

EPISODE 160

[0:00:00.3] AV: Welcome ladies and gentleman, I'm Ashley VanHouten and you are listening to Paleo Magazine Radio, the official podcast of the original Paleo Lifestyle Publication.

[INTRODUCTION]

[0:00:19.4] AV: Hey folks, here is an interesting job transition story for you. It turns out that going from working at NASA to launching a very popular collagen company may not be as big a step as you think. Today's guest is Kurt Seidensticker, the founder of Vital Proteins, one of the biggest companies offering collagen products on the market today and I might be their biggest fan. Their grass fed whey and marine collagen products have made such a difference in my health with my skin and nails and digestion, even my joints for those of you who work out a lot.

Collagen seems like a miracle product until you really learn more about it and then it makes a lot of sense why it does all of the great things that it does. But in any case, I'm a little bit obsessed with them. We're talking to Kurt today about the company, why collagen is so great and he teases us with a bunch of new products that he'll be showing at Paleo f(x) so I cannot wait but before we get started, here's a little bit about today's sponsor, Desert Farms.

[SPONSOR MESSAGE]

[0:01:13.4] AV: Today's show sponsor is Desert Farms, a company offering camel products like milk, meat and fat, and even kefir, chocolate, and soap made from their pasture raised grass fed camels that live on family farms around the US. Camel milk has lots of calcium and vitamin B1, it's a good source of protein, potassium and fats and it's generally easier for most people to digest than cow's milk and it's tasty but you don't have to take my word for it.

If you want to find out more about their products and why camel milk is so awesome, check out paleo magazine radio episode 158 where we interview Walid from desert farms and you'll learn everything you need to know. You can also check them out and order some camel milk products of your own at desertfarms.com and you'll get 25% off with the coupon code "paleomag".

[INTERVIEW]

[0:02:28.2] AV: Hey Kurt, welcome to the podcast, thank you for being here.

[0:02:30.9] KS: Hi Ashley, thanks for having me.

[0:02:32.8] AV: I know quite a bit about your company, Vital Proteins, through Paleo Magazine and I am a huge fan, I use a lot of your stuff. I actually use your collagen beauty greens this morning in my shakes. So I am on top of things, but I don't know much about you and I don't know much about the origin story of the company. So I was hoping you could tell us a bit about your background and how the company came to be.

[0:02:54.5] KS: Sure. I am a serial entrepreneur, I always have been my whole life. My background really started as an aerospace engineer. So I had a science background, I got a degree and worked for NASA for about four years learning how to fly the space shuttle, training astronauts.

After I did that, I went on and did a variety of different business opportunities and then probably about 20 years ago, I really focused on just being a sole entrepreneur and keeping my career based on starting and growing companies.

[0:03:25.4] AV: That's quite a jump from NASA to a clean protein company. What made you passionate about this product in particular?

[0:03:32.0] KS: Well, my whole life I was very focused on fitness and eating very healthy, so part of my career took me down the path into food market space as well as into fitness and so I had done a lot of work in E-commerce and I really wanted to develop a company that was in balance with my own personal lifestyle.

Probably back in 2012 my nephew and I were working together on another project, Cory. He and I kept talking about the paleo diet and what does that mean for — what is your daily diet look like and at the same time, you know, I was getting a little bit older, I really enjoyed running and I was having a greater challenge of recovering almost every day and I really need to look at

my diet and say, “Okay, what do I need to replace?” and Cory kind of guided me and changing me about the paleo diet. Basically stripping out a lot of the bad foods and really focusing on healthy proteins and healthy fats, cutting out area as well. He and I kind of crafted the idea of developing a business solely around the protein market that was paleo friendly.

[0:04:40.4] AV: Right, and how did you discover collagen? Because I feel like this is something that’s becoming a bit more popular in our world. I think the market’s starting to recognize its value and that’s part of a question I want to ask later, but what brought you to powdered collagen as a maybe an alternative to traditional protein powders or just as something that’s valuable to people? How did you find out about it?

[0:05:04.1] KS: Yeah, so if you look back in 2012 when you try to find a protein that was dairy free, there weren’t a lot of alternatives. At the same time, in that period of time, vegetable proteins were coming about and when I started looking at what protein options we had, at the time, collagen existed but it was really existing as mostly a beauty supplement in a tablet or capsule form.

My daughter who is a medical doctor, her and I sat down and talked about collagen in general and what the dietary needs were and between Cory and myself and her, we kind of looked at how much does the human body really need for collagen, really, to live a healthy life and it turns out a lot of the right research was really done based on a standard dose; a capsule dose, or tablet dose. There was a lot of research that showed that you really need a lot.

