Opening Motivation and Guest Introduction

try the things that you know you need to do, right? I love this phrase, the difference between where you are and where you want to be is not because of what you don't know, it's because of what you know and you're not doing.

And I know a lot of people say, well, try, you shouldn't do it. Okay, so maybe the word is do, right? Do something that you know you should be doing. And if it is that long walk to disconnect, if it is, you know, putting down the cookie, if it is getting to bed, putting down the phone so you get to bed earlier, do that thing, actually do that thing that you know you need to do.

This is Dr. Talks. Hi, welcome back to the Integrative Health Podcast with Dr. Jenn. So glad to have everyone back and listening for another great episode.

So today we're gonna talk about something that you might not know of, but you definitely should. So our guest today is Chris Burris. He's a published author, the host of Uncovering the Secrets to Longevity Health Summit.

He's a podcast host, definitely take a listen to his podcast. And he's a patent holder with a surprising twist. He's not just a visionary scientist, but also a matter of comedy improv.

He's the founder and chief scientist at My Vital See, where he manufactures a Nobel Prize winning molecule responsible for the single longest longevity experiment result in health in history, a full 90% extension of life.

which I said, I'm surprised that we all haven't heard of this. He is the intersection where science meets laughter and his life's mission is to help people live longer, healthier, happier, pain-free lives with science.

Welcome, Chris. So happy to have you. Dr. Jinn, thank you so much for having me. I'm excited for our conversation today. Yeah, and I saw Chris, I got to meet him in person at a summit and he wears those glasses all the time.

So it's not just for the video, it's not for the podcast.

Chris Burris's Entrepreneurial Origin Story

The way I usually describe it when people are like, oh, I like your glasses is, I have to tell you that people much cooler than me usually wear these type of glasses because people who wear these glasses are often people who shoot and I have gone like shooting but I don't shoot regularly or people who ride motorcycles and I don't ride motorcycles.

I would enjoy it but I don't ride motorcycles. So these are actually safety glasses so I don't have to take them off and on when I'm going between the lab and I don't know a podcast or sitting at my desk getting work done.

Yeah, if OSHA comes in, they would be fine with those, right? Exactly. Yeah. Well, good thing you don't ride motorcycles because that with the longevity doesn't mix.

I had my motorcycle endorsement, fun fact. I got it in college and right when I started working in the ER in the trauma center, done. And then my husband, he had a motorcycle when we first started dating and I was like, sorry, you have to sell that, I would just see too many accidents in the trauma bay.

But anyway, if you are gonna be on a motorcycle, please wear safety glasses and other protection. Yeah, so, oh my goodness, it's kind of cool. I wanna just hear how you got started.

We're gonna talk about this molecule, but how did you even get into this space and starting your own company too? Yeah, so I knew from a very young age that I was going to be an entrepreneur.

And by the way, all of this is in my book. I have a book, Live Longer and Better. And so I knew I was going to be an entrepreneur as we were about to go into college.

So my family, it was understood you were going to college. We just didn't do any prep. So I literally graduated from high school. hadn't looked anywhere, hadn't applied anywhere, like had no plan.

And my dad graduated from high school up in Ohio. My dad got his second civilian job. He was in the Air Force. So he got a second civilian job in Houston.

And I came down to Houston, I applied. And what does somebody who is going to be an entrepreneur going to study, right? Today you might choose an entrepreneurship program.

At the time that I was going to college, actually I was doing some prep work for the book, there was only one entrepreneur class in the country. So not a whole course of study, just one class.

And I honestly think that I would do the same thing today that I did then. My logic was, I'm good in math, I'm good in science, what's the fastest way to the highest salary so I'd have money to invest in a business, right?

Whatever that business was gonna be, whatever kind of entrepreneurial path I was gonna be on. A couple of things didn't kind of click with that. One, I didn't graduate in four years.

It actually took me six. I did get a minor in computer science and math. And then the other problem was I started a company while I was still in college.

So we were already off and running. And what that looked like is my business partner was working out on the University of Houston campus, and he was separating this molecule that we'll be talking about today.

And his professor, who's pretty famous in the superconductivity world, the Dr. Paul Chu, came in and said, hey, this molecule that you're separating is selling for $6,000 a gram.

You should go, and your young kids, you should go start a business. And my business partner, Robert, is from an entrepreneurial background. I kind of joke, he did a back of the napkin calculation, which had only one thing, $6,000 a gram.

And so off and running, building the equipment to manufacture this, they brought me, there was another partner he's since gone away. They brought me in to help them build that piece of equipment.

So to this day, we have the most efficient way to manufacture this molecule. And that's really kind of how I landed here, you know, how I landed on a health podcast.

is an extension of the story, but I'll turn it over to you in case there's any background questions you have. No, I love that. And that is so smart. I mean, that's amazing.

And what a blessing that you had that opportunity to get in there and you knew you wanted to own a business. happen to be in health and I mean I love that I'm a doctor because I can help myself and my family and friends well if they listen you know if they want my advice but but it it's good I always joke because I think like God knew you know obviously knew that I was gonna have like three boys that were kind of crazy and rambunctious because I've had a you know ultrasound my kids I did a fast exam with an ultrasound it's where you look for like free fluid in the belly like last week because he had a fall that I was just like like not okay with but it's good when they intersect right and it's for your benefit So what is this molecule that we're actually talking about?

