The History of Functional Medicine: How We Lost It—and How to Get It Back Transcript

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Podcast Introduction and Guest Welcome

You know, I think this is a new era in functional medicine, Jamie, Christine, because functional medicine, functional nutrition, call it whatever you want.

We're getting back to the way it was before we got invaded in the early 1900s. There's a good word. I think our industry got invaded. in the early 1900s by some conglomerates that put their money where their mouth was and created an industry that was total opposite to the homeopathic, naturopathic industry that we were back then.

And so they ruled for a long time and things are starting to change. And that's what I really want to talk about is how it's changed and the impact we're making.

Welcome to the Holistic Truth Podcast. I'm Jamie Dorley, CEO of Nutritional Frontiers. And I'm Christine Genovese, creator of the Soul Intelligence Method.

We're here to help you break through chronic disease and dysfunction physically, mentally, emotionally, and energetically. with real proven strategies, protocols, and tools you can use in your practice today.

Hello again, everybody, and welcome back. We are live in the studio with The Holistic Truth. I am so excited today. I'm your host, Jamie Dorley, CEO of Nutritional Frontiers and World of Wellness, and I accompany with almost 35 years of experience in wellness, and I've never been more excited than today.

I have my co-host, the lovely and talented Christine Genovese, our Chief Growth Officer at Nutritional Frontiers. Welcome back, Christine. Thank you, Jamie.

Excited for our conversation today. We have an incredible guest today. Welcome to the show, the guest, the godfather of nutrition, Joe Massino, celebrating a big birthday, Joe.

I'll tell you what, man, you have hit a new phase in life and you are looking good, my friend. Welcome back. Thank you. Thank you very much. It's just, it's a great year.

Absolutely. And I'll tell everybody because we don't lie about our age around here. We defy it. This is the big seven. Oh, folks, this is what it looks like.

If you live the life and we live the life, Jamie, like he said, 35 years, 30 plus for me. And you know what? We're going strong because we do walk the walk and talk the talk.

And Christine, wow, you've come along in the last three or four years to be our number one protege when it comes to nutrition. I love soaking up the knowledge from both of you.

You guys bring it in terms of how to really take care of yourselves naturally, right? And I've learned so much from both of you in the last four years.

I mean, truly, I came from an allopathic world. So I didn't realize how much we could support the body naturally, truly, until I came to Nutritional Frontiers.

And I'm so grateful and blessed that I did.

Functional Medicine's Historical Shift

Yeah. And Joe, people may not know. I hate to actually admit that most people do know, but some people may not know. Can you tell them what the Jamie and Joe show was?

The Jamie and Joe Show, oh boy, it is, it still is the longest running episodic healthy talk show on the air today. Multiple times winner of the most entertaining talk show as well throughout the Pittsburgh region and around the world.

Well, that is our favorite number, multiple, and we were doing that show for what, 15 years? 15 years. So it's hard to believe you're a guest, quote unquote, on our show.

So we're so excited to have you on. And I know you do it off the cuff, of course, but we did a lot of prep on the show. So what's on your mind today? I know you have so a thorough of information and knowledge and education, more importantly, wisdom.

But what would you like to jump into today? You know, I think this is a new era in functional medicine, Jamie, Christine, because functional medicine, functional nutrition, call it whatever you want.

We're getting back to the way it was before we got invaded in the early 1900s. There's a good word. I think our industry got invaded. in the early 1900s by some conglomerates that put their money where their mouth was and created an industry that was total opposite to the homeopathic naturopathic industry that we were back then.

And so they ruled for a long time and things are starting to change. And that's what I really want to talk about is how it's changed and the impact we're making.

Yeah, I remember you were sharing with us, you know, Hippocrates, right? The father of medicine, way back in 400 BC, let food be thy medicine, medicine thy food.

Were you there live, Joe? No, but a couple of my relatives were. So they told me that, that, you know, back then you could let food be your medicine. Cause he was pure.

It was wholesome. It was vital today. We can't today. And this is, you know, that's a great saying, but my favorite saying now is we can't live by food alone.

We have to supplement our diet. The food supply is deteriorated and we can't even get basic nutrition anymore, let alone therapeutic nutrition. Yeah, I think growing up when we did Christine, you know, a lot of the things that we had in our household, I like to hear some examples from both of you, but man, there were so many, we had these home remedies.

