Introduction and Amish Shahu2019s Background

Welcome back to the conversation. Today I am speaking with my friend Amish Shah. Hi, Amy. Welcome. Hey, how are you? I am so well. This is going to be such a fun conversation because we are talking about something that nobody else is speaking about on the summit. And it's R2D2.

And this is such an ancient and wisdom, and you're going to unpack it for us and tell us how this is related to mitochondria energy production healing.

Well, before we do that, I just you're one of the most interesting people I've ever met. So I met you like well, I met you at a mastermind. And then it turned out we were on the same airplane coming home, and we were like, Yeah, we were flying southwest.

So we got to pick our own seats. So we sat next to each other and we were on. I think that leg of the flight was like 5 hours or something. And we I learned your whole entire life story in that 5 hours and it was so fascinating.

So we'll talk about pieces of that today, but like most people, I fell in love with you rather quickly because you're just so interesting. So you're actually a serial entrepreneur and you're best known for developing innovative platforms really early on in the virtual space.

In fact, you've built multiple multimillion dollar companies and sold them. And the really thing that's that's wonderful about you is that you've devoted your life to helping others achieve personal greatness and accomplishments, as well as all your own personal accomplishments.

Right. But you do all this volunteer work and you and you support nonprofit organizations. And, you know, I think a lot of this came out because you faced serious health issues in your own life that motivated you to turn your life and business towards the ancient sciences? Yes. Yeah.

And so you went on to build deep origins and it's media, technology and commerce brands that have been featured on the Travel Channel, Discovery, Dr. Oz, Virgin Night, and your brands reach 20 million people per month.

Right now, I mean, this is you are a huge influence in the world. And your latest project is a movie and health platform called The Natural Law. And it's all based in your are your beta.

So let's get into this. And you know, I always struggle with this word. How do how do I say it? I always tell people it's like either Vader and I or actually means science and Vader means life.

So literally, it means the science of life. So that's what that's a good way to kind of remember is Iyer is science and later his life so the science of life.

Yeah. Now real quick before we like let's talk about this journey of yours because you were very ill as a young person and this one growing up. Yeah. Yes.

And it really influenced, you know, your how you showed up in the world and how people experienced you.

Health Crisis and Celiac Diagnosis

And I don't know how deep you want to go into this, but but it turned out to be celiac disease. And and it was, you know, this autoimmune condition. And you were so, so sick.

It actually almost destroyed your life because you were you were you had built like this million dollar empire, and

then you lost everything. I mean, it's incredible. Incredible.

You know. To day it I mean, wild story. And yeah, the short of it is like, you know, you know, my parents are immigrants from India and they moved here in the seventies and I was born in 1980 in New Jersey.

And so I was like this Indian kid growing up in America. So it was like this American dream and everything around me and, you know, trying to fit in with the kids and play basketball and all that.

And at home, it's like we're eating all this, like, Indian food and like doing all this Indian stuff. And I'm like, what? What, what's going on? You know?

So anyway, what's interesting is growing up, there was always like these homemade concoctions that they would give me as the first thing of when I would get sick or if I sprained my ankle.

These still like wrap the turmeric like a bit like paste around it, you know, and it would be all yellow and everyone would be like laughing at me and I've got to put the turmeric paste, you know.

The is it, does it come off your skin right. You take it off for a. Week or two. Yeah. So, you know, growing up, it was always like this weird thing in New Jersey, in New York was growing up.

And I always had like these stomach issues growing up and I would get bloody noses and headaches and migraines as a kid and I would just a lot of stomach issues.

I remember going to the doctor so many times and they're just like nothing. We don't know. And as I got older, it just got worse and it got worse and got worse.

And like you said before, you know, at a very young age, at 24, 25 years old, I made my first million dollars online. I quit my job. And I was like, oh, my God.

Like, I have access to everything now. And so I went a little crazy, went overboard, started partying, and and my health just deteriorated more. And when I was 28, 29, 28 ish, I remember going to the doctor because I felt I started feeling like weird stuff and I was getting massive migraines and sinus infections and sometimes my blood would be like, so my stool would be bloody and I'd be like, like I had to stop and go like, what am I doing?

Like, what's going on? You know? So I started getting my labs and my labs were just off the chart, you know, cholesterol when I was 28, 29 was 370. Pre-diabetic.

