

1

00:00:00,000 --> 00:00:02,280

This episode is sponsored by InsideTracker.

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00:00:02,280 --> 00:00:07,000

And what makes me smile is before I even started my podcast seven years ago,

3

00:00:07,400 --> 00:00:10,960

when listening to other wellness conversations, InsideTracker

4

00:00:10,960 --> 00:00:14,360

was always the company they recommended for comprehensive blood work.

5

00:00:14,800 --> 00:00:20,720

Well, now in 2024, they have begun to offer a brand new first responder panel,

6

00:00:21,040 --> 00:00:25,360

which will cover nine biomarkers hitting several of the pillars of health

7

00:00:25,360 --> 00:00:27,600

that affect us in uniform.

8

00:00:27,600 --> 00:00:31,800

Stress, heart health, metabolism and gut health.

9

00:00:32,240 --> 00:00:35,800

Now, after a very simple intake form, a blood draw,

10

00:00:35,960 --> 00:00:39,960

you will get the results sent to your computer, smartwatch, phone,

11

00:00:40,440 --> 00:00:44,400

not only detailing where you are on the scale from poor to optimized,

12

00:00:44,600 --> 00:00:48,120

but also tips on how you can improve each of these markers.

13

00:00:48,760 --> 00:00:51,280

Now, this panel is usually three hundred and ten dollars,

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00:00:51,280 --> 00:00:54,760

but they are also offering first responders 30 percent off

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00:00:54,800 --> 00:00:56,800

any of their blood panels.

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00:00:56,800 --> 00:01:01,040

So that brings this specific panel down to only two hundred and seventeen dollars.

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00:01:01,560 --> 00:01:05,880

Now, I myself went through their ultimate, which is their comprehensive blood work,

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00:01:06,000 --> 00:01:10,960

which also includes micronutrients, hormones and other areas of overall health.

19

00:01:11,320 --> 00:01:15,520

And I have to say, I was absolutely amazed at firstly, how easy it was.

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00:01:15,520 --> 00:01:18,520

But secondly, the comprehensive information I got

21

00:01:18,800 --> 00:01:23,320

and the actionable information on how to improve each of my own biomarkers.

22

00:01:23,760 --> 00:01:26,360

Now, as with all my sponsors, if you want to hear more

23

00:01:26,360 --> 00:01:30,120

about inside tracker, you can hear my conversation with senior sales

24

00:01:30,120 --> 00:01:34,520

executive Jonathan Levitt on episode eight hundred and eighty seven

25

00:01:34,520 --> 00:01:36,360

of the Behind the Shield podcast.

26

00:01:36,360 --> 00:01:40,680

So to sign up or simply learn more, go to inside tracker dot com.

27

00:01:41,080 --> 00:01:44,240

And for the first responder panel, the easiest way is to Google

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00:01:44,240 --> 00:01:46,960

inside tracker first responder panel.

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00:01:47,960 --> 00:01:51,720

This episode is sponsored by a company I've used for well over a decade,

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00:01:51,720 --> 00:01:53,840

and that is five eleven.

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00:01:53,840 --> 00:01:56,680

I wore their uniforms back in Anaheim, California,

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00:01:56,680 --> 00:01:59,120

and I've used their products ever since.

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00:01:59,120 --> 00:02:03,840

From their incredibly strong, yet light footwear to their cut uniforms

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00:02:03,840 --> 00:02:06,160

for both male and female responders.

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00:02:06,440 --> 00:02:11,120

I found them hands down the best workwear in all the departments that I've worked for.

36

00:02:11,440 --> 00:02:15,040

Outside of the fire service, I use their luggage for everything

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00:02:15,040 --> 00:02:19,240

and I travel a lot, and they are also now sponsoring the seven X team

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00:02:19,400 --> 00:02:23,000

as we embark around the world on the human performance project.

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00:02:23,000 --> 00:02:25,080

We have Murph coming up in May.

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00:02:25,080 --> 00:02:27,400

And again, I bought their plate carrier.

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00:02:27,400 --> 00:02:31,400

I ended up buying real ballistic plates rather than the fake weight plates.

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00:02:31,720 --> 00:02:35,440

And that has been my ride or die through Murph the last few years as well.

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00:02:35,920 --> 00:02:39,080

But one area I want to talk about that I haven't in previous sponsorship

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00:02:39,080 --> 00:02:41,480

spots is their brick and mortar element.

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00:02:41,840 --> 00:02:45,200

They were predominantly an online company up till more recently,

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00:02:45,320 --> 00:02:48,880

but now they are approaching 100 stores all over the U.S.

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00:02:49,280 --> 00:02:51,680

My local store is here in Gainesville, Florida,

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00:02:51,680 --> 00:02:53,640

and I've been multiple times.

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00:02:53,840 --> 00:02:57,360

And the discounts you see online are applied also in the stores.

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00:02:57,640 --> 00:03:03,880

So as I mentioned, 511 is offering you 15% off every purchase that you make.

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00:03:04,120 --> 00:03:08,440

But I do want to say more often than not, they have an even deeper discount,

52

00:03:08,440 --> 00:03:10,520

especially around holiday times.

53

00:03:10,960 --> 00:03:16,760

But if you use the code SHIELD15, that's S-H-I-E-L-D-1-5,

54

00:03:17,080 --> 00:03:20,600

you will get 15% off your order or in the stores

55

00:03:20,600 --> 00:03:22,200

every time you make a purchase.

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00:03:22,520 --> 00:03:27,440

And if you want to hear more about 511, who they stand for and who works with them,

57

00:03:27,720 --> 00:03:34,840

listen to episode 580 of Behind the Shield podcast with 511 Regional Director Will Ayers.

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00:03:35,840 --> 00:03:39,120

This episode is brought to you by Thorn, and I have some incredible news

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00:03:39,120 --> 00:03:43,360

for any of you that are in the military, first responder or medical professions.

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00:03:43,720 --> 00:03:48,320

In an effort to give back, Thorn is now offering you an ongoing

61

00:03:48,320 --> 00:03:55,600

35% off each and every one of your purchases of their incredible nutritional solutions.

62

00:03:55,960 --> 00:04:02,120

Now, Thorn is the official supplement of CrossFit, the UFC, the Mayo Clinic,

63

00:04:02,480 --> 00:04:07,360

the Human Performance Project and multiple special operations organizations.

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00:04:07,720 --> 00:04:12,440

I myself have used them for several years, and that is why I brought them on as a sponsor.

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00:04:12,440 --> 00:04:17,840

Some of my favorite products they have are their Multivitamin Elite, their Whey Protein,

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00:04:17,840 --> 00:04:21,200

the Super EPA and then most recently, Cynaquil.

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00:04:21,560 --> 00:04:24,320

As a firefighter, a stuntman and a martial artist,

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00:04:24,320 --> 00:04:27,400

I've had my share of brain trauma and sleep deprivation,

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00:04:27,400 --> 00:04:30,880

and Cynaquil is their latest brain health supplement.

70

00:04:31,240 --> 00:04:38,120

Now, to qualify for the 35% off, go to [thorn.com](http://thorn.com), [T-H-O-R-N-E.com](http://T-H-O-R-N-E.com).

71

00:04:38,120 --> 00:04:41,080

Click on sign in and then create a new account.

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00:04:41,080 --> 00:04:45,120

You will see the opportunity to register as a first responder or member of military.

73

00:04:45,120 --> 00:04:49,800

When you click on that, it will take you through verification with GovX.

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00:04:49,800 --> 00:04:53,880

You'll simply choose a profession, provide one piece of documentation

75

00:04:53,880 --> 00:04:55,880

and then you are verified for life.

76

00:04:56,200 --> 00:05:01,520

From that point onwards, you will continue to receive 35% off through Thorn.

77

00:05:01,880 --> 00:05:08,160

Now, for those of you who don't qualify, there is still the 10% off using the code BTS10,

78

00:05:08,160 --> 00:05:11,200

behind the shield 10, for a one time purchase.

79

00:05:11,200 --> 00:05:16,640

Now, to learn more about Thorn, go to episode 323 of the behind the shield podcast

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00:05:16,640 --> 00:05:19,360

with Joel Titoro and Wes Barnett.

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00:05:20,600 --> 00:05:22,040

Welcome to the behind the shield podcast.

82

00:05:22,040 --> 00:05:26,240

As always, my name is James Gearing and this week is my absolute honor to welcome on the show

83

00:05:26,720 --> 00:05:33,640

athlete, podcaster and the senior sales executive from inside tracker, Jonathan Levitt.

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00:05:33,960 --> 00:05:38,680

So in this conversation, we discuss a host of topics from the world of youth athletics,

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00:05:38,680 --> 00:05:46,440

his role as a camp counselor, the importance of blood work, optimization versus disease,

86

00:05:46,880 --> 00:05:54,000

their brand new first responder blood panel, the importance of sleep, wearables, hormones,

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00:05:54,120 --> 00:05:55,320

and so much more.

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00:05:55,880 --> 00:05:58,840

Now, before we get to this incredible conversation, as I say every week,



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00:05:58,840 --> 00:06:04,120

please just take a moment, go to whichever app you listen to this on, subscribe to the show,

90

00:06:04,520 --> 00:06:06,840

leave feedback and leave a rating.

91

00:06:06,840 --> 00:06:10,760

Every single five star rating truly does elevate this podcast,

92

00:06:10,760 --> 00:06:13,320

therefore making it easier for others to find.

93

00:06:13,640 --> 00:06:18,360

And this is a free library of almost 900 episodes now.

94

00:06:18,360 --> 00:06:24,120

So all I ask in return is that you help share these incredible men and women stories

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00:06:24,120 --> 00:06:28,840

so I can get them to every single person on planet Earth who needs to hear them.

96

00:06:29,480 --> 00:06:34,760

So with that being said, I introduce to you, Jonathan Levitt.

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00:06:34,760 --> 00:06:36,760

Enjoy.

98

00:06:36,760 --> 00:07:00,760

Music.

99

00:07:02,440 --> 00:07:06,520

Well, John, I want to start by saying firstly, I want to thank you for reaching out.

100

00:07:06,520 --> 00:07:10,600

I mean, this this relationship came from you approaching me.

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00:07:10,600 --> 00:07:16,120

And the reason why I was so blown away is I knew full well the company that you were representing.

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00:07:16,120 --> 00:07:18,760

So I want to thank you for reaching out initially.

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00:07:18,760 --> 00:07:19,640

And also welcome.

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00:07:19,640 --> 00:07:20,200

Excuse me.

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00:07:20,200 --> 00:07:23,000

I want to welcome you to the Behind the Shield podcast today.

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00:07:23,960 --> 00:07:26,760

Yeah, James, I appreciate it.

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00:07:26,760 --> 00:07:28,200

I'm excited to chat.

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00:07:28,200 --> 00:07:28,760

I'm excited.

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00:07:28,760 --> 00:07:30,120

We've been able to connect.

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00:07:30,120 --> 00:07:36,920

Thank you for everything you've done in your 14 year career as a firefighter and everything you've done since then.

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00:07:36,920 --> 00:07:44,200

For me, as a regular citizen who sits on my computer and sends emails for a living,

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00:07:46,040 --> 00:07:51,640

my girlfriend is a nurse and seeing the work that first responders do and people in the medical and

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00:07:53,720 --> 00:07:59,320

police and fire space, just a selfless, I imagine somewhat thankless job.

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00:07:59,320 --> 00:08:03,080

So thank you for everything you've done and all the listeners.

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00:08:03,080 --> 00:08:05,480

I imagine you're also similar.

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00:08:06,280 --> 00:08:07,320

You guys are amazing.

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00:08:07,320 --> 00:08:11,320

And yeah, I can't wait to dive into this conversation with you.

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00:08:11,320 --> 00:08:11,720

Yeah.

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00:08:11,720 --> 00:08:16,920

Well, the transition from wearing the uniform to not involve the wellness of our first responders.

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00:08:16,920 --> 00:08:21,800

So I'm excited to hear your thoughts, your knowledge, and then obviously we'll

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00:08:21,800 --> 00:08:24,120

present some of the tools that are available to them now.

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00:08:24,760 --> 00:08:26,440

I want to start at the very beginning, though.

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00:08:26,440 --> 00:08:29,480

So very firstly, where are we finding you on planet Earth today?

124

00:08:31,000 --> 00:08:32,440

Where are we finding me on planet Earth?

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00:08:32,440 --> 00:08:36,760

It's ironically in there or surprisingly in the same place where my furniture lives,

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00:08:36,760 --> 00:08:38,440

which is Boulder, Colorado.

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00:08:39,400 --> 00:08:45,320

I am staring at mountains and it is a wonderful place for health and wellness

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00:08:45,320 --> 00:08:51,560

with just a culture of the outdoors and taking advantage of the space we have around us.

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00:08:52,600 --> 00:08:56,360

I know Boulder is not a tiny little town, but I know it's not huge as well.

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00:08:56,360 --> 00:09:00,760

Have you ever come across the Movement Collective or Matthew Bernstein?

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00:09:01,640 --> 00:09:02,600

I haven't, no.

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00:09:02,600 --> 00:09:06,120

OK, so he studied Ido Portal's movement practice.

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00:09:06,120 --> 00:09:09,880

He was a firefighter, had a fall, ended up having a TBI

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00:09:10,440 --> 00:09:16,120

and found these movement practices really helped kind of get his movement back.

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00:09:16,120 --> 00:09:20,200

Basically, he stayed out the fire service, but he ultimately became a movement teacher

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00:09:20,200 --> 00:09:22,120

and now has a studio in Boulder.

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00:09:22,120 --> 00:09:22,680

He had an old one.

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00:09:22,680 --> 00:09:26,440

I think he's moved to a new one now, but it's an amazing guy.

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00:09:26,440 --> 00:09:27,480

OptiConnect.

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00:09:27,480 --> 00:09:28,520

Yeah, absolutely.

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00:09:28,520 --> 00:09:28,760

All right.

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00:09:28,760 --> 00:09:32,200

Well, then start at the beginning of your actual life journey.

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00:09:32,200 --> 00:09:35,400

Tell me where you were born and tell me a little bit about your family dynamic,

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00:09:35,400 --> 00:09:37,240

what your parents did, how many siblings.

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00:09:38,200 --> 00:09:41,320

Yeah, so I was born outside of Boston, Massachusetts.

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00:09:41,320 --> 00:09:43,560

I have a younger sister named Rachel.

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00:09:43,560 --> 00:09:49,000

She's two and a half years younger and my parents are both entrepreneurs

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00:09:49,000 --> 00:09:56,600

in various capacities that's been handed down to me as a genetic trait or flaw,

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00:09:56,600 --> 00:09:58,600

however you choose to interpret.

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00:09:59,560 --> 00:10:05,960

And my dad in particular has been, has always been into health and wellness.

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00:10:06,680 --> 00:10:10,440

He was riding a bike and playing hockey almost before he could walk.

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00:10:11,160 --> 00:10:17,560

And he's 63 now and he's been a cyclist for, I don't know,

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00:10:17,560 --> 00:10:21,720

60 years and just got into running about five years ago.