We didn't even realize it, but the owl plant was one that we always had, right? And you would break it open, you'd squeeze out the gel if you had a burn or a scrape or a cut.

Back then you had a lot of stuff cause you were playing outside, of course. All the time. No video games in the hands. It was sticks and, and trees and playing in the woods and those kinds of things.

And, um, you had all kinds of issues with burns and scrapes and scratches. And so what I love was the aloe plant. What'd you have in your house, Christine?

Yeah, we also had the aloe plant, believe it or not. My mom was a medical technologist and my dad was a paramedic. And like I said, it was an allopathic household.

But as my mom started to go through the change of life, she found that there was nothing that was helping her with all the symptoms that she had from hot flashes.

you know, bloating, discomfort. And so she really started to look at tinctures, right? And herbal medicine, again, to try and deal with things like what we have in our Menoflash today, right?

But she was putting multiple ingredients together to try and adjust that. But I remember having like an ear infection as a kid, and she would just use like a little warm oil in the ear.

Now we run right for an antibiotic, right? Yeah. That's always the first choice today in this society. And I think at our house, Jane, we had, I can think, I can remember three things.

One, for all those cuts and braces, we had Mucurochrome. Oh my God. My favorite orange. Yeah. I got it on my fingers. I use that stuff for anything, man.

Yeah. We had that for anything. And then if you got a cold, it was pastina. Uh, you know, Italian soup and, uh, and if you had a tooth, if you had a toothache, it was whiskey or wine.

So, you know, yeah, those were the whiskey on the gums. I forgot. Oh yeah. Yeah. You know, there was a funny commercial I saw that said, well, this woman, I guess she's not paying attention to her kids.

She's with her cat. So it's a cat commercial, but the kid yells in the background, mom, I fell. She goes, there's band-aids in the cabinet. He goes, I'm bleeding.

She goes, get two. That's how we grew up. Right. That's, that's how we grew up. Yeah, I think there was still the culture of natural medicine, which has been around for thousands of years, was still an at-home remedy, right?

There's examples you guys gave in Epsom salts and garlic and you know, on and on, Vicks Vapor Rob and you know, there were so many things that you would use that were right there in the house because you weren't going to the doctor.

And if you did, it was because you were really sick. And you needed some medical intervention. Even the AMA, I think about 20 years ago, changed their position and said, hey, No more antibiotics for an ear infection.

You want to get a little bit of Tylenol for the pain is one thing, but no more because they're over consuming antibiotics. But Dr. Weiner, a co-founder of Nutritional Frontiers always said conventional medicine is not medicine.

That's modern medicine. And it's all started in 1930s where you had a Rockefeller and Carnegie had all their money and they didn't know what to do with it.

So they decided to use petroleum based.

Home Remedies and Natural Healing

oil, which they were both oil tycoons, petroleum based pharmaceutical drugs. And that's okay. I'm not against it. However, what they did is they discredited all the natural remedies and basically in two generations, wiped them out.

Right. So this all started back in the thirties and interesting enough, you know, fast forward to when we got into nutrition in the eighties, right? You know, there was concern about the quality control and nutraceuticals.

So. You know, Joe, give us your explanation on that whole shift of power, right? That really discredited the natural therapies. Rather than everything working together, which you're starting to see again, that there's a whole generation of people that weren't exposed to these home remedies.

So what really happened in the thirties? Well, they found that when they, like you said, Jamie, they started the whole pharmaceutical industry with petroleum based products.

And, and, you know, they found that they could create these synthetic drugs that would have an immediate impact on a life threatening condition. But they were money driven, like you said.

So they thought, well, if this is good for short time, it's even better for a long time. And so it became the standard that you didn't just take these prescriptions to prevent a life threatening situation anymore.

You took them for life. And that started this whole, you know, I mean, the treadmill going, you know, where you're getting nowhere for health. Yeah, you're masking symptoms, but you're not treating, like we always say, the underlying cause.

And you're not getting any healthier. You're actually getting sicker from all of the adverse effects. We don't like that term side effects because that's a marketing term.

It's an adverse effect. It's a direct effect from these chemicals in our body, but they made tons of money. So what happens when you make a lot of money?

