

**EPISODE 162**

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

[INTRODUCTION]

**[0:00:17.2] AV:** If you're a little bit of a health nut and a little bit of a meat head, like yours truly and they're not mutually exclusive, you've probably already heard about pureWOD, a supplement company offering protein powders, pre-workouts, post workouts and greens that are made with only a few high quality ingredients.

pureWOD has recently undergone a rebranding and is now called Equip, which we will get into a bit in our talk today with Dr. Anthony Gustin, who developed the company because he couldn't find what he was looking for in the market and wanted supplements that were the next best thing to food when food isn't convenient or available.

The company's taken off and he since started a new one, Perfect Keto, offering exogenous ketone powders for those high-flying, bio-hacking keto folks who need help getting into or staying in ketosis. That's kind of just the tip of the ice berg for Anthony. He is an authority in health and wellness and does a lot of self-experimentation with fasting, keto, and other stuff for his website and blog. He's very fun to follow on social media for that reason, he's one of those guys that talking to him makes you feel a little bit lazy, but in a good way because he inspires you to do a little more experimenting and learning on your own.

That's enough of the intro, let's talk to the man himself about his companies, the new rebrand, his lifestyle and some of the interesting things that he's been learn while using himself as a guinea pig. But before we start the show, just a friendly reminder that Paleo Magazine Radio is brought to you by Paleo Magazine, the only print magazine dedicated to the paleo lifestyle and the best magazine in the world in my unbiased opinion.

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[INTERVIEW]

**[0:03:00.5] AV:** Hey Anthony, welcome to the podcast.

**[0:03:02.3] AG:** Thank you so much for having me.

**[0:03:03.4] AV:** Thanks for being here. First, what have you been up to? Because I'm checking out your Instagram and I feel like you're always traveling or working in cool places. So tell me what you're doing?

**[0:03:14.1] AG:** A lot of stuff. Last June, I sold my clinics for my chiropractic clinic and I have since been expanding my other companies which are pureWOD, Perfect Keto, and then a few other ones and so sometimes that requires me to be travelling on the road and also I'm working mostly from a computer now so that allows me to go anywhere. So yeah, it's been pretty much nonstop and I'm working way more than I used to, but definitely no complaints on my end.

**[0:03:42.2] AV:** Awesome, and working from a laptop is a pretty sweet gig because you have no excuse not to go to cool places when you can, right? When you're mobile like that.

**[0:03:49.6] AG:** Exactly and we're setting up distribution too in a bunch of other countries and so I go do that for a few days and then hang out and work there for a few extra days. So that's been a pretty cool gig.

**[0:03:58.5] AV:** Awesome. I'm familiar with a couple of the companies you run, you mentioned pureWOD and Perfect Keto and we'll get to those in more detail but it does seem like you've got

a lot going on. So give our listeners just sort of a quick rundown of what it is you do, and I suppose that might be tough to put in an elevator pitch but just do what you can.

**[0:04:16.6] AG:** Yeah, you got it. So this has been a tough question for me to answer like “what do you do?” now that I’m not day to day pricing as a chiropractor anymore. When I was working with my patients, I was doing a lot of sports medicine and functional medicine as well and when I realize that a lot of the problems either musculoskeletal or internal, really came down to nutrition and what people were eating.

Another thing that I realize is that yeah, you can tell most people to eat better and do these modifications but a lot of people don’t do that and so they need to kind of fill this gap in between having real food and having great meals and having options that are easy and accessible. So that led me just start pureWOD in the first place which was — I came out with two products originally, a pre-workout and a protein, which were two parts that I believe didn’t really have solutions if you were kind of eating this whole food paleo approach.

So I wanted something to fit that gap and so people who were looking for kind of shortcuts to their health could have great whole food options to begin with. Many people aren’t kind of aware of what goes into supplement manufacturing or to make products shelf stable and it’s actually a lot of garbage.

**[0:05:24.6] AV:** Yeah.

**[0:05:24.9] AG:** There was nothing that I wanted to take from a personal level and so that combined with what my patients needed was why I made these products in the first place. After that, we expanded in — so I launched a sweet potato powder, which is kind of a carb source that isn’t super processed and so some people when they drink they’re kind of caught off guard by, it’s a little gritty but that way — so we process it and like a very cold fashion and very slow.

That way it forms more like a prebiotic type of effect and kind of the lasting fiber for your gut. That was another thing that people who have gut problems I was dealing with a lot in my clinic didn’t have a solution for that as well, so I keep just trying to solve this problems where people want some whole food options but don’t have a lot of accessibility towards that. So that’s kind of

been growing, also I launched a greens powder and we're about to launch I think six new products within the next few months.

**[0:06:19.0] AV:** Oh, that's exciting.

**[0:06:20.1] AG:** There's a lot of stuff coming with that, also, that led to — so I've been getting a lot last year into with working as much as I am now, more so into a ketogenic diet and I came to realize as well that there is almost no accessibility to be in a state of ketosis especially when you're traveling and also, it's very difficult for people to go from eating a kind of a high carb diet to a very low carb and high fat diet.

