# The Molecule Behind Superhuman Recovery & Brain Power | Chris Burres | Ep. 65 Transcript

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## Introduction to Chris Burris and My Vital C

They actually thought this molecule would be toxic and they put it in a toxicity study in that study They gave in this case with star rats one group got water the control group one Group got olive oil a semi control Group and then one got all of oil with the ESS 60 molecule in it instead of being toxic the test subjects that they gave it to lived 90% longer than the Control Group hold on 90 percent longer.

Yeah, how long did that memo live? OK, so a typical… Meet Chris Buras, a longevity expert, biohacker, and published author. As co-owner of SCS Research, Inc.

and chief scientist at My Vital Sea, Chris is at the forefront of breakthrough research in nanomaterials and health supplements. His innovative work is transforming the future of aging and wellness.

Stay tuned. This molecule was discovered in 1985. Is that what the molecule actually looks like? This is exactly what it looks. They won the Nobel Prize for the discovery of this molecule.

How was it discovered? So there was a scientist, his name is from the beginning of time, our expected lifespan has increased. And then in the last 10 years, it's been on the decline.

Like this is because we're so unhealthy and we've got to fix these things. Our most consistent testimonial is people take the product in morning, they report mental focus and energy during the day and then better sleep that night.

There's another thing that you're doing with the products about pets. So how does this work with your pets? So in general, we think Welcome to another episode of a Healthy Point of View podcast.

I'm your host, Sam Tahata. And like always, we're bringing experts from around the world, talk about health, wellness, beauty, and all of that good stuff so you can live a healthier life.

So today we have one of our guests that flew in, Ian. You know we talk about the supplement world all the time and there's all kinds of different supplements out there some are good Some are not so good.

This one is one of the good ones This guy is by trade and mechanical engineer, but today he is the chief scientific officer of my vital see All right, so today we have Chris Burris.

Chris, man, I'm happy to have you here. We've been talking about it, we were out to dinner in Cali. That worked out really good. I don't know if I told you, but I had seen you at the event at The Biohacker Expo LA and I was like, that's Sam, and then you just disappeared.

Like, I couldn't find you. And then later I was hanging out with Natalia, right? And she's like, hey, why don't you and your wife and I will go have dinner and we can go with my friend Sam.

I'm like oh, that's cool. So I knew that we were supposed to meet and then in fact, we ended up having dinner together. That was a fun night, man. You know, connecting with people that, you know new people, those the first time I got to sit down and really connect with you, and you we cross paths in different events, conferences and stuff.

And I love that, especially when it's people that are vibrating at that high frequency, similar frequency that I have. And we're just doing things, moving the needle when comes to helping people.

But that night I was able to really understand more about your product that you have, I'm still learning, and I think today on this podcast is gonna be the day that i'm gonna learn even more.

So my vital C. So you're the co-founder of the company. Let's start from the beginning, man, because I was reading about you back in the 80s when the product was first created, Nobel Prize product, or molecule, should I say.

But let you explain a little bit about what this is and how you even came up with it. Because I want the viewers and the listeners to understand you. right now.

Not the product, I want them to understand you. So, by the way, this is all in my book, Live Longer and Better, and it is the kind of discovery of the molecule, actually how I knew I was going to be an entrepreneur at age 14. I don't know about your story, but at 14, i knew i was gonna be a entrepreneur.

And kind a unique set of circumstances really related to a Lamborghini Countach being a poster on my wall.

## Entrepreneurial Background and Discovery of ESS60

The vision The vision, right? Well, yeah, the whole wall. That was the only vision at the time. It was kind of funny. And I found an article, and the article said, if you want to have one Lamborghini, you should be a neurosurgeon.

If you wanna have more than one, You should an entrepreneur. I'm a 14-year-old kid. More than once sounds like a good deal. So I knew I was gonna be an entrepreneurs.

As I going into college, I like, what's the best thing for an entrepreneurship to do? And in my mind, I'm good in math. I've good science, right? Chief science officer now.

And engineering is the fastest way to the highest salary so that I could then invest in a company and help grow that, you know, and grow the company. A couple things went wrong with that plan.

One, engineering is really hard. I ended up with engineering degree in mechanical, so mechanical engineering, and minors in computer science and math.

That took about six years, that took longer than normal. The other thing is I actually ended starting the company, right? My Vital C is one of the brands under the lead company.

um while i was still in college with my business partner robert and the way that worked out is well let's talk about this a little bit first right so this molecule was discovered in 1985 at rice university is that what the molecule actually looks this is exactly what it looks like so it's pretty fantastic molecule uh the three scientists who discovered it and again it was at rise university in houston where our lab is based They won the Nobel Prize for the discovery of this molecule.

So discovered in 85, Nobel prize in 96. My business partner Robert and I started manufacturing this molecular in 1991. A full five years before they won a Nobel.

How was it discovered? So there was a scientist, his name is Sir Harold Croto. He became a Sir, a knighted guy after his Nobel Prize. Out of the UK, he's an astrophysicist and he noticed a spectrum in space that he couldn't identify.

And at Rice University, a guy by the name of Dr. Richard Smalley had this fantastic piece of equipment, which real quickly would like shine a laser, add a sample, and then take a puff of inert gas to take whatever came off of that laser hitting that material and take it into a mass spectrometer.

So kind of recreating the origins out in space and look at what was created. came and asked Richard Smalley, hey, can I put carbon in this? Because I think the spectra in space is probably carbon.

And fascinating story. Again, in the book, Richard Smally was like, no, I'm not going to put boring carbon into this machine. Like, i'm doing sexy things like titanium and exotic alloys.

We're not putting carbon Harold Croteau goes away. He comes back. Same question, same answer. So the third time he comes, back same question same, answer again.

But one of Dr. Smalley's graduate students says, hey, I'm going to come in over the weekend. I'll throw carbon into this fancy machine and we'll see what happens.

