Your Content Isn’t Bad, It’s Just Invisible Transcript

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Opening on toxins and the podcast intro

If I'm full of toxins, which we all are today, you breathe a half of a credit card a week in microplastics, right? You're a functional medicine doctor and you're wearing microplastics that should have a BPA warning label on it like your plastic water bottle and you wouldn't drink out of a plastic water bottle yet you're putting…

a non-BPA-free polyester shirt on. And then when you wash that shirt and you dry that shirt, you're putting microplastic particles into the air. The shampoo you're using is 50% petroleum-based toxin.

Oh, wait a minute, the skincare that you're using is 50, you know, the makeups are 50% petroleum-based toxin. Oh, the perfume and cologne you're using.

Oh, those are synthetic compounds that contain the most, one of the most hormone-disruptive phthalate. What if aging isn't about slowing down, but leveling up?

I'm Dr. Isaac Jones. This is the Longevity Leaders Podcast. Welcome the Longevity Leaders Podcast. I'm your host, Dr. Isaac Jones, and I'm here with my brother, Warren Phillips.

Warren is an amazing gifted individual. He's coached and trained thousands upon thousands of doctors to help them grow their businesses, but also help them understand clinically how to get to that next level.

He's had a background in environmental medicine, toxicology, and really got deep into the science of what makes people sick because he got really sick.

And so I'm excited to have him on the call because, you know, number one, he's brilliant. Number two, he has amazing breakthrough technology that will actually help you.

Why personal branding matters for clinicians

It's not enough just to talk about how toxic we are and how damaged we are, but there's got to be solutions. And so there's some practical solutions that we're going to get into on this podcast.

Warren, thank you for being here. Yeah, I'm in love with this. I was talking to your business partner and I was like, why haven't I been on your podcast yet?

He's like, that's a good idea. We're going to do that. And one of the things he wanted me to talk about is my journey to become non-toxic dad. And he thought that that would be really helpful.

And I know that we just talked about that off camera. but now having over 2 million followers across social platforms and the evolution of that brand.

And how important that is, even for your local clinic, especially if you're virtual, your brand is pretty much everything. And I know Dr. Isaac and I, we went skiing together and he's like, man, I'm doubling down on my social media.

I get all the biggest stages. You get the biggest stages in longevity. You're a top, if not the top leader in longevity medicine. but you didn't grow your brand and friends like Garrett Gunderson, who were mutual friends with other experts.

I was just at an event in LA and they're like, wow, I wish I would have listened to you, Warren, when you built your brand because now we have to do it too.

And these are people that are on the biggest stages when it comes to finance, longevity, functional medicine. And you're going to get left behind if you don't build that brand.

And I know you're investing a lot of your resources into growing your brand and you're talented. But it's different. It's different than stages. It's a different connection you have online and the reach is much bigger.

So if you're on a stage or you're at a talk at a local event or whatever you're doing, you're speaking to 20, 30, 100, 300 people. But I've reached up monthly up to over 100 million people in a month, if not more.

And so that's a big difference in impact, right? So we talk about impact. So building your brand, and you don't have to have 100 million in impact to have impact because we know about the butterfly effect.

We know about just raising up other leaders. So your goal, like Dr. Isaac, maybe he's not reaching 100 million people. But through you guys, if he's raising up 2000 practitioners and leaders, you're reaching hundreds of millions, if not billions of people through that butterfly effect.

So I do want to talk about the importance of a personal brand. Sure. Sure. We'll get into that. Um, Warren has built a really powerful brand called non-toxic dad and you know, some of his videos will go out to tens of millions of people, literally.

So why don't you talk about like how you develop that and, um, what are some of the things that people are listening to in that, in, in the content that you create that has gone viral?

Why do you think it's gone viral? Be interesting to hear that. Yeah, there's two different ways to go viral. And I do both. My journey was a lot like, I think all of us watching this, it's like, hey, you know, I know I should do this, but it's a lot of work.

Maybe I can't, maybe I'm not good enough. I don't like the camera. Yes, there is learning curves with all this. It's like any other skill you got to put in the hours and the time and eventually you'll get good at it.

I was a behind the scenes guy. Isaac knows running marketing and business and strategy. Yes, I was on stages, but I did get a lot of practice over the years.

So becoming non-toxic dad was easier. But all I did was translate what I was doing each and every day. to Instagram, to TikTok, to YouTube, all of it.

And the evolution of it, I had to just start and I had to find my voice. And I think there's a difference in, it's like acting in some ways, right? You start to learn like, You're blinking your eyes because you're nervous and you're like oh and you're looking or your or your tone or you're screaming into the microphone instead of slowly just like you're on a stage Isaac like you know what I mean you you have this pace in this tone and then you you raise up and you take people on this journey and you're telling story there is this crossover, but You're you're you're doing it.

It's a different.

