



Energy4Life Podcast

Episode #47

Outwitting the Darkness with JJ Virgin

Harry Massey 0:00

Welcome to the Energy4Life podcast where we explore the future of health and wellness to help you enhance your energy, health and purpose.

Harry Massey 0:11

Hello, and welcome to the Energy4Life podcast. Now on today's episode, we're going to be sharing an interview with a dear friend of ours called JJ Virgin – the person behind mind share and before that she was a celebrity nutrition and fitness expert and author of four New York Times best selling books. Now I recently interviewed JJ for our upcoming Choice Point in 2020 project which we're basically making a number of sort of mini films, which are really following our overall Choice Point film that were released in 2012. And we're basically gonna be speaking of all these different experts and researchers in the field of wellness, fitness, healthcare, biohacking, etc., to really find the truth and the courage more importantly that will help us or allow us to help regain our freedom. So you know, I know everyone's going to look forward to that as we as we get further along that project. Now, JJ share some really excellent insights about finding the courage to keep going through these difficult times. How each one of us can use these unprecedented circumstances as an opportunity for personal growth and connection. Now, I think would be incredibly helpful for anyone who has a feeling alone or without direction. So let's jump right in.

Now, several months ago, JJ shared a book with me called Outwitting the Devil, which was written in 1938 by Napoleon Hill. It sat around in my house for a while until I picked it up recently. And it turned out to be absolutely spot on for the times we're going through right now. And in that book, Napoleon Hill stressed the importance of thought independence as the key to success and freedom. And he goes on to describe how the mass media society and the education system have the ability to program people and essentially control their mind. So, JJ, why is independence of thought so important during this time of crisis that we're experiencing right now?

JJ Virgin 2:13

You know, it's so funny because what you just said even tells you more why? why people are pushing to not let people have independent thought to keep people from independent thought, because it's a way to keep power. And it's so interesting watching everything right now. And when I was 30, I had this amazing mentor, I thought I was gonna get mentored on how to be successful in business. And the first thing that she did with me after I sold my business moved into her house become her mentee and thought

you know, is going to hear this is I'm gonna learn how to be successful in business and she sticks rubber bands around my wrists, and teaches me that every time I have a limiting belief, I need to snap my wrist and all Thinking as I just put, like my stuff in storage moved across the country, like, Oh my gosh, but what she taught me from that beginning is that your biggest asset in business and life and whatever you're doing is your mind and the ability to manage your thoughts, control your thoughts, right? manage that mindset, that it was the most important, significant thing.

And when you really look at what can control people, every single thing that we do is going to come from fear, or love. And sadly, fear can be a way more powerful motivator. I think, on the outset fears more powerful, powerful, and then long term love is going to be more powerful because ultimately when it comes down to it, people start to do things in life, to be loved. So you know, when you get people right now, falling into this party line, and there's two parties right now as we see and not able to think of the what ifs outside which happen when you start to think independently Well, well wait a minute What if? What if I can master my own health and master my own body and trigger my own innate immune system and stuff? I'm stronger than I think and I don't have to like if there is something out there by it's not going to hurt me you know what if I could do that, right rather than falling into all of these messages that scary scare you and make you fall in line?

Harry Massey 4:22

Absolutely. And there is a major difference right now between rational and irrational fear. And the fear being programmed into us by the media - surprise, surprise - may not actually be that rational. So how does that fear invade the mind and, over time, make us become irrational and overly responsive to fear?

JJ Virgin 4:22

Yeah, gosh, isn't it so interesting? How and I look at that, really in terms of like, what's your stress response? And the best way I can explain this one is I, back when I was a personal trainer and nutritionist and I would go to people's houses. I was working with someone who was so stressed. It was like the most stressful time in her life. And when it got down to what she was sister, and I'm looking around, she lives in this gorgeous mansion. She is a stay at home mom, her husband's a very successful doctor. She's got one child, turning 13 and this all was about that she had to put on a bar mitzvah. She had a party plan everything else but this was her level of stress. And any of us would look at this and go what, but for her and for everything she'd been programmed in her life, about showing up in Being the good daughter and being the good mom and everything else, it triggered put her right into this whole fear cycle.