And what happened was they discovered 60 carbon atoms as a really high percentage of what was going into that mass spectrometer. And that is this molecule.

So their next question was like, why 60? And then they figured out that this is the shape 60 carbon atoms in the of a soccer ball effectively. And they published it in 85 and then the Nobel Prize in 96. My business partner was separating that material.

because there's a lot of molecules. So this is the most abundant. The next one has 70 atoms, the next has 76 atoms and you have to separate those from each other.

My business partner was separating those materials at the University of Houston campus and his professor came in one day and said, hey, you guys are a bunch of young kids.

This material is selling for $5,000 a gram, which is amazing. You should go start a business. And my business partners from an entrepreneurial background I always describe it, he did a back of the napton calculation, which probably read exactly like $5,000 per gram, and that was it.

Who is buying it at that rate? Researchers. And so when people ask me, what is this useful for? Our kind of joke back then was, it's actually really good for funding.

because if you wrote a research proposal based on this material back then you basically got funded as an example in 1991 all 10 of the 10 most referenced scientific papers right so somebody accrues all the information and figures out what was most reference all ten of them were related to this carbon material.

So Chris excuse my ignorance on I'm trying to understand that process, right? It's like, all right, we have this molecule, this compound that was created and now, you know, You get the 60, the 70 and you guys are separating it.

Like, why would I as an investor want to throw money at this? Is there like oh, This potentially might do this or this potentially it might Do that? You know how?

How was that pitch? Well, I think the answer to your question is kind of the same answer as to why did they win the Nobel Prize? So the way I describe the molecule is it performs as well or better than the current best material in almost every application.

So it makes better inks, better batteries, Better tires, and better photocells. And this is where, I mean, we're on a health podcast. This is when people start to get nervous because nobody woke up this morning and was like, look at my car.

I wonder what parts of my Car battery should I be taking on daily basis? And then actually the story gets a little worse. is reminiscent of benzene. It's the same shape as benzine.

Benzene ubiquitous in our society. We don't have modern society without benzane. If you just kind of look around the room, everything plastic has benziene as the foundational molecule.

A lot of medications, including aspirin, benzeme as a foundational molecular, a lot detergents.

## The Rat Study and Longevity Results

So benzène is ubiquitous, but benzENE is known to be toxic and known be carcinogenic. They actually thought this molecule would be toxics and they put it in a toxicity study.

In that study, they gave, in this case, Wistar rats, one group got water, the control group. One group, got olive oil, a semi-control group and then one got, One Group got all of oil with the, we call this ESS60, with ESSS60 molecule in it.

Instead of being toxic, The test subjects that they give it to lived 90% longer than the Control Group. Hold on. 90% longer. Yeah. So, okay. That's a really attractive number.

There's some pivotal moments, right? $5,000 a gram, 90 percent longer than that. It's the single longest longevity experimental result on mammals in history.

Its peer-reviewed published research. And I'm really proud to say my lab provided the material and my life is actually mentioned in that original study.

How long did that mammal live? OK, so a typical and I'm going to add another piece, So a Typical Wistar rat lives 32 months and they have a known amount of tumor mass in their bodies, right?

So the longer they live, the more tumor masks they having their body. Even though the my vital C rats lived out to 62 months, none of them had any tumors.

Yeah. So I tell that story and so it was cause of death. Um, it's just old age, old days, right? They just, and one of the people like, well, did they, d did you just extend a horrible life?

Right? That's everyone's fear. Like we were in this longevity and health space and a lot of people are not interested in living longer because they think they're going to live in some sort of decrepit state.

Yeah, they want more healthspend versus lifespan. Yeah. And you know, I think you and I are probably on the same page where we want to equate the two and extend them as far.

You know the model of death that I thing is the one that resonates, at least with me and a lot of people I talk to, is that of a candle. Right? Do you have a candle?

It burns bright right until that fraction at the end. Like that's what we want, right? We want to be healthy. We wanna be interacting with our family.

Wanna be contributing to society. And then when it's time to go, I don't want 20 years. I want lights off. An interesting, um, just to share this molecule is actually a naturally occurring molecule.

So if you collect the soot from a Candle flame, It has parts per million or parts, per billion of the ES 60 molecule in it. So we have all been exposed to this ES60 molecule.

It's just in order to have quantities that are appreciable that you can put into a supplement. You actually have to manufacture it, which is incredibly difficult, by the way.

Wow. Let's go back to these the 90 percent longer. Yeah. Right. Did you start giving the molecule to the mammal right from from birth? Or what was it?

Great, great. So this study was done out of the University of Paris. The lead researcher is a Dr. Fatih Musa. the first researcher on the paper is Bhatti, so it's often called the Bhati study.

And what they did, at month 10, So none of rats got any dosing until month ten, right? So they're adult rats. Right.

Again, they tend to live, Wistar rats live to about 32 months.

so at Month 10 they started dosin. And they had a kind of interesting dosing. They dosed them every day and then they doused them. Every other day. And then, they dozed them once a week and every other week until month 17. So, you think about this.

The last dosage of the ESS-60 molecule was at month seventeen. And so all of the water rats, the control rats were done at month 32, right on average.

And then I always like to give credit to these researchers, because if there's anything that's ever been true, especially in a toxicity study, when all the of control rat are dead, and all quote unquote toxic rats are still alive, that material is not toxic.

There is no doubt about it. They continue to do the animal husbandry necessary to get them out to 62 months. So like kudos to them because we wouldn't even have this research.

We wouldn' even be having this conversation if they didn't continue do that animal-husbandry. Yeah, so last dosing at month 17 and then they lived out month 62. Some really kind of fundamental things are happening and we think in terms of epigenetics, we kind understand there are some things that can change your epi-genetic trajectory.

and this is clearly something in the case of those Wistar rats that did that. Yeah, I was gonna ask you a question kind of related to that, what is happening with inside of the body that's causing them to live longer?