You keep making more and keep making more. And they just vilified then, you know, the nature pass the, ah, the homeopathic practitioners. And for some, you know, cause money talks.

So. People that were practicing that, those were, you know, quacks, snake oil salesmen. Jamie, when you and I first got into this business, we were walking into brick walls when we went into doctor's offices.

And one of the things that, you know, they kept saying over and over and over is where's your science and where's your studies? Because these drugs had tons of them behind them because they had the money to fund them and get the results they were looking for.

We didn't have that back then. But things started to change and around 1994 is when it really started with the Disjaya Act, the Dietary Supplement Health and Education Act.

And that really gave validity to quality manufacturers in the nutritional supplement industry. Yeah, because this is all made up, right? You know, you look at the medical schools being funded, the curriculums being funded, the books being changed, all the naturopathic history was thrown out the window.

This happened in one generation, right? Complete discrediting of a whole history of Conventional medicine, which was naturopathic, right? So this shifted really quickly.

And, you know, they created the AMA, you know, they created the American cancer association society. SDA. Yeah. And, you know, look, I'm all for health and whatever it takes, it takes, right?

Um, however, I don't like when you just credit the safest. natural therapy, we always say do what's the safest and the minimal amount to get the result possible.

And I know Christine has a whole testimonial in her story because she was growing up more on the conventional medical side or the allopathic side. So you want to share that story, Christine?

Sure. When I first came to Nutritional Frontiers, I was taking Losartan, which was for blood pressure. What, Joe? And I always tease him, but I was like, Joe Massino, the godfather of nutrition, shamed me because I was on blood pressure medicine.

I'm like, what do you mean? Once you get on it, they don't want you to get off it. And so he said, well, did you know there's another way? And I truly didn't.

I had no idea that I could take nutraceuticals. And I do have a protocol, thanks to Joe and Dr. Len, that we sell today is seven flowers, which is the Chinese blue flowers.

Really incredible. So I take six, seven flowers in the morning and six at night. I also use our inner CoQ10, which is CoQ10, which is great for your heart, right?

And DMG, which is darn mighty good. It's an ultimate methylator. It makes everything absorb better and work in your body better.

DSHEA and Supplement Quality Standards

And I also take our circuit core for circulation. So I am completely off all medications. I'm the healthiest I've ever been in my life. And I'm really grateful that you opened my eyes, because I had no idea.

No idea. I think there's a compliment there, Joe. You're supposed to be welcome. Absolutely. You are very, very welcome. Prego. But when you run down that protocol, someone on the outside might look at it and say, wow, how many things is she taking in place of one drug?

Well, yes, and that's because these are food-based nutrients. that we should be getting from our food and we're not. So you have to supplement that food and then take it to a new level for therapeutic results.

So it's not a lot. It's just a matter of this is what we should be getting. Let's replace it. Let's make sure that the deficiencies are covered and then we can get to optimal health.

Yeah, Joe, there's so many things that I want to jump into. One is she mentioned a formulation called seven flowers that nutritional frontiers has exclusivity on.

You know, Dr. Winer claimed this was the original supplement in the world coming all the way from China over a thousand years ago. Right. Yeah. So I say like 80% of people have taken even without dietary changes, get great results.

Have you ever had anybody with side effects on that formula? No, there is no such thing as side effects when it comes to natural health. The only ones we'll have are, we call them PSEs, positive side effects.

Yeah. So that's been used for over a thousand years. Super safe and effective. It works on blood pressure, eye pressure and acute stress. So if you're in a situation where you got to walk across the bridge or do a presentation or join a podcast or be around family members to get you your blood pressure up a little bit.

You can take something like seven flowers and their co-cutenna is a nice one to bundle together and get safe and effective results. And of course, Christine follows the lifestyle program, doing the shakes, doing the prayers, the medication, the soul intelligence, avid tennis player, does the supplements.

So, you know, it's not just one thing anymore. You got to live the lifestyle. But you mentioned something before. I don't want to jump too far ahead of it, is the Deshae Act.

And can you explain a little bit about the Dietary Supplement Health and Education Act of 1994 and the importance of that in the industry to give us credibility and streamline and quality control?

Because people always say, well, the supplement, it's not guaranteed to do anything. Yeah, neither is that apple. You know, neither is that, you know, that watermelon.

