Supplement Marketing vs Clinical Healing

I think we are at a point where we need to really truly understand how important something like a supplement is as opposed to food or lifestyle because supplements are designed around very specific research and science and of course the effort of gathering the information, doing the work clinically.

a lot of us can create a dietary recommendation that really focuses on whole foods. And as long as it's organic and well, you know, well maintained whole food, we're going to experience a benefit.

We're definitely going benefit physiologically from a food. But a supplement, including probiotics or prebiotics or herbal or nutritional, they need to be designed around very specific understandings because where you see that the social media world is they say, okay, I have this, product X, and product X will transform your health.

It'll make your gut amazing or even some of the more extreme things that make our life challenging. Welcome to the resiliency method, the truth about healing.

I'm Dr. Erica and we are here to uncover the root causes keeping you stuck. Together we'll restore your energy, your focus and your resiliency so you can finally heal, regenerate and feel truly alive again.

Millions of people are buying supplements through online ads, social media influencers, and editorial content that's looked to be professional and all knowing.

And some feel a little better, maybe enough to keep buying, but feeling somewhat better is not the same as actually getting better. So, there's an entirely different and a different tier of supplements in the world of supplement themselves.

Most consumers really never see a practitioner channel where formulations and standards clinical research and therapeutic intentionality actually operate at a completely different level.

Well, welcome to the Resiliency and the Truth about Healing podcast. I'm Dr. Erica and today I am joined with Dr Shane Morris. for this conversation. The better question we're asking today is, is what's the difference between supplements designed to sell and supplements design to heal?

Together, we are going to break down the gut brain access, why your microbiome directly shapes mood, stress response, cognition, through neurological, hormonal, immune, and metabolic pathways.

We're also going to explore the hollow biome of your entire microbial ecosystem. That includes viruses, bacteria, fungi, and even beneficial parasites.

And why hunter-gatherer microbiomes are 14 times more complex than those in today's industrialized countries. And we're also unpacking how genetic testing reveals your predispositions, but your lifestyle choice is to determine whether those genes express or stay dormant, and certainly your toxicity levels do as well.

So if you've ever thought about probiotics or basically the same, I want you to listen to this episode because it's going to challenge that idea and your current thinking.

Join us. Something is happening in the supplement industry right now that we need to talk about because it's creating a problem that most people don't even know that they have.

Millions of people are discovering supplements through online ads, social media, influencers, and advertorials that are designed to look like editorial content.

And look, some of them feel like they're getting results. So that's great. A little more energy here. Some bloating that settled down for a little while.

Enough to keep them buying and enough to them in an ecosystem. But here's the uncomfortable truth that doesn't make it into those ads. Feeling somewhat better is not the same as actually getting better.

And in a world where the marketing has become so sophisticated, it's become genuinely difficult for the average consumer and sometimes even the to tell the difference between a product that is therapeutically sound and one that's simply well positioned.

The supplement industry is largely unregulated in its claims, and the barrier to launching a products is remarkably low. And the gap between what's being sold online and what is actually being validated scientifically and clinically is in many cases vast.

People are self-navigating one of the most complex biological systems on the planet, their own body, and they're armed with a targeted ad in a five-star review section.

That's a problem and it's quiet one because the harm is often not dramatic.

Introducing the Podcast and Guest

It's the missed opportunity and its senior spent on something that was never going to move the needle in any significant or meaningful way. Here's what makes that even more striking.

There is an entirely different tier of the supplement world that most consumers never see. A practitioner channel where formulation standards, clinical research, and therapeutic intentionality operate at a completely different level.

Healthcare providers, physicians, functional medicine practitioners, and integrative clinicians have access to products that were never built for a shopping cart.

And they were built outcomes, dosed in sequence with precision and designed to work within a clinical framework, not a marketing one. That distinction really matters enormously and no one is better positioned to speak to it than my guests today.