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00:10:22,360 --> 00:10:28,600

And yeah, so just the dynamic has been health and nutrition.

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00:10:28,600 --> 00:10:34,520

You know, we ate a lot of meals together at home growing up and that was always,

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00:10:36,040 --> 00:10:38,200

it was always important to our family.

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00:10:39,720 --> 00:10:44,760

And as years went on, I saw my dad riding bikes and I got into it and,

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00:10:44,760 --> 00:10:50,600

yeah, I got into baseball and hockey and fitness at a young age.

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00:10:51,960 --> 00:10:57,480

With your dad going to a higher impact sport like running, how are his joints fared?

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00:10:57,480 --> 00:11:03,880

And the reason I asked that, I had an athlete on Ken Rideout who's a world renowned ultra runner

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00:11:03,880 --> 00:11:07,880

and I mean, just an insane human being, but he got into running very, very late

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00:11:07,880 --> 00:11:09,560

and he made an interesting observation.

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00:11:09,560 --> 00:11:12,920

He said, I don't have decades of wear and tear on my legs.

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00:11:12,920 --> 00:11:16,040

I don't have decades of wear and tear on my joints.

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00:11:16,040 --> 00:11:22,360

So as a master's athlete, I feel like I'm able to grind it out a lot more than some of my peers.

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00:11:22,360 --> 00:11:25,080

What has been your father's perspective being in his 60s now?

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00:11:25,880 --> 00:11:31,240

Yeah, well, first, Ken is a fascinating athlete, 52 years old with a 228 marathon

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00:11:32,520 --> 00:11:37,320

or 228 marathon is impressive if you're 23, let alone 52.

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00:11:37,320 --> 00:11:44,120

He has this tenacity of, I don't have any traits besides the ability to work harder

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00:11:44,120 --> 00:11:48,680

than anybody else as I'm sure you talked about in that conversation.

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00:11:49,400 --> 00:11:54,440

I had him on my podcast as well and we had a wonderful chat about why does he do this,

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00:11:55,320 --> 00:11:56,040

that kind of stuff.

173

00:11:57,480 --> 00:11:59,080

My dad's been great.

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00:11:59,080 --> 00:12:00,920

He's not had injuries.

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00:12:00,920 --> 00:12:07,720

He's for the most part, he's got almost six decades of cycling behind him.



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00:12:11,320 --> 00:12:17,160

My parents lived like a quarter mile from 50 miles of conservation land trails on Cape Cod.

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00:12:18,280 --> 00:12:25,560

He spends most of his time out in the woods running around doing three to eight miles at a time

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00:12:25,560 --> 00:12:33,720

in these Cape Cod trails, which are mostly just flat single track and stunning in the spring,

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00:12:33,720 --> 00:12:37,160

summer and fall and full of leaves in the winter.

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00:12:39,480 --> 00:12:43,880

But yeah, he hasn't really had challenges with joints or whatnot.

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00:12:44,920 --> 00:12:45,640

Beautiful.

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00:12:45,640 --> 00:12:47,240

Now, what about you when you were school age?

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00:12:47,240 --> 00:12:48,760

What were you playing and doing then?

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00:12:50,360 --> 00:12:51,560

Baseball and hockey.

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00:12:51,560 --> 00:12:57,160

So like a good New Englander, I grew up playing hockey and so I never got into skiing,

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00:12:57,160 --> 00:13:00,680

which bothers people out here in Colorado quite a lot.

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00:13:02,600 --> 00:13:08,840

I wasn't very good at baseball and I started playing hockey in like fifth or sixth grade,

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00:13:08,840 --> 00:13:10,120

which is really late.

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00:13:11,080 --> 00:13:15,560

A lot of people started in kindergarten or first grade or even before.

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00:13:15,560 --> 00:13:26,120

And so my experience as a youth athlete was a distractible outfielder or somebody who was just

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00:13:26,120 --> 00:13:30,200

constantly skating up and down the rink, but never getting the puck.

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00:13:31,560 --> 00:13:33,080

What about career aspirations?

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00:13:33,080 --> 00:13:34,840

What were you dreaming of becoming back then?

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00:13:35,560 --> 00:13:37,960

I thought I wanted to work for a professional sports team.

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00:13:37,960 --> 00:13:46,760

And my sophomore year, going into junior year of college, I interned for the Boston Bruins and that

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00:13:47,640 --> 00:13:50,760

told me I didn't want to work for a sports team.

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00:13:50,760 --> 00:13:52,280

It was a great experience.

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00:13:52,280 --> 00:13:56,440

The Bruins won the Stanley Cup that summer or that spring summer.

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00:13:56,440 --> 00:14:00,200

And the Stanley Cup was in the office quite a bit.

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00:14:00,200 --> 00:14:01,400

Sometimes it had beer in it.

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00:14:01,400 --> 00:14:07,800

Sometimes that beer found its way onto the computers of the interns.

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00:14:07,800 --> 00:14:10,600

But it was an interesting experience.

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00:14:10,600 --> 00:14:18,680

And I learned that I wanted to work on in sports, but not with a sports property or not with a team.

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00:14:20,680 --> 00:14:27,640

The hours were long and we'd work a day or two a week.

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00:14:27,640 --> 00:14:32,760

We'd work nine to five and then there'd be an event.

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00:14:32,760 --> 00:14:34,440

And so we'd be there until 10 p.m.

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00:14:34,440 --> 00:14:38,360

And I was like, this isn't the balance I'm looking for.

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00:14:38,360 --> 00:14:41,880

So it was a good experience.

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00:14:41,880 --> 00:14:46,520

I was there for a few months that summer, but I learned pretty quickly that that wasn't

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00:14:46,520 --> 00:14:47,560

where I wanted to go.

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00:14:49,080 --> 00:14:55,560

After I graduated what was community college back then, I went to a major in sports.

212

00:14:55,560 --> 00:15:00,840

I went to college back then, I went to America for six summers doing summer camps.

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00:15:00,840 --> 00:15:05,080

So I was a camp counselor and ultimately a water sport, excuse me, waterfront director.

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00:15:05,080 --> 00:15:09,480

So I was teaching martial arts, doing water sports and overseeing all the lifeguards.

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00:15:09,480 --> 00:15:12,920

Amazing, life changing part of my life.

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00:15:12,920 --> 00:15:15,720

I noticed looking at your LinkedIn that you were a counselor too.

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00:15:15,720 --> 00:15:17,000

Talk to me about that experience.

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00:15:17,000 --> 00:15:18,200

Yeah.

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00:15:18,200 --> 00:15:20,520

So I went to camp also on the later side.

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00:15:20,520 --> 00:15:26,280

I was a camper for two years and then I went on our CIT counselor and training program,

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00:15:26,280 --> 00:15:30,920

which was six weeks in Israel over the summer.

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00:15:30,920 --> 00:15:35,960

And then we came back and we were counselors and training for two and a half weeks.

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00:15:35,960 --> 00:15:40,840

And then the following two or three, maybe four summers, I was a counselor.

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00:15:41,880 --> 00:15:45,240

And so I had the youngest kids for two years and then I had the oldest kids for two years.

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00:15:45,880 --> 00:15:48,440

So I guess it was four years of being a counselor.

226

00:15:48,440 --> 00:15:49,640

And it was really cool.

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00:15:49,640 --> 00:15:56,280

It was like a fun way to be in it and be immersed in this community.

228

00:15:57,800 --> 00:16:02,760

With the younger kids, it was, okay, let's not stick our fingers in the outlets.

229

00:16:04,040 --> 00:16:05,320

Okay, you peed your bed last night.

230

00:16:05,320 --> 00:16:06,200  
We've got to fix this.

231  
00:16:07,720 --> 00:16:08,360  
That kind of stuff.

232  
00:16:08,360 --> 00:16:11,640  
And with the older kids, I was only four years older than them.

233  
00:16:12,520 --> 00:16:14,760  
So it was a fun dynamic.

234  
00:16:14,760 --> 00:16:18,200  
And I was actually my cousin's counselor for that last summer,

235  
00:16:18,200 --> 00:16:19,720  
which was really cool.

236  
00:16:21,320 --> 00:16:23,640  
And he just got married two weekends ago.

237  
00:16:23,640 --> 00:16:29,480  
And I'm like, Josh, I still remember when you were a camper and I was your counselor.

238  
00:16:30,040 --> 00:16:35,320  
And that was, I don't know, 10, 15 years ago.

239  
00:16:35,320 --> 00:16:37,400  
The math is off, but it was a while ago.

240  
00:16:38,440 --> 00:16:43,080  
And it's crazy how time flies, but that was a really fun period of life

241

00:16:44,200 --> 00:16:46,360  
in between college summers.

242  
00:16:46,360 --> 00:16:51,320  
Just really like, I mean, I was in the athletics department,

243  
00:16:51,320 --> 00:16:52,520  
so I was getting into running.

244  
00:16:52,520 --> 00:16:57,800  
I was doing basketball and yeah, it was a lot of fun.

245  
00:16:58,600 --> 00:17:01,400  
Really great memories and relationships from that.

246  
00:17:02,360 --> 00:17:02,840  
Yeah.

247  
00:17:02,840 --> 00:17:05,880  
I mean, I still am in contact with kids that I taught the very first year,

248  
00:17:05,880 --> 00:17:07,000  
which was 1994.

249  
00:17:07,000 --> 00:17:08,120  
We're going back a long way.

250  
00:17:08,120 --> 00:17:12,760  
And that point I was 20 because I remember coming from the UK being allowed to drink

251  
00:17:12,760 --> 00:17:15,640  
for several years and then getting carded in a beer in a bar.

252

00:17:15,640 --> 00:17:16,840

In a beer, in a pub.

253

00:17:18,360 --> 00:17:24,360

But it was also a Jewish camp and it was quite a lot of wealthy people.

254

00:17:24,360 --> 00:17:28,360

I think one of the Ralph Loren family members was a camper there.

255

00:17:29,080 --> 00:17:31,640

I think after I left, Bruce Willis's kids went there.

256

00:17:32,440 --> 00:17:36,600

So it wasn't like devout Judaism.

257

00:17:36,600 --> 00:17:39,000

I mean, we had bacon served in the morning, for example.

258

00:17:39,000 --> 00:17:43,480

So clearly there was some part-time elements going on there.

259

00:17:43,480 --> 00:17:47,480

But it was an interesting perspective because coming from southwest of England,

260

00:17:47,480 --> 00:17:49,800

I wasn't really exposed to the Jewish culture.

261

00:17:49,800 --> 00:17:52,360

So it kind of really immersed me in that.

262

00:17:54,040 --> 00:17:59,320

Is the camp in America something that a lot of Jewish communities do send their kids to then?

263



00:18:00,120 --> 00:18:00,840

Yeah, definitely.

264

00:18:01,800 --> 00:18:06,040

We were part of three camps, part of the Cohen Camp Foundation.

265

00:18:06,040 --> 00:18:11,240

So two of them were in New Hampshire and one was in Massachusetts towards the Cape.

266

00:18:11,240 --> 00:18:15,640

And yeah, it's like most of my Jewish friends went to summer camp growing up.

267

00:18:16,680 --> 00:18:18,440

I don't know why it was a Jewish thing.

268

00:18:18,440 --> 00:18:21,480

Jewish people love community and congregating.

269

00:18:21,480 --> 00:18:25,560

And I think it's a great excuse for that.

270

00:18:25,560 --> 00:18:29,880

And then, yeah, we had that leadership program where we spent six weeks in Israel,

271

00:18:29,880 --> 00:18:31,880

which was a really cool experience.

272

00:18:33,400 --> 00:18:36,520

And yeah, we were a little more on the...

273

00:18:36,520 --> 00:18:44,200

We didn't have bacon on a regular basis at camp, but we certainly went to Wendy's around the corner

274

00:18:44,200 --> 00:18:45,400

when we were let off at night.

275

00:18:46,760 --> 00:18:53,720

And that was the Junior Bacon Cheeseburger was the treat for the campers.

276

00:18:53,720 --> 00:18:57,400

And don't tell my boss at the time,

277

00:18:57,400 --> 00:19:01,240

but we purchased a lot of Junior Bacon Cheeseburgers for the kids over the years.

278

00:19:02,360 --> 00:19:03,000

The good kids.

279

00:19:03,000 --> 00:19:05,960

What was cool about this one, it was a performing arts camp.

280

00:19:06,760 --> 00:19:11,160

And there was some phenomenal musicians and singers and dancers that were there,

281

00:19:11,160 --> 00:19:13,640

mixed amongst kids that were doing it for the first time.

282

00:19:13,640 --> 00:19:17,080

But I had the, like I said, the water sports and I taught like a karate lesson

283

00:19:17,080 --> 00:19:18,840

and they used to make fun of the way I said karate.

284

00:19:19,880 --> 00:19:24,360

But it was really, it was an amazing kind of place for them to decompress

285

00:19:24,360 --> 00:19:31,000

because they had all these rehearsals on lines and they were very proud of their performances.

286

00:19:31,000 --> 00:19:34,040

At times they were really on these kids so they could come down the waterfront

287

00:19:34,040 --> 00:19:38,600

and just kind of be kids and learn how to water ski or be in the back of a jet ski or something.

288

00:19:38,600 --> 00:19:42,680

So it was kind of cool being one of the cool kids in this camp

289

00:19:42,680 --> 00:19:45,640

where they would kind of sneak off and decompress too a little bit.

290

00:19:46,440 --> 00:19:46,680

Yeah.

291

00:19:46,680 --> 00:19:49,480

It's like the fun aspect of play.

292

00:19:49,480 --> 00:19:50,760

Was the camp in California?

293

00:19:50,760 --> 00:19:51,560

Where was it?

294

00:19:51,560 --> 00:19:54,920

No, this was upstate New York, almost to the Canadian borders,

295

00:19:54,920 --> 00:19:56,920

deep in upstate New York, out of Rolex.

296

00:19:58,280 --> 00:19:58,440

Yeah.

297

00:19:58,440 --> 00:19:59,480

What was the name of it?

298

00:19:59,480 --> 00:20:01,480

It was called Long Lake Camp for the Arts.

299

00:20:01,480 --> 00:20:05,640

I'm meaning to take my son there one day just to show him before he was too old.

300

00:20:05,640 --> 00:20:07,320

But I mean, it's just grown and grown and grown.

301

00:20:07,320 --> 00:20:08,120

They did circus.

302

00:20:08,120 --> 00:20:12,120

I did trapeze there and one of the circus guys got hurt one time.

303

00:20:12,120 --> 00:20:16,280

So I ended up in a leotard helping hand balancing a kid on a performance.

304

00:20:16,280 --> 00:20:18,440

So it was amazing.

305

00:20:18,440 --> 00:20:23,640

I mean, truly transition from boy to man, being a mentor and being forced to be, as you know,

306

00:20:24,280 --> 00:20:29,080

everything from big brother to parent to coach to counselor,

307

00:20:29,080 --> 00:20:31,000

mental health counselor, all the things.