There nothing is guaranteed when it comes to food and, and our products, our formulations are not guaranteed, but what the dietary supplement health and education act did was it solidified manufacturing practices.

And out of that. came the GMP certifications. That's good manufacturing practices. And then a little further down the road, they added a little C to that, making it current good manufacturing practices.

So now manufacturing facilities are certified as GMP facilities. That's the biggest thing that came out of this act in 1994. Products themselves, and here's the big misconception, James, products are not certified, but the facilities where they're made are, and they have strict standards, and they are registered and monitored and inspected by the FDA.

Yeah. Unannounced inspections. They usually show up on the Monday after holiday weekend when no one's expecting it, right? Unannounced inspections. All of our manufacturing plants are CGMP as a minimum.

Some have higher levels of certification. If they're importing to Australia and things like that, you have the TGA. So it depends for the U S it's CGMP.

When that guarantees you folks is two things, potency and purity. So if we say there's 500 milligrams of DMG, I heard that word earlier, we're going to talk about that in our formulations, like in our GI complete 500 milligrams, that's how much you're getting.

And if we say there's no soy in there or no gluten, there is not. The GMP is included in the GMP. is your certificate of analysis, C of A. So if you're looking for a C of A, folks, you're about 30 years behind.

That is part of every single formulation, if it's good or bad. If something you're buying from the grocery store that's very low dose, poor quality, it still is going through GMP.

They're just not using the right ingredients. I always use the analogy, guys, we like to go out to eat, of course. The health department inspects Mickey D's.

It's clean and inspects. What's your favorite restaurant now, Joe? Wow. Let's go with Eddie V's. Oh, I like it. So the same health inspector inspects Eddie V's and Mickey D's.

They're both clean. Yeah. What's the difference from those two? Quality. The quality of the ingredients. Yes. You got either grass fed, dry aged beef, or you're getting whatever they put in the McDonald's, right?

So folks, all the plants are certified. The difference is in the selection of the ingredients that we're utilizing. So even the one you're buying from the grocery store, it's low dose, but it's still a clean formula.

It's made in the right facilities. The problem with it is the dosing, the form, and what else is in there we don't want, right? So the GMPs include CFA.

They also include heavy metals. Why? A lot of these ingredients are from the ground and soil, and heavy metals are ubiquitous with the world and the environment.

So they're tested for heavy metals. They're tested for microbes. We don't want bacteria. Why would there be bacteria in there? Well, maybe the growth season, there's more rain that time of the year.

Maybe there's more fungus on the plants and herbs. So you have to test for bacteria. Maybe something being shipped in, these ingredients come from all over the world.

So C of A, microbes, heavy metals, and then label claims. So they have to pass the label claim. So if it says a 500 milligrams of DMG, that's how much is in there.

So Christine mentioned DMG, Joe. What is DMG? Well, DMG stands for dimethylglycine. This is an amino acid dipeptide that was discovered back in the early 60s, actually, and they thought it was part of the B vitamin family, and they actually named it B15 for a while.

But they then found out it was really this amino acid, this diamino acid, and it's something that's endogenous to the body. That means you make it in small amounts in your body from everything you eat.

And DMG was unique in that at first they thought, well, this is just a really great methylator. What does that mean? That means it helps the process of getting rid of waste in your body.

breaking things down to get rid of waste. And in the meantime… You get really technical, Joe. Any other names for this, Christine, DMG, because you're starting to get into science.

Darn Mighty Good. Darn Mighty Good. Dr. Mikey G is another name. Dr. Mikey G. There's one thing it does that we need to bring up, and that's increase oxygen at the cellular level.

better utilization of oxygen. That's why when you put it in another, a formula with other ingredients, it just takes it to a new level. All right. I got to jump in really quickly.

So I was at a tennis match and our captain, uh, happens to be a sales rep for us in Florida. She was passing out and her D and her CoQ 10 on the tennis court to our teammates.

DMG Benefits and Clinical Uses

We won and we won, uh, our local league and now we're going to states to compete. And I swear it's cause we were not gassed in the summer heat on the tennis court in Florida.

Cause we all took the inner cookie tent. It's DMG is amazing. It really is. You mentioned science. Give us the three, uh, us patents on DMG. Cause I know it's a long history.

of safety and efficacy. I know the studies at Clemson University showed over 4,000 doses, not milligrams, doses, still safe. Still safe. There's no high limit for it.