Because your company is called MyVitalC. And honestly, I think I told you this when I first learned about you and

your company. I thought it was like vitamin C, but it's not.

So what does that mean? What is this molecule? Yeah, so the C in my vital C stands for carbon. So what we're talking about is this molecule. I'm holding up a model of the molecule.

If you're listening, just imagine a soccer ball where the lines on the soccer ball represent the bonds between the carbon atoms. You have a spherical molecule of 60 carbon atoms.

The molecule was discovered in 1985. The three scientists who discovered it actually won the Nobel Prize in 1996. The molecule is amazing. It performs as well or better than the current best material in almost every application.

So it makes better inks, better batteries, better tires, better photo cells. And this is sometimes where people like I lose people because like, wait a minute, this is a health podcast.

Like I didn't wake up and look at my car and think about what part of my car battery do I want to take on a daily basis to be healthy? And the story actually gets a little worse first.

What ESS-60 Is and Why It Matters

So one of these shapes, and in fact there's 20 of them on the exterior of the soccer ball shaped molecule we call ESS60, is the same shape as benzene, right?

And you've had a lot of fun studying benzene in organic chemistry. Benzene, a lot of people… Not fun. Yeah, so much fun. Not organic chemistry. That makes me sweat a little thinking I'm just kidding.

So benzene is ubiquitous in our society and we don't have modern society without benzene to kind of just prove that point. Look around you and imagine everything that is plastic.

Gone, because the foundational molecule is benzene. Many medications, foundational molecules, benzene, including aspirin, also detergents. So we don't have modern society without benzene.

But benzene, when it's on its own, is known to be toxic and known to be carcinogenic. So because there's 20 of these shapes on the exterior of this cage, the scientists assumed that it would be toxic.

They put it in a toxicity study. And then instead of being toxic, the test subjects that they gave it to, in this case, it was Wistar rats, lived 90% longer than the control group.

So the single longest longevity experimental results on mammals in history, and it's peer-reviewed, published research, and I'm very proud to share that my company, my lab provided the material, my lab is mentioned in that original study.

And so the single longest longevity experimental result on mammals in history is because of the MyBattleC formula. And our most consistent testimonials, people take it in the morning, they report mental focus and energy during the day, and then better sleep that night.

And yeah, now I'm on this amazing journey, having written a book. I did a longevity summit connecting with amazing people like you, sharing this information with as many people as possible.

That's my job and I couldn't be happier. Yeah, yeah, it's pretty cool. And I love it. You spoke about, you know, it helps sleep, it helps memory. And you kind of use that for your product packaging.

I was kind of teasing you about that, how it's the same ingredient, but it says, you know, take this for sleep or energy or, or whatnot, because it really does that.

So what is the mechanism of action? Because You know, still like people listening, you know, caught up on, you

know, is this really good for me? Like, what's the mechanism of action?

Like, how does this actually extend life? Well, if it's okay, I want to walk you through my journey and kind of culminate on these methods of action because there was a transition point where it's now my job to figure these out.

But it started with, okay, this initial study came out where the rats live 90% longer in mid 2012. In mid 2000, you'll appreciate this, in mid 2013, we start getting phone call calls from this crazy wacky group of people called biohackers, which I can now affectionately call them biohackers and call them crazy and wacky because I am now one.

And they were like, hey, how much of this stuff that extended the lives of those Wistar rats, those mammals by 90%? How much stuff should I consume? And my business partner and I, what we heard is, hey, that stuff that you sell to institutions around the world to put into inks, batteries, tires, and photocells, how much of that stuff should you consume?

And we thought the answer was zero. We actually added not-for-human consumption to our labeling in mid-2013. So think about that from 1991 all the way to mid 2013. We don't have not for human consumption on the labeling.

We added at that point and I want to be extremely clear. The literature showed it to be safe, right? Including this 90% extension of life. We were just conservative carbon nanomaterial scientists.

I'll be honest, we kind of didn't want to get into it. Well, we definitely didn't want to get into the supplement space. And so not for human consumption on the labeling.

And that resulted in these crazy wacky biohackers calling us. We would get two to three calls a week and they would sound something like this. Hey, Chris, my knee pain is gone.

And I would be like, hey, you mean the knee pain of your rat, right? Because it literally says not for human consumption on the labeling. And they would go, yeah, yeah, yeah.

Hey, if my rat weighs 275 pounds and does HIIT training on Tuesdays and Thursdays, should they like take more syringes on Tuesdays and Thursdays? So we know what's going on and we actually allow it because we understand that it's safe, but we still leave not for human consumption on our labeling.

So from mid 2013 all the way to the end of 2017, we're like, we don't want to get in this industry. I actually found a peer reviewed published research paper that showed 50% of the supplements that that research organization had purchased off the market.

So general supplements didn't have in them what they said they had in them. This is why we didn't want to get into the industry. Finally, at the end of 2017, a guy with a big YouTube following started, that's what always causes it these days, right?

