



## BIO: KEVIN GIANNI, OPTIMUM HEALTH EXPERT AND AUTHOR, AND CO-HOST OF THE RENEGADE HEALTH SHOW

# K

evin Gianni is a health advocate, author, and interviewer whose programs and online seminars have helped thousands of people from over 21 countries learn more and improve their health. His expertise includes exercise, energy techniques, nutrition, paradigm shifting and stress relief.

Kevin is the founder and host of The Renegade Health Show, a fun and informative daily health show that is changing the perception of health across the world.; the author of *High Raw: A Simple Approach to Health, Eating and Saving the Planet*; and the creator and co-author of *The Busy Person's Fitness Solution*, the optimal wellness system that helps busy people reach optimal health using only three to four hours of their precious time a week. He is also the co-founder of HealthBookSummaries.com, which he created with business partner Mike Adams, and the creator of the widely viewed "Rawkathon" interview series, which includes interviews with leading experts in the raw foods movement.

Kevin got his start in graduate school researching holistic modalities at Western Connecticut State University. While doing so, he learned many different non-traditional approaches to solve very traditional fitness and health problems. Since then, he has been studying and putting those techniques and philosophies into practice through one-on-one and group sessions.

His techniques are embraced by busy people because they are simple, easy-to-use, and guaranteed to get results in just a few days. He uses a simple, "take action" approach to fitness that is welcomed by many who've been duped by the gadgets, magazine articles, and flavor-of-the-month scientific studies.

Kevin is responsible for helping thousands and thousands of people around the world reach a level of health and fitness they never thought was possible. He is often times quoted as promising "maximum results in the minimum amount of time...guaranteed!"

He has been quoted and interviewed by many national publications including: WebMD, Ediets, Cooking Light, Woman's World, Skiing Magazine, Today's Diet and Nutrition, The Orlando Sentinel, The Chicago Daily Herald, San Antonio Express-News, Albany Times Union, STL Today, The Kansas City Star, My Family Doctor, and NBC 30.

He's also interviewed many of today's top health and wellness experts, including Dr. Mark Hyman, Mike Adams, Bob Doyle, David Wolfe, Dr. Michael Breus, Victoria Boutenko, Danny Dreyer, Marion Nestle, and dozens more.

*(A few of the publications in which Kevin has been featured.)*



"Hi Kevin, Your idea of counting exercise activity in terms of "hours per week" versus "days per week" changes my whole outlook. It is a wonderful concept. I am going to step it into action right away. Keep on! You are terrific!"

**BELLE, NY**

"Your program really helped to put me on the right track and everything that's happened in my life since then has contributed to my success. I just want to thank you for your energy and motivation and to let you know that you've really made a difference in my life - something I'll never forget. :) You're great!!!"

**LISA M., GOLDEN'S BRIDGE, NY**

"I had never experienced a personal training process that involved such lifestyle integration. Whereas before, finding an opportunity to exercise was complicated with my very busy schedule, now it is essential and a key motivating factor in my life. Today, I am excited to exercise and look for ways to integrate activity into my daily life."

**AYELET WEISELFISH, PT, IMTC**

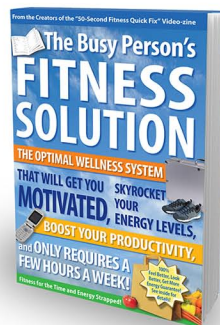


## BIO: ANNMARIE GIANNI, CERTIFIED ATHLETIC TRAINER, MASSAGE THERAPIST, AUTHOR, AND CO-HOST OF THE RENEGADE HEALTH SHOW

**A**nnmarie has been involved in athletics and healthy living since childhood. She received her Sports Medicine Degree from East Carolina University, where she had the privilege of working with top Division 1 college athletes (including David Garrard, now quarterback for the Jacksonville Jaguars) as well as the opportunity to learn, directly on and off the field, from many doctors, physical therapists, and sports nutritionists. After completing her degree, Annmarie furthered her education, studying Eastern ways at The Connecticut Center of Massage Therapy. There, she was introduced to alternative approaches to every day health, fitness and nutritional needs. Annmarie continually teaches others optimal health by being her own testimonial, always learning and growing. She puts the techniques and philosophies that she has learned into practice through one-on-one and group fitness sessions.