When this whole thing started to happen with this pandemic, I went straight back to standing in the hospital when my son was 16. Hovering between life and death with the doctors telling me to let them die went right back into that feeling my whole body went into that feeling that high adrenaline oh my gosh, you know that place where before you start to realize it's almost primal that you actually can manage this by first managing your thoughts. The first thing is this flight or fight alert situation and when

the pandemic hit, I went straight back into that again. So how often are we just trained? We trained our bodies to respond and over responded situation so we can't think clearly, you know, logically of what we need to do here. Once I kind of let that first wave go by with my son, I said Have the freakout fear oh my gosh what if everything else I was able to sit and go, what what needs to happen here? And how do I need to show up? And same thing once this initial What the heck is happening here? It was like, Okay, what needs to happen here? How do we need to show up? How do we need to move past fear and into love because it's one or the other, right? So if you're in a place of fear, love can't get and if you're full of love, you're going to push the fear out

Harry Massey 7:02

How have you been able to transform that fear into love within your own mind? For instance, if we go back to when you were in hospital, you were still going on TV and building your business. How did you manage to maintain some independence and overcome the fear you must have been feeling?

JJ Virgin 7:18

Yeah, it's so interesting I in my life I've been fortunate to have some great mentors and a lot of training and I think all of our life is research and development it's all this you know, it's it's so that when you get into those situations your body knows what to do. And so we might look back and go oh my gosh you know, the challenges this person has been through pour them but what if it was those very challenges that prepared that person to be able to go through and stand up and be I'll handle situations What if each time it was like you were taking your body to a mental gym so that when tough times hit knew exactly how to respond to them?

So I look back and I think we've all gone through this, you know, we've all gone through our own, you know, our own mindset training and either we we laid down and became a victim, or we decided we were going to take that on learn how to retrain. Better and be a victor and it doesn't mean every single time you go wow, I'm I can handle this when my son first got hit. And here he is in the doctors are telling us you know, with the massive brain injury he has he's in a deep coma. He's got an aorta that's going to rupture at any moment and, and 13 fractures with bones sticking through his skin and I'm looking at him as a mom and like, you know, it wasn't, you know that I could sit there and become an emotional but it was that I'd gotten to a point where I knew how to show up in tough situations to be able to make, you know, difficult decisions.

And so each of us have that opportunity in our life where we go through something challenging. It could be like, you know, the kid that beach up but at school, it could be that. It's why we need to play sports and lose. Learning to lose is more important than learning to win. It's easy to win. It's easy to show up when the sun is shining. It's tough to show up right now. This is the moment we've been training for. And the more you learn how to do realize that there's while it feels out of control. Actually, there is so much that we can control in any situation if we just learn how to control our mind and learn how to go, Okay, what, what, how can I show up here? How can I serve my first thing after I looked at this situation? With a pandemic? back as I started traveling early

January was like, Alright, how do I need to take care of my family? Who How do I how do I show up here? How do I help the most people? and when it really started to unfold, that's what the whole team was like, Oh, this is this is when we really this is what we've been put here to do is how do we show up

and I've noticed it's like you see two camps of people here. The people that are coming from love are the people that are coming from fear and I think the fear people just haven't been shown that there's a way to transform that right. To buy like with grant what I did early on was just went alright I'm going to get a picture in my mind of him fully healed better in life than he was before this and then I'm going to take a step every single day towards that goal. And same thing here, you know, I'm going to see myself and the people around me is as strong and healthy as possible. If this is coming to them, it's like we've got deflector shields pushing it away. And how can we look at other people we can help in the same way.

Harry Massey 10:39

That's brilliant. So if we take that same thought process and look outwards, we can recognize how this is impacting the world at large and creating a choice point for all of us. There are people who might have lost their jobs or business owners who may be thinking about pivoting their business, and the impact of all this has spread so far, and the choice point now about so much more than just the Coronavirus. What would you say to people about what their purpose could be going forwards in order to build a better future for us all?