Started talking about all the benefits he was getting, taking it on a daily basis. And our phone went from ringing two to three times a week to 10 times a day.

So now a couple of things happen. One, my business partner and I, hey, this is an entrepreneurial opportunity bigger than we realized. weren't that bright and now it just smacked us in the face.

I looked back to that research paper where 50% of the supplements on the market don't have in them what they say they have in them. This is gonna happen to this space, right?

Like this is just what happens to the supplement space. So we're a unique lab. We've actually been working with this molecule longer than anyone else on the planet.

And we have the equipment, we have the exacting standards. And so it really does make sense for us to get into the industry and deliver a high quality product.

And we also asked ourselves two questions. The first is a moral question. Are we comfortable selling it? I take it. My wife takes it. Everybody on our team takes it.

By the way, it's not a requirement to work here. You don't clock in and take your shot of my Vital C. All the team has access to the research. They have access to the testimonials from our customers.

So everybody here takes it. And then the next question is a legal question.

From Biohackers to a Supplement Company

You've got the FTC and the FDA. You got to cross the T's and dot the I's. And so we do that. And in the beginning of 2018, we started bringing this product to market and earnest.

Flag me if I, I'll keep going, but flag me if you have some questions. Yeah. So is it still marked for human or not for human consumption or were you able to take that off?

Yeah, no, we took that off. We actually didn't even need to have it there. There was no legal requirement for us to have it there. We were just ultra conservative carbon nanomaterial scientists and like inks, batteries, tires, photocells.

You probably shouldn't take that, right? Like the whole concept of what part of your car battery. I wouldn't recommend that you take any part of your car battery, right?

So that was our mindset at the time. Right, oh my goodness, yeah, that's interesting. So you have this biohacker, they kinda go crazy, and I understand, so you're sitting on this product, it's basically a startup, you guys are entrepreneurs, and I guess what really made you guys say, okay, we're going all into the supplement space for this, we wanna have quality and integrity, let's do it.

Well, it was the key factor of our phone going from two to three calls a week to 10 calls a day, right? Like this is just, this is not normal, right? This just doesn't happen or at least maybe happens to other people hadn't ever happened to us.

And then again, landing on that paper, understanding that in this space with this molecule, at this point we've tested 22 of the products in the space.

And all of them are woefully low in concentration except for one manufacturer and us, right? So exactly what was shown to be, actually worse than what was shown to be true in that research paper happened in this industry.

And so, again, we're the lab. We've been working with it the longest. We've got HPLCs and high quality equipment and nitrogen gas to make sure you're not full.

Like we just know how to make things at an exacting standard. and thought we really do need to do this for the consumer. Yeah, that's amazing. And I think that shows a lot of integrity too with that.

So these people that are taking it, so first it was biohackers and now your company is taking it and a lot of people are taking this molecule now. What effects are they seeing and are there any clinical studies to go with that right now in humans?

So most consistent testimonial, right? People take it in the morning, they report mental focus and energy during the day and better sleep at night. When you start talking about clinical trials, most supplement companies don't do research and fewer publish it.

We actually published last year and this year with the original researcher from that original paper out of the University of Paris where the rats live 90% longer.

So his name is Dr. Fatih Musa. We published with him last year and in June of this year. So we are that very weird company, supplement company that you actually would like to be in place, which is continuing to do the research and then also continuing to publish it.

We're in the middle right now of doing what I call an ad hoc leading into a clinical trial on HSCRP. That's high sensitivity C-reactive protein. It's an inflammatory marker.

And what drove us to start this study is a Dr. Lane Young came to our booth at A4M in Las Vegas and he said what I'm about to say. And I was like, you got to say it again.

And so I have a video, like I recorded a video of him. He's like, Chris, I don't care if you're male, female, pre-surgery, post-surgery, cardiovascular disease or otherwise healthy.

Your product reduces elevated HSCRP numbers, and we'll talk about what HSCRP is and the ramifications of this number. He said he had a client at nine, his protocols wasn't moving.

Our product brought it down to 0.9, so under one is normal. Our product brought it down to 0.9 and four to eight weeks. HSCRP, yeah. Okay, so just your product.

Just our product. That was the only change. He was already trying all of his protocols and the patient was still at a nine. By the way, I spoke with, you probably know this, I spoke with an oncologist who was like, when you have an HSC or P of nine, we assume you have cancer until we prove otherwise.

It's an extremely elevated inflammatory state. And then yeah, Dr. Young, he said that it took it from 9 to 0.9 in 48 weeks. And then he also said, we're seeing improvements in HRV.

So heart rate variability and sleep of between 20 and 60%. So really having Yeah, for those listening, so the CRP is acute phase inflammation. So this could be like you go to the ER, you're having like a heart attack or a seizure or something or you're in a trauma and the CRP is going to be elevated.

But it could also mean that you have like a really hot smoldering fire like cancer or like an autoimmune disease. And I will see this in patients real time.

flair, you know, or be high when they start seeing me and then it will go down as we start healing the gut and stuff. But CRP is not good. I've said before, you can't have disease without inflammation.