How Warren creates viral content

It's different than what you're doing in your clinic, right but If you speak to the camera with the same heart that you have for your patients and clients, that tonality, that frequency will really come through and you'll become trusting and loving because beneath the words that we say, there is a frequency, there's a tone of love and concern.

And that's my goal here today. That's Dr. Isaac's goal is that you see that we actually care about you. We want you to impact more people. And so anything I can share, Isaac, obviously, I want you to know that and I want that same heart that you guys have to translate into your personal brand, but then the tactical things come in.

You have to have a good hook in that first three seconds, else it's over. There's lots of tools you can use to find

those hooks. You can watch Instagram, you can look at what other people are doing and finding outlier videos that are going super viral.

and say, wow, it has a lot to do with the hook and the subject matter because the algorithm is what you're talking to is the audience and they're not always interested and what you're interested in, right?

And there's a time and a place also inside your personal brand is to talk about the things that you're interested in because you're here to make a difference in a movement.

But you also need to look at the hooks and strategies of what the algorithm is saying so that you can get some wins, which will really make you feel good because if you never want to duplicate, but you wanna find these outliers.

There's products on like YouTube, and I'm just personally starting to use them. I didn't do this, but this is the next, if I was to go back and re-engineer how I could grow faster, I would definitely use more of those outlier videos where they're scaling.

What I mean by outlier is that someone says they have, say they have 50,000 followers, but then they get a video that does a million, and there's like X, that would be like X, their normal reach.

Wow, that is something that's really trending. They hit something there. Do your spin on it, right? Or you can be an innovator. And I love doing that.

I've created trends where people are duplicating my outlier videos that I created. So you're working with other creators, they're doing their outliers.

you're taking that same information, and it's good information that's transforming lives, and you're echoing that message. So when I do content, I'm only gonna echo the things that I see as an outlier video, and I do a little bit of that, I'll probably do more of it, I'm only gonna echo things that I want to put into the world.

I'm not gonna ever shoot a video just to do an outlier to get views. I really have to love it, it has to be part of my purpose and mission in this world, but that is one way to really grow your brand and learn how to talk to the camera like we're talking right now.

So tell us what your most viral videos have been and why? Why do you think that is? you know, good hooks. Again, to get that engagement over the first three seconds, it's really important to get those views up.

Views are, at least on Instagram, are some of the most important views and then shares. So some of mine are both great hooks and they're entertaining.

And some of my most viral videos have been things that I've been first to the rodeo on that were obvious that someone else didn't see, like my Costco chicken video, that I was first to from what I know, I didn't do that video based on someone else's outlier video.

I mean, I don't know how many, 21 million. Explain what you did there. I went into Costco and Costco loves me now and the people there know who I am. And they're like, oh, I watch your videos.

So it's good. And it's, you know, you got to develop relationship. But I looked at the ingredients at a Costco chicken and I'm like, who would ever eat that?

Like, I don't, you shouldn't be eating this. And then I researched that, right? get these genetically, they're not modified, but engineered chickens through breeding, selective breeding, they literally from hatch to your table, they're only six weeks old.

And so that's an interesting piece of information that's quite shocking. And most people don't know that. And then

you talk about how that chicken is treated.

So you really just start, I studied this stuff. they're soaking this chicken in a chlorine pool and those byproducts creates chlorine byproducts that reacts with the organics in the chicken causing carcinogenic byproducts.

I discussed that and then I discussed all the ingredients that are harmful not only to your gut, but to your neurology that they're jamming inside of this chicken and it's not healthy meat.

And I just told the story of the life cycle of a Costco chicken, which was shocking information. It had a great hook and there's lots of different hooks out there, things that have worked for me and you evolve, but I used to be something canceled.

But then I didn't like the heart of that, so I moved away to like stop doing this, do this instead. Or stop doing this, here's why. Right? And then there's other hooks that I've used that have been also highly effective, which can be like three reasons you shouldn't do this as an environmental scientist.

So playing off my environmental scientist background and people do that as a neurologist, mutual friend, Robert Love. He has his hook and other people do the same thing.

This similar hook probably took it off of him at the beginning. I'm a neuroscientist that helps people reverse Alzheimer's, right? But he'll start off with a lot of the three reasons Diet Coke is bad for your brain.

Hi, I'm Robert Love and I'm a neuroscientist helping people reverse Alzheimer's. Reason number one, right? But that's authentically who Robert Love is, right?

He is this structured data engine. And so how he talks to you is the same way as on camera. He is high energy, but it is who he is, right? So if you get nervous, you'll raise your voice up and you sound like a resounding gong to people.

Right? Remember when I was on stages back in the day and even Dr. Isaac would give me suggestions. He's like, really great talk worn, but you kind of screamed at him the whole time.

Maybe you should just drop it down a bit. Bring it down a notch. Yeah, so those are some of the reasons they go viral. You got to have that hook. You have to have a structure.