So to bridge that gap, we came out with exogenous ketone products which I mean I'm sure that a lot of the listeners here will be familiar with what that is. If not, we can go in depth a little bit more about that but that just basically helps your body start running on ketones and switching into a mode of ketosis.

Again, trying to just create more accessible products for people so they have options for this things where I see there being a huge gap. So trying to solve that problem of kind of accessibility for different nutritional states and whole food products.

**[0:07:16.0] AV:** Okay, so I have a bunch of questions so we're going to go back through this. My husband is obsessed with your sweet potato recovery powder, I've told you that before. I think it's so cool for one so that you don't have to be like one of those bodybuilder types carrying around a Tupperware full of sweet potato because it's pretty close to that, right?

Also, you can portion it out based on your needs, which I love and I personally am a big fan of the chocolate protein powder because I've tried a lot of this things. I am kind of a bit of a bodybuilder meathead, I've tried everything and it's one of the best tasting ones on the market. It only has a couple of ingredients and it really, what it goes to what you spoke to, it really makes you wonder like why they're so much garbage in so many of this supplements when you can only use a couple and the stuff is awesome. I mean, I don't know.

Anyway, that's one rant but your protein powder, you use grass fed beef isolate, which it has collagen, it has gelatin. Collagen is literally one of my favorite things, but maybe you could tell us why you chose these ingredients, why collagen is the best thing ever, why it's better than other whey proteins that are out there?

**[0:08:18.6] AG:** Yeah, this actually relates very closely to a conversation I was having with a friend about 20 minutes ago talking about lab grown meat and how it's going to be great because we're going to be able to just take a piece of tissue from an animal and grow in a lab, you know, a steak or a burger or whatever. I actually think that's not going to be a good thing because when it comes to health and whole foods, you want as much of the plant or as much as the animal as possible and this is how we've always eaten kind of throughout our human history is having joint tissues, skin, collagen, organ meats, all this stuff that has different kind of amino acid composition, different kind of micronutrients like you said, collagen, things like that.

As you get more of a complete food source rather than if you just eat lean meat with nothing else, was kind of what a whey is, it's like a protein source that's distilled and taken out so you're only going to need amino acids, which are great if your body was just made of lean tissue, that would be awesome. But, we also have needs for micro nutrients, we also have skin and joint services and tendons and ligaments that need recovery as well.

So simple amino acids aren't going to do the trick to recover things like joint problems or have the amount of nutrients that we need to really build back up and feed ourselves the way that we should. That's what I think having a protein powder that includes all of the collagen, micronutrients and amino acids, you're getting a way more complete food source because we're not just muscle meat walking around, right? We have way more constituents in our body.

**[0:09:49.9] AV:** It's interesting because I guess it seems like more traditional whey protein is sort of like the powder version of our modern diet where most people can, you know, they can get away with eating like chicken breast and muscle meat but they're not maybe as in to the good stuff like the guts and the awful and like the stuff that really has all the nutrients right? That's become an interesting parallel I never really considered before.

**[0:10:11.7] AG:** Yeah, I've actually stopped eating chicken recently because I don't think it's — one, I think chicken breast is a great source of protein if that's all you need but it's definitely not a health food by any means. To get a chicken that's raised properly and use the whole thing, it's actually incredibly expensive.

**[0:10:26.8] AV:** Yeah. So, pureWOD is relatively new as you said, right? When we met at Paleo f(x) last year, it was pretty new at that point, right?

**[0:10:35.3] AG:** Yeah, it's a little under two years at this point.

**[0:10:38.8] AV:** Okay, and what has the response been so far? Like who is buying your product?

**[0:10:43.4] AG:** We aimed initially for people kind of the paleo cross fit market and that was mostly as patients. But it turns out, most of the people purchasing this are just normal people who want real food options. So I think it's kind of going away from a lot of the stereotypical supplements, which are for meatheads like yourself and myself formerly as well.

With that, we're actually going to be doing a little bit of rebrand, kind of coming up, I don't know when this is going to be launched but it may be out by the time this podcast airs. But yeah, I mean, normal people who just want better access to whole foods are basically who is purchasing this stuff.

**[0:11:22.4] AV:** Interesting. Can you give us like the ballpark date of the rebrand so we can watch out for that?

**[0:11:27.5] AG:** Yeah, it should be middle to late April.

**[0:11:28.9] AV:** Middle to late April, that will probably coincide really well with when this is coming out. Okay, that works well.

**[0:11:33.4] AG:** Perfect.

**[0:11:33.8] AV:** Cool, okay. I know this question is like very general but what do you think is the vitamin or micronutrient that Americans in general need the most that they aren't getting or maybe don't even know that they need. What do you think is the biggest hole in the American diet right now?

**[0:11:51.1] AG:** Well, if I had to pick one nutrient?

**[0:11:54.1] AV:** Yeah, or you could pick a couple but...

**[0:11:55.9] AG:** I would say, let whole food figure out that gap for you. Probably fiber actually. Fiber and just the awareness of gut health; fiber, fermented foods are more neglected than I think whole foods are in general.