Yeah. So as we started bringing, there was a period of time where we were uncomfortable bringing this to the market, mostly because we're ultra conservative carbon nanomaterial scientists, right?

So when people initially called us and said, hey, how much of this should I be taking? What we heard was, Hey, that stuff that you sell to research institutions around the world.

that they put into inks, batteries, tires, and photocells, how much of that should I be taking? And our thought process was you probably shouldn't be taken any.

We actually added not-for-human consumption to our labeling in the middle of 2013. So you think 1991 manufacturing all the way to mid-2013 didn't have to have not for human consumption in our labelling.

Um, and, this is kind of, you'll appreciate this at that time. So mid 2013 on, we were getting these really interesting phone calls from this crazy wacky group of people called biohackers.

There's a lot of yeah. And I, I can say that affectionately because I am now a bio hacker and they were like, Hey, How much of this should I be taking?

Again, initially we said zero. And then our calls about two to three a week, they would share things like, hey, Chris, my knee pain is gone. Our response was, wait a minute, you mean the knee paint of your rat, right?

Because it literally says not for human consumption on the labeling. They're like yeah, yeah. So I gotta ask you, if my rat weighs 275 pounds and does HIIT training on Tuesdays and Thursdays, how much should my rap be taken?

So we kind of stayed in this space where we didn't really want to get into the supplement market I think it's fair to say that the Supplement Market is Challenged like that's a that a fair statement Finally at the end of 2017 a guy with a big YouTube following started talking about all the benefits He was getting taking it on a daily basis Our phone started ringing 10 times a day and we finally brought this to market.

And then my first role was how is this working? Like is, one, is a 90% extension of life a big deal? Turns out it is. Right? The next best way to live longer is calorie restriction.

Well documented in many animal models. Reduce your calorie consumption by 30% and you can extend your life by thirty percent. I call that the starve yourself one third to death diet.

Nobody signs up for that. Like if you have a clipboard and that's 30% extension, right? And this is in this, in the study, at least it's a 90% extinction.

And then my next role is like, how is this working? I'm gonna I'll keep this brief medical community tends to think about aging in two regards.

## How ESS60 Works in the Body

It's an oxidation and an inflammation process, right? We can check oxidation because this is an antioxidant. There's ad hoc studies that show it to be 172 times more powerful than vitamin C.

and peer-reviewed published research that shows it to be 125 times more powerful than vitamin E. So I'm from Texas. You can put a big old checkbox, a check mark next to antioxidant.

And then when it comes to inflammation, we just have to really careful. The FDA allows us to say a couple of things about inflammation. That's kind of a long journey, but we can in some regards and specifically exercise induced inflammation we could put that big ol' check box there.

And I'll end up coming back to inflammation because I think it's pretty profound. But so now from an anti-aging perspective, we've got antioxidant, antiinflammatory with the right bracketing on it for the FDA.

And then I was like, okay, let's dig a little bit deeper. Now we have the BOSS theory. So this stands for buffering oxidative stress system. What this is, is we know from peer-reviewed published research that this molecule gets into the mitochondria, right?

Okay. We also know, from way back in the 90s when it was discovered, that it can hold up to six negatively charged particles on the exterior of this cage.

And what that looks like, I know your audience knows, but mitochondrial, the powerhouse of every cell, there's between 50 and 5,000 mitochondrion. in every cell in your body except for blood cells which have zero and brain and neurons which has two million.

That's how much our energy, our nervous system uses relative to our other systems. So, um, just like every power source that we're familiar with, there's a negative byproduct, right?

Your car going down the road has exhaust. Your power plant has a smoke stack with smoke coming out of it. In the case of mitochondria, it's reactive oxygen species.

These are the negatively, well, negatively and positively charged particles that can run around and do damage. Here's where we think it works. Typically, a mitochondria manages those reactive oxygen species with glutathione and melatonin, right?

And when a Mitochondria gets stressed, then it's producing more reactive auction species than the glutathon and Melaton in can handle. That's where we think this ESS 60 molecule, but we know it's in there.

We believe it holds on to the negatively charged particles so they can't do any damage until that glutathione and melatonin can be replenished and then it can manage them appropriately.

And I have kind of a fun analogy. I think all good biological analogies should start with Mardi Gras, right? Like that's where they should. So it's the end of Mardigra.

You have these drunk reactive oxygen species running around Bourbon Street, smashing causing oxidative stress,

causing oxidation damage. And you've got the New Orleans police department, the glutathione and the melatonin coming in and managing or really handcuffing themselves to those reactive action species and getting them off of Bourbons Street.

But what does the new Orleans Police Department do when they're overwhelmed? They stick those reactive oxygen species in a paddy wagon. They attach them to the exterior of this ESS60 molecule.

So they can't run around and do any damage. And then when they replenish the glutathione and replenished the melatonin, then they could handcuff themselves to those Reactive Oxygen Species and get them off of Bourbon Street.

That's why we say that the ESSS60 Molecule is the boss of buffering oxidative stress system. Interesting. So does this product, this molecule, does it go good in combination with glutathione?

So I think we don't have any studies to put them together and I'm actually kind of reading a book on glutothione right now and as I was reading like the first two chapters, the parallels and the positives I think are really amazing.

Here's where it's different though, right? Because glutathione is a master antioxidant and is managing these, like actually irreversibly bonding to these reactive oxygen species to manage them, What we think we're doing is a little bit different.

So I've got this other analogy. Stress is really actually a good thing. If you don't experience stress, everything goes wrong. And if you think about astronauts coming back from space, just remove the stress of gravity.

Their bone density is down, their immune system, like everything is bad in an astronaut as they're coming. So stress is good. So I have this picture. Picture yourself as a prairie, right?