You have to have a plan. You can get lucky and wing it, but I think everything should be roughly scripted out through the ideas. You research it, and then the most viral videos will be the ones that you're not reading from a teleprompter.

the ones that you're just memorizing coming from your heart straight to camera and then you iterate as you do it. You'll speak it like, I can say that better.

I have another idea and then you just let, I like to say it, you know, getting connected to God and consciousness and then allowing more authentic ways you would say that to come out and people notice that it's authentic and it's Strictly from you because there's a there's a tone to it.

So just that iterative process So some of my videos could be as long as 30 minutes for a 60 second video because when I do something I'm like many of you like many of the practitioners watching this and health experts I want to do it the best as I possibly can and so I'll just work at it and work at it until I get better and better and better just like the Olympics if this is being released near the Olympics these guys improve it every single time and That's good.

It's really good. We don't normally talk business on longevity leaders. It's usually clinical. But for those that are listening and interested in really understanding the science of what he's talking about, I would follow my brother Warren.

The hidden toxicity in everyday products

He actually married my sister. It was a really cool story there. But, but you can go and follow him at nontoxic dad. That's right. Right, Warren? Yep.

At nontoxic dad. At nontoxic dad, across all socials. And I'll be at your upcoming event as well. So if you have questions there, if you want to shoot some videos, do some trainings, I'm there to serve and help you guys elevate your brand.

I love. practitioners. I love the local practice. Again, Isaac, you know, 18 years I was helping you guys. That's what I did and I dedicated my life to it and I'll still do it.

I do most of my loving and giving through HEA now just by showing up at the events just to help serve and because you attract some of the best health experts in the world.

So it's really easy at the great place for me to come and serve and connect. And some of my best relationships have come from there, life-changing, even the clinical stuff that we get to talk about.

Yeah, we'll talk about that in a little bit. Yeah, thank you. And the event that he's referring to is disrupthealthcare.co. This is a clinical event that will get really deep into regenerative medicine and longevity medicine and healthcare.

We've got some of the top practitioners in the world that will be there. Healers that really like some healers that are That they, all they do is just work with billionaires and ultra wealthy.

Nobody knows who they are. They don't have a stage, but they're like getting ridiculous results. And because of who we are, we're, we're trying to bring the top clinical geniuses to the.

to the world. So some of these people be the first time they're actually sharing their, their, their methodologies and solutions. And if you do want to get, you know, Warren is going to get completely booked out at this event for interviews.

But if you're interested in getting an interview with him at the upcoming disrupt healthcare.co event, DM him. I'm sure his team will figure that out.

Is that, is that accurate? Yeah, we'll do it. I'm not going to do as many as I used to. So it is going to be definitely limited to like probably 10 different docs.

I think the last time I did like 21 and I don't think I saw you much because I was in my room recording podcasts. I have a podcast as well, Non-Toxic Living, and I turned that into short.

So it is a great opportunity to help put it out there. Actually, one of the docs I just met, that I met at HEA probably two years ago, we became really good friends.

We ran a study together, which we can talk about later. And we did a podcast at another event and that just released probably a month ago and the short Well, then the real just released on Instagram today, and that's Dr.

Randall Turner, who's a medical professional DO out of West Virginia, has a massive multimillion dollar clinic doing all the latest in longevity and some of the connections in practice, things he's integrated to up level his clinic, he learned at HEA.

So pretty cool stuff. Yeah. Thank you. Wow. Yeah. I would love to have you. We will speak about some business breakthroughs as well at the upcoming disrupthealthcare.co event.

And hopefully Randall will be there as well. Warren, invite him. I'm going to, I'm going to make sure he comes. All right. Well, you know, we live in a toxic world and I was just talking to some, I got up at five in the morning this

morning.

I was on the phone at like five 30 with some of the top doctors in Saudi Arabia that are doing some really cool things. They have a private. like longevity clinic for the prime minister of Saudi Arabia, as well as the royal families across the GCC.

And it was really interesting just, you know, connecting with them and they're talking about the problem with toxins. And it was interesting as well that when I started talking about nanoplastics and plastics in general, They didn't really, like it wasn't big over there.

Nobody's talking about it. And they're like, what is this? And this longevity facility also didn't really have an understanding of peptides or anything like that.

So it was cool because they're doing some things that I've never heard of. We're doing a lot of things they've never heard of. But we also understand the problem differently than a lot of people do.

And so I think that there's a lot of truth to the fact that stress and trauma impact your health physiologically. There's a lot of truth to your environment impacting your health if you live in a toxic environment.

But I think one of the other challenges is just the onslaught of toxicity in our foods and you taught me that these healthy sodas that I was drinking had plastic on the inside and I'm like, come on.

And I cut it open, the aluminum can, and it's like, oh my gosh, there's literal plastic on the inside of these. They're coated with plastic. But, but I mean, it's just all, it's, it's all over the place.

So give us your spiel on what you're most concerned about in today's day and age around the environmental toxic bioaccumulation in the body and what we're, what we're seeing and, and then, and then how often we should detox.

