

EPISODE 171**[INTRODUCTION]**

[0:00:11.3] AVH: Hey everyone, this is another special episode we recorded at Paleo f(x) in May. This one is with Dr Josh Axe and Jordan Rubin, the founders of Ancient Nutrition. Supplement company making bone broth, protein powders and other healthy supplements.

You probably already know who Dr. Axe is, he is a certified doctor of natural medicine, doctor of chiropractic and clinical nutritionist, he is a radio show host and national speaker who is, he's basically everywhere. He's written a number of books including Eat Dirt and the Gut Repair Cookbook.

Jordan Rubin is also a well-known health expert and a New York Times bestselling author of The Maker's Diet among many other titles. In this episode, we catch up with Jordan and Josh, talk about their company and why bone broth isn't just the latest health fad, which is what I've been saying forever but now you get to hear it from someone who is well, smart.

If you'd like some visuals to go with your podcast, you can actually watch the Facebook live video of this interview from Paleo f(x) on Paleo Magazine's Facebook page. It lives there so you can check that out and see our smiling faces and see how short I am in real life. I hope you enjoy this episode and don't forget to subscribe to the podcast on iTunes or Stitcher so you can keep up to date with all the exciting guests and shows we have planned. I hope you enjoy it.

[INTERVIEW]

[0:02:03.1] JA: Hey guys, Dr Josh Axe here, we are at Paleo f(x) and we're actually doing a live interview here and so hey, take a minute right now, punch that share button, plug that love button, we'll be talking about the paleo diet, the benefits and answering some of your most commonly asked questions.

[0:02:20.8] AVH: You just did my intro for me so that's perfect. I am the host of Paleo Magazine Radio, and we're doing a live podcast here so very pumped and first question, how has the show been going for you? This is almost the end of the first day, how is it going?

[0:02:33.3] JA: Awesome, for me it's been great, lots of great snacks, lots of grass fed, had some grass fed venison earlier, that was delicious. The show has been awesome, I know I did a panel with Jordan, who did a great talk earlier on, the ketogenic diet and collagen and you know, this is one of the – I would say one of the premiere natural health events in the country every year.

[0:02:53.6] AVH: Yeah, I agree, no bias whatsoever, I completely agree with that. What do you really look forward to when you come to this show besides the snacks?

[0:03:00.9] JA: Man, Jordan, how about you?

[0:03:02.8] JR: Well we're first timers. This has kind of been new, some of our team was here last year had said that for a consumer show, this is very significant, there is enthusiastic people. And one item that I've noticed, the attendees are very knowledgeable. People are coming here, they're what we would call a health enthusiast.

And the information is definitely deep so when you start listening to what some people are talking to, it is not simply adjust your macros, it's not simply consume more fat or avoid grains and dairy. There's really some deep health information, Josh did a panel on the gut, I did a topic on collagen and diet, Josh knows the title, he didn't attend but he did just – he was busy having his venison while I was speaking.

It's a good show, we're excited, we've only been here a few hours and we're having a good time.

[0:03:57.8] JA: Yeah, you know, one of the things that I love about the event is the people, just meeting really knowledgeable people. People that are passionate, especially about gut health, especially about fitness and those are two of the things for me that again I'm most passionate about, I really come more from a fitness industry and then have worked on majority of my

patients struggled with auto immune issues, gut related issues, Jordan has an amazing story there but you know I think that that's something else we love and I just sort of reiterate what Jordan said.

The people here are really knowledgeable.

[0:04:28.8] AVH: Yeah, they're smart and they are informed consumers, right? Tell us about the company that you have that is represented here today and what you guys offer?

[0:04:38.4] JA: Well, Jordan you know, it's funny, we kind of came up with bone broth together. Now, Jordan came with a brilliant idea of bone broth protein. You know, for a long time like Jordan, myself, we have another friend of ours, Dr Dan Pompa who, we would put our patients and people who were sick on bone broth and just saw great results with a compliance, it was so tough you know? I've had patients say before.

You know, sometimes they would stay on it for a month or two and then they would kind of fall off and so one of the greatest things about bone broth protein is it's dehydrated bone broth, it's some of the best quality in the world and Jordan, actually, I'd love for him to talk after I talk about how we make it and specifically why the glutamate levels are low or why it's so nutrient dense.

