doesn't help me." Like, you got to have things on hand, you know?

got to have things on hand, you know? So, build this apothecary. It doesn't So, build this apothecary. It doesn't mean you have to take BPC every day, but mean you have to take BPC every day, but I always have um I build a peptide stack I always have um I build a peptide stack with my um Vitaboom box with your BPC.

with my um Vitaboom box with your BPC. The longevity The longevity um which I love. We should talk a little um which I love. We should talk a little bit about longevity, too. But all of bit about longevity, too. But all of these things are so important. So, to these things are so important. So, to finish up, let's give men just what finish up, let's give men just what they're probably listening for. Like, they're probably listening for. Like, what are some things that could enhance what are some things that could enhance some muscle growth? Talk to me about some muscle growth? Talk to me about your kind of muscle enhancement your kind of muscle enhancement performance performance performance peptide blends. Yeah. Uh, it's going to peptide blends. Yeah. Uh, it's going to start with an incredible peptide, start with an incredible peptide, naturerived pept. We were the first to naturerived pept. We were the first to bring this into the US in the bring this into the US in the practitioner side three years ago and practitioner side three years ago and what we saw even there's no human what we saw even there's no human studies published yet. We had some studies published yet.

Strength, Muscle Growth, and Prime Strength

We had some pre-clinical but now what we're seeing pre-clinical but now what we're seeing is that this is a peptide at 2.4 g is that this is a peptide at 2.4 g that's going to enhance muscle protein that's going to enhance muscle protein synthesis um outperforming the gold synthesis um outperforming the gold standard which was milk-based peptides.

standard which was milk-based peptides. It's going to support fast and slow It's going to support fast and slow twitch muscle fiber. It's going to twitch muscle fiber. It's going to support healthier release of support healthier release of inflammation post exercise. But now inflammation post exercise. But now we're seeing strength, performance, and we're seeing strength, performance, and even bone density all from this peptide.

even bone density all from this peptide. And that's what's in a capsule version And that's what's in a capsule version that we call longevity. And it's in a that we call longevity. And it's in a powder that we call prime strength. But powder that we call prime strength. But it's a great peptide regardless of where it's a great peptide regardless of where you are in age, male or female, uh, you are in age, male or female, uh, active or not active, right? We even saw active or not active, right? We even saw this being studied with hospitalized bed this being studied with hospitalized bed bedridden patients that can't move and bedridden patients that can't move and maintaining the muscle they have there.

maintaining the muscle they have there. But muscle is the predictor of of aging But muscle is the predictor of of aging or one of the main predictors. So or one of the main predictors. So whether it's age related muscle loss or whether it's age related muscle loss or immune related muscle issues or immune related muscle issues or prescription related issues or you're an prescription related issues or you're an athlete or a weakened warrior, this this athlete or a weakened warrior, this this is for you. Yeah. And honestly strength is for you. Yeah. And honestly strength as well. Another of the pillars that Dr.

as well. Another of the pillars that Dr. Silva talked about. He said if you're a Silva talked about. He said if you're a man and you're losing strength, it's a man and you're losing strength, it's a sign that there's something going on. I sign that there's something going on. I thought that was really interesting. And thought that was really interesting. And actually, I looked up some studies after actually, I looked up some studies after the podcast. It's one of the the top the podcast. It's one of the the top indicators um for basically overall indicators um for basically overall cellular aging and the risk of cellular aging and the risk of neurodeenerative disease is loss of neurodeenerative disease is

loss of strength. Even more so than loss of ma strength. Even more so than loss of ma muscle mass. Isn't that interesting?

muscle mass. Isn't that interesting? Because you can lose some muscle mass Because you can lose some muscle mass and still retain your strength. You can and still retain your strength. You can still be strong at whatever mass you're still be strong at whatever mass you're at. What is the difference between the at. What is the difference between the prime strength and the longevity? Is it prime strength and the longevity? Is it just the delivery system or is there just the delivery system or is there more to the prime strength and then it more to the prime strength and then it looks like you have two formulas. Uh looks like you have two formulas. Uh one's um a new one, a 2.0. So what's one's um a new one, a 2.0. So what's what's coming up here? Yeah. So not what's coming up here? Yeah. So not knowing when this is going to air. Most knowing when this is going to air. Most likely the 2.0 will be the one out. And likely the 2.0 will be the one out. And so Prime Strength is a dual peptide so Prime Strength is a dual peptide powder, unflavored, unsweetened. It's powder, unflavored, unsweetened. It's literally raw materials blended together literally raw materials blended together designed to enhance any other beverage designed to enhance any other beverage carrying the flavor. So that could be carrying the flavor. So that could be your protein shake, your smoothie, your your protein shake, your smoothie, your fruit and veggies, your coffee. But this fruit and veggies, your coffee. But this is powerful. 5 g of creatine. There's is powerful. 5 g of creatine. There's just more and more data coming out on just more and more data coming out on the role of creatine and a variety of the role of creatine and a variety of different health areas, especially different health areas, especially longevity. So we couldn't ignore that.