JJ Virgin 11:11

Every single time something comes up that looks like a crisis, there's always an opportunity in it as well. And we'd been gearing up for a recession, we knew one was going to come because if you just look at history, it was going to happen. We didn't expect anything to happen at this level. But first thing you want to look at here is, first off, what's my real purpose and passion? What am I here? What turns me on what lights me up? I always say if you were standing at a cocktail party, what would you what conversation would be drawn to what would you want to talk about? What things do you read? What things do you watch what's, what drives you? Because ultimately, as you're designing where you're going to go next, which is the opportunity and the possibility now is you want to make sure you're driven from your passion and so

For me, my passion has always been How do I take things I think are really complicated out there. Like I think, you know, all I learned as I was going through grad school and doctoral school was to use bigger words to make things more complicated. And I was always obsessed with how do I simplify this? So I could explain to a fifth grader so that someone could actually take action on it and make a difference. And now my goal is how do you help a billion people get healthy? This to me is the spark for that. And so what can we take away from the current situation to move into where we're going? Number one, we've got to really look at now that we can see what's possible in terms of reversing the carbon footprint and greening the world. How can we take that and make

sure that we continue to minimize our carbon footprint moving forward? How can we use the best of technology moving forward?

Like I'm looking at my own life and schedule and go do I need to travel as much as I was trying Traveling, what can I do from one place? Can I go to one place stay there longer? And how can I do more things? through video through teleconferences? How do we do more that way to achieve our mission? I actually think that when you can get past the fear going on right now, this is one of the more exciting times that we have, because of what we have available to us. And it's just really much more of a shift of how do you use what's available to us for good.

I had an opportunity A year ago, I sat down at a private dinner with Deepak Chopra. And there are 12 of us, I brought my mastermind have dinner with him. It was a really fascinating conversation and someone brought up what he thought about technology and social media and everything going on. He goes you know, it will either set us free or it will take us down he goes I'm more concerned that it's going to destroy humanity. And I think we're at a point Kind of a turning point where we say, Okay, what do we need to take of take with us going forward in terms of technology? And what do we need to remove? How do we need to go back in a lot of ways to our roots? And, you know, should we be doing some of our own gardening? Should we be doing? We need to be doing more of our own cooking, we need to be like, how do we go back to a lot of the things that we've lost over the last 50 years, bring them back in, slow it down a little bit more disconnected and a lot of ways from being so connected.

And, you know, take the lessons from all of this and create some amazing, there's some amazing opportunities that we can do here. I know with mine, it's going to be really focusing on prevention, but how do we shift our mindset out of fear out of loss and go what are the opportunities that are going to be created from this because you Look at every major challenge that we've had in the world over the over the last hundred 200 years like even the last great when we went through the Great Depression, some of the biggest countries companies were the ones that built during that time. So what are the opportunities that are being created because of this? And how can you take your passion, your unique abilities, your skill sets, to be able to win with what's going on and help create a better world?

Harry Massey 15:29

On the subject of creating a better world, this is such an important time for parents and teachers, and really anyone else who's actively shaping the future generations. As a parent, how would you recommend that people can help children grow up with that confidence and independence of thought you discussed earlier? Especially in certain environments where they are programmed to get things right, and never lose? In reality, it's great if they lose, and if they can learn how to handle that and not let the fear in! What advice would you give people who are trying to help the future generations not be reactive to fear?

JJ Virgin 16:04

Yeah. You know, when you look at most of what we're taught in school, it's it's not the basics that we really need. When my son Grant who was the one who was hit by the car was in nursery school. They called me in and they said, you know, every time your son draws outside the line, he gets upset, he wrinkles up the paper and gets a new piece of paper. Now. I do that is a big so I was like going, you know, I'm tend to like I messed up, I'll throw it away. So I'm like, and there's a problem with that, you know, but then I thought about I thought, you know, my son needs to learn to draw outside the lines. And he needs to learn that that's a good thing, right? And so and to be able to make a mistake. So what I did was I basically paid my son to draw outside the lines.