308

00:20:31,000 --> 00:20:32,920

So it's a really unique perspective.

309

00:20:34,440 --> 00:20:35,800

Yeah, it's cool stuff.

310

00:20:35,800 --> 00:20:37,880

It's such a unique thing.

311

00:20:37,880 --> 00:20:39,880

I talk about it now and people are like, you did what?

312

00:20:39,880 --> 00:20:40,360

Growing up?

313

00:20:41,320 --> 00:20:44,280

I slept in a cabin with 20 other people in the summer.

314

00:20:45,400 --> 00:20:45,960

Yeah.

315

00:20:45,960 --> 00:20:46,200

Yeah.

316

00:20:46,200 --> 00:20:49,560

An interesting getting young boys, because I had the,

317

00:20:49,560 --> 00:20:52,440

mine were eight to 10 most of the years until I went to the management position,

318

00:20:53,320 --> 00:20:58,360

and introducing them to housework and teamwork when they have maids at home.

319

00:20:58,360 --> 00:20:58,840

You know what I mean?

320

00:20:58,840 --> 00:20:59,960

Because these were wealthy kids.

321

00:20:59,960 --> 00:21:02,680

So yeah, but then again, you know, these parents had all these money.

322

00:21:02,680 --> 00:21:04,440

A lot of them, I don't know if you've observed this,

323

00:21:05,000 --> 00:21:07,480

a lot of them had their children later in life.

324

00:21:07,480 --> 00:21:11,480

So some of these children, they would be in a boarding school

325

00:21:12,120 --> 00:21:13,880

and then they'd go to summer camp.

326

00:21:13,880 --> 00:21:17,000

And so they had all the money in the world and have care packages every day,

327

00:21:17,640 --> 00:21:21,320

but there was an absence of presence from their actual parents.

328

00:21:21,320 --> 00:21:21,880

You know what I mean?

329

00:21:21,880 --> 00:21:26,200

So you got to see that the inner city kids and their struggles and some of these rich kids,

330

00:21:26,840 --> 00:21:28,520

the struggles were actually the same.

331

00:21:28,520 --> 00:21:30,760

The homes may look different, but the struggles were the same.

332

00:21:31,720 --> 00:21:32,360

Yeah.

333

00:21:32,360 --> 00:21:34,600

We had a bit of a different dynamic.

334

00:21:34,600 --> 00:21:39,480

It was, I mean, summer camp in and of itself is not cheap.

335

00:21:39,480 --> 00:21:45,720

I think it was like five grand a month or 10 grand for the summer or something like that.

336

00:21:45,720 --> 00:21:50,680

So not accessible to everyone, but it wasn't, you know, it wasn't outrageous.

337

00:21:52,280 --> 00:21:57,560

I don't think at least certainly a nice break for many of the parents.

338

00:21:57,560 --> 00:22:01,640

I think they both loved it and hated it at the same time.

339

00:22:02,680 --> 00:22:03,720

But yeah, a lot.

340

00:22:03,720 --> 00:22:07,000

I mean, there in anything like that, there were a handful of like,

341

00:22:07,640 --> 00:22:11,080

oh, you got that that kid like they tip well and you know,

342

00:22:11,080 --> 00:22:15,080

you knew you were going to get \$250 cash or \$500 cash at the end of the month

343

00:22:16,280 --> 00:22:17,720

from that from that parent.

344

00:22:17,720 --> 00:22:23,560

But yeah, that was fairly, fairly normal as as I guess, as normal as it could be.

345

00:22:24,440 --> 00:22:26,920

Our camp, the whole time I was there all six years,

346

00:22:26,920 --> 00:22:31,240

they basically said to the parents, you are not allowed to tip

347

00:22:31,240 --> 00:22:32,920

and we were not allowed to receive tips.

348

00:22:32,920 --> 00:22:36,200

And I remember now, now in retrospect, you know, someone brings you a pizza

349

00:22:36,200 --> 00:22:38,840

that you pay a pizza delivery for and they expect a tip.

350

00:22:38,840 --> 00:22:41,000

Someone makes you a coffee and they expect a tip,



351

00:22:41,000 --> 00:22:44,600

but someone raises their children for nine weeks and you tell them home tip.

352

00:22:44,600 --> 00:22:45,480

Like, come on, bro.

353

00:22:46,360 --> 00:22:46,600

Yeah.

354

00:22:46,600 --> 00:22:48,280

Well, it's like I saw a meme that was like,

355

00:22:49,400 --> 00:22:54,120

tipping culture is so out of control these days that pilots land planes and you get a,

356

00:22:54,120 --> 00:22:57,880

you know, would you like to tip 20, 30, 40 percent on the on the screen?

357

00:22:59,240 --> 00:22:59,720

I saw one.

358

00:22:59,720 --> 00:23:02,920

I see it was an EMT, you know, paramedic, you know, just on the medical report.

359

00:23:02,920 --> 00:23:03,800

Then they turn it around.

360

00:23:05,000 --> 00:23:06,120

You know, I just saved your life.

361

00:23:06,120 --> 00:23:06,680

20 percent.

362

00:23:07,800 --> 00:23:08,360

What's it worth?

363

00:23:09,960 --> 00:23:10,360

All right.

364

00:23:10,360 --> 00:23:14,600

So you get, you know, you go through the camp, the counseling element, camp counselor,

365

00:23:14,600 --> 00:23:18,840

kind of walk me through how you get back into the kind of entrepreneurial space yourself.

366

00:23:19,880 --> 00:23:20,200

Yeah.

367

00:23:20,200 --> 00:23:24,360

So throughout my years in college, I was running a baseball league

368

00:23:25,400 --> 00:23:30,600

because I was just wanting to play baseball and I was a sport management and marketing major.

369

00:23:30,600 --> 00:23:34,040

And so I thought that running a baseball league with a couple of friends

370

00:23:34,680 --> 00:23:42,520

would not only enable me to play baseball, but also have some really cool life experiences

371

00:23:42,520 --> 00:23:45,560

that might be useful one day on a resume or whatnot.

372

00:23:45,560 --> 00:23:46,440

Turns out that was true.

373

00:23:46,440 --> 00:23:50,600

And so we brokered a sponsorship with the local burrito shop.

374

00:23:51,240 --> 00:23:58,680

The burrito shop was called Buena Rizano, good and good and healthy, I believe is what that means.

375

00:24:00,520 --> 00:24:02,840

And we called it Buena Ball.

376

00:24:03,880 --> 00:24:09,240

And so we had this league where it was being bankrolled by a burrito shop.

377

00:24:09,240 --> 00:24:14,680

And so my entrepreneurial, actually, that wasn't the start of my entrepreneurial tendencies.

378

00:24:14,680 --> 00:24:19,240

Freshman year, I got connected with this guy who sells t-shirts.

379

00:24:19,960 --> 00:24:24,760

And so I would buy t-shirts for \$5 and sell them for \$10.

380

00:24:25,720 --> 00:24:32,600

And I made a lot of money, you know, just like going door to door in the dorms of UMass.

381

00:24:33,160 --> 00:24:37,160

And so some of the dorms that UMass are like 25 story towers.

382

00:24:37,160 --> 00:24:42,360

So I would take my backpack and, you know, 30 shirts and I'd sell them.

383

00:24:42,360 --> 00:24:48,440

And I'd make \$150 in 25, 30 minutes.

384

00:24:49,160 --> 00:24:51,080

And it was awesome.

385

00:24:51,080 --> 00:24:54,040

And it paid for beer for college.

386

00:24:55,160 --> 00:24:57,000

And so that's really where it started.

387

00:24:57,000 --> 00:25:03,800

And then leaving college, I joined a company that was selling spirulina and chlorella algae

388

00:25:05,480 --> 00:25:08,680

positioned as a health product or an energy related product.

389

00:25:09,640 --> 00:25:11,720

At the time, it was probably 10 years too early.

390

00:25:11,720 --> 00:25:15,640

Right now, it's just becoming a trendy thing to consume.

391

00:25:16,520 --> 00:25:21,160

But it set me up to basically, I grew a brain ambassador program there

392

00:25:22,040 --> 00:25:25,000

before brain ambassador programs were like a thing.

393

00:25:25,000 --> 00:25:28,040

And that was in 2012 and 2013.

394

00:25:29,320 --> 00:25:36,360

Then I landed, then I found myself at an event called Executive Athletes that my dad invited me to.

395

00:25:36,360 --> 00:25:39,880

He still says to this day, that's the best \$20 he's ever spent.

396

00:25:39,880 --> 00:25:49,560

And I met the founder and CEO of InsideTracker at that event.

397

00:25:49,560 --> 00:25:52,440

And two weeks later, I had myself a new job.

398

00:25:52,440 --> 00:25:58,200

And I was the first business hire in 2014 outside of CEO.

399

00:25:58,840 --> 00:26:02,360

And that was nine, almost 10 years ago.

400

00:26:03,240 --> 00:26:08,040

And so ever since then, entrepreneurship has been an aspect of my life

401

00:26:08,040 --> 00:26:16,040

in varying capacities to be, I'm in sales, and sales is risky and entrepreneurship driven.

402

00:26:16,680 --> 00:26:18,920

And then five years ago, I launched a podcast.

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00:26:18,920 --> 00:26:23,480

And now I have six people that work on that podcast with me

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00:26:23,480 --> 00:26:28,920

in a variety of different aspects of content creation and event partnership

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00:26:28,920 --> 00:26:35,880

and basically doing all the execution of brand partnerships and whatnot.

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00:26:35,880 --> 00:26:40,520

But I really just like to talk to people and whether it's in sales related to InsideTracker

407

00:26:40,520 --> 00:26:44,120

or on a podcast with you or with my own podcast.

408

00:26:45,160 --> 00:26:47,880

I'm a curious person and I like helping other people.

409

00:26:47,880 --> 00:26:57,960

And that's why I think it's been, I've followed the path that I've been on the last 10, 20, 30 years.

410

00:26:58,680 --> 00:26:59,240

Amazing.

411

00:26:59,240 --> 00:27:05,480

Well, when I first got into podcasts, I was listening to Joe Rogan, Tim Ferriss,

412

00:27:05,480 --> 00:27:11,480

who obviously is very ingrained, not only in the business side, but the wellness side as well.

413

00:27:11,480 --> 00:27:13,480

There was the original Barbell Shrugged.

414

00:27:13,480 --> 00:27:15,480

I don't know if you remember those guys.

415

00:27:15,480 --> 00:27:20,280

And then there was another one, actually, I'll give a shout out to him, Squadroom, Garrett Slaughter,

416

00:27:20,280 --> 00:27:22,280

who's a police podcast.

417

00:27:22,840 --> 00:27:26,040

And over and over again, I remember when people talked about Bloodwork,

418

00:27:26,040 --> 00:27:27,880

it was InsideTracker, InsideTracker.

419

00:27:27,880 --> 00:27:33,400

So like I said, it's amazing that we're having this conversation now years later.

420

00:27:33,400 --> 00:27:36,120

Talk to me about the origin story of InsideTracker.

421

00:27:36,120 --> 00:27:39,240

I know it's quite a unique and powerful story.

422

00:27:40,120 --> 00:27:45,400

So Dr. Gail Blander, the founder of InsideTracker, had a death in the family when he was nine years old.

423

00:27:45,960 --> 00:27:47,240

And he said, I don't like that.

424

00:27:47,240 --> 00:27:48,200

I want to live forever.

425

00:27:49,640 --> 00:27:54,760

And he said, I'm going to do everything I possibly can to live as long as I possibly can.

426

00:27:54,760 --> 00:27:58,920

And so he devoted his life to the anti-aging process.

427

00:27:59,560 --> 00:28:02,280

And he's 147 years old, so he's doing great.

428

00:28:04,200 --> 00:28:11,720

So fast forward a few years, he finds himself in a couple of the best research labs in the world,

429

00:28:12,600 --> 00:28:23,720

the Weisman Institute of Israel and MIT's anti-aging research labs in Cambridge, Mass, again, at MIT.

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00:28:23,720 --> 00:28:28,840

And he's like, OK, well, I could publish some papers that a bunch of scientists will see

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00:28:28,840 --> 00:28:34,600

and have an impact on science, or I could create a company that has the ability to impact

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00:28:34,600 --> 00:28:36,840

hundreds of millions and potentially billions of people.

433

00:28:37,320 --> 00:28:40,760

And so when I joined the company, I said to Gail, what's your goal?

434

00:28:40,760 --> 00:28:41,720

What's your end game?

435

00:28:41,720 --> 00:28:45,640

And he said, I want to improve the life of every single human on this planet.

436

00:28:46,520 --> 00:28:50,840

And as time has gone on, I am realizing that that wasn't hyperbole.

437

00:28:50,840 --> 00:28:57,640



And that's like, yeah, he's fully believing that that's going to be what happens.

438

00:28:58,520 --> 00:29:00,200

But that is what will happen.

439

00:29:00,200 --> 00:29:03,240

And as time has gone on, I'm like, OK, yeah, actually, I believe you.

440

00:29:03,240 --> 00:29:10,840

This is, I see the path to making that happen, whether it's influencing the food we eat and the

441

00:29:11,880 --> 00:29:19,000

cattle, like the animals we consume and their diet, or whether it's impacting health insurers

442

00:29:19,000 --> 00:29:28,760

and how they influence people to improve their health or whether it's working with whoever it is.

443

00:29:31,000 --> 00:29:33,160

It's really going to happen and it's happening.

444

00:29:33,720 --> 00:29:40,440

And the pandemic did more for the ability to speak to a human and say,

445

00:29:40,440 --> 00:29:45,160

you should probably control your health than any smart marketing person could.

446

00:29:45,160 --> 00:29:51,880

The psyche or the way people think about health today is totally different than

447

00:29:53,080 --> 00:29:54,680

how we thought about it in 2019.

448

00:29:55,320 --> 00:30:02,840

There's this concept that you can actually control the outcome of your own health.

449

00:30:04,440 --> 00:30:11,320

And whether it's through people like Andrew Huberman or Peter Atiyah or just like the

450

00:30:11,320 --> 00:30:17,720

the hundreds and hundreds of health focused podcasts, people's minds have been

451

00:30:19,400 --> 00:30:25,960

turned into having the belief that self agency and improvement is possible.

452

00:30:27,000 --> 00:30:32,520

And so, like I said, we've been around since 2009, launched commercially in 2013.

453

00:30:32,520 --> 00:30:34,520

I've been with the company since 2014.

454

00:30:34,520 --> 00:30:37,800

We were growing steadily for the first handful of years.

455

00:30:37,800 --> 00:30:38,920

It was very slow.

456

00:30:38,920 --> 00:30:43,320

And then it was this like, here we are, InstaTracker is now everywhere

457

00:30:43,320 --> 00:30:45,080

because everybody is thinking this way.

458

00:30:45,080 --> 00:30:46,520

And I say everybody is thinking this way.

459

00:30:47,640 --> 00:30:51,400

It's a bit of an echo chamber in the health and fitness space.