**[0:12:12.6] AV:** All right, I guess that even my question was kind of going to like the modern desire to just sort of fix something with like a pill or a supplement when really it's like just eat some good food, you'll probably be sorted out for the most part but yeah.

**[0:12:24.4] AG:** Yeah, I mean, it's been something that I've been trying to fix some of this products too as to give people simple solutions to complex problems and to give them as much kind of packed into one punch as possible but it's definitely not easy to do.

**[0:12:36.5] AV:** Right. You mentioned before that you have been experimenting with fasting and a ketogenic diet, I saw today actually that you just shared some results from eight weeks of strict keto. Can you tell us about that? What you've done, what you found and also talk about your version of fasting because I think that might be different than the average person's expectations of what that is.

**[0:12:58.3] AG:** Yeah, so why did this keto experiment was more for me to just kind of evaluate my certain beliefs that I've had in the past and see if they were correct to what is actually going on. So there were a lot of things that I thought like, especially with fasting that I would lose a ton of muscle mass. It turned out not to be true, and we'll talk about that in a second. The difficulty of ketosis, more of my energy levels would be at, the effect long term on different kind of bio markers and blood levels and lab tests.

So I figured, might as well publish this stuff and people could learn from it as well. I started with a fast, I made a little bit of what's called fasting-mimicking diet, which Dr. Voltaire long ago uses a lot with his patients. He's noticed the same exact benefits from fasting, from kind of the clearance of old cell, the phytophagy, reduction and inflammation and I mean, this tons and tons of potential benefits to fasting.

Where it's about 500 to 700 calories a day and I did it for about four days and just to get kind of the all the same benefits of fasting without having to go completely with water and so that was very interesting to me to notice that after about 12 hours, I felt no hunger and through four and a half days had no problems whatsoever. Yet, my inflammation levels plummeted, I actually gained lean muscle mass like two pounds, the results are in an article on my website. I don't know exactly what it was but yeah.

**[0:14:23.6] AV:** During that time, just to interrupt you there with the gain in lean muscle mass because that interest me, were you doing the same kinds of workouts, no workouts at all?

**[0:14:32.2] AG:** I was doing less, I was doing just like, and I documented this all in a post about the four day fasting results but yeah, I was doing actually less, I was doing like bodyweight movements, just some gymnastic stuff and some light kettle bell workout. Yeah, that was actually fascinating to me.

My thought is that it's more so a response to your body, it does clear a lot of old tissues and old cells that were kind of defective or if there are things that need to be cleaned up. Just like when you work out, you're breaking down tissues so that you can build them up stronger again. It's a stress response to your body that says, "Okay, let's not let this happen again so let's get stronger so we're prepared if it does happen." I think with fasting, you're going to need a lot of the same type of benefits that no one's ever really had before.

I mean, think about the modern human, no one's gone since birth without food for four days, I'd say the vast majority of humans in America, especially. What I think of this article, I think it's kind of like a fasting beginner gains, right? If you're a meathead, you know what all this is, it's when people work out for the first time, they'll put on 20 pounds of muscle in like three or four months.

So I think having that response from fasting is just your body saying, “Okay, we’ve clearly all this old stuff but we don’t want to be clearing away stuff forever so let’s build up so we’re stronger and bigger for next time.

**[0:15:47.3] AV:** Right, okay. We’ll put links to these articles in the show notes because yeah, they’re definitely worth reading and looking into more but I read this article also on your website about the difference between low carb and keto and how many people you know, they think they’re doing keto and they don’t feel good and they don’t like it but what they’re really doing is kind of just like a low carb thing that’s making them feel crappy.

I think one of the barriers to entry for some people in trying the ketogenic diet is that, and correct me if I’m wrong here but I think you have to be pretty on top of things and it’s relatively rigid, I mean, you should be either checking your ketones or checking your blood glucose and a lot of people may not be ready for all of that stuff.

Do you think it’s fair to say that unless you’re really ready to track what you’re doing and measure your results, you’re maybe not ready to try the keto thing?

**[0:16:38.2] AG:** Yeah, so I was in a little comment thread in Facebook and Robb Wolf, which I’m sure many of the listeners will know of, the question was, “What’s easiest about ketosis and what’s hardest about ketosis?” He commented, “It’s easy because it’s easy and it’s hard because it’s hard.” That kind of goes into like, it’s very simple to just eat a very high fat diet, you don’t really need to be that specific with what kind of foods you’re eating, you just eat a very high fat diet, moderate protein, low carb.

But it’s hard because you do have to put in some work and really look into kind of the lulls you’re at and individualize it and get a template for yourself and what works for you because it varies considerably from person to person, what amounts of foods and timing and everything will put them into ketosis and at what levels because everyone is completely different with how their metabolism works.

**[0:17:29.6] AV:** Right.

**[0:17:29.6] AG:** The metabolic history, the current body type, their current kind of movement patterns and how much they're exercising throughout the week, all of a sudden it's completely different per person, it does require a lot of a leg work upfront and I would say, I think that you know, I go through this phase with a lot of stuff and I think a lot of people with paleo do too where in the beginning it's, "Oh, this should work for everybody, just do it like this."