Cause I mean, I detox. year after year after year after year. And I took some breaks from detoxing and I feel like, man, I need to detox again. You know, like I need to, I need to regular, like I live a lifestyle of detox, but I need to like continue to do the cyclical detoxes that are important to get rid of these, these things.

But yeah, tell, tell us what you're, what you're seeing as one of the most concerning things out there. Healthcare is changing and many clinicians are looking for ways to deliver more personalized forward-thinking care, well-building practices that can adapt and grow with that change.

Disrupt Clinical 2026 brings together practitioners who want to combine emerging longevity science with practical models for how medicine can be delivered sustainably, effectively, and with greater professional autonomy.

Join us April 10th through 12th, 2026 in Hollywood, Florida, for three immersive days focused on integrating advanced diagnostics, preventative and regenerative strategies and care frameworks around longevity and prevention and cause-based medicine designed for where health care is leading next.

Alongside clinical insights, we'll explore operational systems and practice approaches that support better outcomes for patients while creating a more resilient, future-ready practice.

You'll hear directly from clinicians already applying these models and helping shape the next phases of healthcare delivery, who are generating seven, eight, and even nine figures in revenue.

If you're ready to expand what's possible in your work and participate in the evolution of modern medicine, Disrupt Clinical 2026 is where that conversation becomes action.

We're going to sell out of the event very soon. So go ahead and click the link to learn more and reserve your seat. Yeah, so I'm just going to get real about toxins and how they relate to the disease that we're seeing today.

I think toxins are the number one cause of aging. I think toxins are one of the top causes, if you include foods, one of the top causes of weight loss, weight loss resistance, diabetes, toxin-induced insulin resistance, mitochondrial dysfunction, You can take increasing your risk of cancer.

One of the things that heavy metals does when your body gets inflamed, it'll block autophagy and it'll create cellular zombie cells in your body that bioaccumulate the rotten apple effect, which creates a bunch of cells that can't serve your body, they can't have healthy mitochondria, they're just worthless cells in your body and heavy metals actually block the autophagy process.

So when you look at toxins and how they affect longevity, how they affect the human biology, how they destroy the microbiome, we put the category because toxins are such a massive category, right?

You can look at pesticides and herbicides, glyphosate, one of the most disruptive things to the soil microbiome, to the soil diversity, and then one of the most disruptive things to your gut microbiome, the gut diversity.

And when we look at genetics through a lot of our, these genetics have now finally made it into functional medicine and they're being interpreted and utilized correctly.

When it first came out, they really didn't know how to use it, but then you type in, you tap in with the microbiome and all the DNA and how you're more DNA of microbes and viruses than you are of your own DNA and how that interacts with epigenetics and how these bugs literally talk to you, the science of how your mitochondria are much like bacteria and how they work and function and how you have the symbiotic relationship and toxins wipe all that stuff out.

Toxins also trigger bad genes and your epigenetics. There's tons of studies on how it triggers autoimmunity. Like I said, diabetes. Then you look at cellular inflammation and those cells want to die and they try to die and they try to replicate a healthy cell, but they can't because heavy metals is blocking it.

Causing cell inflammation, it's blocking hormone receptors. And just so for people that don't know what autophagy is, it's the process of cellular turnover.

So when you have a cell that's kind of at the end of its reproductive cycle, it gives off a lot of sapses, which are like inflammatory inducing factors that tell other cells to become inflamed and essentially become zombie cells faster.

And so one of the things that we want to do is we want to get into a state of autophagy, which happens throughout the day, but you can really get into a state of autophagy when you're fasting and your body just naturally needs to recycle these cells.

And so as Warren said, When you have a bioaccumulation of environmental toxins in the forms of heavy metals and all the other ones, you end up blocking the ability to get rid of these bad cells, which then causes an increase in levels of zombie cells inside your body.

Yeah. And that's one that no one's talking about, so I'm bringing that one up. I mean, yeah. So one of the things that, say we're using a GLP-1 or a GLP-2 trisepatide, GLP-3 retitrutide, and you're using this in your longevity practice and people are losing weight, okay?

And they're becoming more insulin resistant. They're burning fat for energy, right? Your fat protects you because it is literally the storage sheds, storage closets for toxins.

So as someone is losing weight, they're literally polluting themselves with toxins and you're not binding those up, right? You get into an infrared sauna and use sauna.

Well, research shows, the bus study shows, other studies show that you're releasing toxins into your bloodstream through your sweat. So I think they're great.

Like I think it's a gentle, it's a great gentle detox. I do it, I believe in it and you don't want to do it too hard if you're super toxic, but it is elevating toxins and releasing toxins into your body.

And here's something that clinically that I 1000% believe and I have deep dived into is phase one and phase two detoxification. So if you're on a GLP-1 and you're releasing toxins or you're taking a detox product, that drives your phase one and phase two detoxification, I kind of find a little secret based on my own journey.