And I think in school, the most important thing that we learned in school is how to make a mistake, and not repeat it, how to get along with other people how to deal with tough situations, right, and again, how to lose like, it's so upsetting to me that we get rid of pee in the schools here in the States because of funding cuts, when that's probably the most important lessons besides just the health benefits. Some of the most important lessons are learned on a playground, on how to win, how to lose how to get along how to work as a team, how to be a leader, how to be a follower, all of that stuff. So A lot of what we need to learn right now is what are we learning in this in this quiet time

when I, I was in Israel on a pilgrimage in February. And I was in this place where apparently Jesus had healed a paralytic. And we were supposed to think of the word that came to us of what we were really looking to draw into our life. And I said spaciousness and I was like, Whoa, you know, after this all happened, I'm like, oh, careful what you ask for. But what happens in the quiet in the spaciousness of what we can say, Okay, what, what do we need to learn here? Because I think one of the big things coming up is we need to learn to be quiet, to be by ourselves to not need constant stimulation and not have to always be online and looking at every single thing and be able to entertain ourselves.

And maybe that's a big takeaway here. Like there's so many amazing lessons if you start to look here of Learning to manage your mindset learning to move from fear to love learning to be, be okay when there's no one else around and you're by yourself that like when did we stop learning how to be by ourselves and to be able to, you know, read and entertain ourselves without having to have a constant constant other people around and video and all that stuff.

Harry Massey 18:53

That brings me to the next question. With people across the world and lockdown, that ability to be alone and entertain ourselves is more important than ever. Isolation has plenty of negative impacts on mental and physical health, from family conflicts to the nocebo effect. But at the same time, people with the right mindset are going deeper within, and taking the opportunity to learn and focus on a place of love. So what do you think are some of the negatives of isolation as well as the positives? And what steps can people take to turn this into a positive?

JJ Virgin 19:28

I was super concerned when this all started about social isolation. I mean, we know as humans, we need to touch we need contact. And if you look at the research and my buddy Lisa Rankin talked about this, that social isolation can be the equivalent of smoking a half pack cigarettes a day, like it's really devastating. And especially it's concerning in you know, the elderly populations already at risk where an example would be my mom kept wanting to go to the grocery store, and she's 90 with high blood pressure. And that was what she would do. Like she go to the grocery store, she go to the golf course that was her. That was her like, way to get into society every day. And I'm like, Mom, you got to stay home. I mean, this was absolutely the hardest thing I had to do during this whole thing was convinced my mom she's not going to go to the grocery store. But, you know, she wasn't used to using zoom or any of these things. She doesn't even have Amazon on our computer. I was like, Mom, you gotta get Amazon trust me like this. This will be amazing for you,

but so so the social isolation has been challenging. What's been interesting is to watch how we've navigated that and all of a sudden now like my birthday morning, I had brunch with all my best friends on zoom. And it was actually awesome. Last night for another friend's birthday, we played quick flash on zoom. And it was super fun. We had a fundraiser for one of my girlfriend's charities, we figured out how to do this on zoom with a whole dance party with a DJ. And, and JP is our, you know, master of ceremony.

So there's amazing stuff you can do. But nothing really comes close to the physical touch the oxytocin response. I think that's why we're seeing so many people adopt pets to have that piece of it. The other thing that is really interesting is what happens when you're forced to spend this much time with your family that you may not have picked all of them necessarily right They're siblings or whatever. We are here with my husband, and my one of my sons, Bryce, who's just turning 23. And then my bonus daughter lacs. And then my ex husband and my other son live about 30 minutes away. So they come over a couple times a week. And honestly, we're having a great time. But I think it's because we've fallen into a rhythm of people doing what they need to do to get their work done during the day and then having some time together to do things at night. And, you know, that way, we all have our things and we're all focusing on what can we do right now and it's an opportune time.

You know, the first six weeks, I was really working 70 hours a week doing some massive business pivots, and I'm still working on those but I've now said, Okay, I can take a little extra time, you know, it's where I can get maybe a double workout and go do paddleboarding, more take a sauna and start to have read some of the books that I've put aside that I've wanted to read forever. So I think the reframe that we can do here is what if you reframe this because hey, like, I am not on the front lines working, working at high risk where I have to leave the house, all of a sudden, all I have to do is stay home. I feel like I'm the luckiest person ever. And I thought, what are all the things that I've wanted to get done like now I can control my schedule more. I can do two workouts a day I can do intermittent fasting, I can read books I want to read I can go and watch different trainings I want to watch. So the reframe kind of to Hey, this is a staycation has really helped a lot and I think we can all kind of benefit if we shift that in our minds,

those of us who are fortunate and that's really the difference here. We are fortunate to be able to stay home and to not be out on the front lines. You know, putting our health and our family's health at risk, we're, were the lucky ones right?