460

00:30:52,280 --> 00:30:58,680

But at the same time, I'm hearing conversations from people I would never have expected it

461

00:30:59,960 --> 00:31:01,720

from these days.

462

00:31:01,720 --> 00:31:10,280

And I'm talking to police captains and fire chiefs who have been in service for 20, 30, 40 years.

463

00:31:10,280 --> 00:31:11,960

And they're like, yeah, it's time to make a change.

464

00:31:12,840 --> 00:31:16,360

And we're done doing things the way that things have been done for the last 100 years,

465

00:31:16,360 --> 00:31:18,040

just because that's how they've been done.

466

00:31:18,600 --> 00:31:24,280

And so it's becoming like popular and trendy to think about your health.

467

00:31:25,000 --> 00:31:30,840

And so we're sitting here with a 10 year head start on everybody else who's jumping on this trend.

468

00:31:30,840 --> 00:31:37,480

We've got 100,000 customers and our ability to drive better health outcomes is second to none.

469

00:31:37,480 --> 00:31:37,960

Right?

470

00:31:37,960 --> 00:31:43,160

If our data is very strong, we have, like I said, 100,000 users.

471

00:31:43,160 --> 00:31:48,760

Many of them have done baseline follow-up and repeat follow-up tests that suggest that if you do this,

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00:31:48,760 --> 00:31:49,160

you improve.

473

00:31:49,160 --> 00:31:51,320

And the more you do this, the more you improve.

474

00:31:52,440 --> 00:31:55,720

And we've worked in pro sports.

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00:31:55,720 --> 00:31:57,560

We've worked in the military.

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00:31:57,560 --> 00:31:59,560

We've worked with special forces.

477

00:31:59,560 --> 00:32:01,160

Getting into corporate wellness.

478

00:32:01,160 --> 00:32:06,920

And the piece that's been the most interesting surprise, but perhaps I shouldn't be surprised,

479

00:32:06,920 --> 00:32:10,120

is the work that's being done in the first responder space.

480

00:32:10,680 --> 00:32:20,920

And so we have departments of a thousand, two thousand plus officers or linemen who their chief is thinking about,

481

00:32:22,120 --> 00:32:26,360

okay, it costs my department more than half a million dollars.

482

00:32:26,360 --> 00:32:30,440

If somebody has a heart attack and that's just the financial impact.

483

00:32:30,440 --> 00:32:31,480

What about the human?

484

00:32:31,480 --> 00:32:35,480

What about the family and all this stuff?

485

00:32:35,480 --> 00:32:43,880

And so if we have the ability to influence people, so we started in endurance sport or we started in pro sports with the Red Sox.

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00:32:43,880 --> 00:32:45,240

They won the world series that year.

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00:32:45,240 --> 00:32:46,040

It was a great story.

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00:32:47,400 --> 00:32:51,000

And I joined and I was like, oh, runners could probably use this.

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00:32:51,000 --> 00:32:52,760

So we got our started running.

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00:32:52,760 --> 00:32:55,480

And then as time has gone on, we've got to get started.

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00:32:55,480 --> 00:32:59,240

And as time has gone on, it's been become a little bit more mainstream.

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00:32:59,240 --> 00:33:04,920

And now it's not just for people who are running three hour marathons.

493

00:33:04,920 --> 00:33:07,400

It's for anybody who wants to feel better.

494

00:33:07,400 --> 00:33:13,160

But along that road, the concept of health span has come about.

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00:33:13,160 --> 00:33:17,000

So lifespan is 79 years, the average American.

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00:33:17,000 --> 00:33:25,640

And health span is the duration at which you are living to your potential or living in a way that is enjoyable.

497

00:33:25,640 --> 00:33:26,120

Right.

498

00:33:26,120 --> 00:33:28,440

63 years.

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00:33:28,440 --> 00:33:39,000

So what happens in that almost 20 year gap between the end of health span and the beginning and end of life?

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00:33:39,000 --> 00:33:44,840

16, 17, 18 years, depending on what metrics you look at.

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00:33:44,840 --> 00:33:49,800

Our goal is to delay that as long as possible.

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00:33:49,800 --> 00:34:06,680

And for those listening who have either read or listened to Outlive by Peter Atiyah or listen to Huberman talk about this, the goal is instead of this long and steady decline, it's delaying the decline as long as possible and then falling off a cliff, basically.

503

00:34:06,680 --> 00:34:13,000

Not literally, but like you decline and then that's it versus a decline over 20 years.

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00:34:13,000 --> 00:34:22,280

I watched both of my grandfather's decline due to Parkinson's and it was horrible and it lasted almost five years for both of them.

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00:34:22,280 --> 00:34:35,080

And so to watch somebody who used to carry me along, carry me around on their shoulders or play sports with me or ride bikes, not be able to swallow and eat food and talk.

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00:34:35,080 --> 00:34:41,960

My grandfather was this hotshot lawyer who worked with presidents on the Supreme Court.

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00:34:41,960 --> 00:34:53,000

And the Supreme Court and he was representing countries and like all this, he used his mouth and he used his brain for decades, many decades.

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00:34:53,000 --> 00:35:02,680

He couldn't talk and he couldn't use words and he couldn't eat and it was horrible.

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00:35:02,680 --> 00:35:05,640

And so our mission is to delay that.

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00:35:05,640 --> 00:35:18,360

And so when I saw him decline again, this is a second grandfather and I watched do this exact same thing, but in a spectacularly different and longer way than the first one.

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00:35:18,360 --> 00:35:27,400

I was like, this is the epitome of why InsideTracker exists and why this concept of healthspan has to permeate society.

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00:35:27,400 --> 00:35:36,600

And we have to think this way because it's disgusting that a human gets trapped in their own body.

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00:35:36,600 --> 00:35:41,320

And it's horrible to think that.

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00:35:41,320 --> 00:35:47,880

I mean, when he died, our family was relieved because he had just not been living.

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00:35:47,880 --> 00:35:55,560

And that's that exact example of, well, he was 80 something years old, but the last five years didn't really count.

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00:35:55,560 --> 00:36:04,520

Because all he was living for was when we'd walk in the door and just sitting and listening to us talk, he couldn't even participate.

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00:36:04,520 --> 00:36:23,800

And so again, the goal is to delay that as long as possible and to give yourself the best chance to live healthier longer and do what you love for longer, whether it's running, whether it's playing hockey, whether it's karate or however you pronounce it.

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00:36:23,800 --> 00:36:25,160

Karate.

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00:36:25,160 --> 00:36:28,920

Exactly.

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00:36:28,920 --> 00:36:31,480

That's it. That's what it's all about. Right.



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00:36:31,480 --> 00:36:37,640

Absolutely. And it's a conversation that I think is, as you said, is becoming more prevalent.

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00:36:37,640 --> 00:36:42,440

And even it's funny, I was listening to a lecture on Parkinson's literally two days ago.

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00:36:42,440 --> 00:36:46,600

I've got a guy from UF that I want to get on. He's written several books on it.

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00:36:46,600 --> 00:36:56,840

Because, again, when they present, whether it's Alzheimer's and you hear that it's now being referred to as type three diabetes or Parkinson's, they're focusing a lot on the chemicals in our air and our food.

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00:36:56,840 --> 00:36:59,400

These are preventable elements.

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00:36:59,400 --> 00:37:09,880

But he had a chart and I want to ask him about it because what I've had some people tell me on the show is they look back, oh, we're only living to 40, 150 years ago.

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00:37:09,880 --> 00:37:18,760

But actually, if I'm understanding it right, the infant mortality death was skewing the statistics and pulling the median down lower than it actually should have been.

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00:37:18,760 --> 00:37:23,000

So people that made it through childhood were actually living older than that.

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00:37:23,000 --> 00:37:24,920

But it's the quality of life.

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00:37:24,920 --> 00:37:31,640

And I had a great video I shared on Instagram a few months ago, and it was a guy from Haiti, 83, I think he was.

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00:37:31,640 --> 00:37:33,880

Could easily have been on the front cover of Muscle Fitness.

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00:37:33,880 --> 00:37:41,800

This guy was jacked and he was talking about he could retire, but he didn't want to be a burden on his grandparent, his grandchildren, excuse me.

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00:37:41,800 --> 00:37:44,360

That is a health span.

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00:37:44,360 --> 00:37:49,000

That man has lived up to 83 years old as a paramedic.

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00:37:49,000 --> 00:37:58,520

And a lot of people listening when we visit these people, if they haven't already died in our arms at 50 something years old, they're in these homes.

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00:37:58,520 --> 00:38:04,120

You know, they're having to carry around oxygen tanks and they're in motorized wheelchairs.

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00:38:04,120 --> 00:38:05,320

And it's heartbreaking.

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00:38:05,320 --> 00:38:24,040

It's absolutely heartbreaking because you, when you come from the exercise physiology world, the coaching world, you know the potential of the human body and the fact that that's been normalized to be overweight, to have your spine completely deformed, to have osteoporosis, you know, and have your brain degenerating.

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00:38:24,040 --> 00:38:30,280

That is, I mean, it's completely unethical that we've allowed that to be a normality.

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00:38:30,280 --> 00:38:33,160

And then, oh, by the way, we've got all kinds of drugs for you to treat that.

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00:38:33,160 --> 00:38:35,640

Just, you know, send your money our way.

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00:38:35,640 --> 00:38:38,520

Yeah, exactly.

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00:38:38,520 --> 00:38:39,160

Yeah.

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00:38:39,160 --> 00:38:49,800

And now that there's so much evidence that you can delay this or you can avoid this, you can't avoid it forever, but you can delay it.

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00:38:49,800 --> 00:39:00,360

And we've had these conversations with states and cities and they're like literally running out of money because diabetes is so expensive for us.

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00:39:00,360 --> 00:39:07,080

The state of Delaware has a million residents and they spend \$1.1 billion on diabetes alone.

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00:39:07,080 --> 00:39:09,720

And that increases by \$50 million every year.

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00:39:09,720 --> 00:39:11,160

Oh, you didn't solve this problem this year?

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00:39:11,160 --> 00:39:13,080

It's \$100 million next year.

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00:39:13,080 --> 00:39:14,040

Oh, you didn't solve it again?

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00:39:14,040 --> 00:39:15,880

It's 150 million.

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00:39:15,880 --> 00:39:17,240

Now it's 200 million.

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00:39:17,240 --> 00:39:21,240

Now it's a quarter million after five years.

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00:39:21,240 --> 00:39:24,360

So something needs to happen.

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00:39:24,360 --> 00:39:26,440

Like, we're at a breaking point.

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00:39:26,440 --> 00:39:33,640

And so I'm incredibly excited because we have so much data that shows if you do this, then it works.

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00:39:33,640 --> 00:39:42,280

So ApoB is the best indicator of heart health and future heart health risk predictor.

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00:39:42,280 --> 00:39:50,360

47% of our population who tests with elevated ApoB in their first test is able to improve.

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00:39:50,360 --> 00:39:56,520

Half of the people are able to reduce their risk related to heart health.

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00:39:56,520 --> 00:40:01,720

And so insurance companies are coming to us and saying, we have a problem.

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00:40:01,720 --> 00:40:03,000

I don't know how to fix it.

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00:40:03,000 --> 00:40:04,520

It seems like you guys might.

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00:40:04,520 --> 00:40:05,960

What should we do?

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00:40:05,960 --> 00:40:11,240

And so like we have conversations with these life insurance companies and these health insurance companies

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00:40:11,240 --> 00:40:17,320

who are literally running out of money because people are getting sick and living longer.

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00:40:17,320 --> 00:40:24,040

And their calculation is people get sick and then they die, or they don't get sick and they die.

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00:40:24,040 --> 00:40:28,920

And so it's a problem for them that people are getting sick and living longer.

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00:40:28,920 --> 00:40:38,680

And they become a bigger, I don't want to say burden, but line item on the aggregated line item for these insurance companies.

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00:40:38,680 --> 00:40:49,000

And if they don't fix it, what's interesting is that they're going to fix it out of financial and fiduciary necessity.

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00:40:49,000 --> 00:40:53,720

And it's a shame that that's what it's going to take to create a solution.

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00:40:53,720 --> 00:40:55,400

But I don't care, right?

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00:40:55,400 --> 00:41:00,760

If it forces somebody to make a change, it's the same way that we talked to the fire departments

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00:41:00,760 --> 00:41:06,600

where we say, it would be nice for you to spend \$1,000 per alignment to help them improve their health

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00:41:06,600 --> 00:41:11,880

and make sure they're more cardiovascularly fit so when they're carrying all this gear and doing all this stuff

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00:41:11,880 --> 00:41:13,640

and they sleep better and all this stuff.

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00:41:13,640 --> 00:41:17,160

But the reality is they're looking at the cost of a heart attack.

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00:41:17,160 --> 00:41:22,360

And if they can reduce the cost, reduce the likelihood of a heart attack happening,

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00:41:22,360 --> 00:41:23,560

they're going to spend every penny.

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00:41:23,560 --> 00:41:31,960

I spoke with the police department that has 3,500 or 2,000 officers.

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00:41:31,960 --> 00:41:33,320

I don't remember what the exact number is.

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00:41:33,320 --> 00:41:40,680

But they're like, yeah, we'll spend to improve the life and health of our officers

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00:41:40,680 --> 00:41:42,920

because we're having a problem with retention.

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00:41:42,920 --> 00:41:45,720

And we need to help retain and recruit.

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00:41:45,720 --> 00:41:50,040

And we want to establish that our department is healthier than XYZ.

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00:41:51,320 --> 00:41:55,480

And if we can do that, then we can recruit and we can avoid sending more people through

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00:41:56,120 --> 00:41:59,880

the academy and spending all this money on the training of new people,

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00:41:59,880 --> 00:42:06,680

just have them become a normal citizen and leave the service.

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00:42:08,280 --> 00:42:14,600

And so they're looking at it as, well, it's really expensive to onboard a new officer.

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00:42:15,160 --> 00:42:20,600

Let's do things to retain them and keep them healthier and keep them in the game for longer.

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00:42:22,360 --> 00:42:29,640

And so I saw the statistic that said that a law enforcement officer is 25 times more likely to end

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00:42:29,640 --> 00:42:34,840

their career due to heart disease than bullets. That's nuts.

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00:42:34,840 --> 00:42:37,560

That's saying something considering the number of shootings that we have.

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00:42:37,560 --> 00:42:40,280

If you think about it, I mean, we already lose a lot to bullets.

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00:42:40,280 --> 00:42:43,320

So that says how many we lose to cardiac issues.

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00:42:43,960 --> 00:42:44,920

25 times.

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00:42:45,880 --> 00:42:51,160

And I was talking with one of our performance experts who I need to connect you with to have

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00:42:52,120 --> 00:42:57,560

off the record or on the record conversation, but talking about all of the different risks

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00:42:57,560 --> 00:43:07,160

related to firefighters and cardiac events and all of the places where the stress of adrenaline

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00:43:07,160 --> 00:43:11,960

and going from zero to 60 and 60 to zero, zero to 60 places on them.