So CRP is something that you should request from your doctor to see if you have inflammation. Because sometimes you could be walking around and you just are so used to feeling inflamed and gross that you don't even notice.

So you said the CRP and then heart rate variability, why that is so important and that really piqued my ears is because that is like chronic stress, you know, living in the sympathetic state or chronic stress on the cells, which can come from inflammation a lot.

And then we know sleep is restorative and our body heals when we're sleeping well. So those markers alone are very important markers when it comes to longevity.

Yeah, and there is a study in Beagles, the dog Beagles, right? I think this is about two years ago where they were looking at the inflammatory status of Beagles with the ESS-60 molecule and they were looking at HSCRP also, so reduce their HSCRP.

So we're starting that trial. We're also going to start a migraine trial because my own story with migraines, my wife's

story with migraines, we've got some other anecdotes.

We've got the theory. You get theories from anecdotes. By the way, we're kind of trained as scientists to ignore anecdotes. Anecdotes don't mean anything.

But all of the science comes from anecdotes, right? If you think even back to penicillin, he saw in the petri dish that there were no bacteria around the fungus and he had the theory, right?

This is an anecdotal result. He had the theory that something was killing off the bacteria. It turned out to be penicillin, right?

Research, Human Data, and Inflammation

So, anecdotes do have value, but you gotta be careful about how much weight that you give them. We have had so many powerful testimonials about migraines, we would very much like to be able to talk about migraines, which we can't now because we need to do this study.

So we're in the process of starting a migraine clinical trial. Oh, wow. That's so cool. That's exciting. So when we have these clinical trials, so that is great.

And obviously, the longevity ones will come later. Because rats, why we use longevity studies or even peptides, why we use rats is they have a shorter length of lifespan.

That's why we can extrapolate that. Where humans are, it's a little harder for longevity data. I mean, would you agree with that? Oh yeah, we will never do a longevity study per se on humans, right?

It may come out, and as an example, by the way, these are Wistar rats and something very unique happens in Wistar rats. And here's a piece from the study.

A typical Wistar rat lives out to 32 months and has a known amount of tumor mass in its body. The longer it lives, the more tumor mass it has in its body.

Even though the myvital C rats lived out to 62 months, again, 90% longer, none of them had any tumors, right? So this is probably one of the key pieces of why these rats live longer.

They're kind of genetically bred to have these tumors, which, you know, causes their life to be shorter. You solve that and now they extend by 90%. If you look at a human, if humans lived 90% longer, the average human would be about 152, And if you're like me, you hear 152 and you're like, oh, oldest human.

No, that was a bell curve around 152, right? So 200 would be not a problem. We won't be doing a 152 year study, right? We may find out down the road that people who are on the molecule, taking the molecule on a regular basis are showing longer lives.

We might find that, but that's gonna come through some other kind of studies on people who happen to take the product. Yeah, yeah, that's great. And you touched a little bit on this, like the fraud in the supplement industry.

So I think we should go into detail a little bit more with that because unfortunately, like everyone is just like, well, I'm just going to buy a supplement on Amazon and get it really quickly.

And I'm like, you might not be getting what you bargained for. Yeah. So Amazon, by the way, we are on Amazon and you can find our products on Amazon. You have to be careful and we're kind of policing this regularly.

Some people will hear of a molecule and they'll go on Amazon and they'll type in a molecule, maybe NMN or whatever, NAD, and they'll type it in and then they'll look at the reviews and they'll make a decision on the reviews.

And I have to ask, What do the reviews on Amazon mean about a supplement? Maybe on a cell phone, hey, it works good. It doesn't lose connection, whatever.

Maybe that means something. But with a supplement, my example is like vitamin C, right? What does a five-star review of vitamin C mean on Amazon? Well, first off, we know that they didn't take these little tablets and weigh them on a medical scale or on a scientific scale, right?

So if they're supposed to be one gram, they're not even measuring. That's like the easiest thing to do. Well, the easiest thing is to count them. We're pretty sure they're not even counting the tablets, right?

If it's mostly full, then they're assuming that there's 190 tablets in it. They're not counting them. They're certainly not crushing it up, right? And injecting it into their HPLC to confirm that it's ascorbic acid.

Like none of this has happened. I kind of point out what it really means is Amazon harassed them and they didn't die before they left the five-star review.

Right? Like that's what a five-star review of supplements means. So you got to be really careful and I'll share you our company other than weekends, right?

Amazon can trounce us because we don't work on weekends, but in terms of shipping, we'll have it there as quickly as Amazon will. We actually had one customer who like placed an order at 6 p.m.

on a Friday and then sent us a note on Monday morning at 10 going, why isn't my product here? And it's like, well, because we're not Amazon. Like that is the one situation where Amazon can be better in terms of getting it to you.

But frankly, anything you're about to try doesn't need to be tried within two days, right? So don't worry about that we can find the original manufacturer.

Yeah, it's okay to wait a little bit. And cause you don't know with like shipping and stuff. And I mean, I think though, like you guys are on Amazon and like, but it's your company, right?

So don't go to, you know, your companies and then, oh, recommended under there. Cause you don't want to do that because a lot of these Amazon reviews are not legit.