You know, the biggest thing was compliance. Now, I mean I do bone broth twice every day. I mean, every – for a year, every day for breakfast super food smoothie, after workouts I come up with great recipes like doing chocolate bone broth with chia seeds and coconut for dessert, some good stuff.

[0:05:40.7] JR: Yeah, well I'm going to just go right into the recipe. My son Joshua, he has been following the diet similar to the message that I share earlier on, I'm calling it the collagenic diet, it's a ketogenic diet utilizing principles of intermittent fasting and collagen rich proteins. That's a mouth full. I saw Joshua with chocolate bone broth, get this, leano chicken soup, you can put ginger in it or turmeric or zucchini. But chocolate? Yeah, it's awesome.

My son made a chocolate bone broth protein with pure high fat almond milk, three raw eggs and an avocado. It was a fat, bone brothilicious bomb. It was awesome, it was like, custardy dessert, Josh does, this Josh does puddings, what I love about bone broth protein is it allows you to get ancestral ingredients in your diet every day. I wrote about bone broth in my first book 19 years ago and I have not even been consistent making it. It's hard.

Frozen helps. You buy frozen bone broth, that's healthy. What about today? I'm traveling obviously, in my carry on bag I got a little baggie, bone broth protein, my little shaker cup, I'm going to get three to six cups of high collagen bone broth in my diet today, who can say that? I've done it myself for 15 months every single day.

[0:07:07.8] AVH: You really hit on something important there that bone broth is great, we all know bone broth is great but it is a lot of work to make and so making it convenient is important. You said that the production of your product is special. Could you get into that a little bit?

[0:07:21.6] JR: Absolutely. Well every food or every treatment has its detractor. If you go and search bone broth, you'll get miracle, hype but there are some people that believe that if you're super sensitive, they call it leaky brains. It's not leaky gut, it's leaky brain, if you have a sensitivity to glutamate, histamines, the long-cooked bone broth which extracts all the collagen to draw your histamine and acid, it can create additional glutamate as it cooks. If you've been able to get maximum extraction of collagen type two and glucoside high laconic acid and minimal free glutamine by cooking it a certain way that extracts the nutrients.

And, we don't use salt. I'm not a person who is against salt but bone broth has a lot of salt when you make it the tasty one. We have one fourth of the sodium of homemade bone broth, more collagen, more of glucosamine, more controlling and I have always been – food is better, supplements are second best. Bone broth protein, because of the way we extract the meat from the bone, it tests better than real, that's the crazy route, all that is, is real old fashioned bone broth laid on a scale that we can consume every day.

We have loads of products so you can integrate bone broth into your life pre-workout drink. You got a meal replacement and Josh and I have both used thousands of supplements formulated

hundreds, I will not be without the simple – if I'm without everything else, I can live, this is my go to.

[0:09:00.2] JA: Yeah, also over the years, I've taken a lot of different supplements and seen benefits but I believe that this is the supplement I've seen the most benefits from and it's the one that I personally use most consistently, my wife does, my mom – I mean, everyone in my family and extended family is using it multiple times a day.

[0:09:17.7] AVH: We're talking about bone broth protein and there's a lot of collagen based protein powders, is this something that people are starting to pick up on - That was our energy.

[0:09:28.3] JR: They're different.

[0:09:28.7] AVH: Can you talk about their differences?

[0:09:29.6] JA: Yeah, I can speak to the differences. When you hear somebody say collagen protein, the majority of the time, that's coming from the hide of cattle. It's bovine and so it's going to be very high in type one and three collagen and actually, in terms of your own body, your skin, hair and nails specifically and your bones are made up of bone broth, are made up of type one and three collagen but if we're talking about your gut lining and many of the tissues that are part of your immune system and your joints.

Those are actually more primarily type two collagen and type two collagen is what you find in chicken soup whereas type one and three collagen is what you'd find more in beef hide or beef bone broth. For us, we really believe that type two collagen especially with so many people today struggling with immune problems and joint issues and gut issues that type two collagen, we really believe it's the most important type of collagen people need.

There is a problem when people are buying collagen protein in most cases, it has zero type two collagen, it's completely one and three so that's one of the unique things about bone broth is it has type two collagen and also has some one and three and here's the other unique thing, it's very high in glucosamine and hyaluronic acid. When we hear glucosamine and hyaluronic acid, we tend to think joint health.

The truth though is, they're also incredible for gut health.