You could take as much as you want. It's the only nutrient that was awarded three U. S. patents. One was for rheumatoid arthritis. Autoimmune, highly inflammatory.

I thought autoimmune, you couldn't do anything about it, Joe. Yeah, they can't do anything about it. But we can when you get to the cause and the source.

The second one was for melanoma. Now this one was even more impactful because it actually showed tumor reduction just by using DMG alone. Tumor reduction, that's massive.

That's with no adverse effects. The third one was for arthritis in general, along with another nutrient that we carry called green lipid muscle, inflammation and arthritis.

So it's an anti-inflammatory like nothing we've ever seen. And, you know, it really doesn't get the credit for it, but through US patents, all involved with either the immune system or inflammation.

to the biggest issues we have. Well, you pick some easy ones. Melanoma, rheumatoid arthritis and osteoarthritis, right? Three very common conditions in our country that are often given no hope, right?

And that's really here to do today is give people hope because we're on a mission and our mission is simple. What's our mission, Christine? To make the world healthy.

Yeah, we do that one person at a time. So we have the godfather here of nutrition, the one and only Joe Massino, coming into us at 70 years of age, Joe.

When I was a kid, 70, most people weren't around, and if they were, they didn't look like you, my friend. Well, thank you, thank you. Looking good, style and profile.

And Joe's given us a lesson in the history of functional medicine, and he's going to bring us up to, how do we get to where we are today, and what do we do about it?

So we're talking about the Shayak, and the supplement industry really gaining a lot of credibility with the quality control measures that have been around now 30 years.

Can you believe it, Joe? 30 years? No time just flies. There's nothing we can do about that except enjoy it, make the most of it. And, you know, earn another day as we go along.

So 30 years, it's incredible. There's been a lot of strides in 30 years in our industry. It was really cool. And I started working, um, you know, transitioning from the fitness industry, working more in the wellness field.

You know, I remember that. Breakthrough article. I got chills just thinking about it. It was in JAMA, June 28, 2002. I'm good with numbers. So I remember it exactly.

And the article was eat right and take a multivitamin. That's right. The first time in 40 years, the AMA changed your position. And this was done at Harvard university school of medicine, right?

I think they have some credibility. So what was the reason that they would change your position, Joe? Well, the reason is very simple. They, they, they couldn't avoid any longer.

The fact that the food supply was diminished of its vitamin and mineral content. You know, um, it goes all the way back. This is, this is eyeopening, but in, we talked about the 1930s in 1937, the department of agriculture went to Congress and said, we have a problem.

The soil is depleted of its mineral content. 1937. What did they do? Nothing. And gots, right? Who gots? They did nothing. So if it was depleted then, what about now?

So it caught up generation after generation. It caught up and they have to now admit we need help. The only challenge with the article was, you know, they said that all chronic diseases have a link to low vitamin and mineral deficiency.

So they recommended a vitamin for who? Everybody, regardless of age, sex, health conditions, genetics or anything, everyone needs a multivitamin. The problem is they didn't tell people which one to get or what was standard or not.

So you have people buying a lot of, look, I started with the big C, centrum, right? Because I didn't know any better. So I don't want to discourage people.

If you're taking a multivitamin, I don't care which one it is, good start. However, at some point you have to go from grade school to junior high to high school and we're going to give you your PhD in multivitamins today.

So Christine, what's your favorite multivitamin? Oh, well, that's a leading question. I take our women's complete, of course. And the reason I do that is not only do I have the multi and this wonderful veggie blend that's in there, but there's also a probiotic in there.

So it really helps me and digestion. And I feel differently. And I'll never forget, we have one of our clients down in Texas who actually got a testimonial from a woman who came in 30 days later after taking her first, you know, bottle of multivitamin, women's complete, and said, I have never felt better in my life and I have never, from a multivitamin, she was so excited she got her husband on our men's complete.

Multivitamins and Core Health Drivers

So it's amazing what this does in your body when you give your body what it needs. And I've heard you say this, Jamie, I've heard Joe say it. When you give your body what it needs to heal, right?

It's going to perform better. Like our bodies are amazing machines and we just have to support them properly. And Jamie, one of the things that always stuck with me is something that you shared about the underlying causes of pretty much any condition in the body and how most of them are within our control.