And then we don't know if you're actually getting what's in there. And that can be kind of scary in the supplement world because it's. It's not regulated to that degree.

And I've had patients that, you know, from a tumeric, you know, and it wasn't on Amazon. It was actually straight from the company and they had some liver failure from it and elevated liver enzymes.

And we were able to identify what the supplement was and take it out. But it can do harm in some cases. And we want to make sure we're being careful what we put into our body always.

Yes, absolutely. So we have it on Amazon. You can find this on Amazon, but we're happy to take your order on the website. Just be careful. Don't use the reviews to decide what molecule to take.

Right. Yes, exactly. Now, how do you think ESS-60 impacts the mitochondria? What do we know about that? Yeah, it's pretty exciting. So our current theory is the BOSS theory.

And here's kind of our reason for this BOSS theory. By the way, BOSS stands for buffering oxidative stress system. So we know from peer-reviewed published research that this ESS60 molecule gets into the mitochondria.

That's already amazing. Like it has the potential to be very useful. We know from way back in the 90s that this molecule can hold up to six negatively charged particles on the exterior of this cage, right?

So what that means, just real quick refresher, mitochondria, powerhouse of every cell, there's between 50 and 5,000 mitochondria in every cell in your body, except for blood cells, which have zero, and brain and neurons, which have two million.

It's amazing how much energy our nervous system uses relative to our other systems. mitochondria produce these reactive oxygen species, just kind of like your car going down the road produces exhaust, your power plant produces a smokestack, in the case of mitochondria it produces reactive oxygen species, which if left to their own devices, I kind of picture them like little bumper cars, everything that they slam into, they're rusting and causing oxidative stress, oxidative damage, ultimately inflamaging, right, that confluence of inflammation and its association with aging.

Internal to the mitochondria, you've got glutathione and melatonin to manage those reactive oxygen species. I like to pause here because I love the parallel.

Melatonin, the sleep hormone, right? One of our most consistent testimonials is related to sleep. Now, what happens when you stress a mitochondria? First off, how do you stress mitochondria?

I like to point out, you're alive in this modern world and you have stressed mitochondria. Like that's just what's going on. Whether it's the stress from news, whether it's blue light, whether it's too much sun, EMF, if you take a plane ride, like you are stressed.

And when you're stressed, your mitochondria are producing extra reactive oxygen species that can't be managed by that glutathione and melatonin. That's when they run around like little bumper cars.

And that's where we believe this ESS60 molecule steps in, where it holds on to those reactive oxygen species so they can't do any damage. And then when that mitochondria can replenish the glutathione and the melatonin, then they can manage them appropriately.

I have a kind of fun analogy for me. I mean, you've been through the whole education system. Have you ever heard of a biological analogy that starts with Mardi Gras?

Mitochondria, Oxidative Stress, and the BOSS Theory

A lot of biology happens on Mardi Gras. So at the end of Mardi Gras and you have these drunk reactive oxygen species running around causing oxidative stress, oxidative damage on Bourbon Street.

And you have the New Orleans Police Department, the glutathione and melatonin that come on to Bourbon Street, handcuff themselves to those reactive oxygen species and get them off of Bourbon Street.

But what does the New Orleans Police Department do when they get overwhelmed? They take those reactive oxygen species and they put them in a paddy wagon.

They attach them to the exterior of this ESS-60 molecule. And then when the New Orleans Police Department can replenish the glutathione, replenish the melatonin, then they can handcuff themselves to those reactive oxygen species and get them off of Bourbon Street.

And that's why we say that the ESS-60 molecule is the boss, the buffering oxidative stress system. Oh, that's so funny. Yeah, and it makes sense because, and you said it has all the negative electrodes, right?

It can hold negative charges, yes. Yes, yeah, that's cool. So how does that work with, do you think it helps with EMF exposure and stuff like that? Do you think it's working on that level too, or just with the reactive oxygen species?

Yeah, well, I mean, at the end of the day, what the EMF exposure is probably doing is stressing your mitochondria and producing extra reactive oxygen species.

There are, in fact, studies. I think it's on mice with EMF exposure and the fact that the ESS60 molecule helped reduce the negative impact of that exposure.

I'll also share this because this is interesting. In that original study, at one point, my director of research came to me And he said that this paper, this original paper could have been five separate papers, because there's all these nuances, right?

And I just mentioned kind of the tumor one. We could come back to that. But one of the pieces was a separate set of rats in the same grouping. So one group was given water, that's the control group.

One was given olive oil, a semi-control group. And then one was given olive oil with the ESS-60 molecule. They injected the rats with carbon tetrachloride, which is an oxidative agent that attacks the liver.

let these rats 24 hours after they were injected, euthanized them, and then dissected the livers. The ones that were given water, the control group, almost no repair.

Basically, they were done for rats. The ones given olive oil actually did show some repair, and the ones olive oil with ESS-60 almost completely repaired.

As an antioxidant in the liver, this is great news if you're looking for liver support. Yeah, which we're all just under so much toxic burden and the liver, the liver has taken the brunt of it.

So that's amazing. And I think with regards to hormones and perimenopause, if you're adding on this supplement, that's just gonna support your hormone metabolism too, if it's supporting your liver.