As we dug further and looked at more literature and analyzed different amino acid needs, we really determine that there was a need for almost 20 to 40 grams of collagen per day in someone’s diet and that our food processing really had stripped that out. Today we’re only getting maybe if you look at glycine as the main amino acid, you’re only getting probably two to three grams of glycine through your diet, you’re getting two or three grams of glycine just from synthesis of other amino acids. So you’re still short about 10 grams of glycine a day.

Collagen is really rich in glycine amino acids. That kind of opened up my eyes and said, “Wait,” — at the time, it didn’t exist an adjustable collagen company and we felt that there was a very

opportunity to actually define and set the narrative for this market and say that you really need a large amount of collagen in your diet to maintain health.

[0:06:50.4] AV: Right. Do you think we are not getting as much now because of your protein preferences? Like the fact that largely people tend towards like muscle meat instead of organ meat and that kind of thing? Is that one of the bigger issues do you think?

[0:07:08.5] KS: It is. So if you look at the western diet recently, it's mostly based of the past 20, 30 years, it's really based off the lean chicken breast, it's based off of the lean cut of meat, it's based off of a low fat diet right? You look at the USDA or you look at organizations that have defined our diet that says, "Keep your fat low, look at protein, clean cuts of protein." Wo when we started looking at clean cuts of protein, we also then stripped off the skin, we stopped consuming the whole animal.

You go back 50 to a hundred years and our families would value the acquisition or the purchasing of a whole piece of meat, which included the skin and all the bones and then they would use that thoroughly. They would use the meat as one meal, they would use the bones and remnants as a stew and in that process, they really extract people off collagen.

[0:08:03.0] AV: For anyone, any of our listeners who aren't completely familiar with what collagen is, can you walk us through what it is, how it's processed for your products and also what the major health benefits are?

[0:08:16.9] KS: So collagen is a long chain molecule and it's very easy to identify that collagen is really elastic, it's very stretchable, it's a three helical molecule that really provides the structure of our body. Muscle would not be able to do anything in your body without collagen. Our skin is made of collagen, our bones actually are made of collagen, all our tendons and ligaments are made of collagen. So the collagen molecule itself is a unique molecule that you don't get in muscle tissue. It's kind of necessary to consume that as part of your diet.

Where we get ours, there's many sources. If you look at, a lot of people want a vegan source of collagen, it just doesn't exist. Collagen is really a fiber that is animal like. If you think about every living thing, it's really only animals that have collagen. Chicken, beef, porcine, all of those are

different varieties in our food supply today to have really rich sources of collagen. So you can get collagen from the hide or you can get it from the bones as well.

We have a variety of products, we have our collagen peptides, which is probably our flagship product, which is actually derived from the hide of a cow. It's a product that's either used for leather but we've actually created it into a dietary supplement. The benefit of the hide is that it's a very clean source, the animal itself sheds its skin and regenerates its skin probably every six months and so you end up having very clean protein source that is easily digestible and great rich source of collagen.

[0:10:05.7] AV: Do you think it's something that's going to come down the line someday with technology that we're going to be able to manufacture a comparable product that doesn't come from animal sources, or is that something that isn't really feasible?

[0:10:18.2] KS: It's possible. One of the richest sources of plant based collagen is tobacco plant right? A lot of that research is probably funded by the tobacco industry, I think it's a hard sell. I think it's a hard sell to say, "Drink your collagen from tobacco leaves."

[0:10:35.7] AV: Yeah, that would be tough.

[0:10:36.5] KS: Yeah, collagen has a great positive aspirational affinity meaning that people hear the word collagen, there's always positive thoughts associated with it. Whether it be health, whether it be beauty, whether it be sports and fitness. It's really hard at this point in time to define any type of plant based protein that has the same resonance.

[0:11:00.3] AV: Right. I'd like you again, because I think we kind of circled around it to talk about the major health benefits and, you know, also I guess, as a result of that, who is your main customer base? Who is buying collagen, who is really responding well to this product?

[0:11:16.8] KS: Collagen is really beneficial for many areas of someone's life, from initially, a lot of people are consuming it for beauty. So on your skin, your hair or your nails, you see a lot of great benefits as far as elasticity, moisture, stronger hairs, stronger nails, reduction of wrinkles. I think that's kind of the larger market share out there that people are really interested in.