Dr. Shane Morris holds a PhD and he's a certified nutrition specialist and brings the strategic mind of an MBA to one of the most complex and exciting frontiers in modern medicine, the microbiome.

As the CEO of Stemic Formulas and Alimentum Labs, he has led this company since 1980 and Dr Morris has spent his career doing the hard, unglamorous, deeply important work of building practitioner grade formulations.

that healthcare providers can actually stand behind and get results with. While the consumer market was busy chasing trends, Dr. Morris was pioneering methods for cultivating beneficial microbes and developing products built on the kind of scientific rigor that doesn't fit neatly into an Instagram caption.

What he represents is something that the wellness world desperately needs more of. A clear line between products that are marketed and products are actually validated.

Between supplements designed to sell and supplements design to heal. Today, we're going deep into the microbiome, the gut-brain access, and what it means for mental and neurological health, a full-spectrum, holobiotic ecosystem, an overlooked link between your microbiomes and your stress response, in the frontier of epigenetics.

Woo! We've got a lot to cover. These are nuanced, important conversations and the kind that get lost in noise of the consumer market, but thrive in hands of clinicians who know how to use them.

All right. So with me today is Dr. Shane Horace. Welcome to the show. I think you have what to say is exactly what

this industry needs to hear right now.

So take it away. Let's talk about this topic here. What are some of your thoughts being in the thick of the research field? And I know you've just spent, I just know the icing or the tip of it probably and the hours you spend in a lab actually working on products.

To start us off there and tell us some about some your experience with that. Yeah, you know, it's interesting because I'm, well, pleasure to be here. And I think it is a fascinating to understand how our body works and how the microbiome works, and we can leverage this reality of getting back to health.

You mentioned all this explosion of information and social media and of course, new companies. This is, this is particular. I think we are at a point where we need to really truly understand how important something like a supplement is as opposed to food or lifestyle because supplements are designed around very specific research and science and of course the effort of gathering the information, doing the work clinically.

Whereas a lot of us can create a dietary recommendation that really focuses on whole foods and as long as it's organic and well maintained whole food, we're going to experience a benefit.

We're definitely going benefit physiologically from a food but a supplement including probiotics or prebiotics or herbal or nutritional, they need to be designed around very specific understandings because where you see the social media world is they say, okay, I have this product X and product x will transform your health.

Why Supplements Need Clinical Design

It'll make your gut or even some of the more extreme things that make our life challenging. They say, if you do these three things, you will no longer have IBS, right?

Irritable bowel syndrome. And that simply isn't an honest and straightforward. It's a manipulation of. what we do and what need to do to make things truly beneficial to the patient.

So now, when I say that, that's the public, right? It's almost like an ounce of truth, there's always a little ounce truth in everything that said, it's like there is a tiny bit that is true, but it is not really fully true.

That's a really important point. If you layer the sensational issues around some nugget of then you have this buy-in effect where people are, you know, that they can look up and say, well, there's truth to that.

So the rest of the story must also be true. And the reality is it doesn't have to be. In many instances, it isn't. There's never single, every time I look at this and now, as you mentioned, is exciting to get people to.

More interested in the wellness journey and the health. That's going to have a trickle down effect generationally. However, we must be careful about how we do it and how create not only products, but the messaging and the education around these types of products as well as protocols.

I mean, how many times have we seen, you can detox in three days. Well, again, simply not possible. Right. So we need to do it right. And we to push back against this narrative that tries to make everything simple and everything instantaneous, right?

Instant health, instant gratification. No, it takes a long time. We've had many cases in our world where, you know, type two diabetes for 10 years, having it for ten years can take two years to reverse, two to get back to a place where your body is now functioning properly.

two years is a long time for some people. They want it now. And so that's where clinicians can navigate a lot of this through their authority and their education and background and wisdom.

That's why we thrive in this, this particular niche of our industry where we'd like to want to have clinicians in the

middle of this story. Because as we tell the story and as try to get the messages out there for how a something works, why it works.

