

EPISODE 168

[INTRODUCTION]

[0:00:10.9] AV: I think we can all agree that I have a pretty sweet gig here as host of paleo magazine radio. I get to chat with smart, successful, interesting people and learn from them. I hope you guys are enjoying it and learning as well so I don't feel completely selfish about it but this week I felt especially fortunate to talk with Laird Hamilton and Gabriel Reece.

Two of the most high functioning successful driven people I have ever met about their lives together and how they work to establish a lifestyle and a routine and a community centered around happiness and health. They're professional athletes. Laird is basically the king of surfing and Gabby is a former professional volleyball player, they're both business owners and between them, they have their own documentaries, podcasts and books and more.

They run and host a fitness wellness and recovery program called XPT where they travel to different locales and spend three days eating, surfing, meditating and working out with other likeminded folks and I had a chance to attend one of this experiences last summer.

It was an absolutely singular inspiring experience that still informs the choices I make every day. In this interview, we talk about XPT, we talk about their super food company, a new documentary about Laird's life and we talk about the way they eat, work out and their relationship with each other and with other people in their community.

There's so much to unpack here, I'm just going to stop and get into it but if you're looking for that kick in the pants like if you need a little incentive to try that new sport or download that breathing app or finally try paleo, do something good for yourself, this interview is going to really help you with that I promise. I hope you enjoy it.

[INTERVIEW]

[0:02:16.3] AV: Gabby, Laird, thank you so much for being here, welcome to the podcast.

[0:02:19.5] GR: Thank you Ashley, thanks for having us.

[0:02:22.4] LH: We're glad to be here too.

[0:02:23.5] AV: Right. I have so many things that I want to chat with you guys about, I hope we have time, I want to talk about XPT, I want to talk about your super foods, I want to talk about all the other products or projects that you have going on.

But the first and most important question I have to ask you is after spending three amazing days, I talked with you guys last summer for XPT and now I've wrangled you guys on to the podcast. Can I tell people that we are friends so I can up my own popularity? Can I do that?

[0:02:52.4] GR: You better be careful about that because you don't know if it's going to take it up or down.

[0:02:57.2] AV: I don't know. I think it would help my street cred right? You know, I thought it was worth a shot.

[0:03:03.6] LH: If being friends with us brings up your popularity, you have to question that.

[0:03:08.4] AV: Yeah, it's all who you hang out with I guess. All right, okay, important questions aside, we'll get into it, I do want to start talking about XPT first because as I said, I was lucky that I was able to be a part of the Montauk experience, that was your first one on the east coast last summer.

It really was without trying to sound cliché, I really was pretty life changing and there are elements from those three days that I use today every day. I learned some things about especially recovery that I learned more than I thought I would, I'll put it that way. I'd love for you guys to tell our listeners what XPT is all about?

[0:03:45.6] LH: Well, I mean, I'll start first then let the less intelligent people on the group start first. You know, really XPT, I mean, it stands for kind of exploration and performance training which it really speaks to our lifestyle. This is really a lifestyle experience.

In a way, it's exposure to things that we've learned, it's exposure to things that we're learning, it's all kind of an ever changing format but really, it's about a lifestyle, it's about kind of a more holistic approach to health and wellness, looking at all the different aspects and then you know, obviously taking you through things that have helped us.

[0:04:32.6] GR: I think for me you know, I always joke that I have a built in mechanism in my house because you know, living with Laird, he's very experimental and always willing to try new things and really what it comes down to is we've been doing this a long time and you start to go, well, why do we get to continue to do it.

Well one is, just learning from really smart people so it's trying to find reasonable information that you can genuinely apply in your life, not say things like "Well, take this two hours before you eat your first meal and then on an empty stomach, do this."

I mean, nobody has time for that. So how can you gather information that feels like it can make a difference in your life, whether it's breathing in the car, you can do that at home, it's free, you could do it anywhere to talking about food but, and even talking about the importance of community you know, that's the other thing we both really learned to cherish and covet is understanding the essential part of having a community.

I think there's a performance element but for most people, what they're dealing with, they're not like Laird where they go and try to ride a 50 foot wave, it's like I'm trying to navigate my job, my health, aging, my children, my stress and they're trying to find high performance ideas that are actionable for people to use realistically in their life.

[0:05:47:0] AV: I'm glad you mentioned the thought of Laird wanting to try new things and experimenting because it seems like based on your XPT model which as you've said, it is kind of a constantly evolving thing but it seems like you have a pretty spectacular lifestyle and routine that works for you guys and for your family, despite being busy and traveling a lot, it encompasses the exercise, meditation, breathing, eating outdoors, as you mentioned, creating a community.

I think a positive routine is often a very healthy thing for human beings in general right? What about the idea of hooking it up, you know, from learning any language to doing a completely different type of workout to, workout at a different time of day. How do you find the balance between establishing this healthy routine that works for you and is good while also being able to adapt too.

[0:06:42.3] GR: We've been really fortunate that we went from a sport life, me, I'm obviously done competing, Laird is still on a very not only personal but performance quest. It's just kind of a different animal than me competing in professional volleyball. But then as you go, you start to realize, you know, I'm always trying to calibrate my stress and you can ask Laird, it's like an ongoing conversation about my attitude, my approach, my perspective and so now for me, I love the idea of training hard and keeping myself healthy but what I've come to terms with too is it's this essential tool that helps me actually navigate the real life stuff.

The kids, the juggling, you know, tons of hacks, weird schedules, travel, work, technology. I want to have the bigger conversations because that's really what touches all of us. I do have a really good lifestyle and one that's conducive for supporting that but I still have the other side, as does Laird, of the craziness.

[0:07:48.1] AV: I'm glad you mentioned that actually because I feel like people, they look at you guys and they see some of the healthiest, most sorted out people on the planet. In a lot of ways, you guys make it seem pretty effortless but is it effortless or is your lifestyle. I think this is what you're saying, it's a constant work in progress right? You always have challenges and it's something you need to be constantly working on right?

[0:08:09.4] GR: Laird, go ahead, you can go first.

[0:08:11.5] LH: Okay. Yeah, I mean listen. Life is effort right? At the end of the day, you know, we put a lot of effort in to our lifestyle, we've designed our life as best we can given our participation in the actual outcome but yeah, I mean, we put a lot of effort into our lifestyle, into our relationship, into our family. I mean – again, it's really what you value you know?