Yeah, 370 said I was number two in the office. Wow. And that's that's combining you with the 80 year olds in the office means the entire life if you are 28 years old.

I mean, I worked in Western medicine. You don't often see a cholesterol of 300. It's very rare. Yeah, I was 307. It was like osteo. Like when I say off the charts, it was off the charts.

And I was I had fatty liver near renal failure and pre thyroid, pre-diabetic, all that stuff. And I was just like it was like a it was like a like a smack to my face, you know, to some extent.

Like, it's just I just it hit me like, whoa. Like this. All of this stuff runs in my family. So, like, there's something going on, and I'm not sure what this pain is, but I'm pretty sure it's going to lead to whatever all that stuff is in the future.

Right? So, you know, all this businesses and all the money and all the lavish lifestyle and all of that kind of stuff, I had to just stop, get rid of it and, you know, making millions of dollars at such a young age, you're just that's just the way I lived in on the American Dream and all this stuff.

And I realized I had everything but my health and happiness, you know, and I had to push the reset button. And so I did. And I've kind of started exercising more.

And that led me to kind of like, you know, juicing and eating better. And I knew already a lot of it meditating, but just getting more into how am I going to heal myself?

Because I was still in pain, even though I was getting healthier, still in pain. So it weird to me like why is this pain still exist? And so I decided to, like I said, push the reset button and just do what I love.

I know it sounds crazy. I sold the business, says I got rid of all the fancy cars and stuff and that's what I did. So I decided to shoot, start shooting a documentary on Ayurveda, which is a science.

The science of life, which I mentioned before, which is a science from over 5000 years ago from ancient India. And they have cataloged, you know, thousands and thousands and thousands of recipes of herbs and and how to eat.

And and what we're going to talk about mitochondrial health and cellular health. And this is built over thousands of years, tested upon billions of people.

Right? So it's like there's something to it. So I just knew that that was going to be my answer because it was over the years, I decided, like, you know, when I when I first found out what was wrong and selling all my businesses, I had CAT scans and MRI's ultrasounds and I mean, you name it.

And whatever test I could get, I got like, you know, colonoscopies, endoscopies, like, and it was interesting because that was the early stages of what was going on.

It was just pure inflammation. And they wanted to give me proton pump inhibitors and antidepressants basically, like, just take these two and then, you know, hopefully if successful, probably.

Yeah. That's what I would have prescribed you back when. Before I knew better. It's totally what happened. That was this. And I didn't want to go down that route because I just knew that that wasn't the answer.

Like I knew something inside of me. Like something was wrong. Like, it's not something that's wrong. So anyway, you know, fast forward a little bit so we can get to the good stuff, the science part and the story basically goes, I didn't know what was wrong with me for the longest time.

And so while I was getting healthier through exercise and eating better, I still get migraines, I'd still get sinus infections, my stool would still be kind of like random and my labs would be like, good one time and then down one time and then good one time and then down one time.

And I'm like, Well, but like, what the heck is going on? That ended up getting surgery, didn't work. And so nasal septum surgery because my head was just always clogged.

The left side of my body like, like slowly stopped working. I was like bedridden. I mean, it was just bad. And I had to, like, start my businesses. I couldn't, like, think properly.

And it was tough, you know, with the family and everything. I'm just like, Oh, my God. Like, is this the life I like? What happened? Where did my life go?

You know, like plan. In 2018, I found out I have through a random genetic test, I found out I have celiac. So what was interesting is during this whole process, I was studying our data and I was interviewing all the people for this documentary because I was hoping one of them would have the answer for me of what was wrong with me.

And it was through the genetic tests that told me so. I mean, it was helping me like keep at bay, you know, but it wasn't actually fixing me or diagnosing me.

And neither, neither was the Western medical system. So the genetic test that showed me I have celiac disease, but this is where it really comes into powers.

When I found out I have celiac disease, it turns out I had like 8 to 12 ulcers, like kind of in my intestinal tract. And that was leaching toxic, toxic, you know, toxicity and avena.

They call it asthma, which is like toxic, leftover residual stuff, you know, malnutrition, malabsorption kind of symptoms. It was just it was a term to that point.