And you realize that you have to kind of meet people where they're at sometimes and so the same thing with the ketogenic diet. Initially I was like, "Oh, well everybody should just do this, super simple." But it does take a lot of work in the beginning to get going and so I would say that if you're not willing to do that upfront and kind of figure out a personalized plan for you that yeah, I mean, it might not be the best thing for you but then you just need to be honest about your nutritional strategies and kind of what your goals with kind of food is, right?

If it's just to feel good and be generally healthy, there's no problem eating more like a paleo, whole food diet. But if you're really trying to hone in and kind of reduce inflammation and for me, mostly mental clarity and energy and not having to eat are really important things then I think that doing a little bit of a work upfront for me has been worth it to be able to dictate and decide what my personal plan is for ketosis.

**[0:18:46.4] AV:** Yeah, and I mean, I think from the research that I've done and people that I've talked to, it seems like a ketogenic diet is often like very successful in managing certain illnesses and it works really well for some people because it just aligns with the way they like to eat. But mirroring what you're saying, if you're a healthy active person and you found a moderate carb whole foods diet that makes you feel good, that's fine too and, you know, not to just jump on a bandwagon because it's there and it's the new hot thing without deciding whether it's really right for you or your lifestyle.

I kind of laugh when I read this article that you wrote because I definitely sort of saw myself in that because I remember trying sort of like really halfheartedly to be like, "Maybe I should try this keto thing?" and you know, eating just like a billion calories of macadamia nuts, wondering why it was moving. You know, part of it was again, I kind of did it in a half assed way but also I guess because I found — I didn't necessarily need it like I was finding success in a more moderate

carb approach. I guess it was part of me thinking like, w”Well, am I going to fail at this but maybe I’m just — this works for me so I’m going to stick with this and you don’t have to try the new hot thing just because it worked for other people right?

**[0:19:55.5] AG:** 100%. I also think that if people are going to try at, we need to understand that it’s not like a paleo situation, which is like an idea of which foods you’re going to eat, it’s a literal metabolic state that you can and should measure. Because otherwise, you cannot know if you — you can like know if you’re paleo if you ask yourself, “Is this food paleo? Probably, yeah. Great.”

That’s the simple rule, right? It’s not like, I’m idea because I’m eating low carbs? Sure, no, you have to like check actually your metabolism and if you are using ketone as energy which you can do.

**[0:20:31.8] AV:** Absolutely, right. You also mentioned I think in one of the articles too that throughout this process, the ketogenic experiment that you were doing that you cut your protein in half, which is a lesson I learned speaking to Nora Gedgudas about her book *Primal Fat Burner*, I don’t know, I’m sure you’ve read it or know about it.

She’s going to be on the podcast as well where you know, she said someone my size is basically supposed to be eating 40 grams of protein a day where I normally eat like three times that. That was kind of a harsh lesson. I’m trying to be more mindful about not eating 12 ounce steaks at every meal, you know? Did you have any challenges making these adjustments or it’s kind of simple for you?

**[0:21:12.7] AG:** Well, this is kind of like the fasting thing where I wanted to challenge my own beliefs because I thought that way my whole life essentially, I mean, since I’ve learned what weights were and what protein shakes were in ninth grade.

This is one of the things that you have to eat less protein to be in a state of ketosis and it was much less than I thought for me. I kept testing like, “Oh man, I’m still not in there, I’m still not in there,” and so I was very low carb and this is a huge mistake that people make is that they don’t measure protein intake.

For me to be in ketosis, I can only eat about 80 to 90 grams max of protein and this is still with me working out and everything too. I understand that people, if they're not utilizing a lot of that protein can be eating less and I was at about 200 grams beforehand.

However, now, after eight weeks, I've done body cap analysis and I've actually gained, with the fast and everything, about two pounds of lean mass. The thought that I had to keep shoveling protein in my mouth to maintain any type of muscle mass was just completely incorrect. This is just a belief that I've had for 15 years. So I find it actually way cheaper and easier to not have to eat so much meat. As you know, as anyone who has done any bodybuilding kind of stuff, that's definitely the most expensive macronutrient for sure.

**[0:22:26.0] AV:** Yeah, lots of chicken breast, lots of eggs, that adds up.

**[0:22:29.9] AG:** Yeah, so being able to actually eliminate some of that stuff has been a huge relief for me to not have to be like, "Oh man, I have to eat this much during this meal or else I'm going to wither away."

**[0:22:39.8] AV:** Yeah.

**[0:22:40.3] AG:** It's been pretty freeing for me to be able to kind of acknowledge that.

**[0:22:43.9] AV:** Right. You mentioned, you know, the idea of fasting and having good, healthy options like when you're traveling a lot too right? I know that with any kind of diet or any kind of fitness health plan that stress levels have to be taken into consideration too.

Walk us through, if you have a day that's like full of travel, how are you going to eat, what are you going to do to kind of make that the least stressful thing possible?