Would you just touch on those? Oh, absolutely. I'd love to touch on it. You know, people always focus on things out of their control, right? Yeah. The victim mentality.

Oh, it's my genetics. Oh, I was just born this way. They don't want to put the work in and actually address the issue.

So it's very simple. Number one, nutritional deficiencies.

We learned this, you remember the three little pigs, Dr. White would say it all the time. You know, you want to build your body from mud, straw, or bricks.

I prefer to build it from bricks, right? So, nutritional deficiencies, number one. They said in 1936 or seven, right? JAMA said in 2002, everyone needs a multivitamin.

So, one is nutritional deficiencies. Number two, it's really tied in together, is toxicity. If you're eating junk food and we don't call it junk food anymore, Joe, what do we call it?

Yeah. Cause there is no food in it. It's just junk. So if you're eating junk and you're getting toxins in from the environment and then. You know, the number one way, the most common way to absorb toxins is by choice.

What people eat, drink, smoke, and ingest. It's not the outside and the air is polluted or the ground's got rounded up. It's what are you putting in your body by choice?

That's where you have choice. So one, nutritional deficiencies. Two is toxicity. Number three, of course, is going to be stress. We're going to get into that in a minute.

We live in a stressed out world. And number four, there's five now. Number four, there is a genetic component. So if you have things like MTHFR, the MF of all genetic SNPs, you need things like active folic acid.

So we have some solutions that are all in the woman's complete. And the men's complete. These are really comprehensive formulations and veggie caps. So you're going to get the right amount of the ingredients, more importantly in the right form and nothing that we don't want.

You don't want to take a vitamin that's yellow, white, Joe. It's, it's artificially colored. Uh, these are dyes. These are artificial dyes. Yeah. These are things they're actually trying to get rid of now in the government.

I don't know why they can't just say they're banned, but you know, you got big money in these companies that don't want to ban them because, you know, they're the colorings in the, in the multis.

So, um, and then the fifth one now from Dr. Bob Rakowski, international icon out of Houston, Texas, and I. brand ambassador for Nutritional Frontiers, keynote speaker at our event and also the Swiss Conference.

Dr. Bob says number five, of course, is movement or mostly lack of. And Bob says, you need 30 minutes a day of movement. I don't care if it's 1130 at night, get your butt up and go walk.

So there are the top five underlying causes that you have control over. Number one, Nutritional deficiencies, two, toxicity, three, stress, four, movement, and five, genetics.

How do you control your genetics? Because it's called epigenetics. What your genetics do in the environment they're in. For example, Joe's got a nice tan, right?

So Joe went outside and his son got some nice sun, and he's got a nice tan. The only thing that changed from the time he went outside is his environment.

Now, the same thing happens in a negative way if somebody smokes. They're heating their body up from the inside. So neither genetics are prone, the epigenetics are more prone to cancer and lung issues.

So folks, you have a tremendous amount of control. Dr. Jeff Bland, the father of functional medicine, one of my mentors I worked for for seven years, Dr.

Bland said, look, Most genetics account to about 10% of your risk factor. He says the highest ones, you look at

sickle cell anemia, right? That's up to 30%. That's a serious thing.

He goes, but you still have 70% impact. He goes, I'll take it. I'll take my responsibility 70, 80, 90, or a hundred percent. So there's an underlying causes, but Joe, you mentioned some really cool things that, you know, now we have solutions for these, right?

So we have things like the multivitamins that are in veggie caps that have the active vitamins that tracks chelated minerals. It has DMG in it. It has the cofactors we're looking for.

So the only thing you need to add to those multivitamins, the women's complete or men's complete, would be the omega-3D, the fish oil, because you can't put the oil inside a veggie cap.

So there's your one-two punch, Joe. Absolutely. And it's so simple. It's easy. You know, very few things in life are simple and easy. This is because it's available.

Other than me, of course. I'm simple and easy, right? Well, Jamie, one of the things that you said that really landed was we want to give people hope.

And so one of the things that really stuck with me was understanding that most of our health is truly within our control, right? When you talk about only 10% of it having a genetic impact and that we can even affect our epigenetics, I know You and I are both believers in meditation and prayer.