[0:10:56.1] AVH: All right, if you're taking it every day like you guys both said you're using this product every day, multiple times a day, is it like a cumulative thing or are you using it consistently over some of the time, how long do you have to take it and how much do you have to take it to really start noticing?

[0:11:09.6] JA: Yeah, I'll say something quick here and have Jordan say the next. In terms of you know, it's protein, it's amino acids so per gram of body weight, a lot of people here at this paleo event are doing about a gram of protein per bodyweight and so if somebody weighs 150 pounds, they're doing 150 grams of protein but the problem is that most of the proteins we're getting, I'll get Jordan to talk about methionine here in a minute.

But one of the issues is that we're not getting these joint building proteins, why are so many athletes today, think about even whether it's cross fitters or professional athletes in the NBA, things like that, rubbing a lot more ligament tears and meniscus tears and injuries. Much less frequently then, muscle tears, well why is that well part of it may be due to, we're missing these collagen, these cartilage and ligament building proteins and we're getting most of the muscle building proteins from all the meat we're eating without getting what our ancestors had in actual bone broth.

[0:12:11.2] JR: I think the best way to use bone broth protein is to get off of all supplemental protein and use two to three servings a day. Now here's the deal. Bone broth protein isn't the only protein you should consume. But it may be the only protein you should supplement with because while most people think there's two types of protein, animal and plant, animal and plant are very similar.

Plant's just less effective in building tissue. But if you look at meat protein, egg protein, whey protein, soy protein, hemp protein, pea protein, rice protein, the list goes on and on, they all are reaching methionine and branch chain amino acids, we get that in our diet. We eat meat or we eat dairy or we eat vegetables or we eat grains or we eat seeds.

Supplement should be something we don't get. Ask anyone in this building, I guarantee you for the last three days, they've eaten meat or eggs. This is the probably most broth centric group in America. When you say like per capita. I still bet that in the last three days, half the people have not have broth.

Getting these nutrients that are missing in your diet tend to work quickly. I say seven days to three weeks, you feel it but your question about a crescendo effect, it's accumulative. Many supplements I've taken work for a while. Bone broth protein works better and better and I've seen it progressively improving in my own situations. I'm over 40 and I had a knee issue and I ended up six months ago playing thirty full court basketball games in a matter of 40 days.

Where I was hurt so bad I couldn't even walk, much less run. I'm not saying bone broth protein is the only thing that got me back but it provides the building blocks to cushioning of those joints and when you take it, it's not heavy, it's like you've consumed a sports drink and it's loaded with electrolytes.

If you take pea protein or rice protein or whey protein or egg protein, you could be allergic. Pea protein and rice can be difficult to digest, this is serum soluble, mixes easily, smooth and you have to try it to understand.

[0:14:24.5] AVH: I mean, there's also some more aesthetic benefits too like I know when I was taking it regularly and I tell my Instagram friends this all the time that my nails were growing, my skin was better and it's noticeable, this isn't something that you can make up.

You're seeing it happen right before your eyes and I know that I moved collagen, it was like originally more popular as a beauty soap right?

[0:14:45.1] JR: Yeah.

[0:14:45.2] JA: Absolutely, yeah, in fact, my sister, she called me two weeks after using the bone broth product and she said, my hair has never had so much volume, she was like, I was getting my hair cut and my stylist was like, what are you doing? This is you know, I just saw you

not that long ago and your hair has changed so much so it was absolutely a very quick difference especially in your skin, hair and nails.

[0:15:05.8] AVH: Even if you're vain, you're not even caring about your health per se, you're like, you're just going to look pretty good.

[0:15:10.6] JA: You're so vain you probably think this broth is about you.

[0:15:16.0] AVH: Can you have too much? Can you take too much collagen or bone broth?

[0:15:20.3] JA: You know, in my opinion, you can't take too much of anything but for the most part, when we're talking about bone broth or bone broth protein, I've put people on bone broth cleanses when they're consuming you know, the equivalent of probably eight cups a day, something about that of bone broth and it really is not too much I can think about.

What we probably get too much of is methionine rich proteins from all plants and all the meats so if anything we're bankrupt in this and I really think it's probably one of the last things people should worry about.

[0:15:50.7] JR: Now, I do think that while collagen protein from bovine hide can be a very good supplement. That can be consumed in excess because we don't eat hide. Hide has never been consumed. It's a great supplement, it's a great way to get those nutrients but it's not a food so that can put you in a little bit of an issue mineral wise.