You got prairy flowers and you got the stress, this rain coming down on this praire. That's good, but what happens if you have one cloud that's just pouring stress into one spot?

it's going to start to road that spot in the prairie. And that's where we think the ESS-60 molecule kind of acts like a sponge or maybe even a beaker to catch and hold that stress.

Now, an important point is if that stressed continues, the sponge is eventually going overfill where the beakers is and then it will continue to do the damage.

Right, right. So, but once that stops, because most of our stress comes and goes, right? A tough workout, a tough email, tough day at work, whatever. Most of it comes in goes.

And so if you can just manage the peaks so that you level it off, that's what we think this is doing. I've got a good example. We have a two-time US ultra running champion.

His name is Anthony Kunkel. He won a US championship at 50 miles and at at $50K, which is 62 miles. My first conversation with him kind of blew me away.

He said, Chris, I was taking one serving of your product. I didn't really notice anything. And then I joke like all good biohackers. he tripled the servings by the way.

Don't, don't do that with everything. That's a good idea. There are things you should not be tripling for sure. Um, he dribbled it and his response was, wow, i believe that your project could be the difference between somebody having a running as a hobby and running a career.

Right? So a profound difference. And he's currently training, he is currently running about 200 miles per week, which is just crazy. And you think about that stream example, right?

That cloud, He's stressing his mitochondria. If this is working like we think, like the boss, and catching that stress, so then afterwards it can just distribute it or manage it when his Mitochondria get back to homeostasis, He says, I don't think the product increases exercise recovery.

I believe it prevents damage in the first place. And his reasoning is because on the last five miles of a 50 mile run, a phrase you don' hear very often, In fact, I've only heard it from him.

Where strength and stability used to be a problem, they're no longer a problems. And if you're reducing the negative impact of stressed mitochondria, this all makes sense, right?

That we should be getting testimonials from head to toe, and in fact we are. It's pretty amazing. Wow. This is amazing. I mean, it sounds like too good to be true, but obviously it is.

Oh, we actually have a sample here if if we want to take it. Yeah, I'm down. Let's try. All right. Game for that. That's very cool. What am I doing here?

All. Right. So this is awesome. Come on. And let's bring the team over here to try it, too. Well, Ricky T, get in there. So Los is part of a running club and you know, he does a whole a lot of running and and okay.

Yeah So so what are we doing here? Okay, so One let me describe how to take this because some people you twist it off and then it's best to turn it upside down and squeeze it again What this is is a high quality extra virgin olive oil with as much of the ESS 60 molecule as we can get to dissolve in it so that's gonna experience anything right away and So one of the challenges, I actually had a marketing company suggest, hey, maybe you want to put a laxative in your product so people actually feel something right.

They'll definitely feel that. And I was like, well, that makes sure I don't have a cough when you do that! I understand where you're coming from. We're not going to do.

That we have testimonials as quick as same day. So when lady shared with us that she didn't finish her cup of coffee And then we have longer ones was like, even at three months, I'm not sure I noticed anything.

And, then I started paying attention and I was staying up later, getting more work done. I, was actually waking up earlier. It was an ever morning, never a morning person.

This is kind of fun. Arguably the worst testimonial about a supplement ever. She cleaned her garage.

## Product Formats, Testimonials, and Research

which is something right like that's the energy potentially the emotional baggage all right so this is going to taste like a high quality extra virgin olive oil it will leave a peppery flavor at the back of your throat so that would be good on like A salad you could just make sure you lick the plate because this would Be a more expensive olive Oil than you would take so you kind of twist it twice and then just pop it off and Then um is do we have any shots shots shot shots Oh, we can do it.

Arriba, para abajo, pal centro, y pal dentro. Do you hold it or swallow it? Swallow it! So if you like olive oil and you know, we have some percentage of our customers that are aren't that fond of it.

Pretty low percentage. But yeah, it's it what's the technology? Is this like a nanotechnology or? Yeah, well, so it depends on how you look at it, this molecule tastes good.

I like it It's a good olive oil. And I usually do olive like on, I do my MCT oil, olive, all just like straight up. So we actually have an MCTs. It actually tastes better than olive.

Yeah. Well, it's, a high quality olive and I like the peppery too. That's really good actually. Yeah, I can get addicted. So if you get the if some people if they're not used to it, or sometimes you're like, you know, at an event and tired or

whatever, it'll take your breath away, right?

So it's a strong peppery flavor. We actually do have an MCT. I'll share with you the molecule in it. Yeah. Really? So here's something really cool. The powder, right?

It's a carbon powder. So it's just a black powder kind of like a sugar assault, a Black crystalline powder you can consume it, but it is not water soluble.

so you the bioavailability is extremely low. That's why we dissolve it in oils. Now you take that black carbon Powder and you're familiar with MCT. It is a clear liquid basically, put this black Powder into this clear MCt oil.

it turns a beautiful purple color. In fact, if you look at this guy, that's Got the purple from the MCT. That's a lot of MCD with our ESS 60 molecule.

What do you do with that one? OK, yeah, these are this is really cool. So this our two part skin redo system you put on your skin. Yeah. OK. This is skin re duo.

Basically, this a peptide. We call it Uth 29 youth 29. Kind of kind of cool, apparently. I don't know if we're all guys in here. And I know, if you know that's the age women want to stop aging at.

What age? 29. Right at 29, not 30. Nobody wants to be 30! So we've got this peptide UTH29. It's water soluble. Obviously our product we just discussed was oil soluable.

We could have shoved these together with an emulsifier, but emulsifiers, like I don't like how it sounds. And it also, if you Google it, there's no positive health benefits of emulsion fires.

So we kept them separate. You do two squirts of this and then two drops of the ESS-60 activator per squirt of these. Four drops typically. I'm going to leave this for you.

We've got, I don't know if you, do you know Chris Gethin or kind of know of Chris gethin? No. Big body builder guy. And he is very comfortable sharing that he loves, like he loved this product.