longevity. So we couldn't ignore that. Creatine's in here, the 2.4 gram of Creatine's in here, the 2.4 gram of Peprong, torine, glutamine, and then in Peprong, torine, glutamine, and then in the 2.0, know we're featuring dilucine the 2.0, know we're featuring dilucine which is the deptide form of leucine which is the deptide form of leucine really really on a global level really really on a global level impressive studies this is the first impressive studies this is the first time you're hearing about dilucine it's time you're hearing about dilucine it's increasing muscle protein synthesis increasing muscle protein synthesis greater than leucine which is hard to do greater than leucine which is hard to do increasing strength both leg press and increasing strength both leg press and bench press compared to placebo bench press compared to placebo dilucine will aid in gains in upper and dilucine will aid in gains in upper and lower strength it's going to support lower strength it's going to support muscle endurance compared to leucine muscle endurance compared to leucine head-to-head. And dilucine gets absorbed head-to-head. And dilucine gets absorbed faster and lasts longer than leucine, faster and lasts longer than leucine, which is the gold standard, right? So which is the gold standard, right? So that powder is going to be stacked 2 g that powder is going to be stacked 2 g of dilucine with the 2.4 g of peptrong.

of dilucine with the 2.4 g of peptrong. So you're getting two different peptides So you're getting two different peptides in that base. And then on the capsule in that base. And then on the capsule side you have the peptrong and pept side you have the peptrong and pept again dual peptides with jinsenocide RG1 again dual peptides with jinsenocide RG1 which is synactive at 100 milligrams.

which is synactive at 100 milligrams. That's going to hit on the uh the That's going to hit on the uh the scinsesscent cell burden within the scinsesscent cell burden within the muscle that can inhibit gains. So those muscle that can inhibit gains. So those are cells that donate apoptos. They have are cells that donate apoptos. They have no function. They drive inflammaging. Um no function. They drive inflammaging. Um so 100 milligrams hefty dose for stamina so 100 milligrams hefty dose for stamina repair endurance and recovery. and the repair endurance and recovery. and the estragulus genenocide RB1 which is estragulus genenocide RB1 which is estrogen for the gut muscle connection estrogen for the gut muscle connection and that's what's going to be on the and that's what's going to be on the capsule side. So, some are utilizing capsule side. So, some are utilizing both. On days they want capsules, both. On days they want capsules, they'll do that. On days they have pill they'll do that. On days they have pill Very cool. Very cool. I love it. So, so Very cool. Very cool. I love it. So, so many things, even new delivery systems.

many things, even new delivery systems. Amazing. So, guys, all of the links that Amazing. So, guys, all of the links that he's talking about with the products are he's talking about with the products are in the show notes. Feel free to go look in the show notes. Feel free to go look around. I've made a special coupon for around. I've made a special

coupon for people that want to purchase these if people that want to purchase these if they want to start them. If you need any they want to start them. If you need any help, please reach out. And Michael, um, help, please reach out. And Michael, um, do you want to leave us with any parting do you want to leave us with any parting words or anything that you feel that words or anything that you feel that this audience, men in general who are this audience, men in general who are looking for effective change in their looking for effective change in their health, what what parting words do you health, what what parting words do you want to leave them with?

want to leave them with? Age is just a number. Genetics is only a Age is just a number. Genetics is only a piece of the story. And we are in piece of the story. And we are in control no matter how late in we start control no matter how late in we start from making healthier choices.

from making healthier choices. If you even just start today to move a If you even just start today to move a little bit more, read a little bit more, little bit more, read a little bit more, pray a little bit more, your body is pray a little bit more, your body is capable of so much incredible capable of so much incredible areas that are going to change your life areas that are going to change your life for the better. So, you could be this for the better. So, you could be this advanced supplement user and listener of advanced supplement user and listener of your show and you're going to learn your show and you're going to learn things today that are going to enhance things today that are going to enhance your outcomes. But if you're just your outcomes. But if you're just starting, trust us, starting, trust us, you you will lead a better life by you you will lead a better life by making these changes. Yeah, absolutely.

making these changes. Yeah, absolutely. Well, thank you again. Thanks for Well, thank you again. Thanks for everything you're doing in the industry. everything you're doing in the industry.

As I said, I I just think your formulas As I said, I I just think your formulas are so innovative. You're always are so innovative. You're always thinking. You always see what's coming.

thinking. You always see what's coming. So, I really appreciate all your hard So, I really appreciate all your hard work and everything that you've brought work and everything that you've brought to the forefront. So, thank you very to the forefront. So, thank you very much. Well, I thank you and thanks for much. Well, I thank you and thanks for having me and your commitment to having me and your commitment to education and supporting so many people education and supporting so many people in need. It it's it's really an honor to in need. It it's it's really an honor to be on this this episode. So, thank you.

be on this this episode. So, thank you. You're sweet. I paid you to say that. You're sweet. I paid you to say that. No, I'm just kidding. So, guys, um No, I'm just kidding. So, guys, um thanks for tuning in today. Uh if you thanks for tuning in today. Uh if you feel that you would benefit from any of feel that you would benefit from any of the formulas here, you know, absolutely the formulas here, you know, absolutely go check them out. If you feel this go check them out. If you feel this podcast would benefit someone you know podcast would benefit someone you know or love, please share it. Also subscribe or love, please share it. Also subscribe and make sure you check us out on all and make sure you check us out on all our social media channels. And Michael, our social media channels. And Michael, thanks again. We'll definitely have you thanks again. We'll definitely have you back for more topics and God bless.

back for more topics and God bless. Thank you. Have a great day. Be well, Thank you. Have a great day. Be well, everyone.