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00:43:11,960 --> 00:43:16,120

And I don't remember the statistics, but I was like, are you kidding me?

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00:43:16,120 --> 00:43:17,560

This is nuts.

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00:43:18,680 --> 00:43:26,120

And so the ability to reduce that risk and ultimately reduce the spend from an agency

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00:43:26,120 --> 00:43:29,160

is how we're having these conversations.

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00:43:29,160 --> 00:43:34,760



But I don't necessarily care about the path to the end zone.

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00:43:34,760 --> 00:43:38,680

I just want to get to the end zone and the end zone is improved health.

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00:43:38,680 --> 00:43:40,440

The end zone is reduction in risk.

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00:43:40,440 --> 00:43:46,440

The end zone is picking up your kids or your grandkids when you're 80.

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00:43:46,440 --> 00:43:51,720

And as our CEO says, wiping your butt and having sex when you're 85 years old.

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00:43:51,720 --> 00:43:52,760

Not at the same time.

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00:43:53,640 --> 00:43:54,440

Not at the same time.

611

00:43:54,440 --> 00:43:58,760

And if that's what you're into, whatever, close the door.

612

00:44:00,280 --> 00:44:02,920

No, but it's funny because you're literally echoing.

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00:44:04,680 --> 00:44:09,800

Parts of this podcast are literally like I'm building a case, like your grandfather's work,

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00:44:09,800 --> 00:44:14,600

simply because I'm coming just to underline what you said a second.

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00:44:14,600 --> 00:44:17,160

I'm coming from a humanitarian point of view.

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00:44:17,160 --> 00:44:19,720

I hate seeing people suffer.

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00:44:19,720 --> 00:44:23,240

I hate going to funerals, especially of my brothers and sisters in uniform.

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00:44:23,240 --> 00:44:24,760

That's what started this podcast.

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00:44:24,760 --> 00:44:25,880

That's the origin story.

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00:44:26,760 --> 00:44:31,240

But then when you dive deeper and you realize that there is no downside,

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00:44:31,240 --> 00:44:37,080

when you invest in your people, not only are you doing what should be ethically done anyway,

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00:44:37,080 --> 00:44:39,000

but you're actually saving money.

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00:44:39,000 --> 00:44:44,120

Wellness programs, what we're talking about here, whether it's screening or optimizing performance,

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00:44:44,120 --> 00:44:48,920

but even in the work week, most of the country works 56-hour work weeks.

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00:44:48,920 --> 00:44:49,960

That's three days a week.

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00:44:49,960 --> 00:44:55,880

They're awake 24 hours, awake or half awake, waiting to have the shit scared out of them from a call.

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00:44:57,880 --> 00:44:59,000

We've devolved.

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00:44:59,000 --> 00:45:03,720

That's what we did a long time ago when we were literally waiting just for fires in a station,

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00:45:03,720 --> 00:45:08,920

playing cards, petting the Dalmatian, but that was before EMS and modern society bloomed.

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00:45:10,440 --> 00:45:14,840

Now, that's the thing that I'm fighting for is to get them more rest and recovery,

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00:45:14,840 --> 00:45:16,520

so an extra 24 hours in between.

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00:45:16,520 --> 00:45:21,800

Again, it's not the empathy and compassion from these leaders that's driving it forward.

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00:45:21,800 --> 00:45:23,640

They're seeing the brass tacks.

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00:45:23,640 --> 00:45:28,040

They're seeing the financial element, the overtime, and you hit the nail on the head, the retention.

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00:45:28,040 --> 00:45:34,040

I think Marion County, they said to me it was like \$14,000 or \$16,000 per firefighter recruit.

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00:45:34,520 --> 00:45:37,480

If you're in a department where people don't stay, you train them,

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00:45:37,480 --> 00:45:40,440

you give them all your money, and then they leave at the back door.

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00:45:40,440 --> 00:45:44,840

Then they leave the experience if you've got more tenured people that are leaving.

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00:45:44,840 --> 00:45:49,400

Again, it makes sense in all these different areas, but I couldn't agree with you more.

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00:45:49,400 --> 00:45:53,240

The compassionate of us want to do it from the human side,

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00:45:53,240 --> 00:45:58,360

but even if it's coming from a financial side and that's how you got to sell it to your city or your county,

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00:45:59,080 --> 00:46:00,360

you still get to the end zone.

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00:46:02,120 --> 00:46:03,960

Yeah, so I'm in sales.

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00:46:03,960 --> 00:46:08,520

My job is to get things done and put numbers on the board.

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00:46:08,520 --> 00:46:14,600

I have been on the consumer side of IntiTracker for eight years.

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00:46:14,600 --> 00:46:19,080

We grew to a point where I was not able to create relationships with our customers

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00:46:19,080 --> 00:46:22,760

because we're having so many customers, which is a fantastic problem to have.

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00:46:22,760 --> 00:46:27,480

Back in March, I finally got the role I'd been asking for for a couple of years.

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00:46:27,480 --> 00:46:34,120

In that role, I just started seeing what would stick.

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00:46:34,120 --> 00:46:38,120

Where are the places where we can have a little bit of a conversation?

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00:46:38,120 --> 00:46:44,360

I think the first thing is to have a low friction, high impact opportunity.

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00:46:44,360 --> 00:46:51,640

Pro sports, extremely high friction, decently high impact, really hard to get stuff done.

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00:46:51,640 --> 00:46:54,120

It's really hard to keep people satisfied.

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00:46:54,120 --> 00:47:03,000

Military, incredibly bureaucratic, huge contracts and really strong ability to have impact.

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00:47:03,000 --> 00:47:07,640

Corporate wellness and police and fire, the desire is there, the budget is there,

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00:47:07,640 --> 00:47:12,520

low friction and people are satisfied pretty easily because the product works.

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00:47:12,520 --> 00:47:16,760

If you open your app and you get an action plan, it's going to tell you do these three things.

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00:47:16,760 --> 00:47:19,000

If you do those three things, you'll improve.

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00:47:21,480 --> 00:47:22,680

It's not rocket science.

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00:47:22,680 --> 00:47:24,600

It's doing the things that your body needs.

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00:47:25,800 --> 00:47:33,800

The reason I started this little ramble is because in today's society,

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00:47:33,800 --> 00:47:37,720

the way you get things done is by motivate people in the right way.

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00:47:38,440 --> 00:47:45,000

I am motivated to get shit done and I'm chasing results.

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00:47:46,040 --> 00:47:53,880

I am motivated because I'm sitting here having reviewed the data of this specific population

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00:47:53,880 --> 00:48:00,840

to say way less healthy at baseline, way healthier and improves faster than the general population.

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00:48:00,840 --> 00:48:06,680

I have a responsibility to share this with the people who can benefit from it the most.

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00:48:08,520 --> 00:48:14,120

I am motivated to execute against making it happen, which is wonderful.

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00:48:16,120 --> 00:48:19,800

The feedback loop is great because every time I have a conversation with the department,

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00:48:19,800 --> 00:48:21,320  
they're like, yeah, this makes sense. This is great.

670  
00:48:21,320 --> 00:48:22,200  
You're presenting it well.

671  
00:48:23,400 --> 00:48:27,320  
Let's send up a pilot or let's talk to me about what it's like for a thousand people.

672  
00:48:27,320 --> 00:48:32,120  
We have this feedback loop of people are interested, they're able to do it,

673  
00:48:32,520 --> 00:48:34,760  
and they're doing it and then they're improving.

674  
00:48:36,760 --> 00:48:43,480  
I've had conversations with people that are at the IFF and all these very large organizations

675  
00:48:43,480 --> 00:48:46,440  
where they're like, yeah, our job is to help people improve.

676  
00:48:46,440 --> 00:48:52,920  
We are responsible for finding stuff like this that is truly impactful and beneficial.

677  
00:48:52,920 --> 00:48:59,480  
Again, the stated mission of Insight Tracker is help people live healthier longer.

678  
00:49:00,360 --> 00:49:03,480  
Everything we do is in the facilitation of that.

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00:49:03,480 --> 00:49:07,960  
I think it's pretty essential that our first responders live healthier longer

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00:49:07,960 --> 00:49:15,720

because it's a bit of a selfish thing. If I have a problem, I know that the firefighters down the

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00:49:15,720 --> 00:49:23,320

street are using Insight Tracker and that they're ready and that they're good and this and that.

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00:49:23,320 --> 00:49:33,240

It feels good. It feels impactful. It feels important to share this with people who it's going

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00:49:33,240 --> 00:49:40,600

to transform their life. Again, it's not hyperbole. It's truly going to do that.

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00:49:40,600 --> 00:49:47,400

The data shows that it works. It's not just me sitting up waxing poetic,

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00:49:48,600 --> 00:49:53,160

but it's remarkable what this data is. Maybe we can link to the white paper we shared

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00:49:53,720 --> 00:50:00,680

on first responder data, but it's fascinating. Then it's like we have an opportunity to create

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00:50:00,680 --> 00:50:06,840

an impact and legacy and truly change how health is discussed.

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00:50:06,840 --> 00:50:12,600

One of the departments we talked with said, pretty crazy that the all-call system rings in every room

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00:50:12,600 --> 00:50:18,520

after 7 a.m. It doesn't seem essential. What about the guys who came back from a call at 4 a.m. and

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00:50:18,520 --> 00:50:23,800

want to sleep past 7? Shouldn't they sleep past 7 and not be woken up for nuisances?



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00:50:24,760 --> 00:50:35,160

To evaluate a change like that from an objective biochemical assessment of testosterone and

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00:50:35,160 --> 00:50:42,200

stress levels and show that it improves and that it works, that should be stamped and repeated

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00:50:42,200 --> 00:50:50,520

everywhere. For some reason, stasis is so hard to overcome. Making an initial change, small or

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00:50:50,520 --> 00:50:56,600

large, is really hard for a lot of people. A lot of people don't want to be the first one to do it,

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00:50:56,600 --> 00:51:01,560

but then they see something like that and it works. Maybe we should bring that up and discuss it and

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00:51:01,560 --> 00:51:07,720

do it. Now you're talking about adding the 24 hours in between shifts. That's a great change.

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00:51:07,720 --> 00:51:14,840

What's the impact on testosterone levels? Probably 10 to 20% improvement. That improves readiness.

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00:51:14,840 --> 00:51:20,600

That means that those firefighters are going to perform better in their job. It also means that

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00:51:20,600 --> 00:51:24,920

their stress levels are going to be lower. It means that they can probably do their job for longer.

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00:51:24,920 --> 00:51:30,600

It means that they can probably be a better husband, wife, spouse, or husband.

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00:51:30,600 --> 00:51:37,080

Wife, spouse, partner, boyfriend, girlfriend, whatever. It's not just done in isolation with

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00:51:37,080 --> 00:51:45,080

any of this stuff. If we improve their ability to bust into a room and save somebody's life,

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00:51:45,640 --> 00:51:50,280

it's not just that moment that's improved. It's every other interaction that they have.

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00:51:51,160 --> 00:51:56,840

This is happening at scale. We're super excited to be able to be in the room and having these

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00:51:56,840 --> 00:52:03,160

conversations because it is so potentially impactful, particularly when done at scale.

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00:52:04,360 --> 00:52:08,440

Absolutely. I think the challenge in the fire service, if you came across that, is it's very

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00:52:08,440 --> 00:52:17,960

fragmented. We have certain organizations, unions, etc. that are supposed to be unification.

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00:52:17,960 --> 00:52:22,680

I would just say that that's not always the case. What's beautiful is conversations like this can

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00:52:22,680 --> 00:52:27,480

be listened to by anyone. They can all access this conversation for free.

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00:52:29,320 --> 00:52:34,600

I want to talk to you about when you first were diving into just blood work in general,

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00:52:34,600 --> 00:52:39,800

your average physician, and we can even talk about physicians that were working with first responders

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00:52:39,800 --> 00:52:46,600

specifically, what was the average panel? Then contrast that with the first responder panel and

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00:52:46,600 --> 00:52:51,560

then the comprehensive panel that you offer. Meaning, what was the first panel in terms of

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00:52:51,560 --> 00:52:56,440

what we offered or what people are normally getting? When you first created these, what was

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00:52:56,440 --> 00:53:00,680

the average person getting from their GP, their regular physician, when they were going in?

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00:53:02,680 --> 00:53:07,480

I mean, to this day, it's like glucose, cholesterol, and if you're older than 35,

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00:53:07,480 --> 00:53:16,200

maybe your PSA is getting checked. What happens is unless your glucose is above 100

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00:53:16,200 --> 00:53:21,480

and your A1C is above whatever the threshold for pre-diabetes is, they're going to say,

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00:53:21,480 --> 00:53:27,240

yeah, you're fine. Come back next year. If you have a glucose level of 98, you're

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00:53:27,240 --> 00:53:33,800

like within a margin of error of being pre-diabetic, but a traditional doctor would flag that as not an

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00:53:33,800 --> 00:53:37,080

issue. Maybe keep an eye on it. Come back next year if you're still alive.

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00:53:39,080 --> 00:53:43,800

What we do is we say, we're going to create optimal ranges based on each individual. We're

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00:53:43,800 --> 00:53:49,640

not interested in you're not sick today. We're interested in creating optimal humans and people

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00:53:49,640 --> 00:53:57,560

who can live healthier longer. An A1C of – I don't remember what the threshold is for

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00:53:57,560 --> 00:54:02,440

pre-diabetic, but let's say you're 0.1% below it, it's not going to flag any issue.

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00:54:03,160 --> 00:54:07,640

But if you're a margin of error on that blood test higher, they'll say you're pre-diabetic.

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00:54:07,640 --> 00:54:21,720

That's like a remarkably flawed system. We began testing 13 biomarkers in 2013. Then we're at 48 now.

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00:54:22,520 --> 00:54:28,680

Men get 46. Women get progesterone and estradiol as two extra female hormones.

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00:54:28,680 --> 00:54:39,720

That ranges from A1C, micronutrients like magnesium, vitamin D, you get inflammation levels,

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00:54:39,720 --> 00:54:49,160

you got liver enzymes, iron panel, pretty substantial panel when it comes to overall health

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00:54:49,160 --> 00:54:54,600

and wellness. Your ability to make changes based on that, I think it's like 90% of our users have

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00:54:54,600 --> 00:54:59,480

five or more values or 80% of our users have five or more values to improve on in their first test.

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00:55:00,600 --> 00:55:06,600

Just about everybody has room to improve in that comprehensive panel. What happened with

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00:55:06,600 --> 00:55:14,440

the first responder panel was a police officer heard us on Andrew Huberman or heard Andrew

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00:55:14,440 --> 00:55:21,240

Huberman talking about us, called in and said, I must have this, but I can't spend \$6.99 per

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00:55:21,240 --> 00:55:28,040

officer. Make me something that helps with heart health. I went to our science team and I said,

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00:55:28,040 --> 00:55:39,240

what are the metrics? We offer a 30% discount via IDME verification to first responders and

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00:55:39,240 --> 00:55:49,240

veterans and active duty. I knew that we had some number of those types of answers.