Yeah. For the, for the skin redo a product is pretty amazing. Do you guys currently have any, uh, further research happening currently? Yeah, I'm really proud and excited what we're doing.

So one of the things that we did is we published last year, May of last, year we publish the first paper that's really kind of addressing tickling the regulatory boxes for this particular product, right?

We published that with Dr. Fatih Musa, the lead researcher of The original paper where the rats live 90% longer. Great to be kind of bringing that out.

Um, we're actually about to publish the second one with him. We've got a third and fourth week. W we literally just cut a check last week for $150,000 for, uh, research that we doing.

So that, that fourth phase of research, again, tickling the box of the, of kind regulatory organizations. One thing that I'm really excited about right now.

We're doing an ad hoc ad-hoc HSCRP study. So HS CRP is an inflammatory marker. And I'll talk a little bit more about this at the A4M Longevity Fest in Vegas.

This Dr. Lane Young came up to us. We had had a conversation at Dave Asprey's biohacking conference and he came and had been giving it to his clients.

He came he said, Chris, and I took a video of it because as soon as he says this, I was like, dude, can you say that again? I've got to take this video.

I don't care if you're male, female, pre-surgery, post-surgery cardiovascular disease or otherwise healthy. You take somebody with an elevated HSCRP and he mentioned one of his clients was at a nine and I'll talk about the significance of that in a second.

And he wasn't able to move it. Your product in four to eight weeks will bring it into normal ranges, right, which is under one. and it'll show an improvement in kind of whoop or oaring of 20 to 60% and HRV.

So heart rate variability, really good indicator of kind where your stress is and just sleep, sleep ratings overall. Wow. We are doing an ad hoc HSCRP study.

We're kind of finding those people who probably have elevated HSCRP levels. And let me go back to the nine. I learned later from a conversation with an oncologist.

The oncologists said, If you have a nine, we assume you'll have cancer until we prove otherwise. Like it's a significant number. And so to bring that into normal ranges and four to eight weeks is pretty phenomenal.

The last thing Dr. Young said was we believe that it is just something that we should keep in the break room for our employees. That's amazing. A couple of questions for you on this and if you don't have an answer because the researcher is not there yet, that's fine.

Any proven benefits for cognitive health or brain health so far? So when you, if you go to like peer-reviewed published research, the short answer is no.

Okay. If you to anecdotal the answer yes, right? And so one of our, we actually have a box which is the same product called Focus and Energy. Our most consistent testimonial is people take the product in the morning, they report mental focus and energy during the day, and then better sleep that night.

Now, I didn't kind of walk through this, but one of my initial thoughts when I was supposed to figure out like what's going on with this product is if we're just helping them get better sleep, sleep is good for your mental, physical and emotional well being.

Yeah. That's right. So if if were just just doing that, then that's that fantastic. So in, in terms of cognition, uh, mental focus and energy is something that is reported regularly.

We actually did do an ad hoc study on sleep. So it was for survey questions. I actually was in contact with a guy by the name of Benjamin smart. He was a consultant for ordering.

She's a assistant professor out of the university of California, San Diego. And we were supposed to like have back access if the customers gave us. access to the back end data of or ring and figure things out.

That was pre pandemic. It turns out the oring is pretty good at identifying COVID. If you've had the ring long enough, it can see the temperature. Actually, Dr.

Davis, that's how he found out he had to go. But yeah, of his ori. Yeah, the Ringtail. Hey, you're not feeling well. Was it right? Yeah. So he you can imagine right in the middle of the pandemic, this Benjamin Smart disappears, right.

He was on press release to press tours and all sorts of stuff. But we continued that study going and we asked participants, it was a crossover study. So we got survey data 10 days prior to them ever trying the product, 10 day on the project, ten days off the products, and then ten day back on it.

We asked them how quickly did you fall asleep, how good was your sleep, How restless was you sleep? And then how did feel in the morning, right? Some just rudimentary questions.

One and it's only 10 people right so we're pushing more people through this. All 10 read all of them reported

improvements in sleep while they were taking the product.

So we are an organization I mean you have lots of conversations with the supplement people. And some of them are in this space where researchers are actually doing it.

It's usually not the supplement company that's pushing the research forward. We're actually pushing their research for. So, you know, we live in a very toxic world, all kinds of toxins in the foods.

There's toxins just everywhere. How does this play a part in these toxic? So I think that we play a pretty big role in it. So it turns out, what is one of the best things to kind of detox really your stomach?

Activated charcoal. It's a carbon product, right? And one the things about activated charcoal is it can't get into your system, so all it could do is potentially this kind bio loop that's trying to get rid of toxins, it get in there and bond to those toxins and make sure they actually get out of body.

This molecule, as we've already discussed, gets into the mitochondria and it can react. We believe like this is all theory with those and something to support the theory.

Again, we're out of Houston. I was working with the engineering department out at the University of Huston. And we took some of our raw product, very raw products right out the reactor and gave it to them.

They said that rawed product is as good as activated charcoal bonding to the kinds of things that you want activated to bond to. Combine the fact that it does react like activated charcoal with the, fact, that this gets into your system, right?

No activated. Charcoal is ever in your bloodstream, Right? It's just going through your intestines and collecting toxins there. This we actually believe gets it into, well, we know it gets, into the system and can serve a role in a way that, you know, other things can't if they, if, they can get into.

Your system. Have you guys looked at mitochondrial function at the cellular level as of yet? So we're working on it. So you may be familiar with MeScreen.

Yeah, I've heard of him. Dr. Emil Patel. I got a chance to interview him, he's such a fascinating character. and a great scientist, really so much respect for him.

They've created a blood-based test to look at your mitochondria, which is a bit of a challenge because there's not much mitochondrion in your blood, right?