And I asked myself this question, if I'm full of toxins, which we all are today, you breathe a half of a credit card a week in microplastics, right? Your clothes is plastic, you're a functional medicine doctor and you're wearing microplastics.

that should have a BPA warning label on it, like your plastic water bottle, and you wouldn't drink out of a plastic water bottle, yet you're putting a non-BPA-free polyester shirt on.

And then when you wash that shirt and you dry that shirt, you're putting microplastic particles into the air. Oh, and then the inside of your carton is plastic.

Oh, and then the medications, this is for, not for you guys, but they're petroleum-based derived. Oh, wait a minute, the shampoo you're using is 50% petroleum-based toxins.

Oh, wait a minute, the skincare that you're using is 50, you know, the makeups are 50% petroleum-based toxins. Oh, the perfume and cologne you're using.

Oh, those are synthetic compounds that contain the most, one of the most hormone disruptive compounds like phthalates. Oh, and your shirt can have that.

Wait a minute. You said perfumes, perfumes and colognes?

Mold, EMFs, and toxic home environments

wow this is yeah keep it going this is really good so when you think about the levels of toxicity and how why we're overloaded and why you're having that overflow and if you're chiropractor toxins traumas and interference spinal interference Your cup, like I think the greatest interference today, and finally we can say this, is the toxin interference, unless you're getting a divorce, which is firing off some of the same inflammatory markers as if you were toxic, right?

So I'm big into mindset. Isaac has taught me a lot over there to be positive and say positive things. This is one of the reasons you just got off the phone with a billionaire because…

your reality becomes what you say. Like, so I don't say I'm toxic. I just choose, if I can choose something safer, I will. But it's a, we're exposed to up to 80,000 different chemicals today.

Like, and all these easy solutions, silicone cookware. That is not natural. It's not silicone. It's called siloxanes. They're highly carcinogenic and they release at 300 degrees, approximately 300 degrees Fahrenheit for those in America.

Right? And we think it's safe and we have our silicone stuff in our whole kitchen. We bought into a lie of convenience and we think that these things are safe and same as our foods.

So all these things that are easy. What is the siloxane? It's what silicone cookware is made of like a silicone spatula or a silo. A silicone liner for in your oven.

The silicone spatula say would be fine, right? But then if you use a silicone tray or a silicone pan. A silicone spatula isn't fine if you're using it on a hot pan.

Got it. Yeah. So you would, the best to use is wood, right? The Siloxalan is a toxin. Yes, it's a toxin. It's inflammatory and it's carcinogenic, highly carcinogenic actually.

And the studies show that they do release into your food. Wow. So you get your little, what a lot of people use them for, Isaac, Dr. Jones, is the muffin tins, like the silicone muffin tins.

Yeah, yeah, yeah. We've got those. We had those. I think we threw them out after you told us about this, but I wasn't a hundred percent sure. Like I didn't, I didn't study the Saloxalan.

Is it, how do you say it? Say it. Saloxane. And it took me a long time to pronounce that in the video. Like you should have seen me. I'm like, Saloxan.

Saloxane. S-I-L-L-O-X-A-I-N-E something like that. Salox-A-I-N-E-ane. So my whole point of this is saying that everything works from a monetary basis, right?

So when individuals are being sold something like a piece of clothing, and I'm gonna blow your mind with this too. You can do it. There's these ancient strategies of making clothes and dyeing clothes and what industry does.

Take Lululemon, Lululemon for example. That is freaking plastic. Sorry for saying that. But this is, this is, this is plastic that is hormone disrupting women, especially little girls.

little girl skin, I think, don't quote me on it, like 10 times more absorbable because their dermal layer hasn't fully formed yet. And they're putting this stuff on our children.

You have a little girl, I have three little girls, and it breaks my heart that they're allowed to put poison on their skin. And then you sweat and it heats up and it cates this chemical soup, right?

I mean, And it's not just Lulu, right? It's Palo. It's Palo. It's brands. It's Nike. There's lawsuits about this stuff. Yeah. Is there really? Wow. People have gotten so sick from the clothes that they're wearing that they've been able to trace it back to the brand and they're suing.

Well, what lawyers do, and they're making money too. They're like, you didn't disclose that this had BPA in it, right? It's more of a disclosure thing.

So the legal side is trying to make money. So a lot of lawsuits that you see is when someone says, this is non-toxic. And if you make that nontoxic claim, but you have low levels of heavy metals, and you said it was heavy metal free, even if it was low levels, these lawyers are doing the same thing.

They're just trying to make money. So it all comes back to that. So my example, companies like Lou Lemon Nike, using these plastic clothings, there are other solutions out there, just like there's better solutions for energy, just like there's functional medicine that's better for patient outcomes.

Those things aren't mainstream because they're not connected to the money-making machine. And, and I just want to like give you guys practical lowdown on what Warren, you know, has, has recommended.

There's a bunch of great products. Do you want me to just throw some, some of the product names out for them? Yeah, yeah, just whatever, anything we can do to help people.