Why we do the research. why we have varying outcomes. Not everybody responds the same to every supplement. Again, that's why you don't say, take N-acetylcysteine to solve all your problems.

No, That's not absolutely true. Some people respond, some people won't. We see the same thing in the probiotic world. Take these probiotics and your gut will feel better.

No, that's not how it works. And we often see people losing faith in our world because they follow those recommendations. They don't work. Then they're lost to us as a potential person to get better, but they try, they fail, quit.

and a clinician can mitigate those outcomes and say, wait, let's look at you more personally. Let's Look at your choices. And we've invested a lot of research.

A process, you know, we were looking for the full body system to change, not just simply a symptom. You bring up a very important point when you're working with a practitioner, oftentimes You're going at trying to facilitate a healing response inside the body.

When you're buying a product just off of online, you are typically going after a symptom. Albeit you might get a result for a little while in addressing that symptom, the bodies smart, it's intelligent, and it usually needs to go deeper than just getting at a symptoms level.

And that's where healing comes in and actually working with a clinician, putting it in organized fashion. But that takes time too because We only turn over cells, you know, every 90 days.

So we have to keep on facilitating that process of healing, right? So very important. Yeah. Thank you for your… And that's precisely why we endeavored to understand the microbiome, this organ that is now a collection, it's an ecosystem of trillions of microbes, a thousand varieties.

You can think of it as a coral reef or a rain forest. It's a very dynamic system. And the reason we became so passionate about it is because of that. Awesome.

And I know that one of the areas where you guys have made a lot of progress and where it really fits in what we're seeing in our society today is the deterioration of mental health.

I also know in respect to we inside the resiliency method are advancing neurological health and function as well for practitioners that are familiar with this area, you know, we, for example, test over a hundred new reflex zones beyond where conventional testing has gone.

And so we're analyzing the body in a much deeper left and in the, the Alimentum Labs systemic formulas products are essential to us in terms of how we do that.

which is one of the reasons obviously I wanted to have you on. But I also would like to explore with you just that connection between the gut and the brain.

Dr. Shane, like most people think of, the got in the brains completely separate systems.

The Gut-Brain Axis and Mental Health

What was the moment or research that made you realize how deeply connected they actually are? And what does that mean for how we approach mental health treatment do you think today?

Yeah, it is certainly a driver of our passion into the microbiome, among others. It's central to so many functions, but

if we focus on the gut-brain axis, which is what we call it.

The gut microbes and the research is coming out daily. When you look at this system, this beautiful interconnected system where the gut, microbes communicate directly with the brain and they do it through neurological, hormonal, immune and metabolic pathways.

They shape our mood, our stress response, or cognition. And conversely, one of the ways in which this has been more specifically uncovered is when you have disturbances in the gut-brain axis via the microbiome, this can be traced back through depression, anxiety, and broader neuropsychiatric and neurological disorders.

Let me put that in a different way. When we look at the gut microbiome of people who have and are suffering from depression, anxiety, other neuropsychiatric or neurological disorders, their microbiomes look differently than people that don't have these same issues or are facing these challenges, and that's gone from animal models to humans.

you can start to see how we can dig into that, you know, do the more deep, deep of root cause analysis, for example, and say, why are these things different?

And then we've learned through the process that it's a bi-directional relationship. So if someone goes through a traumatic experience that impacts their brain, it could be something like divorce or loss of a person, that traumatic stress can change the microbiome, which means that the way your brain is behaving can alter the microbiome in a negative way.

Conversely, if your microbiomes is altered by your diet or your ability to build up a very diverse microbiom, a healthy microbioma, It will dis-regulate the brain because the microbiome through its communication I just mentioned, it uses the endocrine system.

It manufactures, triggers immune responses, neurotransmitters, cytokines. things like serotonin and dopamine and acetylcholine, it actually is the generator of these things that send the message to your brain.