What is your value system, what are you prioritizing, do you prioritize your health, you prioritize your wealth. I mean, what are those and that will – that kind of lays the foundation for what you focus on but you know, listen, we're all governed by gravity, we're all governed by oxygen, we're all governed.

I always say you know, as we're saying, we're all in the same boat you know? We're on the earth, we're alive and you know, living, it takes a lot of effort and there's a lot of details every day you know. There's garbage, got to get thrown away, there's things that have to get done constantly and you know, there's really no way to get around that and I think the more you embrace it and the more easier it becomes. If it's something that all of this details become a burden then they're going to be a burden. If you just kind of embrace it and they become less burden.

Again, I think there's like I said, a lot of effort that goes into our lifestyle and into our health and our relationships and you know, everything that we do.

[0:10:00.2] GR: I think the other side of that is that like every day you wake up, it's a decisions. Like if you find yourself going down the negative rabbit hole or you find yourself not being grateful for things. You have got to keep checking in, you can't... I believe it is something that you've got to maintain and participate in taking care of.

And recognizing. Yeah, I have certain days where I go, I'm stressed out and I feel stressed out and I don't have a handle on it and then I go "okay now what am I going to do about that you know?"

[0:10:30.0] AV: What are some of those little things that you can do daily to check back in and have gratitude and maybe step back from when you're stressed out and just kind of see things a little bit higher level and be able to work through it instead of just experiencing a stress?

[0:10:46.8] GR: You know, it eludes a little bit to first what Laird said which is what are your priorities, what are the things that feel the most important and staying committed to those and not being completely distracted to things. You know, things like meditation are helpful and that

kind of hovering perspective, I believe that when we start to take ourselves and our problems so serious, it's stepping away and realizing what is going great and how serious is this?

Meditation. That's half the reason I want to exercise and eat well is because that helps me maintain that perspective a lot easier. If I get to bed early and I feel rested in the morning, I've already started out better than in helping myself with that quest.

I think we both do it differently. Laird I believe needs adventure and the kind of creative outlets to help him.

[0:11:39.5] LH: I'm being appreciative, I think first of all, appreciating your health, appreciating your relationship. I mean, if all that stuff's good, you know and if it's not then trying to work on making it better but you know, listen, if you come, if you approach each day appreciative and thankful then you know, is the glass half-empty or half-full.

Now, if you're thankful to be alive and appreciative of you know, that your family, of your health and all those things, that's a good place to start a day with. Then there's the taking care of the body you know, being hydrated and getting the work out in first thing to kind of set the foundation for the day, all that.

Taking a moment to be together and all of that stuff that plays into your overall health.

[0:12:30.1] GR: And the breathing and like I said, meditation and all of this things are little tools that if you feel yourself feeling a little bit extra stress, ways that you can try to down regulate and get yourself, get a grip on it is helpful but...

Listen, some days we're better at it than other days.

[0:12:48.3] AV: Right. You mentioned, you're talking about family. It feel like your XPT experience is like, they really are family affairs, there are people who keep coming back to them and you also invite friends to join you wherever you are, you bring your kids along, I met your kids in Montauk which is amazing. How into this whole XPT thing are your kids, are they doing ice baths with you? Are they meditating?

[0:13:11.3] LH: Well, every time the girls do the breathing, they all fall asleep and yeah, they'll get in the ice baths, my one daughter was in the deep end with the big heavy weights this morning swimming but you know, at the end, it's really about exposure and them seeing the effect it has on us. I mean, they're kids, they're going to dabble in it and you know, unless you make it extremely fun, they don't always want to participate but I think that being exposed to it and seeing the effect it has on us definitely has an effect on them and it's I think, it's one that you really won't get to see the true effect on until they become adults themselves.

[0:13:53.1] GR: No, the other side of that is getting people to remember like if you gather together, it's like people going to church or I mean, you can gather with a group of people and do something positive together and help each other and push each other and I think that that is one really great way to connect.

That's just a reminder. You see people go out and go to the bars and get crazy together, why not flip that and say hey, let's do something good for ourselves and you could always have a laugh in the middle of kind of the suffering and...

[0:14:24.7] AV: Right.

[0:14:25.7] GR: I think that's part of the experience is just being around other likeminded people in this way, it doesn't mean you're different, it doesn't mean you agree on every single thing but it's like hey, you're trying to calibrate your life, so am I. I'm doing it together when you can.

[0:14:40.5] AV: Right. It seems XPT is growing quite a bit and evolving quite a bit even though it's still relatively new, what are the plans for the future? How do you see it growing?

[0:14:52.7] LH: Well, I mean, first of all, having more experiences and refining those and then you know, setting up infrastructure for people to be able to access the information, continuously offer the experiences are done and then creating more opportunity for people to – whether it's more condensed, shorter versions run by trained professionals, I mean, we just... there's a lot of different branches to that tree.

[0:15:20.8] GR: Yeah, there will be certification so other people will be able to do like Laird said, mini versions of the XPT experience. There's some ideas on content whether you give it away or content that's for sale for recovery, whether it's for performance where people who... whatever the goal that they need, they just taint hard or how stressful they need to down regulate or they're getting ready for a long day or athletic event, how to get them to up regulate.

We have a lot of ideas because the experiences are great but you know, that can't be the full business model. It also is a platform where we can authentically talk about or bring in other people to talk about things that we are interested in and really like.

You know, it's even like we have a guy Darin Olien, he is a superfoods guy, we're not vegetarians or vegans but he's really knowledgeable. It's not just about what we do but people who are great at what they do and bring them in under the XPT umbrella.

[0:16:18.5] LH: And the fact is that really, the whole concept around the philosophy of XPT is that it's always evolving, we're always evolving, you need to be evolving, you need to be learning, you need to be constantly challenging yourself.

You know, the XPT of today won't necessarily be the XPT of tomorrow. Now there is some foundational aspects to it that will always retain but we're always are looking for... to continue to learn and to evolve and it kind of make changes.