**[0:23:10.8] AG:** Yeah, I just don't eat enough, if that's the case.

**[0:23:12.6] AV:** Right, okay, well let's move into your other company here. Perfect Keto, right? You've got the exogenous ketones, how does that incorporate like you might have some of that before you get on the plane?

**[0:23:25.5] AG:** Yeah, so if I'm super hungry and especially if I want to use my brain at all, which for me, I have this weird thing where traveling and being in airports and being on planes, I get more work done than anywhere else in the world. I don't know what it is but...

**[0:23:40.6] AV:** You need to like a void, the humanity that's like teaming all around you? I don't know.

**[0:23:43.7] AG:** I have no idea, it's bizarre but I enjoy it. Yeah, I usually do a scoop. MCT powder and this exogenous ketone powder, so I'll mix those together and just have it with coffee or something. And I will be on fire for a good five to six hours after I have that stuff and I made the MCT powder for myself essentially because I wanted to travel with MCT oil but I was busted too many times, even with a little three ounce thing, they would take it and they'll throw it away.

I'd try to chug it there at the TSA stand, they didn't like that. All of the other ones out there were full of fillers and garbage and all those different stuff and carbs, Maltodextrin, which is really weird to me. That's why I made that product but yeah, that type of stuff, there's not many good options when traveling.

It makes it really difficult to actually. One of my goals in the future is to get more kind of whole food fat products out there and try to get them into deserts like airports and convenient stores and things like that because I want there to be options for other people as well as myself in these kind of food desert areas.

**[0:24:50.5] AV:** Yeah, I saw that you have the MCT oil powder, which I definitely think is a cool idea because I've never seen it in powdered form as you're saying like a lot of folks want to travel with this stuff, and want to have it at least in a more convenient sort of portable package, which has never existed before so that's really cool.

But maybe walk us through just for anybody in the world who does not know what exogenous ketones are, maybe explain that to us.

**[0:25:12.2] AG:** Yes, so endogenous would be your body would produce that inside of your body. So they go like N and N, that's how that works and that's when you eat a ketogenic diet your body starts using your fat stores or dietary fat to make ketones, which we'll then use for energy and so if somebody out there doesn't know what ketosis is, it's essentially your body either uses primarily sugar for energy or primarily fat and it's when you're using primarily fat.

So what happens though is a lot of times if you're switching from sugar-burning to fat-burning, your body is going to be in this kind of in between state where it's not going to be really efficient or effective at using either one of those stores and so an exogenous ketone will be coming from outside of your body. What this is it's exact ketone body so it's what your body uses for energy within your body in a supplement form and so that way you can take this and your body will start using the ketones for energy immediately. So that's what exogenous ketone is, it's a ketone supplement that will basically put you in a state of ketosis immediately.

**[0:26:21.9] AV:** Okay, so explain this to me in terms of when exactly is the best time to use this product because my understanding is that if I am eating a regular moderate carb diet and then I am putting exogenous ketones in my body on top of that, maybe I'll use some of them but it's not going to help me get into ketosis because I am still burning sugar and then if you are in a state of ketosis, you may not necessarily need exogenous ketones because you're producing your own.

So it almost seems like there would be like a happy medium in there where you're like in the process of getting into ketosis that you need it? Explain how that works because I feel like maybe some people might be like, "Oh I'll just take some exogenous ketones and voila, I'm in ketosis," and that isn't necessarily true, right?

**[0:27:11.2] AG:** Right, yeah on both of these things. One, if you are eating carbohydrates like when you can use this stuff so in between meals when I eat carbohydrates, I was in Mexico City last week and I was not in ketosis. I was eating a lot of carbs.

**[0:27:26.4] AV:** Yeah, as you would.

**[0:27:28.2] AG:** Yeah, of course tortillas and beans, all of this stuff. IT was amazing and so one of the downfalls of that however was that I was ravenously hungry and my focus and energy levels would plummet in between my meals because you are in this huge cycle of just 90 minutes of using sugar and carbs for fuel and so if you're in between meals and don't want to be hungry and want to have high focus, this would be a great place for exogenous ketones.

So for instance, one of the days we worked in Mexico City in the morning and had some chilaquiles, so bunch of blue corn tortilla chopped up with eggs and stuff, delicious. After that though I was feeling very fatigue and cloudy and foggy headed, hungry. I ate 45 minutes afterwards even though it was a huge meal so then that's when I had some exogenous ketones that I brought with. So my body goes, "Oh okay, we don't actually need a huge amount of carbohydrate again. We can just use this stuff for now."

And especially since it was much preferred to your brain to use ketones in the long term basis, I took that, wasn't hungry again until dinner time whereas if I had not eaten, I would have been starving until I would eat again, take these carbs and go over and over again. So in between meals or if you are going from a high carb diet to a low carb diet, your body is switching back and forth between these states. That will also be a good time to take it if you are feeling fatigue or hunger or anything like that that you want to curb.