Secondarily, it's a really great source for digestive health. So if you think about your entire digestive tract, it's mostly made out of collagen and repairing the health of that tissue is very important for just absorbing vital nutrients into your body. If you look at people with leaky gut syndrome or IBS or other issues, collagen and also gelatin actually help really heal the gut.

Likewise for me, one of my aspirations for starting this company was really, you know, I'm a runner. When you talk about your joints, right? Will it be able to promote healthy joints, promote healthy ligaments and cartilage. I find that when I run now, I'm able to recover pain free fairly quickly and that's important, we build that.

That goes into the aging process as well, as people get older than 25 and more on their 40's, they're actually not able to synthesize collagen as efficiently. It decreases 2% every year as they get over 25. That decrease really starts aging and you know, you start — your body cannot take the rebuilding process as well and it ends up during and you start getting wrinkles, you start getting more joint problems and skin problems.

What's really great about that is, you have beauty, you have digestive ligaments, you have just generally aging? You also have sports performance benefits as well, our research shows that over 2,000 athlete's professional athletes who took the product over two years, it had a 67% reduction in injuries over that period. Really is great injury preventive as well. The Chicago Cubs used our product all last year.

[0:13:36.1] AV: Nice.

[0:13:39.7] KS: World Series ring and, you know, we're now the official collagen of the Chicago Cubs.

[0:13:44.2] AV: Nice. Coincidence? I think not, right? Yeah, that's pretty good.

[0:13:49.2] KS: So there's such a broad benefit of collagen and when you look at the demographics, it's pretty much everyone who can benefit from it. We do see a larger affinity with female reducing the age range of being like 26 to 40 years old is a stronger demographic for us

but in general we see customers across the whole spectrum from kids to elderly, from professional athletes to those just interested in incorporating a paleo friendly protein into their diet.

[0:14:20.6] AV: I mean, it shouldn't really surprise me that so many people use it as sort of a beauty supplement as well as all of these other things because when I first started using your products, I was using them, I said, "I'm going to do this consistently and see if I really notice a difference." I was shocked at the difference in my hair and my nails and my skin and my digestion less so maybe because I was already pretty sorted out.

Like my nails grew like crazy, it was insane and I think so many women, especially expect, I guess maybe we're just kind of cynical about something that's like a miracle, you know, going to make you look younger and better. Because so many of these things are not or they're placebo's and I mean, this stuff really makes a difference. So I mean, I guess it's just — it's one of those too good to be true but it really is, it makes sense because it's such a vital part of our bodies already. Yeah, it was crazy, I couldn't believe the difference.

[0:15:15.0] KS: Yeah, you know, same with me. You know, when we first started this company, I mean, that's why we call ourselves Vital Protein because we'd felt the collagen was really a vital part of our lives and, you know, when I first started taking our product, I mean that was the first thing pretty much everyone notices is that your nails, because you look right at them on your hand. They start doubling in growth rate, they start getting stronger and you're like, "Didn't I just cut these a few days ago?"

[0:15:37.8] AV: Yeah.

[0:15:39.7] KS: So there's a very direct benefit that you can see on the outside but if you're observant and you also see it on the inside you could see that you have healthier joints, you feel better in digestion. I know my daughter who was always like lactose intolerant, gluten sensitive and stuff and she started taking the collagen and, you know, now she goes out, has a beer and is able to do more things, as her gut healed from our current modern day processed food diet.

[0:16:11.1] AV: Right. People who, once they get on board with collagen and they're like, "Okay, let me put some powdered collagen in my smoothie or my coffee, check, that's easy." But you guys, you offer a bunch of products and it seems like you're always coming out with something new.

Can you talk a bit about that process of innovation and some of the newer products and also how people can navigate what they want to try, right? Why would someone choose the collagen beauty greens over the veggie blend, for example? Why would you choose beef liver capsules over the collagen powder? Can you kind of walk us through that?

[0:16:44.9] KS: Sure, so that the basis that we felt, the driving force is we really want to create a lot of opportunity, more options for individuals to choose different products in the corporate collagen and main goal is, "Hey, if you don't like one product or you like a different product, we really want to provide as many options to you so that you can get the 20 to 40 grams of collagen into your diet per day."

We've launched a large array of products, I would say, over the past few months to kind of follow that strategic direction. You know, you had mentioned at the open that you were taking the beauty greens, well we have a whole line of beauty waters that we're launching as well here next week as well.

Beauty waters are basically if you think of a lightly flavored water like it's spa water, it's infused with different flavors, we have like a lavender lemon beauty water, we have a melon maybe at the cucumber aloe. All of those products we've also added probiotics as well as hyaluronic acid.