[0:16:52.7] AV: That's very exciting. Sign me up for all of this because I distinctly remember the last day pretty much begging Brian to come up with some kind of after the fact for download, the breathing work, having like you and Brian kind of walking us through it again so that we don't have to maintain the pattern for 30 minutes on our own, because that's very hard for me to deal when I'm lying in bed.

But if I had somebody's voice in my head walking me through it then I can do it. The breathing stuff was absolutely incredible and beyond anything I've ever done. That kind of stuff it would be very valuable for folks I think.

[0:17:29.6] GR: Yeah, we're definitely working on that and actually, you'll be surprised that the breathing has changed once again because now that they learned kind of layers of the breathing then you go a little deeper and you learn, you know, enhance techniques, how to scientifically improve your benefits so you know again.

Keeping off and making sure you're learning and sharing the best information that you gotten your hands on.

[0:17:56.0] AV: Yeah, I could not stop talking about that part of the experience for weeks afterwards because I'm definitely somebody who meditation is a big challenge for me and down regulating is a big challenge.

I just plain did not expect to get a lot out of this breathing thing like I'm like what, whatever, I just really didn't, I was skeptic and it was so physically transformative, it was incredible so that's I mean – I can't talk about the benefits of that enough but yeah, I think a lot of people would be happy to have that after the session is over, too.

[0:18:31.0] LH: Absolutely, well that's a necessity and the fact is you know, some of the most profound things happen to be some of the simplest you know. When you get into breathing and you get into hydration and you get into... it's like, the quality of your sleep and you know, all of those little things that are simple but when applied correctly have profound effects.

[0:18:56.6] AV: Yeah. So Gabby, you have this amazing podcast, I got to switch it up here. Called The Truth Barrel that that you do with Neil Strauss where you chat with people inside a sauna which immediately now makes me wish that my podcast also took place in a sauna.

Is this just another genius efficiency hack where you're like, I'm going to hang out in the sauna anyway, I might as well chat with some smart people while I'm in there or how did this come about?

[0:19:19.1] GR: Well it came about again, naturally at our house because we have anywhere from 20 to 25 people pool training, our friends and you know, eight or 10 of them are in the barrel at one time and it started getting labeled the truth barrel because you only have 10 to 15

minutes that you can sit in a 220 degrees and someone's like hey, this is happening at work, this is happening with my kid, this is happening in my relationship, my health and you know, you kind of had to get down to business and the fact that you're sitting in your bathing suit, it's stripped away any kind of layers of facades between you, the people.

When I was approached about wanting to do a podcast and Neil Strauss and I – you know Laird and in a certain way, we're very different but we're more similar. We'll be like yes, I agree and Neil comes over and we're quite different so I thought it would be interesting to do it with somebody who approaches a lot of things intellectually.

But who's on the quest of, he has a beautiful wife and a son and he's trying to take better care of himself. The goals are similar but how we get there is so different and it is interesting to pop someone in the sauna in their bathing suit. The interview, you kind of get right to it.

[0:20:29.5] AV: Yeah. I wonder if the same truths would come out if you stuck them in an ice bath instead.

[0:20:35.0] GR: I think that, well the mercy on that right? It's like tell me a good thing I want to know. Quite frankly, I'm sure, it's not different than you, I do the podcast because I really do enjoy learning and talking to people and you know, you're always helping to get one or two things out of them that other people listen to and they go wow, I can use that.

I think that was really the motivation behind that.

[0:20:57.2] AV: Absolutely. Yeah, this is a very selfish endeavor for me because I look to, I just want to get people that I think are smart and have found success in something and people that I can learn from and hopefully other people can learn from them too so that makes a lot of sense.

Who has been on the podcast recently or what have you – what's a topic you've talked about that was especially interesting or exciting to you?

[0:21:19.2] GR: I had a meditation gentleman I Light Watkins is on there, that got me meditating every morning for 10 minutes and making it again like you sign about sitting in an uncomfortable position and not having thoughts.

It's just about really reminding people that these are helpful tools that don't take quite a bit of time that are genuinely good for you and your overall wellbeing, brain health, AT process, things like that. We had Randal Wallace recently who wrote *Braveheart* and he's kind of a great mixed, beautiful bag of very spiritual and religious and yet romantic and just kind of his take on life and the creed that he writes for himself to live by.

I thought he was quite inspiring and today in fact, we have John Salley later this afternoon who I'm not sure, I mean, you probably familiar with him, he was the Detroit Pistons, the bad boys but he had an extensive television career, you know, he's probably been a vegan for I don't know, over 10 or 12 years.

He's a sort of interesting guy where you have an NBA player who is like you, you got to eat more broccoli yo, just like this very different stuff. He was doing it before it was popular. I've known him a long time so I'll be interested to talk to him because again it's practical too, it's not just I sit on top of a mountain and I live in a year.

It's like this people are participating in life and finding this little way to make it better and the most sort of scientifically beneficial one is a guy that we did last week named Patrick McKeown who wrote a book called the *Oxygen Advantage*. Everyone should listen to that one because it's really why we should all be actually nose breathing as often as we plan, in and out, in and out through the nose.

Because that helps you raise the CO2 levels and the only way really that you can absorb oxygen into yourselves is to have CO2 present. It goes from the bloodstream into the cells but only if CO2 is present. Why our children need to nose breathe, why we need to nose breathe, why we need to try to nose breath when we sleep.

It just gets, breaks it down so you go okay, I get it

[0:23:32.9] AV: I have that one downloaded. I also have another one here that I'm really interested to listen to about with the author of *Sex at Dawn* that I thought, "such a good book."

[0:23:42.3] GR: He's excellent.

[0:23:42.9] AV: yeah. Did you get into anything good or should I just wait and...

[0:23:47.8] GR: No, listen to him, his next book that he's writing is called *Civilized to Death*. Very interesting and smart. Really a good one.

[0:23:57.6] AV: Okay cool. I guess on a similar vein to *Sex at Dawn*, because I thought that was such an interesting book about men and women and relationships and evolution and animals and in our nature. I've always really appreciated that the two of you are so open and talking about your relationship and your family.

I love hearing about the dynamic between the two of you and your personalities and the balance of masculine and feminine and you know, really making your relationship your own and not what a conventional ideal maybe said, it should be. That can be an entire podcast I think on its own but I think that the fact that you're willing to share this things is very helpful for a lot of people.