So we just did an intensive meditation retreat where they take tests before you meditate, before you do a week long event and afterwards, and they show you can change your epigenetics by being in a stressless environment and meditating.

So there are other things that we can do, right? When I think about how much stress and toxicity impact our lives, Adding things, you know, like the power soul intelligence, like shifting things energetically can also help, right?

When I think of toxicity, I also think about who are you surrounding yourself with? Think about those toxic people or think about what you're putting into your mind.

What are you listening to? You know, what are you watching? You know, what are you streaming these days? Really thinking about the things you can manage.

Toxicity is also the, you know, the cleaners in the household, right? Right? Can you do things with, with natural oils or, or, you know, as opposed to, um, these cleaners.

So you just kind of think through some of those things and where you can reduce your stress and toxicity. And you've got two of the five you just mentioned.

Yeah, Joe, we're swimming in the sea of toxicity and stress in this world. I call it the noise. Right. And, um, you know, I think one of the best things for me is being outside of nature.

I walked this morning for over an hour. I did my workout, I did my prayers, my reading, I have a whole routine I do. But I feel like when I'm in nature is really where I hear, I can hear the heartbeat, right?

You can feel your breath, right? So how do we get to this stress world that we're in and what can we do about it? Like give us some hope, Joe. Well, there's always hope, you know, and and I like to focus on, you know, the things that you can do with you, your family and your own body.

And that's just it's that simple for folks. It really is simple and it is easy when you break it down. You know, you mentioned genetics, they need a trigger.

Something's got to trigger that gene. Well, it works the opposite, too. If you want optimal health, you have to trigger

it. And you have to do it mind, body, soul, the whole works.

And I agree with you 100% on the meditation and that aspect of controlling what you think, because that can be a big detriment, maybe the biggest one.

So what do you do? Well, you know, you make sure that you're living a good life. You've got family. You've got good food. And I'm a big proponent of good food.

Cook your own meals. Go buy organic food. Have a dinner with your family around the table. Jamie, when you grew up in an Italian household, what were Sundays?

Well, you pretty much woke up and you would eat a little bit and then you get yelled at to get out of the kitchen. And then you go back and steal a meatball or two.

And then the family would come over around noon and you would hang out all day. It was interesting back then was none of the relatives were overweight.

They would eat all day long, right? You know, but even the dishes were smaller. They always played cards. They always telling stories and laughing. Um, even the beer or wine, like I saw my uncle drink wine all the time, but he never was like, Didn't seem drunk or anything.

Stress, Calm Day, and Finding the Right Help

And even the beer, like everything was a little smaller, but the quality time was there. And, um, I feel like we live in this very noisy world. And I was listening to Dr.

Joe this morning and he says, look, if stress and thinking negatively can make you sick. What if you control your stress and think positively, it can make you healthy.

And there's thousands of examples, not only at his program, Christine's program, our program. And sometimes you need some extra support. Yes. So Joe, you have some family members like your, um, you know, the sisters coming over to visit you for dinner and you're a little stressed out.

What are your thoughts on like something like calm day? Well, you know, the thing about Calm Day and its sister formula, Sleep Time, is that we took great care to make sure that we got to the heart of the issue.

And there are certain neurotransmitters in the brain that help you feel good. Those are dopamine and serotonin. And if you can trigger the production of those, neurotransmitters, then your body naturally takes over.

And then, and now you're going to have that feel good. You know, you're not going to have that racing mind of stress all day long. It's going to trigger the production of the neurotransmitters.

They don't help you feel good. That's the bottom line. The feedback I get from people, um, it really takes the edge off. It allows them to focus more and be more decisive when you're in this noisy world.

People are very undecisive. They're overstressed and they outthink themselves. And I think Christine calls it, what do you call it, calm day? Mother's little helper or the natural, natural version of Valium.

I think the Rolling Stones get a song like that once. She's telling us her age, Valium instead of Xanax, Joe. So, you know, the same thing. Yeah. But no, seriously, like, you know, and then the other thing I really want to stress, we've got a few minutes here.

I was on a call this morning with a dear friend of mine. We've been friends since first grade. You know, the word in his household about what I'm recommending to him is one member is very skeptical.

So I provided a naturopathic doctor in the state of Connecticut. They are a licensed physician, same as a medical doctor. And about 26 out of 50 states, naturopathic doctors have the same credibility and criteria as an MD.