The probiotics are really meant to help your gut heal, floor it in the gut and also provide better or improves protein absorption hyaluronic acid here and say not just basically another fermented bacteria that provides really great absorption of water into the skin, better hydration and really helps transport the collagen across the cell membrane.

[0:18:16.3] AV: Beauty waters, that's exciting. So is that just your collagen — it's already a pre-made drink for those of us who are sometimes maybe too lazy to create our own? Is that already infused?

[0:18:27.6] KS: Yeah. So the idea is that we have stick pack forms of the product as well as canister, it's a powdered form. We call it Beauty Water because you can just add it to a bottle of water and what you do is you get collagen and then the flavor is just actually straight lavender and lemon or straight cucumber and aloe and so you get a lightly flavored water that is not based on other natural flavors but actually based on infused cucumber, infused aloe, infused lemon, and what not.

[0:18:56.4] AV: Very cool. Okay, I'm excited about that. So I think you may have already answered this question just now but as we eluded to before, I think collagen products are becoming more popular right now and it's good that more people are becoming aware of what it is and what it can do for you, but what do you think sets your company apart from the other people who are offering these collagen products?

[0:19:18.1] KS: I think from day one, Vital Proteins, my direction was we really wanted to have an authentic company and have an authentic voice in the collagen market to be transparent. When we created the company at the time, the word collagen existed but no one really knew what it was and we've done a lot, put forth a lot of effort to really educate people and collagen really comes from a cow. It comes from the skin of the cow. Our marine collagen comes from the scales.

Here is where we source it from, we really focus on sustainability. So we source a lot from Pacific Ocean under the Monterey Bay sustainable fish program as well as sourcing sustainable cows, which are pasture raised, grass fed. Brazil is pretty strong about deforestation so they are already existing pasture lands that really enforce rain forests. So really the whole company structure is to be transparent, let's be authentic, let's educate everyone on what is collagen, where is it sourced from, and just having a really clean product.

We have a very large quality assurance team and we test everything almost daily as far as heavy metals, as far as any other contaminants or anything. We try to maintain a very triple A plus quality on all of our products and we make that data available to our consumers if they want. They can look at the bottom of their canister. We could provide that database under a lot number.

[0:20:50.8] AV: Okay and you mentioned having an authentic company and I wanted to ask you about this because everyone I've dealt with at Vital Proteins, going to different events that you're at and Paleo f(x), everyone in your company has been just super friendly and enthusiastic and genuine. I guess what makes your company so unique? Why do you have such happy employees?

Maybe they're just also full of collagen and busting with health and in a great mood but why? But, I mean. it is pretty unique because I deal with a lot of companies and you guys have just been sort of above and beyond in terms of helpfulness and friendliness.

[0:21:23.6] KS: Yeah, you know there is a multitude of factors. I think you know part of my strategy is always been to have an authentic company. So when you talk about collagen, you talk about a healthy lifestyle. We all live it here at Vital Proteins every day and so we try to, there's no any type of training you have to have this way. It's just naturally how people are. They really enjoy their job, they really enjoy the company, they really enjoy the product, they incorporate the product into their lives, they really live an active life and so that synergy provides one element of the chemistry of the company.

I also, since I've always been a serial entrepreneur. I also try to promote every single employee to be an entrepreneur within our organization. So everyone is empowered to do what they think is necessary to be successful in their job or be successful with their company and you know on the human resources side. Our compensation, everything is structured entrepreneurially. That one is really motivated and that one is really enthusiastic about their job and also about the brand.

[0:22:30.3] AV: How big is the company now? How many people are working for you?

[0:22:33.4] KS: Our company is roughly around a hundred people now. So I would say probably half of those are on sales and marketing, the other half are on manufacturing.

[0:22:42.6] AV: Right, so if we can get a little but more personal because I always ask this question to everybody because I think everyone is just nosy and wants to hear how other

people live. So I would love to know what a day in your food life is like, what your exercise practice is right now and how you incorporate your products into your daily regimen.

[0:23:02.5] KS: Sure, I'm a morning person, I think it is always great to work out in the morning and really start out my day. I also believe in a natural rhythm like a natural circadian rhythm. So I usually get up when the sun gets up where I get up. I don't set an alarm clock so I usually always wake up when the sun rises or when the sun wakes me up.

[0:23:23.1] AV: Wow, that's impressive.