But do you ever wish maybe that you don't have to share or that you could keep things more private or is it just that you know, the public life has been a part of your world for so long that you choose to look at it through the positive lens of using your life to help others?

[0:24:48.9] GR: You know, you never look at it like hey, if I share this, I'm going to help someone, I think when you're in the topic of saying, I want to talk about wellbeing. I want to explore wellbeing, well I genuinely believe that if you're in a relationship that sex is a part of that conversation. Somebody said to me once that if you, in a relationship, sex is probably about 20% of the gig but if you're not having sex, it becomes 80% of the problem and so I just sort of talked about it really matter of fact as a journey.

I think I've been in a long enough relationship and we've had enough ups and downs from a younger woman to a middle aged woman and just sort of saying hey, "Let's have really honest

conversations” and always recognizing that it’s going to be a little bit different for everybody but there’s probably a lot of common themes in this conversations and not making them taboo.

I think that’s how we help each other navigate right? If I had women a little bit older or more experienced than me say, “you’re feeling that? You know what?” That’s totally normal and you go, “it is?” They go “yeah.”

But here’s some ideas and you go “okay great.” You know, for me, it was more that. Because that kind of falls under the category of wellbeing and wellness.

[0:26:02.0] AV: Right, this is going a little off track but I’m very interested in it. Do you ever worry or do you have concern over you speak your mind and you talk about what’s going on in your life. Do you ever worry about being misconstrued or people taking bits and pieces of what you say for click bait like I know, if you research about your relationship on the internet, yeah, it sounds like a creepy thing than even just saying it out loud.

You know, there’s this sound bites of like Gabby says that she needs to be submissive and this ridiculous, just kind of taken maybe perhaps out of context or maybe certain pieces are you know, over inflated, relative to other pieces. Is that annoying or you kind of just deal with it, it’s part of being a public figure?

[0:26:47.4] GR: yeah, you know, you can say that you do a good job managing, putting everything where it belongs and I can tell you that when for example, when I wrote my last book, I would try to be as genuine as I could be and forthcoming and I got rimmed because they also needs sound bites which I understood.

When I did the pre-interview actually from my MBC package which means then you go to New York and you tour, you get in Today’s show and a few other pieces. The reporter who I was like, she totally gets me you know?

Had come to Hawaii probably a week before the tour and she said, “You know, a lot of women are going to be angry in this thing” and kept thinking in my mind like “About what? You should

take care of yourself, you should make yourself happy. I joked about swearing in the book and I thought, is it that?"

She goes, "well you said in the book, when she read the whole thing about can't get ready for this, I learned, if I took the feminine, the submissive role" and I thought right then I go, "I'm going to get killed on this." I knew already.

Then I went to New York and Laird was home in Hawaii watching the girls by the way right? You know, I crawled in my hotel bed for a couple of hours because I was bummed, because the other side of it is, you don't want it to dictate what you do and say but you sort of feel like you would like to put something positive out there and I don't mean that in a cheesy way, let's all be positive.

I mean, that really at the end, there's enough negative stuff getting put out there, at least you're doing work, you hope it kind of positive and instead it ended up being like, I set the feminist movement back 20 years and you know, people were like, they're not getting what I'm saying, what I was saying and I've learned though from this was it's a post-feminist conversation.

For me it was, there were certain things I didn't have to fight for. So now that we "had it all", how is that going, when you live with an alpha male, what's that like? and then, also, there's got to be a conversation that even if you're in a same sex relationship, someone takes the masculine and someone takes the feminine and I was never implying to be a door mat because I thought, "you know what? Listen, I represented being powerful and strong.

I thought for 20 something years, I can have this other conversation which is you go out in the world, you're trying to kick ass, now you're in a relationship, you've chosen an alpha, what does that look like and try to break that down and by the way, when you have a family, submissive is service."

[0:29:08.6] AV: Right.

[0:29:09.4] GR: You serve the family and pretty much, that's part of the deal but then conversely, you hope you've picked a partner which I believe I have in Laird that he is serving on his side. Yeah, you know, listen.

I was bummed and I was glad I wasn't in my 20's because I would have been really devastated and then you just learn, hey, do you know what you meant, honor that and it's okay, it will ride.

You know, you're never going to win a popularity contest, you're just not, no matter what you say save the planet, save the puppies, save the babies. Just kind of go, I'll take it on the chin but yeah, I was bummed but it was a great lesson.

I wouldn't take it back because for me, it opened up a bigger conversation, you know?

[0:29:52.1] AV: Even, you know, you mentioned someone taking the masculine and feminine role, I mean, those are fluid right? That changes, sometimes it's one partner, sometimes it's the other, it depends on the situation and a lot of things right?

I think people do need to hear more of that and need to be okay with that.

[0:30:09.1] GR: Well, because it's confusing but I did, there was a great article that I write where I talked about, like for example, we have an understanding in our house that I am – if I have you know, organically taken on the feminine, Laird's taking on the masculine that if we have a disagreement, I'm not really allowed to drastically switch into the masculine because then it confuses everything right?

What the article also states is some couples, they can go and they can switch roles even though time. You see that right? With couples who have been together a long time, the guy gets kind of more mushy and nostalgic and sensitive and the woman kind of gets a little – they just shift but I think it's understanding that we all have all bits in us.

[0:30:52.1] AV: Yeah.

[0:30:52.6] GR: But then, when you're navigating, it's like I'm not bringing my mommy self to my work self and I'm not bringing my wife self into business meetings. You know, it's like which part of me would be the most effective, the most fulfilling, which part in this dynamic and...

But having said all that, I think part of what makes it work is, Laird, I genuinely believe respects me but I think he knows too there's very clear boundaries. By the way, that is being feminine. Feminine isn't being a pushover, actually, I believe... I always liken it to mother nature, it is the most powerful of all in the sense that hey, I'm going to be loving, I'm going to be kind, I'm going to give you everything and you know, I can bring the thunder and the heaviness.

Worse, in a different way but it doesn't come often, it's a durability thing too. Absolutely. I think – willingness actually to be loving shows a different kind of strength you know? Then our situation, what is ironic and I think this is not so untrue for a lot of this dynamic.