Blood, natural red blood cells have zero mitochondry. And so they figured out a way to Look at you mitochondrial health from the perspective from by utilizing your We're working with an organization who Wanted to start using his test the me screen, but their next question was, well, if it comes back and they're like they have dysfunctional mitochondria, what in the world are we going to give them?

And the answer is this, right? So we're working on a study with them. What I can say is, so if you think about that HSCRP, really your kind of chronic inflammation is driven by dysfunctional mitochondria.

Like I'm sure you're like me, you just keep, okay, yeah, we get it. It's mitochondrial. Is there anything else? And there kinda isn't, right? It really is the foundation.

You want to be working on mitophagy, so if you have mitochondria that's no longer serving its purpose, you want make sure that those are killed off. You wanna be on working mitogenesis so that you can replenish, and that comes from stressing.

One of the things that we think is really important about this ESS60 molecule Yes, it's in the mitochondria. Yes. It's holding onto negatively charged particles, but it is not those reactive oxygen species, not the negatively-charged

particles.

But reactive-oxygen species are really important as a signaling molecule to tell your body, hey, these mitochondrial are stressed. We need to do something about it.

Mitogenesis is a good idea. Cellular growth is good.

## Inflammation, Biomarkers, and Future Studies

And so we believe that because this picks up the negatively charged reactive oxygen species, the positively positively charged ones are still left to go out and do the signaling.

And that puts us in a unique position. Back to Chris Gethen, big bodybuilder, he does love our redo system. He actually mentions our product in his presentations because when you think about taking antioxidants as a body builder, as anybody who's kind of stressing and then getting back to homeostasis, right?

Getting that hormetic response, which is good, right? You absolutely want to be pushing that hormetic response. If you take too many antioxidants, the wrong kind of antioxidants it's known that they will dampen that hermetic responses.

Imagine the frustration. You're doing this working out, you're trying to build strength, You are trying build size and it is not working as well because you are taking so many anti-oxidants.

This, The way it works as an antioxidant is called a selective antioxidate. So it's not dampening the hormetic response. It's just serving the proper purpose.

And again, if you go back to like I'm working out, I've got this one stream coming in. If I could just make sure that doesn't hit the prairie until I am done working and we can let it disperse evenly and easily, then it is pretty phenomenal the results that you are going to get.

Very interesting, man. What are some of the challenges that you guys have experienced or are currently experiencing with growing the product and really getting it out there?

So one of them is that it works on so many levels, right? If I just sit down and I've got two minutes with you and am like, hey Sam, this does all of this stuff and can't really explain it, you don't understand that we're driving the science behind it.

Part of you has to be thinking, I don' know if this is real. Right? Right. Because it does all these things. Typically, when you think about supplements, I mean, glutathione would be a good example.

It's going to have positive impacts systemically. But a lot of supplements you take, you don't picture vitamin C like helping you from head to toe, right?

You don' picture a lof of the supplements helping from you head-to- toe. to get to hone in on the right messaging, we're still trying to do that. And for us, the best kind of process for driving awareness is a podcast like yours.

Thank you for having me on your podcast and sharing me with your audience because it needs a little bit more explanation, right? The story's fantastic.

I describe Just a little bit, probably more about me. I think that people typically get into the supplement industry for two reasons. The first is they wake up one day and they decide they're going to be wealthy and their decide.

They're gonna do it with supplements. No problem with people being wealthy. It's just not how I got here. The other one is that kind of pain to passion story.

They have their own health problems or maybe the health problem's of a loved one and they get in there and do the research and solve it and now they wanna save the world and hopefully it doesn't surprise you, I am not against people saving the word.

It is just not how I've got here. I have been manufacturing this crazy molecule since 1991. they thought it would be toxic, it's not toxic. it almost doubled the life span of these Wistar rats And now I'm just trying to be a good shepherd to this kind of research and get the message out.

So our biggest hold up is like, what is our 32nd sales pitch so that people can actually get it and experience the product? So there's another thing that you're doing with the product, right?

We were talking earlier about pets, which everybody loves their pets. So how does this work with your pets? In general, we think it works the same way.

It's getting into the mitochondria and it's reducing the negative impact of stressed mitochondrion. One of the things that I really love about pets is I told you the example of, um, the lady who ended up cleaning her garage, which I kind of joke is the worst testimonial.

She initially ordered the product for her dog with no intention of ever taking it and notice such a profound difference in her. That then she decided that she should start taking.

And what I love about pet testimonials is there's no placebo with pets, right? Where ironically, they're not smart enough to like convince themselves that something should or shouldn't work, but they get the product and if they feel good, They act like they Feel good.

And if They don't feel Good, then They Don't act Like They Feel Good. So that's pretty phenomenal. I know we shared before we got onto the podcast. a guy by the name of Kyle Zdowski.

He's the owner of a brand called Osteostrong. It's a big health franchise. So it's been in the health space for a long time. His son brought home a pet with water on the brain.

And so this poor runt of the litter could like barely run in circles. and actually this testimonial is on Google. Like he typed it out for us and put it on google.

and they could barely eat. He happened to get our product three days after he got the pug is a pug and started giving him two to three doses. The dog is like 80 at the time he wrote the review, 80 percent better.

And when he took it back to the vet, he was like, I think this is I mean, this would fall into the category of a miracle because it's such a profound difference for that pug.

They thought they were going to have to put it down. Oh, and we do get testimonials about, hey, and now I don't have to. That's amazing. And I dunno if you know this, people like their pets.

Honestly, they love them more than themselves. I'm gonna share this because this is just kinda fun. You have team cat and team dog. We sell so much more dog product than cat product.

Really? It's three to one. Yeah, it's absolutely through man's best friend. Exactly. Was that? Yeah. So you were talking about the MCT oil. Are you familiar with Dave Asprey's the brain octane one, the C8?

Yep. Are you guys going to produce the product in that one day? That's kind of a, well, we've actually had conversations with Dave about potentially partnering on an MCT product, right?