So, you know, I used Ayurveda to completely reverse all of those ulcer kind of issues, regular bowels. Of course, I cut out the gluten. That was a major thing for me because I found out I have celiac to the genetic test.

And yeah, it was just it was so powerful for me that, you know, I reversed everything that the all this pain that I felt for like ten years and just like the headaches and like the just the pain.

You know what it is? It's like the pain and and living in that pain and not being able to do anything about it. I finally figured it out and got myself healthy and I use all your data to reverse it.

Ayurveda, Mitochondria, and Agni

And I think back to it and it's like innovative is what actually kept me going too, because if I wasn't practicing, I had I don't know where I would have been.

I might have already had thyroid disease and diabetes and some of this other stuff. Yeah, this is so this is really interesting. What I'm hearing is it took multiple types of approaches to health to actually solve the problem and then get you well.

So here's the thing. I want everyone to hear the method that diagnosis. You may not be the method that heals you so here that. No that's actually a good call out.

So yeah. So you used modern DNA genetic technology to diagnose you. You used I aveda to heal you. So there's two different things going on here because I want people to hear this because they might be thinking, oh, well, he just I mean, genetic. I just need a genetic test. Yeah.

Once you have that information now, what do you do to clean up the landslide of problems that has occurred of that disease? And one of the things in hindsight is according to I mean, if I had stopped eating wheat, which is which was on my list of things to stop eating, if I had followed that, then it would have helped heal what was going on to the evade.

I knew all along you just well. You know, it's one of those things where I was just like, I get a little bread. Here you go, a little soy sauce there. And, you know.

So this. Okay, I have to say something else here. So you just illustrated the power of a lab test. So. So I run labs? Yes, yes. Yes. So I run labs on my clients in my programs.

And the power of a lab is the power of personal accountability. And that push that you need to do the thing you've been putting off. And gluten is a perfect example where people say, no, yeah, I'm kind of gluten free. It's like you're pregnant or you're not.

Either you're gluten free or you're not. There's nobody. After I found out, I was like, Oh, I'll have maybe just two of these crackers. And I'm like, Oh my God. Yeah, I know.

I mean, I've had you over to my house and I know how serious it is. We call it getting gluten, right? When you have serious celiac disease like you, if you get gluten, you are out for the count.

So when so when your close friends have you over like we care for you like so lovingly, like do not gluten Amish have that because he'll get very sick.

So we're very careful to make sure that you don't get exposed to that. So it's really important. Okay. So now we've just established that you may get diagnosed with a lab, but then you need something to help you get well.

So now, now let's get into this. So can you connect? Are you data and cellular mitochondria help. Am I cutting out a little bit? I no, you sound okay.

Okay, perfect. Yeah. So, you know, mitochondria conduits to basically process oxygen and convert substances from what we eat into energy. That concept basically is the same as what they call an IRA data as ogni unnamed means fire basically means transformation.

And that transformation is that it's that process of transformation, which is what the mitochondria does, which is it produces energy and strength. It transforms everything.

So what they say and I Aveda is if that uncanny or that that they just they call it digestive fire leaves behind charred bits what happens to the mitochondria.

Oxidative stress, charred bits. There you go. It's right. There you go. So, you know, they used to use different terms to explain it and they'd say, like, this is what happens to your body when you have oxidative stress, when you have things that are affecting you, inflammation, whatever that is.

This is what happens at the senior level. So the Agni or the digestive fire is the same thing as the strength and the power of the mitochondria. And so, you know, we know that consuming in combat incompatible foods which create a lot of metabolic waste like these foods that we eat that according to our data, we're all built differently.

So we all have a different constitution. Oh, you were telling me about my constitution when that long five hour airplane flight was telling me, like, I just know this is your constitution.

This is what. I can tell. Yeah. Yes. So it's like, you know, we so in our day, this is a great like kind of learning lesson between the two. So Ayurveda says that everything the universe is made up of the five elements.

The five elements are space, which is all this kind of empty stuff that's going on here air, which is like wind that blows into everything fire, which is, you know, like the sun that gives us all the heat and the energy and the fire.

We cook with water with it, which we need to sustain the earth, which is like the food on the table that's here and the world behind me and everything.

That's that's the earth, right? So these five elements make up everything in the universe, including us, including plants and including, you know, everything, basically.