So that would be really interesting. Maybe you should do a study on perimenopausal woman, but I know that can be difficult because we're tricky. My wife went through menopause early and this product had a significant impact for her.

Like all of the symptoms that you're regularly talking about, regularly experiencing a profound improvement. And migraines is one of them. We kind of touched on that.

In her case, She used to get nine plus migraines per month. And I remember the number nine because she actually had more than nine, but there was a medication that they gave her, Sumatran's, something close to that.

Sumatriptan. Yes, Sumatriptan that they would only give her nine, right? She couldn't have more than nine per month. She really would suffer. She'd get about 13. She'd suffer through four.

migraines are horrible. And if you ever had a migraine, horrible. This may not surprise you. She's my spouse. It took me a while to convince her to try the product like that's happened.

No, really? Even if you have some expertise, which I had a marginal and like a questionable amount of expertise, certainly growing every day, but she finally tried the product and it did have a significant impact on her.

She went from this kind of 14 migraines per month down to one or two a month or even every other month. So like just a dramatic impact on migraines. Wow, that's amazing.

And you're seeing all sorts of things like vision, you've mentioned sleep, like joint pain getting better, because it's all a part of that inflammatory process getting more back into homeostasis, right?

Yeah. The summary of this kind of boss theory is we're reducing the negative impact of stressed mitochondria, which we all have stressed mitochondria.

And so mitochondria is the powerhouse of every cell, not some cells, not half the cells of every cell in your body, except for blood cells. And so if you're reducing the negative impact of stress mitochondria and we're all stressed,

then you should have exactly what we have, which is head-to-toe testimonials.

And my job, some of the joys of my job, one, I get to be the science geeky guy that I've been my whole life. And so I get to share the research and dig into the research and drive studies.

I actually didn't mention, so we have an ad hoc study on sleep that's done. And at this point, we have 10 people through it. We're working to get more people, so it's a super small sample size.

But basically, it was a crossover study where we collected survey data on quality of sleep before trying the product for 10 days. When people were on the product for 10 days, people back off the product for 10 days and then back on it for 10 days.

And 100% of the participants reported improvements in sleep when they were on the product, which just conforms, again, our most consistent testimonial.

Yeah, that's amazing. So I guess when bringing up sleep brings me to this question, when do you take it? Does it matter? Because if it gives a boost in energy, do you like to take it more in the morning and then it helps with sleep because it's reducing oxidative stress?

Or when do you recommend taking the product? Yeah, we do recommend taking it in the morning. We have a small percentage of clients that, and we're talking two to five percent, so really small, that say if they take it later in the day, it'll keep them up.

Now, that's not true for me, but I'm also the guy who can have a cup of coffee and then go to sleep. Yes, my aura ring tells me that it's not good sleep, but I can act like it doesn't stop me from going to sleep.

But I'll share this. This is what I think is really going on. You do get that focus and energy, right? And some people, if they have that focus and mental energy, I know it's not jittery like I got to get up and do something.

It's like just this ability to focus. Some people aren't used to that and don't think they can sleep through it. And I would argue that if they would just go put their head down, maybe they need to do a little bit of breathing.

And we're not talking like abnormal, oh, 15 minutes of breathing. No, I think if you just quieted your mind a little bit, that they would fall right asleep.

Because that's what happens for me since I was on this product. And you wake up, use the bathroom in the middle of the night, your brain is ready to go.

Like I could get up and work or whatever, go back to sleep, let your head hit the pillow, not a problem. And you bring up an interesting point. taking it in the morning to impact sleep at night, I'm not aware of anything else that you can take to impact sleep.

You can get exercise in the morning, that'll help you sleep for sure. You can get exposure to the sun, right? Get your circadian rhythm in line with the rising and falling of the sun, that'll help you sleep.

But to take something in the morning and positively impact sleep at night, I mean, it really does go back to kind of really supports this fundamental, we're reducing the negative impact of stress mitochondria.

And if you're doing that, then your sleep is probably gonna be better. Right, right. Now, back to that study with the liver and the rats, which was so cool.

Sleep, Dosing, and Product Formats

I was getting really good in the habit of just taking olive oil, a tablespoon once a day, and then I get out of the habit and stuff, how that happens.

But this product, it's in different things. It's an olive oil, avocado, and MCT. So can you explain the difference and how to take it and how much is recommended for the longevity?

Yeah, so we do offer it like olive, avocado, and MCT. And when people ask what they want to try, you know, what they should try first, we always recommend olive oil for two reasons.

First, we're a research organization, and almost all the research is on the ESS-60 molecule in olive oil. The next is it's a higher concentration of the ESS-60 molecule in olive oil versus the other oil.

You get about 0.8 milligrams per milliliter in olive oil, 0.6 in avocado oil, and then 0.3 in MCT oil. And my routine, I'll just share, I kind of do a bulletproof coffee kind of thing in the morning.

Right, that's supposed to be a high quality coffee, MCT and ghee. I get rid of the ghee. I actually don't like the flavor of ghee or purified butter. What about butter?