**[0:28:52.6] AV:** Got it.

**[0:28:53.3] AG:** So I use it more so for focus and hunger and mood and decreasing the crash of carbs when I do eat carbs. So if you are in ketosis though, you're correct, you don't technically need a product like this. However there are two different instances where I found it to be very helpful for me and especially in this last eight week experiment. One for sure, would be while I work out. If your body is just using your own body fat, it's a very good process, the very clean your body can do it.

But it's not very good for workouts that require a lot of energy and I don't do much CrossFit stuff now but I do somewhat intense workouts and your body cannot tap into your fat stores very

readily to supply an intense exercise bout like that and so I am using this more so as a pre/intro workout to intense exercise because otherwise my body is not going to be able to use my fat enough to make enough ketones for me to burn through this stuff and this is a big side effect that people say is that, "Oh ketone is great but then I can't workout hard," and this is exactly what I am talking about because your body cannot use your own fat fast enough.

Look, if you are in an endurance rate it's like doing a marathon, no problem not even a supplement to them with ketones. Your body can probably use your fat that fast enough but if it's a workout where you are doing a lot of explosive stuff and you are using a lot of intensity, then your body is not just going to be fast enough, and so supplying it with ketones on top of already where you are at is going to be very, very helpful in that scenario at least anecdotally for me, it helps a lot.

Another time would be, for instance I had posted this chart in these results from the ketone experiment and you know it's this giant zigzag of this giant pattern of me with my ketone levels and so when you wake up your body produces regulatory hormones, like cortisol, which will increase insulin which decreases ketone levels.

So I wake up and I'm like 0.5 to 0.8 typically then that rounds up throughout the day. However I wanted to be feeling my best and working best in pretty much 20 minutes after I wake up and so I have noticed also that I feel best between about 1.5 and 3.0 millimolar concentration and so if I am at 0.5 levels of ketone in my blood but once it gets to the point where I feel best, well then in the morning I will have then to reach that point.

So ketosis is also not like an on-off switch, it's more of a spectrum and so everybody is completely different too. I know some of my friends who don't feel great unless they're at 3.0. I know some people who feel amazing at 0.5 and so depending on where you feel best and how you perform best for whatever your goal is, this is going to help boost the levels of ketones up a little bit to get you where you need to be.

**[0:31:40.1] AV:** Okay, got it. All right, that's very helpful because I have been maybe a little bit confused about when is the idea to use these things but that is very helpful. It seems like you...

**[0:31:51.9] AG:** Yeah, it's definitely not like a magic pill. I wish it were the case. I've had some people like customer support stuff that's been forwarded to me that says, "I took this four times and I didn't lose 30 pounds of fat. I want a refund." Slamming their fist on the table. So it's definitely not a magic pill, I wish it were the case but.

**[0:32:08.9] AV:** Yeah, if we could have a shake in the morning with exogenous ketones and all of a sudden never need carbs again, I think you wouldn't be here talking to me. You'd be off doing something that...

**[0:32:18.6] AG:** Yeah, I'd be it doing podcast from a spaceship right now.

**[0:32:21.1] AV:** On your own private island somewhere, yeah. So it seems like you do a lot of experimentation, you are doing this strict keto thing. Then you are in Mexico crushing chilaquiles, you seem to have a pretty good balance. Tell us about, moving forward, are you going to stick with a ketogenic diet unless you're on vacation? What kind of food are you eating on a daily basis and also what kind of exercise are you into? Because I always ask this nosy question because I think people like to hear how other people do it.

**[0:32:49.8] AG:** Yeah, so I'm going to be fasting very frequently I'd say. I'm actually on a fast right now and this time I am not doing a fasting-mimicking diet, I am just doing complete water fast. It's actually not that different but I'm on day three of that right now and so I'm going to be doing that like once every month or two but I definitely feel way better eating less carbohydrates.

So going back to my story of how I was feeling with eating the chilaquiles, it's great and when I travel I love to eat the local food and everything and so if that is the case, I will do that. But I think I'm going to peel back even more now. I just think that yes long term ketogenic diet can be very, very strict and hard to follow. I'm definitely like a wind at myself but I just have to realize that there is consequences to my actions and so I know that I might feel a bit more bloated or don't perform as well mentally after I eat carbohydrates.

But that doesn't mean that I'm going to demonize them and say that I should never eat them my entire life, right? And so what a typical day looks like for me now is I usually never eat breakfast

even when I am eating food and then I will have a giant — I'll workout either at noon or two and then after that, I would have a giant salad or turn that into a smoothie like a shake and so I will put into that let's say an avocado, half can of coconut milk, some nuts, a few eggs, spinach, blueberries, and a few other random vegetables that are lying around and also a scoop of the build protein we have.

So that will keep me full until dinner time and then at dinner time it's a pretty standard meal, a little hunk of meat and then some vegetables cooked in a massive amount of fat and I actually find it really difficult to get enough food doing it this way and so one of the reasons why I like ketosis in the first place is that I don't have to cook and eat as much as I normally would. I can skip three meals in a row and it would be no problem.

For me, the work output is much more important to me than having to spend time shopping, cooking, cleaning, eating and so removing that is huge for me but then that leaves me with two meals I have to get in like 2500, 3000 calories in which is actually very, very tough when eating a high fat diet and so sometimes I have to supplement that with eating more nuts or just putting more fat on my food, or having a little more of a fat shake like a butter coffee type of thing so it's a standard day.