So it regulates our mood and our cognitive and it's intertwined into our endocrine system, immune, metabolic, and our circadian. How does the vagus nerve tie into that too?

Can you expand on that? I can. And I want to point out, because you made a point that I really want emphasize for your listeners and for clinicians at large, we always think of the microbiome and probiotics and prebiotics as a gut-centric healing tool.

This idea of the gut-brain axis, we need to broaden the scope. The gut is central to our health, but it's not just because of health of our gut. It's because the microbiome is controlling many aspects of other organs.

affecting things like the brain. And one of the ways in which it does that is this beautiful, it's the second largest bundle of nerves in our body next to the main spinal cord.

That is the vagal nerve, where it reaches deep into the. brain and as it extends out into our. body, It actually touches every organ in the, essentially your thoracic region.

all your intestines, heart, liver, lungs, etc., and it's sensing what's going on in all these areas. And one of the really fascinating things about it is those areas tend to be populated by a microbiome.

So when you think of, yes, our stomach, or our small intestine, and our large intestine clearly have a micro biome, but oftentimes people don't think about the micro-biome that exists in our lungs.

and our oral cavity, our throat, and so on. So these are all signals to your brain and vice versa, coming from our microbiome. There's this constant communication and sensing.

When you eat, your microbiomes send signals, to you brain saying, I've got a lot of sugar coming up, protein, here's

what I'm going to do. What about the bile acids and when we break that through our choices and through various exposures, that brokenness starts changing the way our brain is receiving signals.

And that can be, it's diabolical, can very disruptive to our lives and we have not considered that organ enough. So that's why we've really focused our energy on how the microbiome works and how by changing it, it's going to change the way we perceive and achieve health and longevity.

Are you tied to treatments, protocols, and gurus who promise results but don't deliver? You're not alone. For years, I struggled with my own long-term illness and I know how frustrating it feels when nothing seems to work.

That's why I developed the resiliency method. It's a science-backed approach to combine the best of Western and ancient medicines to restore your body's natural intelligence.

Patient after patient has discovered what's possible, living stronger, brighter and more spiritually connected than ever before. Whether you're facing autoimmune issues, hormonal imbalances, weight struggles, or just feeling stuck, you don't need another quick fix.

You need a clear path forward. Take the first step with a discovery call at drericaonline.com forward slash discovery. That's D-R-E- R-I-K-A, online.

The Holobiome and Whole-Body Ecosystems

com forward, slash, discovery, Or dive deeper with the full initial consultation at Dr. Erica online, because your health, your clarity, and your freedom cannot wait.

Absolutely, yeah. I mean, that's a big focus of the resiliency method. We are looking at what is contributing to poor vagal tone in people's bodies and we're really focused on increasing the tone and the function of vagus nerve as a piece to fixing the nervous system because it is such an important connector.

But I want to go even into a little bit more on the microbiome, a bit of depth. Most people have heard the term microbiomes, pretty common these days.

But you talk about something even more broad, and that's the hollow biome. Can you break that ecosystem down for us, actually tell us what it means and why that matters clinically, that distinction matters?

Yes. And again, it's an emerging science. So, you know, It's fun to say, oh, You're on the cutting edge, but truly it isn't just exciting. It has deep rooted historical, right?

Our ancestors intuitively maintained their holobium. What the holobiome is, that is your entire ecosystem and your relationship to that ecosystem regarding your genetics.

cells have a genetic profile and that interacts with each cell, but it also interacts the microbes and it's not simply bacteria. We think of probiotics and bacteria, we have viruses, fungi, a virus group called phages, and we also have relationships with many parasites, believe it or not, that are beneficial.

Not all parasites are pathogenic. this whole ecosystem and it's everywhere. We have an ecosystem on our skin that varies. in its nature like the planet.

There's dry spots like deserts and moist spots, spots the armpits and the groin. They encompass an entirely different group of fungi, which are the yeast and molds, viruses, bacteria.