Yeah. nadam.co, n-a-a-d-a-m.co, a-i-z-o-m-e-textiles.com. What is that? Isamae Textiles. Isamae Textiles, isamae-textiles.com, everlane.com. Um, that's, that's a good one.

Wherepacked.com forward slash warn. I don't think I have a, is that what it says? Like, I don't know. I don't know. I just thought you were packed. Just packed, Mate the Label is on there, I bet.

Yep, mate, m-a-t-e-the-label.com and then p-e-h-r.com. P-e-h-r.com, I don't know what that one is. Allwear.com.

Naddsunder.com. Naddsunder, that's an underwear company.

Yep. Do you have a code for that one? Non-Toxic Dad will get them a discount. Yeah, a nice discount. Do all of these have non-toxic dad discounts? Isomai textiles will, some of them will, some of them won't.

So just try non-toxic dad, all lowercase, all one word, right? Yep. And then I have some bra companies. I just did a video on bras. What is a bra company or bra companies?

My wife just sent me, and they have some clothing companies, but my wife, your sister, just sent me a list, and here we go, organic bra list, because you do not want to wear plastic there.

That's right around your lymph. It's like on your neck and on women, there's a ton of lymph tissue. And those chemicals are absorbing right into your lymph, and then they're going to get into your bloodstream.

And you're going to have to deal with it. And it's so sad, especially little girls, right? It's going to absorb more. So, Mate the Label, which we talked about, has it.

Everlane, same company, has it. Jung Maven, J-U-N-G-M-A-V-E-N. Third Love. Quince, which is a clothing company as well, Booty, who we talked about, Pact, and then Organic Basics.

They also have organic cotton bras. And they have some blends as well, so you have to be careful on some of these companies. But those are some great clothing lines and underwear lines for women as well.

And then Nads, nadsunder.com or nadsunder.com backslash nontoxicdad, that company is a really good underwear company. But someone like Isaac May Textiles, they've taken it to the next level.

So this is interesting, and it's very interesting, it's one of my most viral videos on YouTube, is where I got into textiles. This is interesting, Isaac, I don't know if I shared this with you, is that this is an organic t-shirt from All Saints.

So they have an organic, 100% organic, certified organic cotton t-shirt, and I still wear them. But the dyes on this, they're likely got certified. So they're, they're shown to be non-toxic to your body, but they're probably still mostly synthetic.

So you get an organic t-shirt from say Walmart or even a name brand like all even like some of these other name brands. Yeah. And they're dyeing them with synthetic dyes.

So up to 30% of this shirt, the weight of this shirt could be chemical dyes and plastics and finishes and silicone because it makes it soft. Right? Makes it supple, you know?

Because it's about a feel, right? Just like a scent is about a feeling or an emotion or a trigger emotionally into your brain to get you addicted, clothing and how it feels is one of those things.

That's so soft. Oh my gosh, I love that. Those are chemicals that are making it so soft. What about, what about, what about, what about Egyptian cotton?

Like legit, like when I have a hundred percent Egyptian cotton, this, this t-shirt or this whatever dress shirt, a hundred percent Egyptian cotton, it's like very soft.

Well, Egyptian cotton is, is probably the source of their cotton and how it's being processed and maybe how much of the thread, how dense it is. But Egyptian cotton, I mean, I never, that's a good one to look up.

I don't know if it's a chemical treatment that makes it soft or it's the type of cotton that they're harvesting. If you think about it, Egyptian cotton, it does trigger soft, doesn't it?

But I wonder if it's because it's a higher quality cotton or it's a chemical process that they've, I don't know on that one. So you're saying there could be an organic line that is 30% by weight dye and even silicone and even microplastics.

Yep.

Detox strategies and phase one versus phase two

And they can get away with it. Textiles usually uses 100% plant-based dyes. And here's the other thing that they'll do with marketing is they'll say, well, it's plant-based dyes, but it's only a, you know, it's a synthetic plant-based dye or it's only partially a plant-based dye.

But someone like Isame Textiles, there's a couple other companies too that I didn't mention that they literally use 100% plant-based dyes. So things like, shoot, what does Isame use a ton of?

Indigo, maybe? Indigo, yeah. Look at you, great memory. Indigo and then other roots. Like, tamaric root would be a good one for orange. Yeah, tamaric, probably tamaric, but they use another root I can't remember as well.

So they literally use ancient practices to dye their clothes. So they literally use these ancient technologies. And here's the thing that I've talked to them.

They're able to scale this technology. This technology is scalable and inexpensive. not inexpensive, but it's comparable. Like they could be doing it at scale.

Everybody could, but they're choosing not to because we're getting back to our petroleum-based economy. We're connected to oil. It drives everything. It drives the dollar.

It drives our industry. It drives the chemicals, the fragrances, even the natural flavors, but the artificial flavors. All these are byproducts, most of them, of petroleum.

And that really drives our economy. So these ancient practices, before we were We're an oil-based society, a plastic society. We literally used to dye things the right way.