I try to get in as much — so the important things that I try to get in on top of obviously the macronutrients are fermented foods. So I will always have some side to my dinner or even in the morning like a sauerkraut or kimchee and then also tons of fiber. So that's why I try to cook all of this stuff in a massive amount of fat. I will eat a giant bowl of salad but I will douse it in MCT oil and olive oil to make sure that I'm staying in those high ketone levels.

But like I was saying earlier, I think fiber and fermented foods are some of those important things. I also do a lot of organ meat as well and so those are three things that I make sure that I have, three things that I think are neglected on a ketogenic diet in the first place. People like to have it so, "Oh, if it's just fat I'm going to be in ketosis and that means I'm healthy," and that's completely not correct at all.

**[0:36:04.9] AV:** Right, I wish I had a problem getting enough calories. That will never be my issue, of all the problems that will never be my problem.

**[0:36:11.8] AG:** Have you tried a strict ketogenic diet?

**[0:36:13.8] AV:** No but come on! Also it's like the difference to this is my whinny complaining that being a smaller person who is active and thinks that I should be able to eat as much as a 200 pound man and be fine. I just have to get over that, that smaller people should eat less, bigger people should eat more. It's just a process that I have to get around that. It sucks, I'm like a quantity person. I like to eat a lot of food so I think that's my biggest thing and I will also will always eat breakfast. So yeah, I have some issues I need to work out before I try keto but.

**[0:36:46.1] AG:** Yeah, I would challenge you. If you try a strict ketogenic diet, I bet that it would be difficult for you to get as much as you need.

**[0:36:52.5] AV:** Yeah, we'll maybe talk about it.

**[0:36:54.9] AG:** Challenge accepted?

**[0:36:56.4] AV:** Yeah, you know what? Because I have to accept the challenge so there is part of me that really wants to do this, but I need to get the proper measuring tools first I think.

**[0:37:05.3] AG:** Okay, I'll help you out.

**[0:37:05.9] AV:** Yeah, we'll talk about that. But one question I had, what is your favorite cooking fat? What are you using when you are cooking your vegetables and stuff?

**[0:37:12.9] AG:** So I'll answer this quick and then get back to your question, I didn't answer the workout stuff but I love animal fats mostly. So Fat Works makes a lot of good stuff and then so ghee, obviously I use a lot of. MCT oil, I won't cook with that but I will cook a lot of duck fat and rendered lard, which I get from local butchers here or I'll render fat myself. So I buy a lot of whole animals around here, great access to that stuff here in the bay area.

So I will get either half a pig and render a bunch of fat down or a whole lamb and just use fat because of the lamb and then use the fat that drips off from the meat to cook the vegetables in

and I found myself to feel away better and have my lipid panel look way better when I do way more of that rather than the avocado oil and coconut oil and stuff like that. I think it still has a lot of omega six and potential for inflammation.

**[0:38:08.2] AV:** Okay, all right workouts.

**[0:38:09.7] AG:** Workouts, so it's been a little haphazard recently but I like to prioritize real things and so I want to mimic what a real person would use that actually looks a lot like a gymnastics workout paired with heavy strength bouts of say like a deadlifts and pull-ups and pulling stuff like this and then followed by dragging a sled for half an hour.

**[0:38:34.7] AV:** Nice, okay.

**[0:38:35.4] AG:** And so there's a lot of that type of stuff.

**[0:38:37.4] AV:** Do you like to work out with a longer term goal in mind? You want to work on your squat or you want to do such or are you cool with going in there and doing what feels good and just challenging yourself day-to-day?

**[0:38:49.9] AG:** Yeah for right now I am not tracking anything just because I think if I did that on top of this last experience I was just doing how much I'm working out just lose my mind and so it definitely goes in phases. Like the beginning of last year, I was in mass building mode because I had gone on a trip before that and lost a bunch of weight and at that time I was working with a lot of people doing pretty much manual labor on folks, and so I needed to have more muscle mass.

So then I was tracking very diligently doing more of a body weight style workout. It definitely worked, put on muscle mass but for right now, my main objective with working out is just to move often and move well and so it's more movement specific and just whatever I feel like that day. Nothing is really tracked currently, but as this keto experiment ramps down in a more maintenance mode with the keto stuff I will probably get motivated to do more of a tracking and workout specific testing.

**[0:39:40.2] AV:** Got it.

**[0:39:40.9] AG:** But doing it all at once is just too much though.

**[0:39:43.3] AV:** Yeah, okay. Will you guys, since you are working on a bit of a rebrand and you want to reach more people than just us like paleo weirdoes, will you be at Paleo f(x) again this year?