Because he's left Bulletproof Coffee and is now Danger Coffee. And actually, for whatever reason, doesn't have an MCT on the market. We want to buy ours until we can partner with David.

Uh, and that was actually kind of a fascinating conversation, but yeah, ours is mostly C8. I don't think it's, um, as enriched as high as his brain octane or as, uh, bulletproof coffee is brain Octane.

But my typical routine is I put about a teaspoon and a half of our MCT product in my coffee, right? Oil and water. So while that's mixing, I take about A teaspoon.

And a Half. Uh And what we took earlier was one teaspoon, so I Take just out of A spoon, a Teaspoon and A half and I've got, you know, At the house, I got a big jug at the office.

Everyone at. The office has access to it, so it's yeah, that's that. My typical routine. Amazing, amazing. So I want to get into something a little bit more personal, man.

OK. You know, you were telling me that you are part of the improv and everything else. What kind of biohacking jokes do you have? Oh, my God. Do I have any bio hacking?

I don't think I. Have any. Biohackin jokes. None. No. I mean, well, yeah. Yeah. I feel like I usually always try to have like one joke when I go on stage.

Yeah, kind of break the ice, but. I haven't really done the joke thing for a while. Yeah. Um, yeah, no. So one of the things about, so I did comedy improv, right?

And comedy, improv. I can tell you this. If you typically what happens is you've got another actor involved, Right? Improv actor and you're on stage and.

You have rules to the game. The rules could be like, Hey, when you speak, you have to start with the next letter in the alphabet as you are going back and forth.

Right. so the first word out of your mouth has to be, X Y Z whatever it is right and then there's other other rules and. Then they the audience will typically give you a relationship between you two and a location and I can't tell you how many times I was on the Eiffel Tower that just happened almost all the time.

And so if you were to stick me on stage with somebody, really anyone, and say like, you're biohackers at whatever Dave Asprey's, we could, some funny stuff would happen.

Like, I just got out of the cold plunge. Where the hell is the red light therapy machine? Like how do you like? And then how did you drive that? He was like I was just in the Red Light Therapy machine.

How do I get into the Cold Plunge? So you just take that relationship and you build on it. And I'll tell you this. if communication is so important and the first rule of improv is called yes and, and really the goal is to get rid of the word but from your vocabulary.

And the way it works, so if you think about us being on stage, you're saying you just got out of the cold plunge and I do something dumb like, well, when I saw the Cold Plunge, it wasn't working, right?

Like I just killed the whole scene because you came into the scene saying, cold from the code plunch. So instead of saying that, yes, that happened. And then you've got to end it and add something else, which is really valuable because if I say, I like your shirt, but, Does it matter that I like your shirt?

This is just done, right? You can confidently reasonably say, he doesn't really like my shirt. But if I say I liked your short and whatever compliment I was gonna make, hey, you put orange shoelaces, whatever.

Now it's a build, it doesn' damage the bridge, It builds the Bridge. And even in really tough situations where people are suggesting things that may not fit into your kind of vision of what's gonna happen next, you can still yes and them.

It's a little harder. And if you make that effort any time you're focusing on that detailed aspect of your communication, it's really valuable. I love it.

Awesome man, I learned something new today. Yeah, yes, and it was awesome. So what do we have to expect, man? With my vital seed, like what are the next big things that we got going on?

So the thing that I'm most excited about is this HSCRP study. And it's kind of cool. I am having conversations with people who have access to practitioners who kind of patients and clients who are potentially at an elevated HSCRP.

And so to get them into this and understand that benefit. But why only that one inflammation marker? Honestly, because there's a bunch, right? And I can share some results that I've had.

The reality is it's the most cost effective inflammatory market to look at. You can look at Interlutin-6, significantly more expensive in terms of a blood test.

And then there's another one, TNF-Alpha, also expensive, in term of blood tests. So let's dive into it. The plan will be like, let us move the HSCRP study into a peer-reviewed, published, double-blind study.

Like the legit study that everybody really is asking for. And while we're doing that, we would probably follow up with like TNF alpha, alpha IL and in six.

So those are on the way now. Uh, at the last event, so we were at that health optimization summit, the booth next to us had this company core health. And it's a super cool Apple engineer, like former Apple engineers.

I mean, he looked the part like you just, whatever you're picturing, that's what this guy looked like. and he built a device that looks at, uh, red blood sedimentation rates and.

it is an indicator of inflammation.

## Health Philosophy, MAHA, and Closing Remarks

So it's erythrocytes, I think is the actual name and it an ESR test. And so you kind of give a blood sample, it goes into a capillary tube, you put it with gravity and then he's got a device watching it and kind AI of course, because everything is AI now, right?

Is looking at this sedimentation rate to understand your current inflammation rate or level of information. I took that test. Actually, I love his product.

It's super interesting that you can have a home kit to look at your ongoing inflammation. Biohackers will love this, right? I, took the test and he's got a bit of a biological age marker piece of it.

And that had me at 20 years younger than my current chronological age. Wow. And I'll share, this is kind of cool. Glycan age, I don't know if you've taken glycan, age if familiar with glycon age.

It's looking at glycans, which are sugar molecule and how they attach to your blood. And the through that, like there's a, you know, with so many things, there was a direction of progress as you age and so they're looking.

At your biological age when I was 53, No, when I was 54, I took that test and it had me at 21, age 21. Oh wow. Which I don't even, is I, don' want to be younger.

Can I still have a drink? I feel like you're going to go back to college, man. You're getting with the fat boys. Start a different company. Um, So that's pretty fantastic.

And then just to share, my DNA age, right, is looking at methylation. I don't think they're looking much at telomeres,

but they are looking some key genes that are, you know, markers of longevity.

When I was 51, I took that test. It had me at 59, which you can imagine I wasn't that happy about it. Like maybe I like these other tests better. But you want this kind of honest assessment.