[0:23:24.9] KS: But it is — so dependent, like when you go to that natural rhythm you get up with the alarm clock mode, I always wake up at 6:40 AM or I always wake up at 7 AM. It's nice not being abruptly woken up by the alarm clock and it's kind of a natural way because that really starts a nice morning for me. I'll then — I live by the lake front here in Chicago, which is beautiful. I love going out for a run in the morning. I usually do a 5K run probably four days a week.

And then I will add in a gym work out with weights or some general CrossFit a couple times a week as well and ironically, I come home then, I do a little bit of yoga and meditation. Just look at the lake and have some coffee but I also make a smoothie in the morning and I make this green smoothie that is pretty much the basis of why we created the beauty brands because it's got six or seven different organic vegetables and fruits.

It's got lemon and pineapple and green apple and kale, spinach, celery, cucumber, avocado and then I add in, I use our marine collagen almost every day. So I usually do about three scoops of that in the morning. That makes enough for me pretty much to make it until lunch time and then sometimes I will slip in an egg and some bacon there. Then I get into the office probably around 9 AM and we go from there.

[0:24:46.0] AV: Just out of curiosity, why do you choose the marine collagen over the beef?

[0:24:51.1] KS: You know, I was using the beef and then we launched the marine collagen about six months ago and I started using that and it just seemed to be more synergistic with the

greens for some reason and you know there's no flavor profile difference. I just have always incorporated it with my green smoothie in the morning just because it just seemed natural. But I like it.

[0:25:14.6] AV: Yeah, I tried too and I liked it and I like that the collagen peptides — wait is it the collagen pep tides that are, no, it's the gelatin that I guess, you guys, It's maybe more for cooking or for hot stuff right? Because it solidifies.

[0:25:27.5] KS: Well I will do that a couple of days a week. I'll add it to my coffee. I actually add it midweek and then on the weekend I'll add some of the gelatin to my coffee.

[0:25:37.4] AV: I love that you guys on your website too you have tons of recipes for how to use things because a lot of people, like I know, I've often used the collagen pep tides just as a complete replacement for protein powder because that's what it is really in addition to the other benefits that it has, but I like that you offer lots of different options and ideas and it shows how versatile it is and that you can really add it to pretty much anything you're doing to just boost the nutritional profile of whatever you're making, which is pretty cool.

[0:26:05.9] KS: Yeah, that's amazing. We started posting recipes on our website and they got so much attention that we continue to do it. It generates a lot of traffic for us and people really love the variety of recipes that we have on there and, you know, one of the great things about collagen pep tides is really like they're pretty flavorless and odorless. It's not like a whey protein that has that more lactose or dairy taste to it. So you can have it with just about everything that you do on your day and that's one of our strategies, to add it every day in your diet. You can add it every day.

[0:26:40.7] AV: Yeah and it doesn't have to be a big change to your lifestyle for people who may be are less adventurous, because like you said, you can really add it to anything you barely notice that you are doing it so.

[0:26:51.9] KS: Yeah even straight to water and stuff like that if you want to as well.

[0:26:56.0] AV: Yeah, so I noticed that you also did, because I just got my hands on one of your new products, I hope that we can talk about this but it's the veggie blend.

[0:27:03.7] KS: Oh yeah.

[0:27:04.8] AV: And you partnered, is it the Paleo Mom you partners with on that? Can you talk about that?

[0:27:09.3] KS: Yeah, Sarah and Vital Proteins we go back several years almost to the very first Paleo f(x) show that we did I think it was in 2014 that we did that and we started partnering with her on developing a really good, non-inflammatory part of our AIP diet product and the product we probably spent three to four months, maybe up to six months developing that. What's great about it is you get basically three servings of vegetables and one serving of fruit and one serving of the collagen baby plants and it's basically I think it's like six, seven or eight organic vegetables and three or four organic fruits as well.

[0:27:52.1] AV: Yeah, that's very cool.

[0:27:53.3] KS: Yeah and then we also added — I like it because it is a very clean drink. We were at expos last month with our team and we offering samples at the show and come that third day of long tradeshow, we were all just drinking the veggie blend non-stop and it's a very great energy source for us. We all felt very vibrant after drinking it so I'm like, "Yup, part of my daily."

[0:28:16.3] AV: Awesome. So speaking of shows and Paleo f(x) will you guys be at Paleo f(x) this year?

[0:28:23.5] KS: Yeah, definitely. You know, from day one, we really found a great connection with the paleo community and we found that Paleo f(x) was a great show for us to exhibit at and participate in and sponsor as well and I can get to great time for us all in the paleo community, those leaders in the community as well as those interested in learning to really get together and talk and have a good time but also learn more about people's diets and help educate people.