What about just butter, grass-fed butter? Yeah, I just don't enjoy it. People think I'm weird. Okay, so you put the MCT and the ESS 60. It's stable in the coffee.

You don't have to worry about that. Yeah. And then while that's blending, right? Cause that's oil and water, MCT oil and water. And that's about a teaspoon and a half of the MCT.

I also take a teaspoon and a half of our olive oil. And that's like rock solid. It's in this right here, in my cup. And do you have to like hold it in your mouth?

Like some liposomal formulas, or you could just take it. You can just take it, right? I'll swish it around in my mouth. There's actually some research to support that olive oil is good for your dental microbiome.

Dr. Gundry actually at one point talks about olive oil being able to whiten your teeth, right? So why not let it sit in your mouth? So I do let it sit in my mouth for a while and then you swallow.

You're not doing oil pulling where you do spit it out. You're actually swallowing it. And it makes perfect sense because this molecule is so small. I mean, just to give you some perspective, one drop of our olive oil product has more than 400 times as many of these ESS-60 molecules in it as you have cells in your body.

400 times in one drop. So the molecule is so small, yeah, we believe that it's getting absorbed through the mouth lining. And what about kiddos? Are there studies on kids or, you know, you could just cook with it for them or just see if they will take it.

Just give them a little bit. Have you heard of any anecdotal stories? There is no reason to suspect that there's any problem with kids. Right. But we're scientists and the prudent thing because that's a very different, you know, a developing human is very different than an adult human.

And so we would prefer more research to be done. So our current recommendation is if you're trying to get pregnant, if you're pregnant, if you're nursing or if you're a small child, just don't take it.

Yeah, just hold off for a little bit. But you do use this in pets. Yes, absolutely. And, and again, we kind of say if it's a puppy, right, because the focus and energy, energy specifically in dogs, I don't know how much more focus they have.

But if you have a young pup, like you probably don't need more energy, right? You just you don't need them to see like if you could interrupt their sleep a little bit, it might slow them down in the morning.

So there's really no, I don't think there's any reason to give it. If you look at that original study, they didn't dose the rats until month 10. So they were fully adult rats before they got any of the servings and then had this 90% extension of life benefit.

So don't worry about giving it to your pup, especially if they get more energy. I mean, I can share one of our fun testimonials is from Gwen. She's our largest distributor here in Houston.

She originally bought the product for her dog. I just had no intention of taking it. She noticed such a profound difference in her dog that she then was like, well, I should probably be taking this.

As you hear about anything, placebo effect should be on your radar, right? Because placebo effect actually affects everything, including any medications you may be on, including any supplements, including your workout routine, right?

If you're convinced that your workout routine is gonna do better for whatever you're trying to do, it will actually do better. Like that's how powerful the placebo effect is.

But placebo effect does not apply to pets, right? The pets, ironically, aren't smart enough to see, oh, I got my dropper, so today I'm supposed to have more energy.

They just act how they feel. So Gwen sees this difference and starts taking the product herself. And actually, I'll finish this testimony because it includes the worst testimonial about a supplement ever.

I did a video with her, and she shared with me that at the three-month mark, if you had asked her what she had noticed, her initial response would have been, what?

Nothing. And then she slowed down, took stock of her life, and she's like, wait a minute, I'm working later, I'm waking up earlier, I was never a morning person, and arguably the worst testimonial about a supplement ever, she cleaned her garage.

That was one of the things that she noticed. Oh, that's funny. Right? But the garage is, it's a huge project. If you have other things to spend time on, you know, if you're feeling a little bit tired and you'd just rather catch another episode on Netflix, that's going to happen over you cleaning your garage.

So we don't use it in any marketing literature, but it is still ultimately a pretty powerful testimonial, I think. Yeah, so I'm going to give some to my husband and I'll get back to you on that.

I'll be like, hey, start taking this. No, that's great, though. So I guess if someone's listening to this, they're probably wondering, well, if this molecule is so great, we know it helps us longevity, which longevity is about having, yeah, like the rats had less tumors, they had more energy.

Why is this, one, not a drug? How did the patent thing get into that? And two, why haven't we heard about this more? Yeah, so one, it's not a drug because the patent opportunity has passed and it passed really, really a long time ago.

And that's also part of the reason. I mean, to be realistic, one of the reasons that you don't know about it is because I have to do a better job of my job at my job.

I mean, that is my job to go on to podcast, to work on the strategy that gets this out to as many people as possible. We met at a conference. I was at a conference this week.

That was two weeks ago. I was at a conference this week. So we're, we're going out and doing, doing those things. And anytime that there isn't the ability to patent it, that's when big money tends to stay away from it.

Right. So we're not getting, you know, millions of dollars invested to do the clinical trials, to do the education associated with this. So that's really kind of the reason, you know, some people, you know, We could talk about big pharma and whether they don't like it.

I think those are all reasonable conversations to be thinking about because big money causes people to do

different things. But I land mostly on intellectual property is not available and I've got to do a better job.

And thank you for allowing me to do a better job by having me. Yeah, yeah, of course. Well, we know and I challenge everyone. I mean, I'm seeing a lot more on, you know, with influencers with perimenopause and menopause, but here they're pushing the pharmaceutical patch and like all this stuff.