And then we have our lungs, our mouth, or nose, eyes, urogenital, especially in women. Each and every one of these ecosystems, as it relates to our body, are genetics is called the colobion.

So it essentially means all of the microbes, all the human tissue and how they interact, that's called the holobiome.

And we're called a holobiont, right?

Now, it's also true for every other animal on the planet. There's a whole biome for a whale, there's whole a biomes for an insect, and even a rainforest has a hole biom that needs to be maintained in a very delicate balance.

We've seen what happens when we unbalance something in our geographical or in our world, that's happening to us. When we imbalance this ecosystem, we experience a lot of problems.

I love that you make that distinction for people that it's not like there's one recipe in your body for a microbiome. That depends on what area you're working with and what that area is needing to do, where it is located, and the distinctions that can really affect that.

One of the ways that we look at biome balance too, from a Chinese medicine perspective, we call that damp heat when there is a mis-imbalance, I would guess would be a better word, imbalance in the biomes itself.

Chinese Medicine would call it damp pattern. We look at that too from a damp heat toxin scenario too, because what we've seen is that the exposure to a lot of toxins over the last century or so has really contributed to what kind of imbalance you have in those hollow biome itself.

So our angle is really to work with the body to open up some of those things that are leaching into the area itself and changing the structure of that.

And I think that's also where some your products really help us along the way because while we're working to toward getting the encapsulated toxin revealed by the body, which it won't do until you bring up the surrounding tissue, you improve the biome.

It won' t do that as safely until the bodies feels like it's really safe to do. So we have to rely on these tools for a while as we're kind of overcoming and moving the nervous system and the brain through different healing cycles.

So, very important and we're always constantly managing it. So I love that you really can explain that and just make that distinction clear. I want to take this too into that part you mentioned about the hollow biome and the DNA and genetic aspect.

And I know you guys are doing some things right now with being able to analyze that, some incredible tools. Tell us a little bit more about that aspect and how you're measuring and evaluating that.

Dr. Justin Marchegiani Yeah. I want to use to maybe explain and describe the importance of this whole biome concept. So take detox, for example, one of the things that led us down this path back in 2009 was this idea of neutral genetics, neutral genomics, and We saw how individual genetic profiles, even when you look at twin studies, right, identical twins, they're genetically identical until you start looking at these what we call single nucleotide polymorphisms.

And they impact how our body responds to our environment, for example, or food or even how we attract certain microbes in our microbiome.

Genetics, Detox, and Microbiome Diversity

And from a, let's say using detoxing example, cause I'm hoping that most people can relate to this is the, your body has genetic capacity to detoxify right through the liver, kidney, skin, you know, all these detox pathways speak to and yet.

Many people just can't keep up. And there are genetics that can impact your ability to keep with what you're being exposed to. We've seen that over the course of our greater exposures and our use of chemicals and plastics and pesticides and herbicides and so on.

It's putting quite a large demand. However, one of the more dynamic and plastic ways to, in a good way plastic, is to combat this through the microbial ecosystem.

because your microbes can adapt readily in a short period of time in weeks to a toxin, whereas the body takes years, maybe even generations to adapt to the same types of threats.

And that's one of the reasons our microbiome is so essential is it has millions of more genes than we do that can deal with antigens that can deal with toxins, it can do with heavy metals.

And this is why, when we were looking at that particular aspect, and it's also why you mentioned that it is never a simple story. We have multiple probiotics and prebiotics.

So again, that's why a clinician is important in this intervention piece is because we have enough that becomes complicated fairly quickly. That's because you can't simply take a probiotic.

two organisms and expect your body to create a diversity that you need. We've lost our diversity, we've loss our ability to handle threats through our microbiome.

It's a canary, it dies or you do. You can go years without developing severe issues with these chronic diseases, but your microbiomes suffers daily. Now, if I take a regimen of antibiotics, I'm wiping out key organisms that I need to bring back if I want to get back to health, or if i'm exposed to something and so on.