So within those five elements, if you start combining them, they they produce forces that are within us too. So these are the Constitution. So there's Mata, which is made up of space and air, which is like you'll see like a tall, lanky person.

They're all cold all the time. Their hands and feet are always cold. They're just they're on the go. They're creative, big vision minded, you know, fast.

Paced. Is to maybe forgetting where their keys are all the time or where they put their phone, you know? So you get some of that, like, water behavior.

It's wind, it's air. It's a lot of energy, like just flowing everywhere. Right. And then you have a pitta, which is like a medium frame kind of body athletic.

I'm probably more pitta and you can be more than one. You have a different percentage of each one. And so I predominantly lean maybe towards Pitta. I'm driven, I'm an entrepreneur.

I get hot quickly. I, you know, I want to take my clothes off if I get too hot and, you know, if it's like if I'm in a situation where where you if I get hangry, if I don't eat, right.

So it's like that, that fiery energy. So it's a mixture of fire and water, a little bit of water in there as well. So that's the transformation. That's the that's the middle kind of.

So doing this, what are the others? Because I know people viewing right now are like but but what's one of my so what are the other types? There's one more and that's called tougher and tougher is made up of water and earth.

And those are generally bigger, heavier, slid slower. They like to be intentional. They walk slower, they can sit down and to do something on a computer for like 8 hours and it's like nothing happened.

And, you know, versus someone like you, it's like, oh, my God, I got to be on a computer and I've got to take this phone call and write this thing down.

And so they kind of took humans and said, okay, well, everyone's made up a little bit of all three of these. And when one of these is out of balance. Well, when one of those is out of balance.

Well, and that's what throws you off and creates imbalance and disease. So basically consuming incompatible foods according to your metabolism and your constitution.

That accumulation of the waste in your body. Right. Inappropriate responses to the body's natural urges like eating when you're not hungry. This further increase says like the metabolic waste in your body and weakens everything.

Right? If you get up late. Sleep is a huge one in our data areas. Please get a good night's sleep. Another one that they mention is seasonal foods. So eating foods that that grow according to seasons are actually very important as well.

So what happens is when these different mitochondria or organic and these chemical reactions don't run perfectly, you know, it's like an energy crisis.

And so that starts to back up. It gets stuck, right? It becomes toxic and annihilated. That toxic stuff is called amok and that I'm basically starts gets stuck in your gut and then slowly starts leaking out of your gut.

Oh, interesting.

Healing with Food, Herbs, and Daily Rituals

What happens is all of this mitochondrial health and kind of what happened to my my story, you know, is is that, you know, I had malnutrition, I had malabsorption.

And so I was weak, I was fatigued. My I mean, I was headed in just the opposite direction where everything was shutting down and going in the wrong direction so that the process was not working correctly.

So how did you use our EBITA to actually solve this? So when you think about there's signs that you're dealing with the inflammation and then there's ways to address it.

So just using your story as a case study, because we've already set the stage of exactly what type you are, what you were dealing with, how did you use the concepts of your data to solve this?

So the first thing is definitely eat according to your Constitution. So the certain foods that we favor and disfavored according to your constitution, please. Tell me I can eat. Gluten.

That is. Not the. Easiest thing. You know, gluten I think between getting a lab test like a genetic test for food tests and taking Ayurveda and the combination of those two is like a beautiful thing, to be honest with you.

I'm totally joking, by the way. No, no, no. Yeah, I have no idea, actually, but I would suggest the genetic test. Yes. I couldn't stay away from it. I don't celiac, but I know I should stay away from it.

Yeah. So, you know, following seasonal food guides detoxes are important. They have these teas in the morning that I drink every single day that help me flush out toxins and kind of get my digestive fire kind of going.

So I drink teas in the morning. I take kind of like these. I it's called triple the. There's like these three or these three fruits that they mix together.

And it's a great colon cleanser. And like gut cleanser as well. You know, one of the biggest things is cooking homemade food, you know, so that sluggish, oily, it's just disgusting, you know, going out to eat like you're asking that fire and that and that that kind of process to today, you know. So that's the other piece.

Herbs are a huge part of our data, so eating according to your constitution and avoiding certain things is great. But herbs are a huge part. So I used to use herbs in conjunction with certain foods and avoiding certain foods like turmeric.