So you really have to see like what is in front of you. Someone's paying for that. unless you are here watching this where I'm not taking money from Big Pharma and actually have rejected all of that.

Safety, Access, and Final Advice

So I think that is kind of the point I wanted to give is like, yeah, you're not going to hear about the local farm that does grass-fed meat or raw milk.

No, you're going to hear from FairLife or all that stuff. I mean, I think I think it's very just we need to make that point. It's not because it's not good.

It's because there isn't big money behind it. And, you know, so so try it. You know, the safety evidence, the studies are there. I'm going to get better at it.

And I and I bought I had some and Chris, I like what you do where you have people write down how they feel or whatever before taking it and after. And I think that that honestly is really important when you're starting a new product to see and start one at a time to see what is actually moving the needle.

Yeah, no, yeah, it's a little calendar that comes with every product so that you can kind of track your sleep, overall wellness, a number of things. So it's, yeah.

Thank you for noticing. One last thing, we're just gonna do four rapid fire questions for you. Okay. Okay, and then we'll find out where to find you in your podcast and your book.

Okay, what would be the first career you chose if you're not doing what you're doing now? So as I was going through engineering school and not knowing exactly what I would end up doing, this is interesting how parallel it is with where I'm at, the biomedical devices, the material science behind it, the actual engineering behind it, I would love to be making biomedical devices.

that help people, right? And also challenge the skills of engineering and art. A lot of people don't think of engineering as an art, but you have all these tools and you've got to put them together so that they paint a beautiful painting that actually delivers value.

So that's what it would be. Oh, I love it. That's cool. What is your favorite habit that rescues a tough day? Favorite habit that rescues a tough day.

I would say if it's really tough day, it's an extra walk, right? Like, so if I'm having a tough day and I go home and you know, yeah, I have 15 year old twins, boy, girl twins.

So they can actually add stress. I don't know if you've had that experience. They can actually add stress. Kids are not stressful. No, not at all. They're a blessing, but they're challenging.

It's amazing and it's tough. So yeah, just disconnect and get out into nature and go for a long walk. Love it. What is one wellness rule that you happily break sometimes?

Ooh, one wellness rule. Confessions. So I, not only do I happily break it, so I have a sweet tooth, an absolute sweet tooth. And the way I picture myself controlling it is at the end of the day, I have a little square of chocolate, dark chocolate, like 90 plus and a little square of milk chocolate, right?

So it's a little bit, that's the, I always describe that as the barrier between me and an entire cheesecake. And that's not how bad my sweet tooth is, but it's something, right?

It's that little treat at the end. So that is something that I indulge in and it is, you know, the dark chocolate's actually healthy. The milk chocolate, yeah, I should get rid of.

That's not so bad. All right, last one. What is one word you want listeners to carry onto with this week? Excellent. One word. Wow. One word that I want listeners to carry into this week.

Try. Try the things that you know you need to do. I love this phrase. The difference between where you are and where you want to be is not because of what you don't know.

It's because of what you know and you're not doing. And I know a lot of people say, well, try. You shouldn't do it. OK, so maybe the word is do, right?

Do something that you know you should be doing. And if it is that long walk to disconnect, if it is putting down the cookie, if it is getting to bed, putting down the phone so you get to bed earlier, do that thing.

Actually do that thing that you know you need to do. Oh, I love it. Well, what a great way to end. And if people want to try your product, how could they find it?

Well, we'll make a link specifically for you, myvitalc.com forward slash drjen. So D-R-J-E-N, single N, right? When you go there, we've got the main products are listed there.

We really have kind of made the landing page a lot more simple where you can find the product. We recommend that you try it for three months. That's really the ideal.

So we've got some good discounts there. You can also, there's a charity piece that I wanna share. One, if you go on subscription, there's an additional discount.

Take advantage of that discount. You can cancel that at any time. Our customer service team has a thousand five-star reviews on Google, so they're not trained to talk you out of canceling your subscription.

Most people stay on subscription. Also, I did a longevity summit. There are 18 biohacking tips from that summit. Just need your email for that. And then there is a charity piece to my book.

You can get the book, Live Longer and Better on Amazon. It's $19.95. On our website, you can get it. And it's actually right there at the bottom of the landing page.

Also, there's a coupon code for $15 off. Let's not forget that. There's a $15 off coupon code right there at MyBattleC.com for slash Dr. Jen. With the book, $19.95 on our website.

Also, for 10 extra dollars, I'll autograph it for you. And 100% of that $10 goes to Operation Underground Railroad. You may remember a movie called The Sound of Freedom.

Amazing movie about a horrible topic, which is child sex trafficking, which should be off of our planet yesterday. They're doing a great job. So 100% of the signature fee goes to Operation Underground Railroad.

Love that, Chris. That's great. That's great. Well, thank you so much and keep doing all the podcasts and keep doing all the things you do because we think you're great.

So we really appreciate it. Thank you, Dr. Jen. Thank you so much for having me. Thank you for tuning into Dr. Talks. We hope today's episode has enlightened and inspired you on your path to optimal health.

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