Laird is probably more sensitive I would say and more in a different way than I am and I don't think that's so unique and so here you have like kind of this masculine world but really, within it, he feels it deeper, it hurts him longer, little things for the girls, he's in a way more loving. It does flow in and out but I think we've lost what femininity is which I think it's such a powerful force you know?

[0:32:32.0] AV: Such an interesting topic that I feel like we could really go into the weeds on that one but maybe, I mean, maybe we should let Laird talk for a couple of minutes now because it's been a while.

But I'd like to chat a little bit complete switch up again about diet and food because that's an important part of XPT and your lifestyle and the companies that you have. I'd like to talk about Laird's super foods because you guys, you generously sent me a ton of your products and your coffee creamers and I think I upped my coffee intake just so I could use some of the stuff although, I will say, I've used the coconut creamer for other things too like I put it on my yogurt and stuff and it's really good.

But I'd love for you to talk about this products, this company and some of the unique ingredients that are in them. I don't really... I haven't seen elsewhere. Why you chose some of this ingredients.

[0:33:19.2] LH: Well, first of all, I'm the company and the concept really came from my love for coffee and my usage of coffee as a kind of an energy sorts like everybody who drinks coffee, there's caffeine and we love that. But how do we make that better for us, how do we make that, how do we access that in a way that we can get the benefits and you know.

The fact is that's a great place to start your day, now everybody starts a big percentage of us to start our day with coffee and so, the whole caffeine and you know, healthy fat kind of relationship and the effect on your mental focus and the energy.

I heard a statistic at one point that you know, some of the healthiest things that certain Americans do was to drink coffee and I thought, well if that's true, then we need to figure out how to put nutrient dense ingredients into this coffees you know?

The idea behind a lot of the Laird super food products is you know, based around whole food ingredients because I believe that our bodies are best suited to eat things in their natural complexities and that the ingredients should reflect that and so that the body can deal with them and you know, we use one particular ingredient that we put in all of the products is called the Aqua Man which is a calcified sea algae that is one of the best sources of calcium.

It's very out and available and you absorb an incredible amount of it. It also has about 72 other trace minerals which our diets lack a lot of the trace minerals because of the nature of the way that we farm foods and that our soils are depleted and these are the little invisible ingredients that really affect our health and the balance of our bodies and so that's the kind of stuff that I am looking for to try to get into these products is get people nutrient dense.

Lots of red palm oil that has extremely high of beta carotenes and again other minerals and certain vitamins that we just don't get in our diet. So that's the concept and you know what? Again, we always say that proof is in the pudding. You use these products, you try them and

they have an effect on you and you either like it or you don't and I think sometimes we fall victim to all the press and we think that this is good for us. We need this but then somehow it doesn't.

We don't react well to it. I think we need to use – the more we can become connected to our intuitions and our instincts the better guided we'll be and especially in nutrition and life in general.

[0:36:23.9] GR: I can honestly say that when Laird says he's been really passionate about his coffee, in every place we've ever lived we've always had packages arriving with different kinds of coffee. So this is like a quest that I came out of a guy who worked with him and said, "Why are all his friends always wrangling to make a coffee?" and then that's obviously how the whole thing started.

[0:36:51.3] AV: And there's a bunch of cool products for people who want different stuff. There is an unsweetened one, there's a coco one which is my favorite, there is turmeric and are they all vegan?

[0:37:01.8] GR: Yes, they are.

[0:37:03.0] AV: Okay, yeah that's brilliant.

[0:37:05.5] GR: I guess if people are concerned with the red palm, they're out of South America so there is no deforestation and they are working with a group of small farmers so it's sustainable and Orangutans are not in South America. So the other thing is they're really trying to be as conscious and sustainable because really you need to right? If you are going to start a business in this age, you can't be not thinking about all of these things. So I really appreciate the way that they are doing it but also just straight up, the sub-phase is unbelievable.

[0:37:36.6] AV: Yeah, it's very good. I think one of the down sides unfortunately to having all of the information in the world in our fingertips is sometimes you can maybe, I don't know, learn too much or maybe things – there's always like a negative to every positive like Laird you said coffee is one of the healthiest things that many of us do.

It's full of antioxidants, it's natural, coffee is actually a pretty great thing and a lot of people have it as part of their daily routine but then on the flip side, coffee is possibly one of the toughest in terms of a lot of it is sourced unethically or it's sourced in a way that is not the best quality and then there's mold issues with coffee and so you have to get it from the right sources.

And that is kind of a tough thing too so I guess I am just ranting here because it's tough. There is always something right? But you guys offer coffee as well, you have coffee beans right?

[0:38:32.0] LH: Yeah, we have. To make something that you put in coffee and not have coffee seemed to be incomplete but we offer a high altitude Peruvian hard bean coffee that's one of the better low acidity and I mean you stated this just now which is a lot of things that we do naturally in our lives and a lot of foods that we eat in their optimum state have benefits.

I mean the reason why a lot of these things, these traditions and these types of food that we eat have been around is because in their optimum state they're incredible but when profit sometimes gets in the way or when we try to improve, make things last and preservatives and all the things that can start to undermine the quality of ingredients of the things get involved that's where we lose it.

But the thing about coffee itself is unless it is grown correctly, picked correctly, washed correctly, roasted correctly, packaged correctly and processed correctly then anything along that chain can lead to the acidity of it and undermine and the problem is that a lot of the coffees that we drink are highly oxidized and they're highly acidic and then we put other ingredients in there.

Like a bunch of sugar and some other stuff that aren't exactly optimum but when you do the right thing with this stuff, this stuff is an incredible tool to use in your daily life to get energy and sustain energy and have mental clarity and focus. Again, that idea behind an alert super food in general is to become a brand that people can rely on in order to vet a lot of that stuff.

So they don't have to be overwhelmed by the information. They can just go, "Hey, I know this stuff has some good stuff in it. It's good for me. It's sourced correctly, it's processed correctly and it's going to benefit me" and then rely on us, this brand to provide me for something that has a positive effect on their health.