Everyone knows turmeric and curcumin. Ashwagandha is becoming a little popular now. Tulsi So holy basil, that was another popular one. Folic acid. Folic acid comes in the form of Sheela it.

So according to IRA, it's always about how can we fix this problem through the blood and how do we get these minerals inside of the blood to give it the fuel it needs to to turn back on them and start the process again.

So the flow of the acid and the TULSI, they all have these minerals that are inside of there that kind of reboot the process and reboot the mitochondria.

So interesting in my group program last week, I actually had somebody ask me about the say it again the show she legit? Yes, she's legit. Yes. I had to look it up because of course, this is not a regular functional medicine thing.

And so I had to look it up and figure out what this was. And I realized, oh, this is this is folic acid. This is like this is something that I use regularly in my programs, but we just call it formic acid, a different form.

Yeah. Yeah. So fascinating. I guess my point is a lot of what we know is taken from ancient medicine. So. Right. So this is ancient medicine. We're talking about ancient Indians knew what they were doing here.

We have taken from this and created a different language for it. Right. We call it functional medicine. We call it like whatever we're going to call it.

But what is the root? Where did it come from? Yeah. Yeah. And if you look at, you know, the, you know, the AMA logo with the staff and the snake, I mean, it's very similar to ancient medicine. And so there's a lot of interesting correlations without a doubt.

So it's really cool to, you know, learn this from the 40 different experts that I went around and I'm learning it from across the world. It took me literally around the world before I knew that most followed me and I fixed myself.

It took me a very long time, but, you know, I felt like. You literally traveled you literally traveled to all the places where these experts were at and you went to their countries, to their towns, to their.

I can just I'm envisioning you being in like a hut with a shaman or something. I did that in Peru. Yes. Yeah. And I did it in India as well. In India we went to like I mean, we would take a flight and then from the flight you get in this van onto these like one lane roads all the way into these remote villages where they're just like chopping up herbs and making concoctions.

And you're just like, well, like they live in the jungle and they just make they make medicine, face it. Well, it's incredible. It's incredible. And so then you turned all of this footage that you took around your travels around the

world and you've turned it into this movie.

Yes, exactly. I mean, has anyone done this? It sounds very one of a kind. No, not for irony. You know, it's like one of the oldest, most intact sciences of medicine in the world.

They had pediatrics, they had geriatric surgery, healing through medicine and had a refined medicine. And like all of these sciences and, you know, it's just now becoming more researched and scientific and proving to be real instead of just like that was just some they didn't know what they were doing.

Like, you know what I'm saying? Like, yeah. I feel like I didn't even realize how unknown it was. I mean, I live in San Diego. The Chopra Center was, you know, a few miles down the road from me, you know, in Carlsbad, Deepak Chopra is center.

And so I naively thought, like, everybody knows what this is and apparently not. That's why we're so excited about showing the documentary, because it helps bring it not just from, like, a scientific perspective, but also my journey and my story's kind of woven throughout there.

So it makes it like a cool little piece just to watch and learn a little bit more about the science and what you can do to live in harmony with yourself and nature.

And that's why it's called the natural law, because there are certain laws that nature has that if you break them, then you know, you will face the repercussions.

You know. Where do people find the natural law? Where can they get it? The natural law become. Okay and it's coming out. I mean, this at the time of the airing, this summit is airing in June.

And when is it available for people to start second August? So it's coming so two months after you watch this. But I'm sure that you can you can. Go there to the website and get more information and watch the trailer and stuff like. That.

Yeah. And stay tuned because we'll be will be sending out information on this to when it becomes available. We'll be helping getting the word out. So I want to in the last moments that we have here, I want to unpack this concept of beauty as being a component of our Veda.

So what are some daily rituals? What does that mean? Why is it a big part of it? And then what are daily rituals that we should be thinking about doing to support that concept?

Yeah, beauty is a really is a really great one. Beauty is an interesting one because, you know, we all want to look good and we want to look younger. We want to stay young.

And anti-aging was a big piece of our data, actually. It's it's one of the sciences of anti-aging. That's why they teach you all this stuff. It's like take these herbs and do this stuff.

So you continue to look and feel and be young because that's our youth, that's our youthfulness. That's where we get our mitochondrial health, our in, our data adjusts.