That detox pathway, these microbes are being used. We're now finding microbes that can metabolize plastic. And so this is a tool, right? This is an ecosystem that is so adaptive.

And it's why we were able to live on islands and near volcanoes and live in Iceland and the Arctic. Our microbes help us adapt very quickly. That is the brilliance of it.

We've spent the last 70 years killing our microbes. And that's why we wanna bring them back in order to bring back health. And they're so central to this.

Yeah, I remember you telling me in another separate conversation about how there were different biomes that were studied across the US, that there's some research that indicates the most optimal biome.

I feel like I remembered something about a kid being studied. Is that ringing a bell to you in terms of? What's some of the pathway that has led to some this discovery and this research that's contributed to your product formulations?

Yeah, we, of course, follow, and we started this in 2009 where we introduced the term microbiome long before it was a popular social media term. And of, course we'll let Alex even date back further than that.

The key difference, right, the fundamental difference between What we do and generalized probiotics is that we work off of human-based organisms, whether they be lactobacilli, or whether it be prosnuzi, acrimoncia.

Bifidobacterium and so on, we have very, these are human centric. Most probiotics are based on fermented foods, dairy and that, and a lot of benefit comes from those.

So don't get me wrong. I love fermented food. These transient organisms, soil-based organisms. But they're just part of the story. They're part the journey that we need to take everybody through to get back to where we needed to belong.

And yeah, when you look at data that's been accumulated through many microbiome researchers that you see microbiomes of people that are still living hunter-gatherer lives are 14 times more complicated than microbioms in industrialized countries.

The idea of the bacterium infantis, where babies are being born in United States and in Europe, and moms don't have that organism anymore, which they pass on to the baby early on, whether it be through breastfeeding and or the vaginal birth, They lack that organism, which is one of the main organisms that helps them digest breast milk.

So we're losing, we are getting these extinction events that we need to bring back. And yes, the research has taught us that We not only need to, to look at the obvious, which is our food sources and how to bring that back and, and to modify our microbiome through that approach, but also through a more of a supplementary, the idea of bringing back these organisms in a directed way.

Cause you won't get these from just food, right? These are passed from human to human. sometimes animal to human, but they're what we call commensal. They live with us for a lifetime, whereas other organisms come and go.

In order to bring those back, this is where our research lies in bringing back these organisms that we've lost over almost a century of our life choices.

And the research tells us this. The research shows us. Okay Shane, Dr. Shane. So I want to go into actionable levers that someone could pull off today, diet, lifestyle, targeted supplementation.

Testing, Formulations, and Personalized Protocols

And also I wanna talk to you a little bit about before we conclude just the specific tests that you're using inside of your company to understand that relationship to genetics and the biome itself.

Can you tell us a bit more about that specific test? Yeah, thanks. Yeah. So one of the things that we offer is we offered genetic testing and it's what we call a whole genome sequencing.

Sequencing so you can really look at the big picture that you see a lot of like methylation and other things, but we really want the Big Picture testing.

There's over 1,500 single nucleotide polymorphisms. I'm not gonna get into that. But what that allows us to do is to look across the entire genome and say, how are your detox pathways?

How are you hormone pathways, are neurological pathways. What kinds of metabolic issues may you have? how do your responses to food or to particular antigens and so on.

It gives us a baseline. Now, I wanna remind everybody that your genetic background is a predisposition. It's not your future. You can modify your feature in order to keep your genes functioning properly.

Probably the most important one is, or the known one, is methylation. That's an important distinction. Yeah. These are genetics that you've been given by your parents.

And it doesn't mean it's a fate for you. It just means that now that you know what choices to make, you can make those choices and lean into your genetics and make it work for, not against you APOE, right?

There's the APE4 gene. If you have two copies of this mutation, you'll have a much greater risk of early Alzheimer's onset. But you can mitigate this early onset through your lifestyle choices, through you behaviors, to your exercise, with the knowledge that your genetics aren't working for you in that capacity, but your life style can.