[0:40:54.7] AV: Yeah, I remembering reading too that coffee in high altitude and washed were two things definitely to look out for and it is good to know that you can arm yourself with this knowledge and like you said, you pick the right choices and you know you are doing the right things and it's always nice to know that coffee is a good thing because we all need it so that's good but can you –

[0:41:15.8] LH: And there's been some studies recently too and you'll never know where these studies are getting done. I mean you see these studies and you're like, "Who put it on?" but coffee from the most recent studies that I have been exposed to have been saying that there is not a diuretic like we think it is. Normally you drink coffee in the morning, you have to go to the bathroom but if you drink it with lots of hot water in the morning you'd have to go to the bathroom.

In fact if you just drink water at all you'd go to the bathroom and so it really doesn't dehydrate you. It's not obviously the greatest hydration beverage but it doesn't dehydrate you as well. So again listen, coffee has been around for a long, long time and so I think anything that has been around that long used in the world obviously has some benefits.

[0:42:03.1] AV: Yeah and we're not going to stop drinking it so we might as well figure out the ways to make it the healthiest that we can right?

[0:42:10.0] LH: Yeah, bingo. That's exactly right.

[0:42:12.7] AV: Yeah, so can you talk a little bit about, both of you, your diet. This is the Paleo Magazine Podcast but it's not just paleo people listening to this and no one is a 100% paleo all the time anyway but I remember at the XBT series last year, you guys talked a lot about healthy food, whole food intuitive eating, eating things that make you feel good and keeping it pretty simple but could you talk us through that a little bit and how you guys eat?

[0:42:40.1] LH: First of all, it's interesting that paleo phenomenon are the description of a style of eating. I've been exposed to this kind of paleo diet for more than 20 years. We have a couple of sayings that if it wasn't here 10,000 years ago don't eat it, the three white devils are white

flour, white sugar and white milk, if you can't pronounce it don't eat it. I mean people ask me what your diet is and I say plants and animals and I think that the more you can eat fresh vegetables and high quality proteins, the better.

The more you can eat locally the better. There's the practicality of eating and there's the luxury of eating and I think that we're fortunate because we are in an area and in a time where we can access a lot of unique ingredients. The fact is that we don't have the nutrient density in our food that we did in the past and so we need to supplement with high nutrient dense foods. It means you have to subsidize your diet with other kind of super foods as well.

I think that's a big part of it, when you talk to me I eat twice a day. Normally I don't eat until after lunch is my first meal. I start my day with usually some of my product, coffee and some good quality fats and that's just a stage for my training and all of these stuff. I always hydrate when I wake up. The first thing I do is drink at least a liter of water in the morning and preferably with a little bit of Himalayan salt to help your absorption of it.

Then again, good vegetables and diversity. The more diverse you can eat, the better. I think again light training and XBT has a lot of that. It's all about the diversity of training, the diversity of nutrition, these are really important things for our systems. Our systems liked to be taxed or challenged both on the finished front and the nutritional front. I think that when we eat the same thing over and over, our bodies become saturated.

We do the same workouts over and over, you plateau and you become complacent and you start to get less and less from them. There's only two things that are happening. You are either evolving or you're devolving and that's just the way it is. I wish it was just easier and we can just not do anything and lay around the beach and be shape and same old stuff and that would be good for us but the fact is that's not the system that we live in.

[0:45:34.7] AV: Right and Gabby what about you, your daily general eating habits?

[0:45:38.8] GR: Well it's funny, I used to have a wicked sweet tooth and since I eliminated a lot of that out of my diet and I feel like maybe even adding the healthy fats has been helpful in

minimizing my sweet tooth, it astounds me that I can look at chocolate the way I do now and I literary don't want it as much as I used to let's say like three or four years ago.

[0:45:59.9] LH: Yeah, she might actually will, wants me more than chocolate now which is amazing.

[0:46:05.6] GR: I just think the entry of incorporating strategically healthy fats and we'd been having lots of conversations not only about macronutrients but micronutrients and the importance of that and like Laird said variety. What is in season, it takes a little more effort. I admit that that's what's tricky is sort of saying, "Okay well what is authentically in season?" and try to eat that and simple and also I probably eat less than I used to.

I think I've cut down and it isn't a question of the way of I was just getting in touch with how much I really need and like Laird said I think you need the healthy fats I probably get to that satiated place probably quicker. So it's just that but having said that I am a little looser most likely than Laird I would say and if I go some place and it's the best homemade whatever, Ravioli, I will have it but I keep it pretty simple and as close to the source as possible.

Again, I think that I eat more when I feel like "Hey I am more hungry" but when I know that I'm full I just stop eating. So that's been really helpful for me and unless I am starving at dinner I definitely have made that the smallest meal of my day.

[0:47:23.9] AV: Okay.

[0:47:24.2] LH: And I think too that it is important to not put a lot of stress around your diet. I think that is a very tricky thing to not be stressed because you can't get what you need and all those things. I think that is a mistake and you know if you're too strict then you become vulnerable. If you don't have what you need then all of a sudden the whole system is thrown off. So it is important to be able to deal with stuff meaning that you have the capacity to eat in a way that you wouldn't.

Just because you don't have a choice and so I think that you need that capacity. I mean the fact is that we're omnivores and so we have the ability to be vegetarian or not vegetarian or eat no vegetables or eat only vegetables. We discover all these abilities that we need to tap into.

[0:48:16.1] GR: And we're all different right? It's whatever feels good like some people, they don't convert vegetables as well to energy and the same with animal protein and I think that both Laird and I enjoy and have tried to incorporate more too is fermented foods for sure.

[0:48:29.6] LH: Yeah.

[0:48:30.0] AV: Yeah, fermented is good and I think what you are saying too Laird before about you've been doing this paleo thing since before it was cool, it was just eating plants and vegetables and plants and meat and I think that that's not putting too strict to label on things can be helpful too because when you have these strict labels like "I am a vegetarian" or "I am only paleo" or "I am keto" or whatever, that's when things can get a little bit maybe restrictive or stressful and people start worrying more about rules than about eating in a way that makes them feel good right?

[0:49:02.9] LH: Exactly and there is a famous guy that once said "the food is for the stomach and the stomach is for food" and so what's interesting and what Gabby said is when you start to eat diverse enough and then you are getting the stuff you need, you really are not as hungry. You don't need as much food when you are getting the right thing. It's when you are not getting the stuff you need that your appetite is just unquenchable and you just keep eating and eating and eating.