And these, think about it. Indigo has massive anti-inflammatory properties. Samurai used to wear an indigo shirt underneath because it helped with wound healing.

Oh, no way. On their skin. So they'd literally wear it. Some of these dyes actually have healing and healthy properties. So in a way you could look at you know, your clothing as like a longevity, yeah, like a food and almost like a longevity biohack.

You know, it's like, if you want to really longevity hack at the next level, it's like, yeah, get organic, but use these natural dyes because there's other, there's like a vibration, there's like a, you know, a power to them that actually, you know, will help keep you healthy, you know?

Yep. And as longevity medicine moves, and for the energy side, I mean, that's where biomass and all this stuff is coming from, these frequencies. And we know that on one of the major toxins in our home, everybody knows about air pods, and they have the same frequency as a microwave, lower power, but it's still There's some literature definitely linking it to oxidative stress, but even thyroid issues, right?

And then magnetic fields, electric fields in our homes, the frequency or highly oxidative stress can mess with our calcium and magnesium channels in our body causing more oxidative stress, even mineral depletion.

And it's so hard on us, right? All of this. the EMF, the magnetic fields, electric fields, known to disrupt your sleep, known to disrupt your melatonin.

Well, check this out, Warren. We did an ERME test in our house and we came back with two strands of carcinogenic mold, which we're remediating now. And it's crazy because the water damage that we had was partially in a different area of the house that we were like, oh, it wasn't that big of a deal.

That was a big deal. And so we're having to remediate different areas of the house now. You know, I think a lot of people, they don't, they don't realize how serious it is.

Like one of the things that, that was really interesting, the mold expert came the other day and I'm like, why is it that, that people have such toxic homes?

And they said, you know, in 1970s, they, they created this and it was all about green living and, and environmental safety and, and the push to go green.

And the homes used to breathe in the, and now they don't breathe. And because they don't breathe, he said, I will find a house from the 1960s that is made of rock and wood and stuff like that.

And he's like, I won't find any mold in them. And then I'll go into a house that's brand new. And it's like really tight and it's got all this drywall and there's mold throughout the house.

And one of the things he said was one of the biggest reasons why we're seeing such an onslaught of mold is because people turn their air conditioner units off in the summer and in the winter.

And he's like, you need to be running that thing all the time because he goes, otherwise when you don't, it stagnates. And then there's all this mold that forms.

He said there was a 20 some odd million dollar home. The, the couple went to Europe, they came back and it was black mold, like all over their walls. You know what I'm saying?

So it's, it's just, it's unbelievable. The amount of toxins that are, that's everywhere. It's in, it's in that, that the walls, it's in the clothes, it's in the food, it's in the air, half a credit card.

You said of. you know, it's, it's in, and our bodies are like, Hey, look, like, I want to, I want to like store this stuff into fat. So they, so, so it does, it stores stuff into fat and we're like, Oh yeah, I'm going to take GLP ones and release all the toxins because they shrink the fat cells.

And then it sends out all the toxins into the body. Just like, say a sauna would, which I'm a big believer in sauna, but I can see If somebody is very toxic, how it might actually cause more of a retox effect.

Is that what you were saying? Yeah, it can cause a toxic rebound effect, inflammation, weight gain, leptin resistance. Again, your body, and this is where the phase one and phase two detoxification strategy that, and I think it's more, I think it's backed up with science and I think it's a great clinical pearl for everybody.

to challenge them on how they are doing detox in your practice. I'd like to say that you're doing detox wrong in your practice. And then in fact, you need to detox from your detox.

And I tested this theory in a study with Dr. Randy. So I think that's my new coin phrase. You need to detox from your detox because detox is typically done wrong.

And I do want to make the point and come back to home 70% have of homes, according to experts, have dangerous levels of mold in them. And this also comes back to home construction.

You don't do this. You don't make homes cheap and cookie cutter and tight in Europe. They do it here. They put drywall. Most homes just from the temperature difference.

differentiation I'm trying to think of the word in that wall cavity especially where you're from is growing mold you

don't see it but it's in there you can almost every home inside of that paper drywall there's no way to keep that humidity down all the time so you're growing that you can use stuff like magnesium board cement board I like mag board And it's, it's, it's expensive.

I mean, we're going to use it in China, right? They don't use it here. They actually use these, you know, you can get, they're selling the Chinese drywall to us, right?

And they're using Magboard, you know, they're using Magboard in China. Hey, so I've got a minute left and you've got an opportunity to talk about Cytodetox and where to get it.

Cause this is like what we talked about the problem. I'd love to hear about the solution. Yeah, and I'll give the, give me two minutes on this. So I did this, did this study and what I believe, phase one, phase two, phase one is the mobilization of toxins, right?

It's taking the dust blower out, leaf blower and blowing the dust around in your home. Phase two is the packaging and removal of those toxins. That happens mainly, not all, two ways.