Harry Massey 23:34

Absolutely. You know, you mentioned just now about reading more and educating ourselves. Now in this scenario, we have a very well established medical establishment that pushes their own agenda through education materials. And we also have these other groups that have different sets of knowledge. And unfortunately, they don't all communicate with each other, which means that that knowledge gets suppressed across society. How important do you think it is for people to go searching on their own for a broad variety of perspectives in order to piece together the truth? And why shouldn't we be content with simply being told what's true, and what isn't true from just one source?

JJ Virgin 24:15

Now I have a girlfriend who is in the health field, well known Doctor who got breast cancer and didn't want anyone to know about it and she wasn't doing anything about it because when she initially went to get treatment, the doctors were so conventional and it was so against everything that she is a naturopathic doctor had ever believed in. And I connected her with some friends who did more of an integrative approach. And she went through all that and then she and got healthy again. The important thing there was she took the time to research and she bought into what she decided to do, whether it was the conventional, truthfully the conventional treatment, or something completely non traditional or it's somewhere in between. Which is where she landed.

To me it didn't really matter what mattered was she had gone and done her work and research and she believed in what she was doing and she believed that it could make her better. I think the danger right now and the danger always will be if you're taught that this is what you have to do. Because the most important thing for you in order to be healthy is for you to believe that what you're doing is going to help you get healthy now not if it's drinking the fish tank stuff, you know, are injecting yourself with something okay? Those are ridiculous. But in general, like our single most important thing for us to be healthy is first starting with the belief that we can be healthy, and that we believe in what we're doing to get us there.

So then, let's go out you know, I love the whole, in the marketplace of free ideas Truth will reign out. I think that was either it was John Mills, I believe. That's where we need to go back to a marketplace of free ideas. I've been doing a lot of live content for my audience answering questions. And it is absolutely dumbfounding to me that a study about vitamin D levels and how the severity of the virus is not out every where and that they're still saying, well we don't know about this for COVID-19 here's the thing. By the time we know everything we need to know, the ship sailed. It's already sailed.

So why don't we look instead and go What do we know about health in general, the immune system and viral loads? and then start applying this obvious stuff with vitamin D being one of the most obvious things is let's optimize your vitamin D levels. I literally had someone come on my live the other day said, Oh, my vitamin D was 38. My doctor said that was fine. I go, I wouldn't be happy with that number. You know, like I wouldn't like go do the research. Go look at Dr. Holick's work. Don't get satisfied for But just even something as simple of that as that, if you can just apply some critical reasoning and go, alright, we've got more African Americans and Latin Americans who are getting worse symptoms are dying, they tend to be more vitamin D deficient, just because of darker skin. Could there be any kind of correlation there? Because I see the media wanting to jump on, on everything related to, you know, poverty, and I thought, but what if there's something more there than that? Because if it was poverty, you'd have to look at poor people of every single color and across the board, right.

So, again, I think, I think that what we need to do here is look at everything be able to and this bigger thing is we got to be able to look at the information for ourselves and have access to all this information. The minute I downloaded that vitamin D stay, then the link went away and I'm like, What the heck just happened there. Thank God I printed that out and downloaded it. But we should we need to have access to this information I'm seeing that they're censoring all sorts of stuff on YouTube and Facebook you can't say anything and and granted there's some risky stuff in terms of, you know, some of this crazy crazy like natural cures but there's also risky stuff and crazy unnatural cures and like, but they're not getting you know, they're they're out there so we need to be able to have access to a lot more information and be able to make up our own minds as to which way we should be able to go here.

Harry Massey 28:36

That's a major point right there – why is health freedom and health choice so important?

JJ Virgin 28:41

How is health freedom any different than religious freedom? What am I missing? You know, I mean, seriously, like, like, Is it like freedom? I mean, it's, it's, I don't even understand why we would even have to have this conversation about like something coming up about vaccines. It's not about whether or not to vaccinate, vaccinate, it's about your choice as to whether you're going to have this done or not. And, you know, I mean, it's like, would you take someone medically fragile, who has had reactions, different things and his poor detoxifier and then do something like that to them?