**[0:39:55.9] AG:** Oh yeah, the whole rebrand would be launched there essentially.

**[0:39:58.7] AV:** Oh great. Okay, cool and I know I remember reading a piece that you wrote to about, and I think obviously I am paraphrasing here but talking about the paleo diet and being less dogmatic about it and eating what works well for you, which I think is something that's being reflected a lot in the paleo community now from Robb Wolf and everybody saying yeah instead of just "would a caveman eat this?" it's more like, "eat real food and then figure out what works for you", whether that's dairy or maybe some grains. What's your current thought on that whole thing in the paleo diet in general?

**[0:40:35.0] AG:** Yeah, I think that a lot of people can be helped just by eating real things and I think that's a huge mind shift for people to get over from a standard American diet. So I think if we can push people towards that, fantastic. But that is not the answer. That is not the end goal, that's a starting point, in my opinion, for more nutrition and health lie and so you have to kind of look at it as a step wise process in my opinion.

So to get people from eating weird things that aren't real food, to eating real food and then once they're at that point where they don't even consider things like Doritos food or Twinkies, it's just the same as I have a pen in my hand right now I wouldn't consider eating this, ever. It's the same type of thing where as once you shift someone's mindset to that point, I think then you can be getting people in the weeds a little bit about what works for them specifically.

I think people try to skip these steps a lot of the time now. So people go from having all of these weird food cravings from the societal nutrition we have currently and then try to hone in on all of these specific things and try to test everything that works for them off the bat. I think just getting

people on the base level of eating real food is a really good place to start. Once they're there though, a 100% I agree that you should be testing not on an idea basis of if a caveman ate something or if I'm Japanese and Okinawas ate sweet potatoes until their eyes went purple.

Whatever it's fine but you need to test what works for you like if you've been removed from that environment that's fine, genetics are one thing but also your whole life until that point you may have some metabolic damage that doesn't allow you sweet potatoes anymore and so the only way you can test that is by eating sweet potatoes, tracking your blood sugar, tracking how you feel, tracking your labs and seeing where your health goes after that.

So instead of doing this kind of, "Did this person eat this thing in my human history?" you can find examples anywhere, but once you eat whole foods, figuring out what works for you specifically I think is the best step after that.

**[0:42:36.2] AV:** Right, okay so you mentioned you'll be at Paleo f(x), you mentioned earlier that you guys were going to be launching a bunch of new products, can you tell us about any of those or tease any of those for us?

**[0:42:46.6] AG:** Probably not.

**[0:42:48.3] AV:** No.

**[0:42:49.5] AG:** Actually, for both of the brands I just posted on my Instagram the other day a photo of 40 different pouches of samples of new stuff.

**[0:42:57.7] AV:** Okay, all right.

**[0:43:00.2] AG:** I approved I think 10 new products in total, which includes a new brand of stuff so look for that and then this is the last round that I want to do of like powder foods. So 2017, by the end of the year we're going to be moving a lot towards real food things, kind of bridging that gap. Those kind of long strategy for all of this stuff as far as solving problems and getting people access to these kind of powdered foods and then kind of making more whole food products. Bars, drinks, things like that that don't have all the crap in them that I see currently.

Then moving past that I'll save a surprise for you guys but next phase, after this kind of next round of 10 or so products, we're going to be launching a lot more whole food, actual real ingredient things that I'm super excited about.

**[0:43:50.2] AV:** Awesome, okay cool. Where can we follow you and your companies online?

**[0:43:55.7] AG:** I'm most active on my personal Instagram @dranthonygustin and that's the best way to chat with me if you want to get a hold of me. I have my personal website which is DrAnthonyGustin.com and then from that, you can go to purewater.com, perfectketo.com and then there's social media will be all listed on there, they all have funny little names because everybody takes the names. You know how it is.

**[0:44:20.2] AV:** Cool, all right. Well, Anthony, thank you for taking the time, I will let you get back to taking over the world but I'm really excited to see all of the new stuff, Paleo f(x), I'm going to track you down and I'm sure we'll have to have you back on the podcast once we finally get to hear the details about all the latest stuff so I'm looking forward to that too.

**[0:44:38.4] AG:** Love it, I appreciate it so much.

[END OF INTERVIEW]

**[0:44:40.5] AV:** All right folks, that was Anthony Gustin who may or may not have convinced me to actually give keto a try. I'll keep you posted but if you've tried any of his products, holler at us on Instagram @paleomagazine or my own @themusclemaven and let us know what you think.

Next week is a fun podcast and one that is very different for me. We're going to talk to Gary Collins of Primal Power Method about his new book, *Going Off the Grid*, which as the name suggest is a book about being self-reliant and living off the grid. It's incredibly detailed and very practical so don't worry about getting any doomsday prepper vibes. It's just an interesting and pretty attractive concept, I think, in a world where maybe we're all a little too plugged in and I think some of us maybe even mourned the loss of a skill set that we never even learned that perhaps we would have learned if we were born in a different time.

So whether you plan to build your own house from scratch in the woods or if you just want to learn a little about Gary's Primal Power Method of health and wellness and self-reliance, I promise you will learn a lot from this one so make sure you're subscribed to Paleo Magazine Radio on iTunes and Stitcher so you can check it out next week and that's all for now, thanks for listening.

[OUTRO]

**[0:45:49.8] 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.

[END]