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00:55:49,240 --> 00:55:57,560

I was like, can we look at that subset of users and see what their most common problem areas are?

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00:55:59,560 --> 00:56:05,080

It's heart health, stress, inflammation, and metabolism. You should not be surprised

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00:56:05,080 --> 00:56:11,240

anybody listening to this podcast who knows what has been in this space. I asked the science team

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00:56:11,240 --> 00:56:18,360

to create a panel that covers those biomarkers at a cost that is low enough that this police

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00:56:18,360 --> 00:56:25,320

department could do it for 1,100 officers and not spend all of their city's money on it.

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00:56:26,040 --> 00:56:31,160

We came up with this panel. It retails for \$3.10 and with that 30% discount, it's \$2.17.

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00:56:32,280 --> 00:56:38,200

It's nine biomarkers that again, covers heart health, metabolism, inflammation, and stress.

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00:56:39,240 --> 00:56:44,440

We looked at our data and the hypothesis was that first responders are less healthy at baseline

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00:56:44,440 --> 00:56:50,120

with those metrics and they improve faster than the general population. Both of those hypotheses

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00:56:50,120 --> 00:57:01,480

were true with the exception of cortisol and A1C. Cortisol and A1C are, so all seven of the nine

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00:57:01,480 --> 00:57:07,160

metrics improve faster than the general population from a statistically significant manner. What that

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00:57:07,160 --> 00:57:11,880

means is that first responders who use InsideTracker and test baseline and follow up,

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00:57:11,880 --> 00:57:16,680

improve faster than our general population. Probably because they have more room to improve

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00:57:16,680 --> 00:57:23,320

and a stronger incentive to improve because they're starting from more room to improve. Anyway,

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00:57:24,680 --> 00:57:31,560

cortisol is your stress hormone and A1C is potentially influenced by sleep and nutrition

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00:57:32,840 --> 00:57:41,000

and lack of activity. Those are two of the biomarkers that unless there's structural change

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00:57:41,000 --> 00:57:47,080

you as an individual probably don't have much influence as a firefighter or police officer.

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00:57:47,800 --> 00:57:54,120

So what I say to departments who are talking about this is this is our data and this is a huge

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00:57:54,120 --> 00:58:01,480

opportunity to create structural change around again, shift at 24 hours in between shifts or

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00:58:01,480 --> 00:58:09,560

do X, Y, Z or experiment with more days off or I don't know. There's something that

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00:58:09,560 --> 00:58:14,440

can be improved in the way that the process is right now and the way that the job is right now.

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00:58:14,440 --> 00:58:18,840

Whoever figures that out is going to be a blueprint for everybody else to copy.

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00:58:20,440 --> 00:58:27,160

So if you're listening to this and you want to be a guinea pig in that, let's supply data science

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00:58:27,160 --> 00:58:37,480

and creating an experience to test and evaluate. But anyway, we create this panel and now police

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00:58:37,480 --> 00:58:41,320

and fire departments are buying it. We have unions that call in. They're like, yeah, 217, great,

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00:58:41,320 --> 00:58:48,200

sign me up. And they're providing it for their members. And we're speaking with cities about

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00:58:49,080 --> 00:58:57,000

providing this for a thousand people twice annually because at 500 bucks a pop, the ability to

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00:58:57,560 --> 00:59:06,120

flag issues at scale for \$500 a pop is phenomenal. Now I'm not saying that this is an enough

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00:59:06,120 --> 00:59:11,800

to be all situation. There are plenty of other like CT screens, plaque, et cetera. All these things

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00:59:11,800 --> 00:59:16,840

should be done in tandem with something like Insight Tracker, but Insight Tracker is going to be

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00:59:16,840 --> 00:59:24,040

extremely actionable from a health and wellness and nutrition and lifestyle standpoint. For fire,

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00:59:24,600 --> 00:59:32,040

we can add a couple of biomarkers and facilitate the NFPA 1582 requirement at roughly the same

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00:59:32,040 --> 00:59:38,600

cost that it would be to get it done while also adding an app on top of it, an app and guidance

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00:59:38,600 --> 00:59:44,520

and a connection to a wearable and insights around sleep and a team of experts that is constantly

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00:59:44,520 --> 00:59:49,080

putting out content related to this type of information. All of our content is produced by

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00:59:49,080 --> 00:59:55,000

dietitians or experts in the space. And then with some of the departments, we're bringing our

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00:59:55,000 --> 00:59:59,160



dietitians in and we're bringing our performance experts in and we're providing them with resources

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00:59:59,160 --> 01:00:04,760

around how do you improve sleep quality without improving changing the time on your time, your

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01:00:04,760 --> 01:00:13,880

clock or your alarm clock. We're in this place where we don't have like a 100% dialed structure

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01:00:13,880 --> 01:00:21,320

and everything is, you know, the last 20% of every deal is custom. And we want to co-create

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01:00:21,320 --> 01:00:29,240

programs with departments in order to create better outcomes. And we are doing this and we won't be

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01:00:29,240 --> 01:00:37,560

satisfied until everybody's doing it. And that's going to happen because it simply has to like the

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01:00:37,560 --> 01:00:46,280

the fact that, you know, the average lifespan of a firefighter is 57 compared to 79 like that's,

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01:00:46,280 --> 01:00:52,280

that's crazy. And that's got it. That's got to change. And we have to help make that happen.

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01:00:53,240 --> 01:00:59,240

100% what's so scary and a lot of us, when we look at talk about, you know, the actual lifespan,

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01:00:59,240 --> 01:01:05,800

for example, people will ask me, Oh, could you send me the research on, for example, the benefits of

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01:01:05,800 --> 01:01:11,400

adding a 24 between shifts, which is lunacy, because it's just common sense to me, but anyway,

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01:01:11,400 --> 01:01:16,920

but there are almost no studies when it comes to firefighter health, firefighter cancer gets some

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01:01:16,920 --> 01:01:23,160

attention. There's discussions more so kind of philosophically on the peer support mental health

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01:01:23,160 --> 01:01:27,880

side. But there's a lot of you know, what kind of nozzle is best, what kind of ventilation, they'll

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01:01:27,880 --> 01:01:33,320

spend all kinds of money on that, but we're dying in droves. And there's no real research into the

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01:01:33,320 --> 01:01:37,560

shifts and sleep deprivation, because if they know exactly what's going to happen when they find out,

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01:01:37,560 --> 01:01:43,960

yes, you're going to get exactly so or demand change. So what's interesting is there's there's

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01:01:43,960 --> 01:01:49,240

a chief I just had on from Boynton Beach here in Florida, they just went to the new shift 24 or

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01:01:49,240 --> 01:01:56,040

72, which is extra 24 off, which is still a 42 hour workweek is what most of the country works.

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01:01:57,080 --> 01:02:01,720

But there's another one I just had on one of the union guys from Pasco County in Florida,

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01:02:01,720 --> 01:02:05,880

who's going to them in two years and the city of Gainesville, which is a big city,

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01:02:05,880 --> 01:02:09,880

which is a big city for men and women. And then the other one is, you know,

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01:02:09,880 --> 01:02:13,800

they're going to the same place they went to two years and the city of Gainesville here near where

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01:02:13,800 --> 01:02:19,640

I am. They I don't know what the timeline is, but they're going. So those to me are the ones that

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01:02:19,640 --> 01:02:24,520

we need to really kind of, you know, hone in on as far as the studies, where are your guys now,

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01:02:24,520 --> 01:02:31,080

men and women, when you're working this 56 hour workweek, and then let's see, let's observe them,

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01:02:31,080 --> 01:02:39,560

Yeah, totally. I mean, it would be wonderful if we saw change, and it would be even more wonderful

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01:02:39,560 --> 01:02:45,800

if we quantified change, because if we quantify the change, then it's staring you in the face,

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01:02:45,800 --> 01:02:54,440

and you'd be crazy to say, no, you know, it's not worth \$1,000 per person or \$500 a person per year

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01:02:54,440 --> 01:03:00,760

times 100 or times 500 or whatever. The calculus is so like, we had this conversation with the

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01:03:00,760 --> 01:03:05,960

state of Delaware, for example, and hoping to be able to do something there. But they were like,

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01:03:05,960 --> 01:03:12,680

we're spending X amount on diabetes per resident every year. If we drew that down, we could send

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01:03:12,680 --> 01:03:17,640

them a wellness allowance, right? You spend that money on food or gym membership or running shoes

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01:03:17,640 --> 01:03:25,880

or whatever. Like, if if you spend 1000, and you save 1001, at scale, it's worth it. If you save

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01:03:25,880 --> 01:03:33,000

2000, it's worth it. If you save 5000, it's even more worth it. So like, we have to establish the

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01:03:33,720 --> 01:03:38,360

case study that says if you do this, then that we're starting to see it in corporate wellness.

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01:03:39,160 --> 01:03:44,760

We have much easier conversations there because you can like look at a single person and see that

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01:03:44,760 --> 01:03:51,640

they're, you know, their, their single headcount is contributing \$500,000 a year to the company,

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01:03:51,640 --> 01:03:56,520

or \$10 million to the company. And if this person is sick, they can't do that. Or if they leave,

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01:03:56,520 --> 01:04:03,400

they can't do that. And so it's, it's an easier cost justification from an entity that is much

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01:04:03,400 --> 01:04:11,640

more familiar with numbers and data. But I feel like we're gonna, you know, fast forward 12 to 18

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01:04:11,640 --> 01:04:17,320

months, and we're gonna have three to five case studies like that from major municipalities

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01:04:17,320 --> 01:04:27,960

in California, in Virginia, hopefully Florida, and Massachusetts, where they did this, and this

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01:04:27,960 --> 01:04:34,760

is what happened. And this is the result. We did a pilot with, we're doing a pilot with a with a gym.

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01:04:35,400 --> 01:04:42,440

And the president of the gym discovered something that was impactful for him. He's like, this is

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01:04:42,440 --> 01:04:46,680

in our contact was like, this is great, because he's going to be a huge advocate, because he

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01:04:46,680 --> 01:04:50,040

learned something through blood testing that he wouldn't have known otherwise. And now he's going

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01:04:50,040 --> 01:04:55,480

to improve. And it, you know, he learned about it 10 years before it became a problem. We had a, we

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01:04:55,480 --> 01:05:01,560

had a guy who works at a tech company do the exact same thing. Like, the CEO of the company

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01:05:01,560 --> 01:05:09,320

emailed me was like, our guy learned about something that he feels, say, 10 years of his life,

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01:05:09,320 --> 01:05:13,960

and, and, you know, address the, he's able to address a problem with his doctor today,

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01:05:13,960 --> 01:05:17,800

that could have been a much bigger discussion, a much bigger problem in 10 to 15 years.

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01:05:18,360 --> 01:05:23,160

And so this is happening. It's not like we're just like shooting in the dark, and there's no,

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01:05:23,160 --> 01:05:30,120

there's no results. I just can't wait to see what that study looks like, and what we're able to prove.

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01:05:30,680 --> 01:05:38,120

But like, the trains left the station, and it's, it's happening. And we're just, we just don't have

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01:05:38,120 --> 01:05:44,680

enough runway to say, this is exactly what is going to happen. But like, it's science, like,

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01:05:44,680 --> 01:05:50,280

it's data, it's predictable, in that, you know, we look at our population, and that number I

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01:05:50,280 --> 01:05:56,680

referenced 47% of those who test high with elevated A to B. So look at, let's say there are 100

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01:05:56,680 --> 01:06:03,480

firefighters, 10 of them have elevated A to B, five of them improve their elevated A to B.

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01:06:03,480 --> 01:06:08,760

That's five people who potentially, you know, have gone to their physician and addressed

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01:06:10,120 --> 01:06:15,240

like a medical challenge. And so again, we're not saying that in isolation,

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01:06:15,240 --> 01:06:18,440

inside tracker is going to save the world. We're saying we're going to give you the tools to

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01:06:18,440 --> 01:06:26,760

identify when problems may exist, and what avenues to focus on. I had a fire chief say,

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01:06:26,760 --> 01:06:33,960

we're in the business of reacting to events. Our, one of our captains had a heart attack

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01:06:33,960 --> 01:06:40,040

and died in the hospital. We must respond to that event with better health and better health

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01:06:40,040 --> 01:06:46,600

programming. And he's right. It's like, it's sad that it takes an event like that, in order to make

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01:06:46,600 --> 01:06:53,160

a change. But again, as I said earlier, stasis is the enemy. It's so easy to just keep doing what

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01:06:53,160 --> 01:06:57,800

you're doing until it punches you in the face and you can't continue any longer.

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01:06:59,640 --> 01:07:05,400

Well, you were kind enough to put me through the inside or inner age, inside age, and then

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01:07:05,400 --> 01:07:10,200

the comprehensive one as well. So I just pulled up my results. I'll kind of walk you through the

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01:07:10,200 --> 01:07:15,480

experience. Firstly, we just did the on-ramp, you know, the form about my medical history.

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01:07:15,480 --> 01:07:20,520

Immediately, there was an opportunity to book a blood draw quest diagnostics. I want to make a

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01:07:20,520 --> 01:07:26,040

shout out for quest in Southwest Ocala. They're awesome. Every time I go there, had the blood

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01:07:26,040 --> 01:07:30,840

draw and it was only you were surprised how quickly I got my blood results back. But, you know,

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01:07:31,480 --> 01:07:37,000

looking at me, you know, I'm almost 50 now, I'm still lean, I'm still active at Jiu-Jitsu today and

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01:07:37,000 --> 01:07:43,480

still coach strength and conditioning at a CrossFit gym in town. But my cortisol was high. And the

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01:07:43,480 --> 01:07:48,360

very end of last year, right before I had this done was a lot of family issues going on. So from

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01:07:48,360 --> 01:07:54,920

the inside looking out, okay, there's a marker. My iron is high. I'm actually on peptides from

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01:07:54,920 --> 01:08:00,200

Transcend at the moment. Just not TRT, just peptides to help boost, you know, some of the

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01:08:00,200 --> 01:08:05,640

natural hormones, but my testosterone was high and I want to titrate to minimal dose. So again,

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01:08:05,640 --> 01:08:10,440

and they're going to do blood work next week, but that was interesting. Cholesterol, not so worried

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01:08:10,440 --> 01:08:17,480

about very borderline high, but then everything else was normal or, you know, excellent, optimized.

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01:08:17,480 --> 01:08:23,400

So I can look at this, especially with, you know, with my background being in this space somewhat,

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01:08:24,200 --> 01:08:29,240

and then think about performance. I'm not dying from anything, but that's not the point. How do I

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01:08:29,240 --> 01:08:34,920

get my inflammation down in my old injuries? How do I, you know, get rid of some of the brain fog?