[0:28:55.2] AV: Awesome. Great and when you guys are there will you be showing off some of these new products like the veggie blends? Will the beauty water be there?

[0:29:01.2] KS: Yes, we're going to be launching our new organic grass fed bone broth in powder/stick pack form. So we have both chicken, a non-GMO organic chicken bone broth as well as a bovine or beef bone broth and we'll be debuting those there as well. What's great is we're the first and only that we formulate our own bones, sourcing all the bones, processing them and coming up with a really great neutral flavored bone broth powder that you can take in the office with you.

You don't have to lug now at three serving container to the office with you sipping one cup out of it and not know what to do with the rest of it. It's really, take these stick pack to work with you, have them in the afternoon because instead of having a cup of coffee, I always found that having a cup of bone broth two or 3:00 really gives you some good energy but also good protein source as well. So we'll be exhibiting those there as well as our beauty waters, the collagen veggie blend.

And then we also have, at the request of the Chicago Cubs, we're going to have a collagen sports green. Some of the Cubs we using the beauty greens because they liked the green flavor but then what they would do is they rip off the label and just write greens on it.

[0:30:15.0] AV: Oh come on, these fragile egos. Come on!

[0:30:19.9] KS: Yeah, they asked, "Could you guys come up with like a sports green or something like that for us or pro sports greens?" It's slightly different formulated whereas our beauty greens are formulated out of marine collagen, sports green is only formulated on the bovine, the collagen peptides.

[0:30:35.4] AV: Got it, okay. Well I love the idea of the powdered individual bone broth, I don't think I've ever seen that before. That's why I love you guys because you're always coming out with stuff that's new and that we didn't even know we needed. But I will say, being that weird paleo person who goes to work with like the weird food and stuff and you come in with your jar of bone broth, you're already a weirdo to people so now this is making it easier to kind of

assimilate with the rest of the world. You can just bring your powdered bone broth, put it in your coffee mug, it's perfect, I love that.

[0:31:07.3] KS: Yeah, and great thing you said is USDA organic too. You know, there isn't a product out there that has an organic certification along with pasture raised and grass fed that's in powdered and stick form for daily use.

[0:31:20.2] AV: That's so awesome. I'm very excited. Okay, we're almost done here but can you remind our listeners where they can find out more about your products online and on social media as well?

[0:31:30.2] KS: Sure, so on social media, we're on instagram @vitalproteins and then our website is vitalproteins.com where you can learn a little bit more about us but you can also buy product form that side or as well as on Amazon.

[0:31:43.5] AV: Awesome, well Kurt, thank you so much for spending time with us today, I am super pumped to see you guys at Paleo f(x) and try out all this new stuff and I appreciate all the work you guys are doing to make us healthy and beautiful. Thank you for that.

[0:31:57.9] KS: Oh thank you Ashleigh, it's good to hear that as well.

[0:31:59.9] AV: All right, take care Kurt.

[0:32:01.4] KS: Take care.

[END OF INTERVIEW]

[0:32:02.5] AV: Thanks for listening guys. If you've tried any vital proteins products, please hit me up on Instagram @themusclemaven and tell me what you think, tell me what your favorite stuff is, don't leave me hanging out there on Instagram, it's cold and it's lonely.

Next week, we're talking to Stephanie Ruper who runs Paleo for Women and cohosts The Paleo Women Podcast. She is awesome, she's such a genuine person, she's got a lot of knowledge

and I always respect a person who tells it like it is and that is Stephanie. So we're going to talk about her podcast, going to talk a lot about health and wellness, and we're going to talk about a lot of lady stuff so it's going to be great.

Make sure you subscribe to Paleo Magazine Radio for free on iTunes or Stitcher and you won't miss out and if you leave a review of the podcast on iTunes, you can be entered to win an awesome paleo cookbook. So find out more on our Instagram page @paleomagazine and feel free to drop a note there as well to tell us if you have any suggestions, about topics or guests for us, we'd love to hear from you.

One more shout out to Desert Farms, our show sponsor, they will actually be at Paleo f(x) this year doing camel milk tastings and they're even bringing some camels for a milking demonstration, which you know I'm pumped about. I'm planning on, hopefully doing a Facebook live of that event for Paleo Magazine, so make sure you're following us on Facebook as well. I'll keep you posted but in the meantime, check out their awesome company, they're delicious camel milk and assorted products at desertfarms.com.

[OUTRO]

[0:33:26.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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