And you can alter the trajectory of your health, right? You can, you're empowered to do something about it. So that's the genetic test that empowers you to.

Even maybe when you get them, I know people get him and so, Oh my goodness, worried about all these things. take that fear and channel that into activity, into changes, good behavior, actionable genetics.

So absolutely. And then when you were currently in the R&D process, we're doing some R and D tests on microbiome testing, right? The first one is stool testing where we want to incorporate microbiomes patterns to complement the genetic pattern.

If we see that you have predispositions to metabolic issues, And we look at your microbiome and the dysbiosis leads you to a high metabolizer of calories, which is going to add weight to you.

double jeopardy, we need to fix the microbiome and fix genetics because you're going to be struggling metabolically because your not producing GLP-1. The microbiomes helps you produce GLp- 1. We know that if you can't metabolize fiber, that's another key issue about the complexity of this microbiom and the probiotics and prebiotics is some people say take this probiotic and take the pre-biotic, this fiber.

And the person says, no, I feel horrible. I'm bloating, cramping. That's because if you don't have proper microbiome, fiber is very disruptive to your existing dysbiotic one.

And you bloat, you cram, have diarrhea, and you're miserable. You get your microbiomes shifted, shift the type of fibers you are taking and alternate and diversify.

Next thing you know, six months later, You're eating beautiful meals. You are having no responses. Your blood sugars are in line, your stamina, you're cognitive, and you start to see these changes globally.

But we have to have clinicians drive that home. And that's why we entrust our business to clinicians for that exact reason. Yeah, that's great. Bring us full circle.

Yeah. I think it's important to people. Sometimes people don't want to know about their genes because they miss that point that, you know, this is really a tool that you want us to really empower yourself and have knowledge so that your not necessarily avoiding what might be the elephant in the room.

And then yes, back to your point. Absolutely. With clinicians, the biome is so specific to each individual.

Health as a Long-Term Generational Investment

The ability for a clinician to actually be able to help you isolate that is also key. And I know, Ian, your formulations, how many different biomic formations do you have?

Yeah, and I have still coming, but right now I had the seven biomeic formulas. Remember, I partner those with a prebiotic every time. From our perspective, when the clinician is talking to us, we say, please take the superfood along with the biome because that feeds the biom.

If you do one without the other, there are some benefits, but they're not amplified through the use of both. And that's really part of our journey in learning this about humans and about our biomes.

We saw how to grow the bio. a healthy biome and it took very specific nutrients, nutrients that you wouldn't suspect. You know, there are herbs in the world that promote biomes.

There are nutrients the promote bio and this is really our intellectual nuggets of fun is we've learned how all these amazing little nuances about the microbiome that were part of our journey and that's what we're dealing with is it's not simply just do this, do that, you're going to be fine.

No, it is much more complicated, but we try to simplify it. So what do you think, Dr. Shane, is a better question that listeners could ask themselves about this particular topic or their health in general?

What would you say to that? I would say that when it comes to your health, that is the greatest investment you can ever make, right? There's this saying that You can have a million dreams in your life, but when you're not well, you have one dream and that's to be well.

So the question I would say is to look at your health journey. And the better question is how do I get from where I'm at to where? I want to. I don't need it to overnight.

It's going to take a lot of work. Recognize it's gonna be transformative and I can pass that knowledge on to my generations below me, my kids, and my grandkids.

That's the question. Ask how to get there, not how simple can you make it. It's going to be tough. Do the work. And it's a generational payoff. I love that.

Yeah, absolutely. Thank you so much for joining us today, Dr. Shane. You have a wealth of knowledge. We'll have you back on to delve even deeper into specific topics of the future.

Sure appreciate your time today. Thanks for tuning into the resiliency method, the truth about healing podcasts. If this episode spoke to you, follow, share, and leave us a review.

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