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01:08:34,920 --> 01:08:41,640

How do I just perform better on the mat or, you know, in the gym? So I mean, just from a personal

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01:08:41,640 --> 01:08:45,640

testimony, I mean, it's absolutely incredible and it was flawless. And then as you said, then I've

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01:08:45,640 --> 01:08:51,160

got hit action plan and now we're talking about nutrition, about sleep, you know, some other

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01:08:51,160 --> 01:08:56,120

things like that. So a firefighter, whether they're in the middle of New York city or out in, you know,

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01:08:56,120 --> 01:09:00,520

the boonies somewhere can have this done and have this at their fingertips. So I thought that was

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01:09:00,520 --> 01:09:05,880

phenomenal, but shifting from risk factors and disease in the fire service, let's talk about

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01:09:05,880 --> 01:09:12,600

performance now, because we are tactical athletes and, you know, if, you know, a goalkeeper misses

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01:09:12,600 --> 01:09:20,120

a save on the ice, then they're down a point. If we miss something in a, you know, searching in a

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01:09:20,120 --> 01:09:26,520

fire or trying to cut someone out of a car, people die. So, you know, we downplay the importance of

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01:09:26,520 --> 01:09:32,440

performance in this profession or our professions in general, but it's extremely important. So talk

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01:09:32,440 --> 01:09:37,000

to me about how people listening can optimize, be the very best version of themselves.

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01:09:37,000 --> 01:09:43,320

Yeah. So, every time we sign one of these big contracts, we ask why, so why are you doing this?

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01:09:43,320 --> 01:09:49,560

We're in the process of contracting. We asked that, we asked that to SOCOM, some special forces,

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01:09:50,120 --> 01:09:56,200

and they're like, when you're fit and ready, you're harder to kill. And that's the epitome of it,

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01:09:56,200 --> 01:10:02,360

right? Like when you put yourself in the best position possible, you're in the best position

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01:10:02,360 --> 01:10:09,720

possible. So, I'm going to parallel it with professional sports, and then I'll land a plane

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01:10:09,720 --> 01:10:18,600

related to fire. So, looking at a pitcher in baseball, they have an increased risk, and we're

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actually working on proving this. The hypothesis is they have an increased risk of biomechanical

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breakdown leading to injury if their iron and endurance markers are suboptimal. So, if a

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01:10:33,720 --> 01:10:38,120

pitcher is able to optimize their endurance potential, they are potentially likely to have

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01:10:38,120 --> 01:10:43,560

less injuries. I said potential and hypothetical so many times because this isn't proven, and we're

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01:10:43,560 --> 01:10:49,560

looking to prove this with a baseball team this year and a platform that measures the biomechanical

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01:10:49,560 --> 01:10:55,000

efficiency. Then maybe some wins and more games or, you know, don't get injured, you know,

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01:10:55,000 --> 01:11:02,200

don't get injured and whatnot. As you said, it impacts them in their career, but nobody's going

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01:11:02,200 --> 01:11:10,600

to die if a pitcher has a, you know, Tommy John surgery or whatnot. If a firefighter is able to

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01:11:10,600 --> 01:11:16,520

optimize their vitamin D, if a firefighter is able to improve their testosterone levels and their

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01:11:16,520 --> 01:11:23,480

magnesium is higher, so their sleep is better and their cortisol is, you know, optimal, so they're

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01:11:23,480 --> 01:11:30,440

not racing, their mind is not racing, and they're able to achieve better mindfulness. Like, when you

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01:11:30,440 --> 01:11:39,720

enter that room, you're more calm and you're putting yourself in a better position or you're able to

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01:11:39,720 --> 01:11:49,000

exit and do the essential components of the job and not be worried about physically breaking down

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01:11:49,000 --> 01:11:54,920

and not be worried that, like, you're not going to be able to perform. And so some of it is the

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01:11:54,920 --> 01:12:00,840

mental performance around, like, I just know I'm in better shape. And so for me as a runner,

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01:12:00,840 --> 01:12:06,760

I know that when I have the optimal iron markers and testosterone and vitamin D and whatnot, like,

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01:12:06,760 --> 01:12:12,120

I have a better chance of having a good long run. I can't speak for a firefighter entering a burning

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01:12:12,120 --> 01:12:17,400

room, but I have to imagine psychologically if you know that you're in a better position

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01:12:17,400 --> 01:12:23,320

metabolically and physically, whether it's because you're physically stronger and you've done the

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01:12:23,320 --> 01:12:29,160

training or you've looked at blood work and your testosterone is 900, whatever it is, like, there's

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01:12:29,160 --> 01:12:35,720

some aspect of ownership and control that truly leads to cognitive improvement and physical

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01:12:35,720 --> 01:12:45,720

performance benefit. And that can't be understated. And so the ability to, like, have the confidence

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01:12:45,720 --> 01:12:51,960

in yourself, but think about your team. Think about the people around you and the fact that,

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01:12:53,080 --> 01:12:59,880

you know, your life is in somebody else's hands in theory, right? You want all those other people

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01:12:59,880 --> 01:13:06,600

to be in the best physical shape and mental shape possible if they need to save you or if they need

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01:13:06,600 --> 01:13:14,040

to save grandma or whoever the person is in the room. And so to me, there's like some of the

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01:13:14,040 --> 01:13:23,320

psychological of like knowing that your team is your tactical athlete team is prepared and in the

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01:13:23,320 --> 01:13:30,680

best position possible. You know, you think about military use. We have some contracts with military

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01:13:30,680 --> 01:13:37,400

and the focus right now with the military is not performance, it's recovery. And it's making sure

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01:13:37,400 --> 01:13:43,400

that the guys and men and women who come back from deployment recover so that they can do it again.

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01:13:43,400 --> 01:13:48,680

And they're not just burnt out. And then, you know, I think it's like a million dollars to train a

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01:13:48,680 --> 01:13:57,320

soldier or whatever the amount is. They need to retain those people. They need those people to be

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01:13:57,880 --> 01:14:05,480

ready to do it again. And so again, they're the focus is recovery and preparedness. And so the

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01:14:05,480 --> 01:14:11,480

metrics that we test for are directly related to recovery and preparedness and cognition and

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01:14:11,480 --> 01:14:18,120

strength and endurance and athletic performance. And so again, we got our start in professional

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01:14:18,120 --> 01:14:25,640

athletics. And it's been cool to see Stanley Cup winners and World Series champions and

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01:14:27,720 --> 01:14:33,480

the trickle down is sometimes that individuals like to emulate what's going on in pro sports.

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01:14:34,280 --> 01:14:39,320

What I like about pro sports is that it's a learning environment where money is often not

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01:14:39,320 --> 01:14:46,760

an object and the desire is peak efficiency. So let's say you have 100 million dollars to do

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01:14:46,760 --> 01:14:53,480

whatever you want on athletic performance and recovery. Everyone's blood testing. Every single

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01:14:53,480 --> 01:15:01,960

person is going to do it if you're thinking about performance. And we have, you know, these 10, 20,

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50 million dollar athletes who are customers of InstaTracker and they're testing quarterly.

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01:15:06,760 --> 01:15:15,800

And they're doing all of these things and that's the foundation of what they do next. And so again,

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01:15:16,840 --> 01:15:22,360

it's a fascinating case study because again, if money is not an object, what would you do?

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01:15:23,080 --> 01:15:29,640

And these guys focus on nutrition, sleep, and supplementation. They're already exercising,

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potentially too much. And so they are using it to see like what type of expert should I

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01:15:37,560 --> 01:15:43,640

enlist to help me? Is it do I need to dial in the strength and conditioning? Is it nutrition or am

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01:15:43,640 --> 01:15:49,080

I wasting my time taking all these supplements and I should really take XYZ instead of ABC?

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Speaking of supplementation, I've used Thorn for several years now. I think they're phenomenal.

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They actually sponsor the podcast as well. But that being said, I'm always open to other companies

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if people are behind them as well. Do you recommend specific brands or do you just

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normally recommend a supplement supplementation of a certain compound? So we do recommend certain

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brands. So that's located within the app. So we'll make a branded recommendation based on

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quality and effectiveness. And yeah, that was a request from a lot of our users and we added

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that in. So it's based on third party independent testing. Beautiful. All right. The other question

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01:16:37,160 --> 01:16:42,440

I had, you have the first responder blood panel, but then you have the comprehensive one that I did.

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There are going to be people out there, especially when you talked about a 30% discount,

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they're going to say, you know what, I'm going to invest in myself. I want to do the full panel.

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And I think one of the lesser known areas is the hormonal testing. You've got testosterone,

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as you said, estradiol and progesterone for our female tactical athletes as well.

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That is a huge indicator, not only just for the levels and where they should be,

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01:17:07,240 --> 01:17:11,400

but also when it comes to mental health. I've got a lot of friends who have been struggling and when

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01:17:11,400 --> 01:17:17,160



they actually figured it out and went on, for example, TRT, if it was the right fit for that

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individual and hopefully they had addressed lifestyle changes first, that was actually

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game changing for them. So for the people out there that maybe have gratitude that their

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department is going to put them through a panel, but want to actually take their own health into

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their own hands, take advantage of this, talk to me about the hormonal testing for people in my

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professions. Yeah. So first we do have an option where if you already have data, you can upload

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that. It's \$149 a year. It's called blood results upload. On the hormonal testing side of things,

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we look at testosterone and cortisol and TSH and for women, progesterone and estradiol.

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01:18:04,120 --> 01:18:10,200

The female hormone testing is interesting because we added it prior to the data

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01:18:10,200 --> 01:18:14,760

and guidance being strong enough to say definitively, like, if you do this, then that.

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01:18:14,760 --> 01:18:20,200

The feedback we got from a lot of women was, I must have these things tested. And in the process,

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01:18:20,200 --> 01:18:27,320

we're building a better ability to drive personalized guidance by association of other biomarkers.

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01:18:27,320 --> 01:18:37,080

And if you do this, then what happens? So those are values that we still suggest working alongside

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01:18:37,080 --> 01:18:43,240

a physician potentially. But for a lot of women, it's important to have those tested,

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01:18:43,240 --> 01:18:48,120

particularly pre-menopausal women so that you have a baseline and you know where you're at.

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01:18:48,120 --> 01:18:55,000

And many of those values, there's not a lot of research. And so we said, instead of waiting for

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research to happen, we want to help create some of that research and enable women to make educated

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01:19:02,200 --> 01:19:08,040

and informed decisions of, should I speak with a physician? Is this a problem or is it not a

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01:19:08,040 --> 01:19:14,920

problem? On the men's hormone side of things, testosterone and pre-testosterone are fairly

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01:19:14,920 --> 01:19:23,960

common and very straightforward in the ability to influence. We work with athletes all the time who

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01:19:23,960 --> 01:19:30,360

have low testosterone. And my favorite story is a baseball player we worked with in 2015 or 2016,

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01:19:30,360 --> 01:19:38,840

his T was super low and he said he was just playing video games every other night up till 2 a.m.  
So

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similar to shift work essentially, where every other night his sleep was horrible.

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And he stopped doing that and his testosterone doubled and he advanced like three or four levels

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01:19:50,840 --> 01:19:56,760

from single A to high triple A that season. Not saying it's because he did inside tracker, but

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01:19:56,760 --> 01:20:00,600

his testosterone doubled. And so a lot of other things are probably impacted as a result.

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So yeah, it's cool to see what can be done when you have that data and when you see what works

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01:20:09,720 --> 01:20:17,240

for you. Well, going from the performance lens, focusing on the hormone element, what I learned

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01:20:17,240 --> 01:20:21,240

from Doc Parsley and some of the other sleep experts have been on for several years now,

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01:20:21,240 --> 01:20:27,160

was the original scale that your physician would look at if you happen to have even had a testosterone

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01:20:27,160 --> 01:20:32,600

blood test, which you probably wouldn't have back then. But if you did, it was like the 250 to 950.

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Yeah. And so, and that was, you know, I learned that in near one of the Ivy League schools where

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this research was done, one of the towns, they took the eight year old sedentary dude and the 18

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year old football player, and that is your scale. So now you have a 35 year old firefighter and his

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01:20:51,640 --> 01:20:55,160

blood, you know, his T is 300 and they're like, Oh, you're fine. You're within normal limits.

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01:20:55,160 --> 01:20:59,960

Well, you're not, you know, and this is the problem. You know, you probably should be 700

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at that age, especially arguably, you're probably one of the more resilient athletic members of your

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01:21:05,560 --> 01:21:10,440

community. So this is what's nice again, looking at that performance side of this is really

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01:21:10,440 --> 01:21:15,000

understanding. No, you're not where you should be. You know, this is, this is the range that would

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01:21:15,000 --> 01:21:19,400

probably be optimal for you. And even then, like I said, with what I'm doing now, you're going to,

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01:21:19,400 --> 01:21:23,720

you know, titrate to effect. Each one of us is different, but if your doctor tells you that

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01:21:23,720 --> 01:21:28,360

you're fine, or conversely, you go to a men's clinic and they draw blood and they're like, Oh,

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01:21:28,360 --> 01:21:34,280

you need TRT and you're only 35. And he hasn't talked about sleep hygiene and exercise and

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01:21:34,280 --> 01:21:37,800

strength training. That's also the other side of the spectrum.

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01:21:37,800 --> 01:21:44,360

Totally. Yeah. So that normal range is based on 95% of the healthy population. So exactly like

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01:21:44,360 --> 01:21:50,440

what you said, 80 year old sedentary person and 30 year old athlete. It doesn't make any sense to

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01:21:50,440 --> 01:21:54,360

me, but we create optimal zones based on the demographics of that individual.

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01:21:55,400 --> 01:22:00,680

Absolutely. Well, I have got an envelope sitting on my kitchen table and waiting to be mailed out

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01:22:00,680 --> 01:22:03,960

tomorrow, which is the DNA test. So while we're talking about all the things that you offer,

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01:22:03,960 --> 01:22:08,760

let's finish with that. What can I expect when those come back? Yeah. So the DNA test is

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01:22:08,760 --> 01:22:15,240

fascinating. That product has evolved over the years. My favorite assessment in there. So

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01:22:16,200 --> 01:22:21,560

genetics are your, the card you're dealt and the blood work is how you play the hand. So

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01:22:23,240 --> 01:22:30,200

there's a predictor called grip strength, or there's a metric called grip strength potential.

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So grip strength is your ability to squeeze something hard and it's rated in pounds.

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So grip strength is a pretty strong indicator of health span and lifespan because it's used

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01:22:45,160 --> 01:22:52,600

as a proxy to understand, like, let's say you fall, are you able to hold that railing or are

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01:22:52,600 --> 01:22:58,040

you going to fall and break your hip and then die in the hospital 30 days later at 80 years old?

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01:22:58,040 --> 01:23:02,520

Or whatever. And so it's not to say, okay, people who have a stronger grip are able to hold onto

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01:23:02,520 --> 01:23:09,960

life longer, but they're able to avoid the things that are proven to put people in a bad place. And

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01:23:09,960 --> 01:23:17,160

so you can see if you have an elevated risk of declining grip strength. So if that's the case,

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01:23:17,160 --> 01:23:25,400

the best thing you can do for your health and longevity, farmers carries or carrying things or,

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01:23:25,400 --> 01:23:29,800

you know, things like that. And so it's putting the ownership into the individual through

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01:23:29,800 --> 01:23:35,080

understanding risk. And if it's not a risk, then maybe you're not going to pay super close attention

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01:23:35,080 --> 01:23:41,560

to it and you'll focus on cholesterol and ApoB or, you know, you're a morning person, so focus there.