It's that old definition of insanity knowing you do the same thing over and over and expect a different result. Well, if you are eating the same things all the time and your appetite is just overwhelming, chances are you are not getting what you need so you might want to try some other technique or some other way to see if you can get what you need because when you get what you need, you realize you don't need as much food as we have a tendency to eat as well.

And I think listen, hydration feeds into your ability to how much food you need. If you are fully hydrated you probably need less food. There's all these things that are attributing to you. If you

are getting what you need in your food, you eat less food. If you are getting good sleep you need less food. There's all these things that are contributing to your appetite and to the quality of your health.

[0:50:28.1] AV: Laird you mention that you do, I guess a form of a written fast or at least a shortened eating window where you don't eat until around after lunch time. Is that something that you've always done?

[0:50:38.6] LH: Yeah. I think there's been times when I was eating a big breakfast when I was trying to maybe gain weight, when I was worried about trying to put muscle on and I was forcing to a higher volumes of food but I think when you are young, you just wake up ravenously hungry. Part of that was because I didn't drink coffee or consuming any fats. If I don't consume some fats in the morning, chances are I will be hungry sooner and would want to eat sooner.

But I do know that my performances are much greater on empty system and I have a tendency to be able to train harder and longer when I don't have a meal in me and I always like to go back to our more primal past and wake up and have a breakfast waiting for you. You woke up and then you went to hunt and gather and then you wait and that was usually probably after some hours of effort.

[0:51:49.5] AV: All right, so I have this inexhaustible list here of things that I wanted to ask you about in projects that you guys are working on but Gabby, you have a show on NBC called Strong where women partner up with trainers to find their strength and find their confidence in a number of things. One thing that I thought was interesting, I love for you to talk about that show is it seems like the contestants are all women and the trainers are all men.

[0:52:12.6] GR: Right, well you know in fact I don't even know if they are going to do more Strong but I will give you the idea about it which was the truth of the matter is if it's a competition show, right? You could have a badass female trainer but if one of the tasks is pull ups, you might and I feel like I can say this comfortably because I am a woman, there is just certain things they were trying to stack it as even as possible and they were trying to find women –

The contestants at first stop are women saying, "Hey I am off my north star. I've been working. I'm a mom. I am not a mom. I haven't found my voice" and I think there was conversations about why are they not competing with female trainers but I think they were just trying to make it as even as possible. Now having said that are there female trainers out there that could compete the same and be kickass? And of course there are but I think on some of the stuff and after you see the competitions, it makes sense the way they did it. It's never going to be perfect you know?

[0:53:09.9] AV: That's a practical answer. You guys I totally should have applied to this show. I can do 15 pull ups, no big deal. I really can.

[0:53:17.6] GR: Then you needed to be one of the contestants, you say you can do it.

[0:53:19.8] AV: Yeah, if you do another season I'll be on there because I always thought about American Gladiator but I was just a little too young and short. I am too short too.

[0:53:27.5] GR: Well I don't know, short is good in so many ways. You don't get bored as much, you're compact, you have the control of your bodies.

[0:53:34.5] AV: Lower set of gravity, yeah. It's funny that way.

[0:53:38.6] GR: I think the likes of what's good on both sides.

[0:53:40.7] AV: Yeah, that's true. You're right, you've got to look at the positive side. I will say rowing sucks as a short person okay? Lifting is good, rowing is tough. I think you would kick my ass any day at rowing. Rowing sucks.

[0:53:53.4] GR: Yeah, well like I said we could flip the coin on both sides of what's good about each you know?

[0:53:59.2] AV: Yeah that's true. Okay and Laird you have a documentary that I think just came out recently. It was really well received at Sun Dance, Take Every Wave right?

[0:54:09.5] LH: Yeah, actually it's the 29th of September be premiering.

[0:54:14.6] GR: It has a theatrical release starting September 29th.

[0:54:17.9] LH: IFC purchased the film and they will be distributing and they will be playing it in all the landmark theaters but we have a few more festivals to do this summer before that happens.

[0:54:30.0] AV: Okay, very cool and can you talk about your involvement in that and is it weird to watch a movie about your life when you are still smack down in the middle of living it?

[0:54:40.4] LH: The living? Yeah, it is. I think I would like to describe it as a healthy perspective on it. Listen, if somebody asks me, "hey what do you think about the film?" I will go, "Well it was my life" like what do I think about my life. First of all I can't change anything in my life so I can't change the film. The fact is that I feel like it's an opportunity that if I can take some things that I experienced and went through in my life to share that with people that could have some effect, then it is definitely a worthwhile project.

I was fortunate enough to be aligned with Rory Kennedy who is an incredible documentarian director and she told the story and I gave her as much information and exposure as I could. Well I gave her full disclosure pretty much to use whatever she wanted to in order to tell a compelling story and having someone like that with a very unique perspective looking at my life and then creating a film around it. Let's just say that if people enjoy it, I am thankful, that's all and I think that's where I come from it. The film is called Take every Wave and it's my life story and like I said I'm very lucky to have it.

[0:56:03.3] GR: Well people might think it's all about surfing but really what it's about is something that a lot of people can relate to which is passion and singular pursuit and maybe, I think if you are going to see there's a common theme a lot of times about how many great things often times can come out of struggle. So I think Rory did a really, really great job.

[0:56:23.1] AV: Cool and I haven't obviously been able to see it yet but I have read some reviews and it brings to mind again that you are both such ambitious driven people and you also

surround yourself with people like that. So it must feel pretty normal for you. I remember at the XBT experience, you guys even said at one point just being here and being willing to try the things that we were doing puts you perhaps in a different kind of category from the norm right?

But do you think that some people like yourselves are born with a drive to try new things or maybe take more risks or always be striving for the next thing or do you think that's a trait that can learned overtime?

[0:57:03.5] GR: I think Laird was definitely born with it because we think we do it and I think we do it for different reasons. I think Laird has a sense of curiosity and what's over that hill and what can I do that and can I do that, could I do that better and I think you were definitely born with that honey.

[0:57:20.0] LH: Yeah and I think the answer to your question is yes. I think yes, you are born with it and yes there are people that through life's experiences and whatever the trials and tribulations of life it's brought it out in you and then you have that – first of all I think it's a human trait to be curious and I think that we become less and less curious overtime because all the questions are getting answered and we have most of the answers right in our cellphone.