One, it's gonna conjugate and using gluconation, glyconation, glucuronation, methylation, right, in the liver. package it up, some of the water soluble is out for the kidneys, the rest of it's going to get bound to bile.

And you know about this, Dr. Jones, it's going to get bound to bile, which is going to get into your gallbladder and then be secreted into your lower small intestine and about 92% of that's reabsorbed for the portal vein.

at the end of your small intestine, right? So that's where that retox effect happens, especially with mycotoxins, because you're not urinating them out very well, and you're retoxifying yourself over and over again.

In a low-tox environment, this works fine. 8% of that toxicity is being removed through your colon, through your large intestine, you're pooping it out because the rest of the bile, which is where these toxins, especially pesticides, herbicides, these fat-soluble toxins that aren't being urinated out.

So what is the problem? to detox from your detox, especially if you're just driving glutathione and taking antioxidants. Chlorella, which is a great antioxidant, is not a true binder.

So when you take, my whole thesis is just binders. You need to put, it's not driving, it's not stressing out your liver, it's not circulating toxins. All it's doing is one, like Cytodetox, patented product, we clean out the cages, every other zeolite out there that I've measured, full of heavy metals in the cages, and if you have a cage, You can't put a toxin into a cage and create a permanent bond.

What I love about zeolites for heavy metals, and especially about cytodetox, is that it goes systemic. And we have a patent on this. We break down the cages, these magnetic cages that are really specific for heavy metals.

People push it. Yes, they do have my mycotoxin binding capacity, a little bit of BPA based on their charges, but they are heavy metal magnets in nature.

And that's why they're so contaminated in nature. And then people are just taking it right out of nature, throwing it in a bottle, micronizing it sometimes.

A lot of times I measure these micro zeolites. There's no aluminum, no silica for an aluminum silicate mineral, right? So it drives me nuts, Dr. Jones.

That's why I love what you guys do at HEA because you're only bringing stuff that actually works has been heavily vetted by you and your team. Yeah. What I love about CYTO is that we're able to break these cages down to be blood-sized, cellular-sized, and gut-sized as well.

And that goes systemic. Permanently bind toxins because silica is inert. It's not going to be affected by

temperature, pressure, microbiology. It's literally unaffected by all those things in your biology.

It goes in, permanently binds them, smacks the mic. and pulls them out. So that's what I love about Sido. And then True Carbon Cleanze, I designed that with the patented zeolite in it, plus carbon.

People say carbon, Dr. Jones, binds heavy metals. It does not. It's not a good heavy metal binder. In the marketing out there, in Fulvic and Humix, they have some heavy metal binding that Fulvic and Humix do, but they're not the best at it.

But they do have a little bit of bio-binding effect. They can help with glyphosate and some other things. They can go systemic, especially fulvic, shilajit, things like that.

Many a times they're contaminated and the mass action difference, they're pulling toxins and they're providing toxins. They're like helping and hurting all at the same time.

And that's why I came up with you're going to detox from your detox, depending on the source and the company, of course. That's good. I like that. Detox from your detox.

So that's why I did this is to break up that retoxification, Dr. Jones. And I tested this theory, just binders, these two products, we had a 53% reduction in symptoms with this little tiny trial we did.

We had a, I can't even say some of the results because I don't want to put it out there because there's things that are being monitored even on a podcast like this, but we had an on average 53% reduction in symptoms, some real things.

And that's why, as you can see- Within how long? Within how long? What's that? Oh, 90 days. 90 days. Okay. 90 days, just binders. And instead of having…

This is my heart. I'm like, why would I have them spend money on something that doesn't make them feel well, right? Because I used to take the glutathione stuff, the liver support, the kidney support, all these supportive products, and they made me sick.

They gave me headaches. Why? I was circulating toxins, causing inflammation. And when I would just take binders, I felt better, right? Wow. I improved.

I became more hormone-sensitive. I was able to work out again. Where did they find these? My brain fog went away, right? All those things. But when I took all the preparatory detoxer supports, I felt like crap.

And the reason why is I was stirring up toxins, driving phase one and phase two detoxification, not having enough binders in there to settle that down.

And that's the message, the new message, you know, that I want to bring to the clinics is that, and I used to teach it that way. We started a lot of that movement, Dr.

Dan and I, and so a lot of the companies out there, you know, are picking Uh, truecellularformulas.com, truecellularformulas.com. And we do wholesale to practitioners.

We have a pretty good, been thousands of practitioners using it. Truecellularformulas.com. Amazing. Well, thank you, Warren. And maybe we, uh, we get you back on this podcast to be able to share a little bit more about that.

Cause I'm sure we could talk protocols and get into the study a little bit more, but thank you again for your time today. And I really appreciate, uh, this, this podcast.

Love you guys. Love you brother. Thank you. Love you too. Thank you. Good job. Thanks for listening to the Longevity Leaders podcast. A Longevity Leaders community is on mission to transform a hundred million lives by

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