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01:23:43,560 --> 01:23:48,520

That one's fascinating and that product is evolving. And we've finally gotten to a place where

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01:23:48,520 --> 01:23:54,680

it's really impactful and it's just getting better from there. And it doesn't involve getting poked

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01:23:54,680 --> 01:23:59,560

in the arm. No, which I don't mind. I did it to lots of people. So if I feel like it's payback

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01:23:59,560 --> 01:24:04,840

every time I get blood drawn. Yeah. My girlfriend's a nurse and she always tells me, oh, you've got

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01:24:04,840 --> 01:24:11,960

great veins. I could stick a needle in you real easy. I'm like, that's where you're into. But

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01:24:13,000 --> 01:24:18,040

I've got good veins too, but I'm from England and the blood is really good. And so I'm like,

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01:24:18,040 --> 01:24:22,760

I'm going to get a shot of that. And then the blood banks won't take English blood because of

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01:24:22,760 --> 01:24:27,880

mad cow disease. So I disappoint people on a daily basis when they're waiting outside my grocery

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01:24:27,880 --> 01:24:33,960

store here. All right. Well then I want to kind of just get to the closing questions before we do.

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01:24:33,960 --> 01:24:38,680

You mentioned earlier a podcast. So the wrong, excuse me, the long run podcast. Talk to me about

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that and some of the people you've had on. Yeah. For the long run podcast is aimed at exploring

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the ways people run long, strong and stay motivated. And I was having a lot of conversations

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with excellent athletes. So Olympic gold medalists and people winning marathons and

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01:24:57,240 --> 01:25:02,680

whatnot. And just been curious about what enables them to be successful over the long run or for

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01:25:02,680 --> 01:25:12,280

the long run. And I just published 301, episode 301 last week. And yeah, it's just like a clinic

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of excellence and relatability and understanding how to create a sustainable path towards growth

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and progress. And it's been a really like personally really fulfilling in that I've

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01:25:26,680 --> 01:25:32,040

learned a lot from it and have helped seemingly helped a lot of other people learn a lot from it.

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01:25:33,320 --> 01:25:39,080

And just a really cool way to connect. I love this platform. I love this medium. I started the

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podcast in 2019 and at the beginning of pandemic, I was living alone in a fourth floor walk-up

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apartment and I recorded 14 episodes in the first seven days of lockdown. Cause I was like so

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01:25:54,200 --> 01:26:03,160

bored and craving connection. And I think people love that human connection and getting to know

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01:26:03,160 --> 01:26:09,000

an elite athlete and what makes them tick beyond just the numbers and times on their watch,

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01:26:09,000 --> 01:26:15,000

which is not very relatable, but the other aspects of them as humans is incredibly relatable,

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01:26:15,000 --> 01:26:19,960

even if they're running paces that people could not imagine for a 10th of the distance.

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01:26:20,840 --> 01:26:26,280

Well, you mentioned there being a paradigm shift after the pandemic. I think there is an echo

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01:26:26,280 --> 01:26:31,000

chamber and we all exist in it, but what really broke my heart and it was funny because I was

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already doing two episodes a week when I saw the misinformation starts to get put out, the

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politicization, the removal of autonomy. I'm like, right, well, I'm going to put an extra one out

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every week so that people can have this for free, you know, nutritionists and strength and

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01:26:45,080 --> 01:26:52,120

conditioning and all the other things. But we had a beautiful captive audience. Whatever you think

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01:26:52,120 --> 01:26:56,840

about the way it was handled, you know, people were glued to their television and a beautiful

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01:26:56,840 --> 01:27:02,680

opportunity to really educate people on nutrition and exercise on sleep and all the things. And it

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01:27:02,680 --> 01:27:07,720

was completely disregarded and I found that absolutely heartbreaking. So it kind of warms

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01:27:07,720 --> 01:27:14,680

my heart that there is now you're seeing a kind of yearning for health information. I think, you

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01:27:14,680 --> 01:27:18,200

know, for people to start controlling those, there's a little more because I think a lot of

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01:27:18,200 --> 01:27:23,800

their doctors that they supposedly trusted implicitly were probably telling them the wrong

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things as we look back now. So, I mean, I remember the the poo poing of underlying, you know, health

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01:27:29,480 --> 01:27:34,440

conditions contributing to the deaths. I mean, that was a completely unethical statement. You're

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01:27:34,440 --> 01:27:39,800

telling me that a morbidly obese person with diabetes died from COVID. No, you know, it's a

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01:27:39,800 --> 01:27:45,320

real virus, but it's opportunistic. So, you know, I'm hoping that there is a paradigm shift and

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01:27:45,320 --> 01:27:50,920

people are really starting to open their eyes now about the incredible healing ability of the body

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01:27:50,920 --> 01:27:54,680

and how so many of these diseases are actually preventable, if not reversible.

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Totally agree. Yeah, people are empowered and information is available in ways that never has

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01:28:01,720 --> 01:28:08,280

been before. The challenge is that, you know, the people who say I did my own research while it's

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01:28:08,280 --> 01:28:17,720

observation bias, it's hard to argue that proper movement, proper nutrition, proper sleep, and

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01:28:17,720 --> 01:28:23,800

proper wellness of the body and mind isn't going to help, right? It's going to help. It's going to

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01:28:23,800 --> 01:28:31,880

help everything. And so we're proud to be purveyors of like a platform to suggest that this is what

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01:28:31,880 --> 01:28:38,120

you need to do. And this is what the result is when you do it. Absolutely. Well, I want to throw a

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01:28:38,120 --> 01:28:43,720

quick few quick closing questions at you. The very first one, is there a book or other books that you

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01:28:43,720 --> 01:28:47,960

love to recommend? It can be related to our discussion today or completely unrelated.

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01:28:47,960 --> 01:28:54,760

Yeah, anything Brad Stulberg writes. Brad literally wrote the book on excellence and

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01:28:54,760 --> 01:29:02,280

sustainable excellence. I've read most of what he does. Alex Hutchinson's Endure is fascinating.

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01:29:02,280 --> 01:29:10,200

I read that one for the first time when I was chasing a mile time trial. And the ability to,

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01:29:11,560 --> 01:29:17,800

basically one of the principles was like, when you think things are hard, you're only at 30

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01:29:17,800 --> 01:29:25,800

percent. And reading that line right before running a mile, which if people listening haven't

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01:29:25,800 --> 01:29:32,280

raced a mile at full tilt, like it hurts from the beginning and it hurts even more at the end,

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01:29:32,280 --> 01:29:41,320

and then it's over. And so, yeah, I could talk for another hour about racing a mile.

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01:29:41,880 --> 01:29:45,800

What's your mile time? My son's a track athlete in high school and he runs a mile.

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01:29:45,800 --> 01:29:52,920

Five flat, like 500.9. I think unofficially,

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01:29:54,280 --> 01:30:01,480

one of the practices he broke it, but I think his official one is 5.01. So he's battling,

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01:30:01,480 --> 01:30:04,200

I think a little plantar fasciitis at the moment, which is messing him up.

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01:30:04,760 --> 01:30:10,600

Yeah, so I get to witness what you're talking about in his face. He looks miserable from beginning

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01:30:10,600 --> 01:30:18,840

to end. Yeah, I ran a race here in Boulder. So it's at altitude, of course. And our first lap was

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01:30:18,840 --> 01:30:25,960

at a 434 pace. We went out way too fast and I ran 5.22 in that race. So pretty brutal finish. I was

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01:30:25,960 --> 01:30:34,840

like, why is this so hard? And then later that week, I ran 500.9, which is like painfully close.

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01:30:34,840 --> 01:30:42,360

The goal was breaking five and it was like one second off. Beautiful. Well, good luck. Thanks.

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01:30:42,360 --> 01:30:47,000

Do it again this summer. Excellent. So what about films and documentaries? Any of those that you

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01:30:47,000 --> 01:30:56,920

love? Top Gun. Love the Top Gun movies. And I heard that there's Top Gun 3 coming out. Oh, really?

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01:30:58,040 --> 01:31:04,120

Talk about ageless. Tom Cruise looks the same in this version than he did in, what was it,

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01:31:04,120 --> 01:31:08,360

in the 80s. Yeah, let's hope he doesn't have another singing at the piano scene. They kind of,

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01:31:09,160 --> 01:31:12,440

they could have done without that portion, I think. That would take my brother.

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01:31:14,840 --> 01:31:18,680

All right. Well, then the next question, is there a person that you'd recommend to come on this

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01:31:18,680 --> 01:31:24,120

podcast as a guest to speak to the first responders, military and associated professions of the world?

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01:31:24,120 --> 01:31:36,040

Yeah, I got to connect you with my colleague, Carl. Carl is a fascinating expert in all things

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01:31:36,040 --> 01:31:41,400

human performance related. He's worked with professional athletes, Olympic athletes.

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01:31:41,400 --> 01:31:48,520

He's working with fire departments now. He could speak for, we've been talking for an hour and 25

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01:31:48,520 --> 01:31:54,360

minutes. He could speak for an hour and 25 minutes straight through and it would be like people would

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01:31:54,360 --> 01:31:59,000

get value out of that. Brilliant. Yeah, but I'd love to get him on in some of the podcasts that

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01:31:59,000 --> 01:32:04,440

had a four hours long. So if we need to, then we'll create latitude for it. So yeah, if you can help

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01:32:04,440 --> 01:32:11,400

make that connection. Yeah. And I think you've spoken with Megan lots, right? Rescue RD. Oh,

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01:32:11,400 --> 01:32:15,560

yes, I have. Yeah. This is so sad that I know people by their Instagram handle more than their

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01:32:15,560 --> 01:32:22,200

real name. So sorry, Megan. Yep. You and me both. Absolutely. All right. Well, then the very last

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01:32:22,200 --> 01:32:26,520

question before we make sure where people can find you and of course, inside tracker, what do you do

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01:32:26,520 --> 01:32:37,560

to decompress? I go in the sauna and lay face down or face up, more so face up. I use the sauna three

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01:32:37,560 --> 01:32:43,560

or four times a week. I'm going to jump in there shortly. I got started doing that in like 2018,

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01:32:43,560 --> 01:32:49,640

2019. And when gyms closed in 2020, it was like the thing that I didn't realize that I missed the

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01:32:49,640 --> 01:32:56,040

most. And in 2021, I bought a sauna after buying a house and put it in my backyard. And it's the

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01:32:56,040 --> 01:33:04,520

single best thing I've ever done from a wellness standpoint, because the data on health benefits

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01:33:04,520 --> 01:33:11,320

of sauna are phenomenal. And the mental benefit of sauna is phenomenal. And you can't bring your

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01:33:11,320 --> 01:33:17,080

phone in there. So it's a forced decompression. What about the cold plungers? Do you do those as

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01:33:17,080 --> 01:33:23,880

well? I hate cold plunging. Yeah, I have one. I hate it. I have a little inflatable one, which we

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01:33:23,880 --> 01:33:28,680

haven't used for a while. It's got mold all over the top. So I got to clean it out. Yeah. Ours does

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01:33:28,680 --> 01:33:34,760

too. There's a lot of data that suggests that it's not advantageous for endurance athletes. And I

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01:33:34,760 --> 01:33:38,680

read one paper and that was enough for me to believe it. So the one that says it's okay to drink

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01:33:38,680 --> 01:33:44,760

wine is good for you. Talk about observation bias. But yeah, it reduces blood plasma volume,

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01:33:45,320 --> 01:33:53,880

as does the winter. So yeah, I avoid that. I like doing it in the summer in a mountain creek.

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01:33:55,000 --> 01:33:58,680

That's a different story. Yeah. Yeah. Now, I mean, when I grew up in England,

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01:33:58,680 --> 01:34:03,960

every trip to the seaside was cold plunge therapy, because there is no warm water in England.  
So

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01:34:03,960 --> 01:34:09,800

yeah. All right. Well, then for you specifically, where can people find you first on social media

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01:34:09,800 --> 01:34:19,960

or online? Yes, I'm JW Leavitt, L-E-V-I-T-T on Instagram. I like to tweet still. Pretty active

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01:34:19,960 --> 01:34:28,200

over on Twitter or X, whatever you call it. But active on Instagram as well. For the LR pod is the



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01:34:28,200 --> 01:34:36,600

podcast handle on both and inside tracker is at inside tracker or inside tracker.com.

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01:34:37,160 --> 01:34:41,160

Beautiful. If they used to call it tweeting when it was called Twitter, what do they call it now

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01:34:41,160 --> 01:34:47,560

when it's X? It's posting. It's boring, but it's still twitter.com. So that interesting. Yeah,

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01:34:47,560 --> 01:34:51,480

I've never had any luck with that. So I have an account. I will definitely make sure I follow you.

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01:34:51,480 --> 01:34:57,560

But yeah, it's just certain handles that seem to fit better than certain people. Yep. All right.

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01:34:57,560 --> 01:35:01,320

And then what about the app themselves? So the website and the app for inside tracker.

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01:35:02,120 --> 01:35:08,920

Yeah. Inside tracker.com. Our YouTube is full of information. We have our own podcast.

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01:35:08,920 --> 01:35:14,680

It's hosted by Gil, our founder, and Ashley, our lead nutrition scientist. And we have a different

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01:35:14,680 --> 01:35:21,640

guest who's an expert in the field on, and that's been a hit. It's been really cool to listen and

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01:35:21,640 --> 01:35:27,960

learn from that one. That's over on YouTube and also Apple and Spotify. Beautiful. Well, John,

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01:35:27,960 --> 01:35:33,240

I want to thank you so much. It's been an amazing conversation. You're bringing a very powerful tool

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01:35:33,240 --> 01:35:38,600

to our profession and I can attest having used it myself and at least having some semblance of

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01:35:38,600 --> 01:35:43,400

understanding coming from the background that I do that it is actionable information along,

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01:35:43,400 --> 01:35:49,080

as you pointed to, some lifestyle changes, some supplementation. So no matter where anyone is,

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01:35:49,080 --> 01:35:52,600

whether it's their department providing it for them or it's simply going out on their own,

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01:35:53,480 --> 01:35:58,280

another incredible opportunity for us to own our health a little bit more. So I want to thank you

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01:35:58,280 --> 01:36:02,120

so much for being so generous with your time and coming on the Behind the Shield podcast today.

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01:36:03,160 --> 01:36:08,520

Yeah. And thank you for doing what you do. It's been cool to see the guests you've had and the

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01:36:08,520 --> 01:36:13,400

impact that you're having out there as well. And if you've made it this far in listening,

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01:36:13,400 --> 01:36:26,680

thanks for tuning in.