And then three years later, when I was 54, I took the test again, had me at 58. So three year, one year in regression. I'm happy with that direction, right?

Like if three more years from now I am 57, then everything's going the right direction. And a key component of this is like looking at what is your inflammatory state.

Right. The FDA doesn't allow us to say we address chronic inflammation. The FDA equates discussions about chronic inflammation with the diseases of inflammation, which are the disease of aging.

So if I say we address chronic information, what the FDA hears is I'm claiming that I cure cancer, cardiovascular disease, Alzheimer's, arthritis. I am not claiming.

Let's just be really clear about that. There is so much research that would need to be done. And that's why you have to. Be very careful when you're talking about inflammation.

So Chris right now there's a big movement going on called make America healthy again. Yeah, what do you think about that movement? I I think it's fantastic.

All right. I Think there are so many things in in whatever in our society that do, you know, it kind of feels like everything is shooking up like Everything has been shooken up But not in the good ways, right?

I think when you start looking at make America healthy again, we're in just such a bad way, I, think it's the last three years or something to that, maybe five, even pre-COVID, it was the first time ever our expected lifespan reduced.

Right? So from the beginning of time, our expected lifespan has increased. And then in the last, we'll just call it in, the 10 years, it's been on the decline.

Like this is because we're so unhealthy, right? And we've got to fix these things. A lot of it is fixable, I think, ultimately. So I'm pretty excited.

I also think that he says some stuff that isn't exactly science based. And so that I understand why some people are extremely nervous. But I, I. Also think, you know, when things are pretty bad, it's kind of our health system needs a turnaround, right?

If you think in terms of companies, companies come in and, and you. A new CEO comes in. Fires 60% of the people and then hires 10% back. There may be an example that's on my mind.

Right. And then and then the company actually survives and does a better job. That's one of the challenges potentially with our government is like it isn't it can't fail.

Right? So there's no reason to really do that shake up. I'm really excited about a shakeup going on. Absolutely. So, Chris, as we wrap up here, man, if there is someone listening to the podcast that resonates with everything that we said today, what's that one thing you can leave them off with?

Well, so unrelated to my product, I'm going to say continue to connect to podcasts like yours. I have a podcast also. Find that source. Continue to be the CEO of your own health, right?

Absolutely. Because the reality is, and I've been having so many conversations, people and I think the general population believes that traditional medicine is looking for the root cause and trying to heal the Root Cause.

That's what you think is going on. And it is like if you ask almost any doctor, they will tell you no, that's not what's going. They're looking to put a check mark next to the symptom that they have solved, the symptoms, not the root cause.

And you start having conversations with functional nutritionists, functional health practitioners, and those people are looking for the route cause, so you've still got to drive that.

You can't just turn that piece of your health Nobody's going to care about your health as much as you and as. Much of a pain in the butt. It is. I love Dr.

Tom O'Brien in his book, the autoimmune fix says you should spend one hour a week, like just isolate yourself, read up on health, make adjustments to your house, get plants in your House, Get plastics out of your.

House them store goods and plastics. Get rid of Teflon. Make sure that your, you know, your utensils are are not plastic. That's one hour a week and I know you do a lot more, I do more than, if I was only doing one hours of research per week, like I'm on vacation, and not even.

Because I still do it more. No, that's the truth, man. And I appreciate that. Chris, as we wrap up here, where can people find you? So I believe we made a URL for your audience.

I don't remember what the URL is and we can just make it up now. Yeah, we'll put it on everything below. What do you want it? What you wanted to be? So my vital C dot com forward slash a we usually do loss.

what is it that we used to do? A. Healthy PV now that you say that, I do remember that that was a healthy PV. Yeah. So the best way people can find it, if they're interested, myvitalc.com healthy POV point of view, right?

Name of your podcast. Um, so my Vital C C as in carbon dotcom. healthy pov um i'm gonna give you a little bit of advice if you go there so i mentioned my typical routine is mct and olive oil we also sell an avocado oil people are like which one should i try uh the reality is is we always say the olive One, we're a science-based organization and all of the research is on this molecule in olive oil.

So that's the first reason. The next is we actually get a higher concentration of ESS-60 molecule, in all olive versus the other oil, so you get about 0.8 milligrams per milliliter in Olive Oil, 0,6 in Avocado and 0.,3 in MCT.

We also have something that you should take advantage of. We have like a 25% discount if you go on subscription. So even if You're just going to try it once, go ahead and take Advantage of the subscription and we're happy to do that.

You can cancel it at any time. Our customer service team has like 1000 five star reviews on Google. That's how much we care about our customers. Awesome.

and they are not trained to talk you out of canceling your subscription. They're there to help you, and so it's super easy to do that. It just turns out most people like to stay on the product.

And then I have one other charity piece that I like bragging about. So my book is Live Longer and Better. You can find it on Amazon for 20 bucks. Well, you can't find on that page, but use that URL because there's a coupon code on it.

Uh, we won't give you the coupon code. You got to go to the page to get it exactly. Um, and when you get to that page, grab that coupon and then you can find the book.

We sell it also for $20 for 10 extra dollars. I'll sign it. Uh that full $10 goes to an organization called operation underground railroad. You may remember a movie called the sound of freedom, which is about child sex trafficking and like something clearly we need to get off of this planet permanently and forever.

I happen to see the guy that that movie is. About speak a week before the movie came out. The movie. Is amazing and kind of traumatizing. And so 100% of the signature fees goes to Operation Underground Railroad.

I love it. Thank you. Chris, man, this was a fantastic podcast. You can count on me taking my vital C. See how I feel. Have my own testimonial. So I appreciate it, brother.

Excellent. Guys, there you go. Another episode of a healthy point of view podcast. My vital see. Make sure you check them out. All the links are here.

Share this episode with your friends, your family.