And so in a way, I think our curiosities are kind of doing the link but the fact is XBT and that whole willingness to go into the unknown speaks to first of all it pulls a very unique group of people and I think yes, a certain portion of us are born that way and some of us evolved to that point.

[0:58:11.5] GR: Think about like at your experience there is a guy there named Lenny I know you can't forget him. He had that cute gold bathing suit on.

[0:58:16.8] AV: Oh yeah, I can't forget that one. Nope.

[0:58:19.8] GR: Lenny is a good example of person who lived one way and he was in the raise and doing the whole thing and had extra pounds in this whole thing and decided, "Oh yeah, this isn't working and made a big shift and so unfortunately I feel like if you are born that way it

usually takes something to happen where you go, "Whoa!" but it's always in us. It's like being athletes. I say listen, we're all athletes on some level.

So it's a choice and it's a choice to be uncomfortable or scared or look silly or anything like that and if you're born with it then –

[0:58:55.2] LH: It's easier if you are born with it and again, you don't have any choice too. It's also worse too because you're burdened. It is a burden too like yeah it is a great trade and I go yeah, to live with that trade consistently can be tiring. Day in and day out just the endless pursuit. It's like one of those terriers, they won't just give it up you know?

[0:59:20.2] GR: It's true and I think it does. It is honed maybe by childhood. I think you have to ask them.

[0:59:27.7] LH: You can be borne by a trade and then just only refine the skill and then you're on a whole other level you know?

[0:59:33.7] AV: Right and I think too that we live in this world that has every comfort and so maybe we are also losing a little bit of that willingness to experience discomfort and sometimes pain and fear and even those can be such important transformative experiences and as you guys said, we're curious and we become less curious but I think we are also willing to be a bit more voyeuristic and watch other people have experiences instead of having them ourselves and I think that's why XBT is such an important thing because it gives you that little push to not just watch other people do these things but to really do it and have that experience for yourself.

[1:00:12.4] GR: I think that's a really good point too about being voyeuristic nowadays. I really think that if you can safely and constructively and intelligently try newer risky things and get that feeling for yourself, I don't know if there is anything like it.

[1:00:30.7] LH: Well you can't voyeuristically get in shape. That's the problem. You can't voyeur yourself into health. You can't voyeur yourself into wellness. I think that's really the big issue is that we are voyeuring ourselves with all these people but we are not doing it and unfortunately,

our systems are designed to react to stress. That's what our bodies respond to. I tell people if you want to get muscle, you got to lift weights until you are sore.

You've got to stretch yourself. If you want to have some profound kind of experience then you've got to put yourself into a stressful situation. I remember one time we met a group of monks and they were sitting in a circle cross-legged and at one time I go to the guy and go, "Man, this becomes very uncomfortable" and then he looked at me because I thought that they weren't feeling any discomfort and he's like, "That's why we do it because the discomfort brings us into the here and to the now".

That they are not-not feeling discomfort, they are feeling discomfort but that's what they are looking for in order to bring them to a place, the deepest form, the deepest state of meditation. I thought, "Well that sums it all up right there" and so in a way that's where all of these profound things occur is in stress and in discomfort is where we make all our gains. I mean Gabby and I talk about our upbringings and not wanting our children to go through the things that we went through.

Yet those are the things that shaped us, still I don't want our children to be like us but the fact is that they won't go through the stresses and the discomforts of our childhoods. They'll go through their own but it will be what we went through to mold us or to have the effects that it had on us.

[1:02:32.7] AV: Right, how's this for a final sound bite, don't be a voyeur be an exhibitionist? Stop watching and start doing right? That's it.

[1:02:41.3] LH: Amen.

[1:02:42.0] AV: All right I like it.

[1:02:44.0] GR: You know we always say that throw your hat in the ring, give it a go.

[1:02:47.7] LH: That's right.

[1:02:48.5] **AV:** That's it, yeah.

[1:02:49.5] **LH:** There's great honor in a failed attempt but no honor in no attempt.

[1:02:52.7] **AV:** Right, yeah that's as good as a place to end this as ever. I think we barely scratched the surface, I could ask you so many more questions but I know we have to move on with our day but I hope maybe we could do a part two at some point, maybe in a Sauna, maybe in a nice bath, will be amazing.

[1:03:08.5] **LH:** Absolutely.

[1:03:08.7] **GR:** Yeah, get the two of us for sure.

[1:03:11.8] **LH:** Absolutely.

[1:03:12.7] **AV:** Well listen, thank you both so much for your time, I hope we meet again soon for a pool or a beach workout but thank you for everything that you do and everything that you share with us and I really appreciate it.

[1:03:22.8] **GR:** Well thank Ashley, thanks for your time today.

[1:03:25.3] **LH:** Bye Ash, see you later.

[1:03:27.0] **AV:** Okay. All right everyone, thanks for listening and I think if you take anything from that interview, it's that Gabby and Laird and I are friends. Okay, maybe that's the most important piece, there was a lot of good stuff about breathing and family and eating good food in there too.

If you're interested in their coffee creamers and their coffee. Go to lairdsuperfood.com. My personal favorite is the coco but they also have unsweetened coconut, turmeric and other options including their top fuel that's available in single serve packets which are actually very convenient and if you want to know more about their XPT program, go to xptlife.com.

Next week, I'm chatting with Jason Burke, the founder of the new primal, a grass-fed Jerky company that you probably already heard of and or tasted since it's offered at more than 6,000 locations around the US.

Jason started off making Jerky from self at home with a couple of dehydrators and the product was so good, he left his corporate job to do it full time. So basically all of our dreams. We talk about his product, we talk about his personal journey getting healthy and also we talk about starting a business from scratch.

There's a lot of stuff in there. Make sure you tune into Paleo Magazine Radio next week for that. Just as a reminder, if you leave a friendly review on iTunes, okay, it doesn't have to be friendly but that would be nice, you can enter to win a free paleo cookbook. Find out more about that on our Instagram page, @paleomagazine.

That's all for this week, thanks so much for listening.

[OUTRO]

[1:04:52.8] 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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