But bone broth protein has minerals, has cofactors and so I do say two to three a day is the bull's eye, that each scoop of bone broth protein gives you the equivalent of two and a half cups of homemade broth. One to three is where the bull's eye is and if you're super busy and can't even make the powder, we have bone broth protein capsules that I've clinically studied ingredients that produced excellent results as well. There's really no way you can go wrong.

[0:16:44.0] AVH: You're saying the supplement are even more effective maybe sometimes than the real food equivalent because you can absorb it easier in many cases?

[0:16:51.7] JA: And it's free of sodium and I know that, I love to make broth with ginger, garlic turmeric, I love it with onions and carrots but some people just need straight up flame or bone broth protein pure, one ingredient, chicken bone broth protein concentrate.

When you're dealing with somebody who is sensitive to everything, that is a phenomenal starter for them. Bone broth protein greens has some raw green juices, it's not sweet at all, turmeric has added organic turmeric.

The simplicity of bone broth protein is what makes it amazing and it's been a year, we introduced it a year ago and it is.

[0:17:29.9] AVH: Brand new last year?

[0:17:31.1] JA: Yes, we literally got bone broth protein, shipped it here and it was the first anyone saw of it. It is outpacing every protein category by a mile which is awesome, I mean, it's a blessing to be able to create a need for yourself in your family and see it benefit somebody.

[0:17:50.3] AVH: Absolutely. So you guys, I like to ask this nosy question because I think our listeners like to know, besides taking Ancient Nutrition supplements here and there, what are some things that you guys do to stay healthy and balanced? You're busy, you're travelling, what do you do maybe exercise wise, food wise, balance, what do you do?

[0:18:09.4] JA: Yeah for us, we really practice what we preach and if I didn't do what I do now, I might be a gourmet chef or something. I'm a foodie, I really love food and so anytime I'm at home, my wife and I are in the kitchen making stuff. So Chelsea is making paleo muffins of some sort and I'm making some sort of salmon or steak and so we love making food but travelling I think we're both conscious about it. We're go to a True Food kitchen while we're here in Austin and we'll eat there.

And then we'll pack our bone broth and I'd pack some pomegranate powder just to have for breakfast. I think we're trying to be really conscious and for me as well, I do a lot of exercise and so anytime we are on the road in my hotel, even if it's just 20 minutes. I'll go do a session of

burst training, just something really short and those are some of the things I personally do and the other thing is I really try to get outside a lot.

Like my wife and I are were down in an area called Seaside Florida last week, it's airy so the pan handled desk stand and we went out paddle boarding for the day which was a blast and we rented bikes and biked all around so we just really like to stay active.

[0:19:18.6] AVH: Yes and there's lots to do here. I mean you can go outside, do some workouts in here, I mean plenty of food, there's lot of those in here. So what else do you guys have going on this weekend? What can you tell us you are up to?

[0:19:29.6] JR: Well we like to say that whenever I travel with this guy, we pretty much pick where we are going to eat and then do a little work around it but to echo with what Josh said, we are passionate about food. So whether it's hunting for amazing super foods in places like Hawaii where I'm going in a couple of weeks or New Zealand which we're talking about, we absolutely love finding ways to make super nutrition convenient for people.

And what I love growing up in this industry how bad the food was when I was younger, I literary would go to a birthday party and my mom would bake me this cake that was carob and it literary was like this big. For those of you who are listening, I'm making about half an inch of a shape here but today, health food is the bomb and it's almost too good. It's almost health food junk food sometimes. So I think we enjoy finding unique ingredients and making them convenient.

So we talk all the time about three quintessential super foods, bone broth is one. Organ meats are another, fish roe is another. So we are looking at ways to take these real foods and get them to people. First ourselves, we're always trying cool things and we ferment a lot of herbs, etcetera. We also farm and a big recent excitement of mine is getting a small herd of water buffalo and yacks, yes you heard it correctly, but that's what it's about.

I mean we are learning how to heal the land, heal our bodies and go way back to a time where people are healthier and so that's a little bit of a passion of ours.

[0:21:09.2] AVH: That's pretty cool. Yacks...

[0:21:10.2] JA: Yeah.

[0:21:11.6] JR: Bruce in the bull.

[0:21:12.7] AVH: Very cool. So for folks who want to learn more about Ancient Nutrition, maybe you want to stop by if you are at the show, where can we learn more, where can we go online and find you guys?