Oh, just means energy. Prana means energy. So it's like not just energy, but like life force. It's the force inside of us, you know? So and when it comes to beauty, there's a couple of rituals that we can do, like every morning that I do also.

And my wife does a bunch too as well. And we have this kind of like little thing that we do. So one of the easiest things you could do is actually get a tongue scraper.

And it's so simple and all you got to do is wake up in the morning and just scrape your tongue and then brush your teeth after you scrape it. The other thing you could do is oil telling you to go keep a very clean smile and healthy

gums.

These are all automated kind of like routines that you can do in the morning. So I just have to plug right now. Trina FELBER Primal Life Organics is actually sponsoring and supporting this summit and look for her interview because she's talking all about oral care.

And of course, she's talking about tongue scraping and she's talking about using a copper tongue scraper and tells you where to get it and everything.

So make sure and check that out. Thank you for saying that. Yeah. Okay. Okay. Keep going. Yeah. Okay. More. The other thing is wash your wash your face with cold water first thing in the morning.

So you wake up and say what you're grateful for actually. Oh, you wash it with cold water, kind of wakes you up to get this stuff invigorating.

Beauty, Anti-Aging, and The Natural Law

What's interesting about the idea, the concept of the tongue, just going really back to it really quickly is that they say the tongue is the reflection of all your organs in your body, in Chinese medicine to actually and when you scrape it, basically, you're waking up all the organs in your body.

You're saying, hey, get ready for the excretion process, get ready to pee and poop and all the normal kind of morning stuff that happens. Right? So oh, it kind of just it helps with that process of waking up.

So, oh, so I figured I'd mention that an oil pulling you can do it with coconut oil or you can do it with sesame oil. They have flavored ones online. Now I suggest getting a favorite one's get organic based and that will be super awesome for your smile and keep your gums super tight and pink and healthy, washing your face with cold water.

Like I mentioned, there's a lot of amazing, innovative beauty hacks for masks. I don't know exactly all of them. Unfortunately, my wife knows them. But there's a chickpea mask that is amazing that I've done before.

Actually, my wife made it and I put it on. It's like chickpea, chickpea flour and you mix something else with it and you just put on your face and you wait till it dries, of course.

And then you, like, wash it off. And I want to come over. I want to come over for facials and self care. Yeah. And it's like it's like it's like it's like, wow.

I look in the mirror and I was like, I'm glowing. And it's a little bit of turmeric, like a little bit turmeric. So it's like a lot of these, like, kind of herbs and infused with minerals and just beautiful ingredients that you, they're all natural from the earth.

Neem as we know, neem is very amazing for the skin as well. So, you know, those are those are the basic ones. You know, I'm not a beauty expert by any means.

No, but it's good. You know, what I find interesting is what you just described is anti-aging, regenerative medicine and what it's called. And are you Aveda is beauty because when we are when we are, you know, taking good care of our bodies and being we have this youthful glow right.

That is that is beautiful to us to see that glowing person. That's exactly. Yeah. Radiant. You know? Yeah. That's the science of our data. That's what it's always been about.

And it's like, how do we make a person beautiful from the inside and the outside? And how how do we be the the best and fullest expression of ourselves on this planet?

Yes. Well, I hope that this talk has really sparked interest here for people. And I really encourage you to go find a

mission online. Give us that website one more time where they can find the movie.

The Natural Lancome. Natural Lancome. I'll be in the front row watching this. That's available. I think maybe I could get access to watch it ahead of time.

I have I know somebody. For you coming to the gala. Well, yes, I will have to come to that. So this has been amazing. Thank you. You still are one of the most extraordinary humans I've ever met.

And you know what I find about you mean that's so beautiful, is that you've. You've created so much wealth in your life, and you are the most humble, unassuming, everyday, kind hearted guy where we could just hang out and chat.

And there's nothing presumptuous about you and you give away so much in the world. And so I just we all get to be like a miss is so. Nice and you are so amazing to putting on.

I was just saying before you started the recording, right? It's just how amazing you are and like your last time it was like 70 people on like 70 people like think about how many people you're putting together and the information is sharing is like so powerful.

And getting this information in people's hands now is more important than ever so ever. I mean, everything you're doing. So thank you so much. Well, we get to do more fun stuff together, so thank you, everyone.

Enjoy this talk. And until next time, take care. Bye now. I.