So, medical freedom, you know, the minute you don't have that they try to make something a one size fits all everybody will have this but the more we learn about genomics, the more we know that people respond differently, and a lot of that's because of their genes. I've already seen the stuff saying, Okay, well, what are the genetic reasons? Some people could potentially be getting this worse or dying? Could that be that they can't make vitamin D as well? Could it be something like that? Could it

be something around ace 2? I mean, what is it You know, I mean, I'm sure they're going to find over time. But we'll be on to another one. By that point,

I think the bigger thing looking at all of this is okay, we're going to go through this one. There's another one out there. So it's really not about this as much as how do we respond in general. And then really, when you look at health freedom, isn't it each of our own personal responsibility to take the best care we possibly can of the body we were given. And, as a parent, our most important thing as a parent is to raise, you know, kind mindful humans who take care of themselves first, like what if everybody focused as their first thing that they need to do is to practice really great self care and take excellent care of their health and stay as in a positive mind frame as possible? Could you imagine how different the world would be?

Harry Massey 30:44

And the misinformation is so nonsensical. Masks are useless, but they should be mandatory. It's safer to stay inside, but be sure to spend time outside every day. The virus doesn't affect children, except for those who get sick with the virus. What do you think of all these contradictions?

JJ Virgin 31:01

Some of the most confusing things are what they're telling us to do, it's like you got to stay inside Oh, but sunshine could kill this. You know you should be out getting exercise but don't go out because you could get you could get sick just being out jogging past somebody else, you know, it's fine to go to the grocery store Oh, but it could be on the produce. So don't touch anything if you don't want it but how do you know what you want unless you touch it and feel it but you can't do that. And you know, you can think what other ones are just crazy. The testing. Everybody should get tested. We've got a shortage of tests. Well, the tests aren't accurate and we don't know if they're really right or not. It's we're asymptomatic. Here's the craziest thing. I get tested. I'm IGG positive. I go try to give plasma for others but I can't give plasma because I never got diagnosed but I was asymptomatic. So I wouldn't have gotten diagnosed so I don't have never got diagnosed with it. I don't have the first one. I only have that I had it. Okay.

Which is just so crazy, which by the way, my husband got diagnosed IGG positive by one lab. Then he got diagnosed IGG negative by another lab. So is he positive or is he negative? Which labs right? Because one labs right one labs wrong. You can't have both of those things. They're both IGG. So they both mean he had it, but he didn't have it, but he could have had it but we don't know if he had it. We had one lab that they said oh, they're like 100%. I go well, no labs 100%. You know, the only that's no 100 I don't think there's any lab that has 100% accuracy is there like I didn't think that was possible on the planet. So it's not 100% but you can't be both negative and positive for Having an antibody within one week of testing like, you know of that you had- had the virus. So what do you do with that information?

Harry Massey 32:55

Throw it away?

JJ Virgin 32:58

And, Well, so, so you have the IGG antibodies, or maybe you don't because you don't know because one test said you did one test said you didn't. But even if you have the IGG antibodies, well then they're saying, well, it doesn't confirm unity won't might confirm unity. Well, you might get sick again, but you didn't really get sick in the first place. So would you get sick again, since you didn't really get sick The first time you had it? Would you get sick the second time you had it? If in fact, the IGGs didn't confirm immunity, but they might confirm unity and they might for two years, but they might not.

Harry Massey 33:27

That shows the ridiculousness of everything!

JJ Virgin 33:29

Isn't it? I mean, it's like I was like, I was like, okay, so great. Now we can go out but we can't really go out because if we go out we have to tell everyone that we're immune. But what if we get it on our clothes and bring it back? And then we give it to our family who's not immune, but how are they not immune if they were living with us when we had it? It's all super strange, right? But even if some people can go out because their immune, who Where are they going? And now all of a sudden, you are going to have everyone whose immune have a little sign. Well, how do we make sure that they didn't lie about the sign? And then are they going to want other people to get it so that they can have the sign to and but isn't that all a HIPAA violation anyway? Because we're not supposed to, you know, share our medical like, we get to have that private but now we don't have a private because we have a passport? It's all weird, right? Makes no sense.