So I recommended Dr. Jekyll Patterson, who's actually the president of the Naturopathic Association. And she's a speaker for us at our events. I said, is there anyone that's got more credibility?

It's her. And then I thought about it for a minute. I said, okay, this used to happen when I was personal training people or doing nutritional consults.

I've tried everything. I go, you haven't tried my program. I go, why don't you have the same level of skepticism with your current doctor who's got you in this?

health crisis, as you do with me, who's given you some hope. I go, and you may have tried everything that you know, but not what we know. So my point is just like when I was personal training people, or I'd go to learn from somebody else, you know, you know, need help with computers or phones, that kind of thing.

I asked for someone for help. Maybe sometimes it's you guys, it could be Philly Phil in the office. The point is, is seek out professional help, right?

And you say, Joe, in this day of the information, you know, and technology, ignorance is a choice. That's right. Right. There's no reason why you can do, uh, you want a female OBGYN, we have Dr.

Mary Bell Verde-Als. You want a naturopath? Dr. Tracy Straub. You want a DO? We have Dr. Richard Silver. You want a chiropractor, nutritionist? AK specialist with Dr.

Bob Rakowski. You want someone who's a pharmacist, CCN, naturopathic medical doctor, you have Dr. Len Bransiewicz. I mean, the list goes on and on and on.

That's an impressive list, Jamie. Wow. Yeah. I mean, you want someone who's an RD, you have Paulina Petrusovitch. You want a ISBB pro personal trainer nutritionist, we have Nikki Fitt Raymond down in Atlanta.

I got chills. These are the types of people we surround ourselves with. So the choice is yours, folks. And if you're a healthcare professional and you want to learn more about this, you can learn from our events.

You can learn from our videos, from our webinars, from our live events, and also mentoring. These clients of ours and these brand ambassadors actually offer mentoring programs.

So there's no reason why right now, if somebody's telling you that, hey, this is a genetic condition and you can't get help, there's no cure. or they give you the old death sentence, you got six months to live, you better go to somebody else.

If you're not sure to go to, reach out to Nutritional Frontiers, you can call the office, you can email us, but I take a lot of passion, it's because if I showed you guys a picture of me years ago, Joe, you remember, with the stress I was under, I wasn't healthy.

And now, you know, I just celebrated my Heinz 57th birthday, I'm feeling really good. My weight's good. My blood sugars have been fantastic, but I seek out a whole team of people.

So don't worry about the money. You should skimp out on the Jimmy choose and the brand new Cadillac or whatever you're buying. And you should take that money and apply it to yourself.

The best investment in the stock market is investing in yourself. And if you don't know who to go to. Lean on us. We're here to support you. Just decided.

Part one. Seriously, we have to go through some more of this on part two. Okay. That'll be great. All right. Well,

Joe, do you have any final parting words for tips for people to take health to the next level?

I do. And it starts with you. It starts with your attitude. And you know, we talk about food and we talk about supplementing your food and we talk about your mind and your thoughts and your family and your love.

But the bottom line is this, if you keep an attitude of gratitude on a daily basis, we guarantee you will live long, healthy and prosper. Thank you so much.

If you loved what you heard today, please like, comment or share this episode with your friends and your colleagues. And if you're interested in learning more about Nutritional Frontiers, please visit our website at nutritionalfrontiers.com.

Thanks, Joe, the Godfather. I love you. I appreciate you taking time. I know you're very busy helping people today and looking good in the studio. Look at us three.

He's got the background, he's got the suit going, he's looking good. And you're right in the sandwich here, me and Christine sporting the NF gear. No better place to be.

Thanks, Christine. I appreciate you taking care and setting this up. And thanks to all the supporters out there. We are on a mission to make the world healthy.

And we'll do that one person at a time. So whatever we can do to help you, we appreciate the opportunity. And like Joe said, an attitude of gratitude.

Remember, your attitude determines your altitude. So if you want to soar, you gotta believe it, right? Behave it and become it. So thanks, everyone. Let's have a great day, a great month, and a great rest of the year.

Peace and love, and God bless you all. Thanks for tuning in to the Holistic Truth Podcast. If this episode spoke to you, please follow the show and share it with someone ready to take charge of their wellbeing.

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