[0:21:23.2] JA: Yeah, well you can go to draxe.com and just go to our store. Click on the store tab and you can see all of our bone broth products or also you can just search my name and Jordan's name online. You can look up Dr Axe bone broth, Jordan Rubin bone broth, you can see some of the articles and content we've put out. We've done several Facebook lives on the topic and going to my Dr Josh Axe Facebook page. Jordan and I have recorded.

We've had about three videos early on if they scroll through our video tabs on there and then there are bone broth proteins and health food stores that are available all over the country.

[0:21:52.1] AVH: Awesome.

[0:21:53.3] JR: Booth 18 here.

[0:21:54.5] AVH: Booth 18, okay good. Is there anything new on the horizon for Ancient Nutrition or for both of you personally that you guys are working on? What are you making faces for? Is this something you can't tell?

[0:22:02.3] JA: Well I'm making faces, I'll let Jordan decide what he can say or not say.

[0:22:06.8] AVH: Okay what can you tell us or you can just whisper it to me and I won't tell anything.

[0:22:09.0] JR: My hobby is developing products and so Josh and I, we've really come together and partnered on something we think is exceptional and taking ancient wisdom and modern

technology and mirroring it. So we have a significant increased offering around bone broth protein. We are developing keto based products like the world has never seen before which I ended my message with a little probably prelude to the most amazing fat on the planet.

We are going to be introducing that to people in the coming months. We have an amazing way to infuse botanicals with essential oils and CO2's and ferment them and the list goes on and on. So we're doing – we have nearly 180 products that will rain the market in the next six months. So if you've visited draxe.com store, our Amazon page or gone through health food store and you thought you knew what we had, you don't.

[0:23:00.5] JA: Yeah but be on the lookout. If you sign up for our Dr Axe for our newsletter you are going to see lots of new innovative products coming out over the next six months.

[0:23:08.5] AVH: Okay that is very exciting. So you're covering fermented bone broth and keto stuff. You're basically covering all of the basics. That is pretty exciting.

[0:23:16.6] JR: On the keto side, we are introducing a program that is similar to the message I've shared that combines ketogenic principles, some intermittent fasting and boosting your connective tissue all in one. We call it Keto 360. It's an entire full circle approach to getting your body to perform optimally. So that will be a program that anyone can follow virtually, there will be an app, there'll be shopping lists and it's going to be powered by the five keto driving forces that we've discovered. So it's going to be pretty cool.

[0:23:50.5] AVH: I feel like I have a lot of research to do now. Okay there's a lot going on. That's awesome. So we all have to stay tuned and we have to follow these guys and see what they have coming up. Thank you so much for your time and enjoy the rest of your show.

[0:24:00.3] JR: Thank you so much.

[0:24:00.9] AVH: Awesome.

[0:24:01.9] JA: Thanks for having us.

[0:24:01.8] AVH: Take care.

[END OF INTERVIEW]

[0:24:02.7] AVH: All right, thanks everyone for listening and honestly, if you want to treat yourself to something healthy and delicious, you should get yourself some of those Ancient Nutrition bone broth protein powder like you've heard me wax on about how much I love collagen products and bone broth products and this stuff is really good quality but also really tasty. There aren't too many better ways to sort out your sweet tooth than a chocolate or coffee bone broth protein seriously.

So if you have any questions about this episode or anything else paleo related, you can hit me up on Instagram @themusclemaven or reach out to Paleo Magazine on any of our social media platforms @paleomagazine and if you've tried any Ancient Nutrition products already, let us know what you think. Reach out to us on social media. We love hearing from you.

Now next week is a special week because we are bringing you two podcasts, both from Paleo f(x) both featuring some very strong and very fun individuals. We've got Leo Vasershtein. He's a regular contributor to Paleo Magazine. You have probably seen his articles where he is playing with all kinds of weird fitness equipment like maize's and stuff like that.

He's talking to us about primal movement which is really cool and we have Amy Rose talking about training like a strong man or rather a strong woman which is so much fun. She did a really cool strong man workshop at Paleo f(x) that was really popular. You can actually check out the video on our Facebook page, Paleo Magazine's Facebook page.

So you don't want to miss out. These are two really cool, really informative interviews and yeah, make sure you're subscribed to Paleo Magazine on iTunes or Stitcher and I hope you're listening next week. Until then.

[OUTRO]

[0:27:51.8] 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]