Harry Massey 34:22

It makes no sense. Um-

JJ Virgin 34:25

But here's the thing that does make sense. You got to take your health into your own hands. I think this is the first time ever that talking about prevention is actually sexy and people are paying attention. So what's what a big silver lining because one thing you do see here is that the high risk people are people who have diabetes, heart disease and are overweight. So guess what, we've got a we've got a fix for that. And so this is the first time ever that actually people are going oh my gosh, I better take control of my health. So sadly, fear is always in the first place a bigger motivator. So if this motivates people to start eating better moving, doing all the stuff that we always talk about that no one listens to, you know, there's a win.

Harry Massey 35:12

And another interesting thing is the staggering number of deaths related to heart disease and diabetes each year. Nearly 650,000 Americans die every year from heart disease that accounts for one in every four deaths in the US. In addition to that, somewhere around 80,000 Americans die each year from diabetes, making up just over

one in 10 deaths in the US, which is more than breast cancer and AIDS combined. So why don't we have the same reaction to these types of diseases?

JJ Virgin 35:42

Here's what's interesting because you know, when you talk about heart disease, Diabetes, you know that people say, well, they're not contagious. I would argue that for a lot of the people, heart disease, and diabetes are actually secondary to lifestyle. And that actually lifestyle is contagious mean there's been enough studies showing that obesity is contagious that you catch it from your friends and family that people who are like each other tend to hang out. One of the big things I say in my when I'm speaking when people say, Okay, if when I lose weight, how do I make sure I maintain it? And the simple answer is you just find fitter friends.

We know I mean, way back when Jim Rohn talked about that your income is the average of the five people you hang out with. Well, I believe your health is too and so what if you know we all started look at how do we make health contagious? How do we make because if you surround yourself with eating correctly exercising great positive mind That getting out into the sun, doing some mindfulness stuff, feeling connected to something bigger than yourself having a great community. Then all of a sudden, you've got a kickass, kickin, immune system, and these things come around and they don't get you. And if they do, because you might still get exposed, but you won't get as sick as someone who say is depressed, obese, diabetic, you know, they don't have the margin for error. That's someone who's been taking great health, it doesn't mean there won't be those people that do get it and go down. It still will happen, but I bet you the percentages will shift dramatically.

Harry Massey 37:24

I love that idea of contagion. That's a fantastic way of putting it that I hadn't heard before. And it also brings us right into the idea of virus versus terrain. Now, there are two schools of thought - one being the germ theory, which tells us to be afraid of viruses, that they are the cause of disease and that we should eradicate them. And then there is the functional medicine approach, which encourages us to create the healthiest cells possible in order to be resilient and have a better chance of resisting any and all disease. Now coming from a nutrition and physiology background yourself, could you speak to the importance of a healthy cellular terrain, and tell people how exactly they can achieve that?

JJ Virgin 38:05

So if you look at where our immune system really resides, you've got a look at your gut microbiome. And this is- we have to, I think of our gut microbiome as our protective coat of armor, like, here's the thing, this one will pass, another one will show up. Historically, we've had these things for centuries. It was interesting. I went to Europe in November and we were going through this really cool historical area where they were showing us what had gotten ravaged by the black plague. You know, and it's like so scary.

But you- the biggest question from all of these, whether it's the Spanish flu, the black plague, what's going on now, is why are some people asymptomatic? Why are some people barely having any symptoms? What is the difference there? That is where the real you know, interest. That's what we should all be looking at? Is it their gut microbiome? What is going on with like, think about when you have a healthy terrain, you can absorb nutrients better. You can, You can make what you need to make better. So you've got a better defense system. You know, if your gut is more permeable, you're going to have invaders get into your system where they have no business being even if it's even if it's food particles that your body's intolerant to and you're going to launch an immune attack. And you're going to have inflammation, you do not want any kind of low grade immune attack, low grade inflammation going on, because you want to have all of your resources ready and able if they need to fight against something like, you know, the virus.

And so what we have to look at is how do we make ourselves absolutely impenetrable. And how we do that is first start with the gut. So first thing that we have to do is make sure that we are not eating foods our bodies is intolerant to but this tends to happen because of leaky gut. So what are we doing this making our gut leaky? Well, stress is the biggest number one thing and so one of the challenges we have here is that the first thing that happens when someone goes like this pandemic happens is you freak out, get scared, get stressed, your gut gets more leaky. Now you're going to become more reactive, you're going to create more inflammation then because you've heard that oh my gosh, gut problems could be a symptom of this, then you freak out worse.

So, the first thing you want to do is Do something to manage stress. tapping is one of the simplest ways to start lowering your stress hormones. Do things that help heal your gut microbes that heal the lining. So that can be vitamin A is super important there. Fish is a great source there, green bananas, all sorts of fiber that also feed the good gut microbiome, apples, the pectin there's healthy and healing freshly ground flaxseed meal, fish oil. So you look at all the things you can do to soothe and heal the gut, of course all the the rainbow of fruits and vegetables with all those antioxidants. And then the things can help with the diversity of the gut microbiome like eating fermented foods, which now your home you can actually make them yourself and eat them.

And then again, making sure that you're really managing stress is super important here as well. But this is like the starting point, the ground zero for what you can do to have a kicking immune system that can really support us first. Make sure that you've got a gut that's not leaking, that can help you really absorb the nutrients that you're going to need because you do not want to be even mildly nutrient deficient. And if you are going by the recommended daily intake, you're nutrient deficient, that is not optimal, that's not going to have you ready like you wouldn't want to go into battle against a huge army with like 10 people. That's what's happening. If you're going with the recommended daily intake of nutrients, you can't get most of the important big players that you really need to to have your army of defense from food alone, you need to supplement because of the way that we've handled our food supply. super important. And then the other thing, of course, consider is eating and taking prebiotics, I take

bacteria phages that help feed the bacteria in the gut and then taking probiotics with multiple strains as well just as an insurance policy and I look at all of this stuff. To me You start with diet, you start supplement with things that you know, you can't get enough from diet and other things that can help with issues that you might have like diversifying your bacteria in your gut microbiome. It's health assurance. It's the it's the single best form of health assurance that you can do.

Harry Massey 42:44

Brilliant. I have just one more question for you. technology plays an enormous part in all of our lives, especially now it's become the main platform, isolated or socially distance people to interact with one another. It seems like we've all exchanged our privacy and our time to Facebook and Google, and surely we've gained convenience. But we may not have realized that as a cost of getting those companies control of our information. And I think all of those tools were initially built for humanity, but they now seem to be working against us. How do you think technology is opposing humanity? How do you see humanity and technology in opposition? And what benefits does it still offer us?

JJ Virgin 43:26

The biggest challenge with technology, I think there's a lot of good and technology that we can take forward. Where I see a challenge is one that I can see with myself, is that I think technology used incorrectly and it's almost impossible not to use it incorrectly because of this effect, can make you anxious, stressed, and addicted. Because you get and I catch myself doing this, that little dopamine hit of the swipe of wanting to check this out. Check that check this check that and Prior to all of this going on, I was a lot better. But I got myself sucked in, and I never pay attention to news. I've always been anti news because I think it's all bad news. But right now I've been checking it just because hey, it's like, are we open? Are we not open? What can I get tests against? So all of this stuff, I have fallen into this rut and I see myself getting addicted with you know, wanting to check this and being too hooked on to my phone. So I think our opportunity is to learn how to use what's good in technology, which I think some of these wearables like just being able to monitor your sleep and be able to make adjustments so you get a better night's sleep. That's like that's a priceless thing or being able to, to be able to work with a doctor and be able to give that doctor metrics that they need in order for them to help you make adjustments is fantastic. Being able to connect with people that you wouldn't normally but then how do you stop it from being abusive and addictive, which I feel like over the last You know, when this whole thing first started, I was I was on the verge. And I'm sure I was not alone, judging by all the memes that I see. So I think our big challenge as a world right now is how do we use technology in a positive, mindful way without letting it basically take us down? Because it will if we don't.

Harry Massey 45:26

Wonderful, JJ, thank you so much. And thank you everyone for tuning into the Energy4Life podcast. Don't forget to stay in touch with NES on social media and sign up for our email list, so you can be the first to know and the Choice Point 2020 videos are being released.

Harry Massey 45:41

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