Annmarie and her husband Kevin are the founders of RHTV, a multi-media production company that strives to educate the public about true health and wellness and to empower people to take action in improving their own lives and the communities in which they live. Together they host The Renegade Health Show, the first segment ever created by RHTV, and to-date the most popular. It's a daily program that "changes the health of the world, one show at a time!" Each Wednesday during the show, you can see Annmarie "cooking" up something in the kitchen. She and Kevin are the co-authors of *The Busy Person's Fitness Solution*, the optimal wellness system that helps busy people reach optimal health using only three to four hours of their precious time a week.

When she's not being a business woman, training others, or hosting her weekly internet show, Annmarie enjoys traveling, being outside, and preparing healthy meals. She loves to hike and run in the woods, and on occasion, you can also find her on her mountain bike. Annmarie is currently traveling the country in a 'green' Rv with her husband, soul mate, and life and business partner, Kevin Gianni, exploring the culture of natural health in America. (Their cat, Jonny 5, is along for the ride, too!)



Annmarie is the Co-author of "The Busy Person's Fitness Solution." You can find more about her, watch her Wednesday Raw Food Prep Show, and get fitness tips on each of these sites:  
[www.YourLifestyleFitness.com](http://www.YourLifestyleFitness.com),  
[www.LiveAwesome.com](http://www.LiveAwesome.com), and  
[www.TheRenegadeHealthShow.com](http://www.TheRenegadeHealthShow.com)

**TO BOOK AN INTERVIEW,  
PLEASE E-MAIL OUR  
PR DEPARTMENT**

support@  
renegadehealth.com

## RHTV & THE RENEGADE HEALTH SHOW FAQs

Page 1



### WHAT IS RHTV?

Created by Kevin and Annmarie Gianni, Renegade Health TV, or RHTV, is a multi-media production company that strives to educate the public about true health and wellness, to empower people to take action in improving their own lives and the communities in which they live, and to have fun in the process! RHTV uses several platforms to teach, to share, and to ultimately spread its message of change, such as blogs, social networking, interactive forums, video, audio, and published and electronic books. Specific projects include The Renegade Health Show, a daily video segment to which tens of thousands of people tune-in; Inner

Circle Productions, a virtual place to find the support, motivation, and information to become a true health superhero; The Revitalise Plan, a weight loss program that uses video, books, and an online support system to teach sustainable, life-long practices; and Renegade Water Secrets, a definitive guide to pure, clean water that consists of a complete set of interviews and transcripts in digital format. RHTV is continually brainstorming new projects and manifesting ideas (lots and lots of them)! So, with a few ventures ongoing, several new plans in the works and even more in sight on a never-ending horizon, we are realizing our goal of being a leader, a mentor, and an invaluable source of information. We will change the health of America, one person at a time!

### WHAT IS THE RENEGADE HEALTH SHOW?

The first program ever created by RHTV, and to-date the most popular, is The Renegade Health Show, a daily program that "changes the health of the world, one show at a time!" Each episode breaks down the stiff and cold nutritional guidelines, calorie counting diets and charts and re-teaches the tenets of health that create lasting results. Kevin Gianni, creator and co-host of "The Renegade Health Show" believes great health education doesn't have to be spread in windowless rooms, but can be done in a fun, friendly (and sometimes outrageous) way. And, he's right! Since the start of the show, thousands of viewers have tuned-in from all over the world and are taking to heart the message from a rather unconventional expert.

Kevin's interest in health and healing came when he faced a crisis of his own: "Brooklyn Basement-itis." Kevin was 30 pounds overweight, tired, lazy and had little hope for anything more than to know what bar he was going to that night. It was getting worse, when...One morning, he peeled his head off his pillow and asked himself, "Is there anything better than this?" Since then, Kevin has immersed himself in the world of natural health, healing, fitness and self development. He has been teaching to others via the internet, telephone, and in-person the same techniques that he used to transition himself into a healthy, happy and successful entrepreneur. His online teleseminars have reached over 35,000 people in over 100 different countries around the world.

In 2007, after meeting Gary Vaynerchuk of WineLibraryTV.com, Kevin realized that he himself could create his own TV show and realize his dream – to help as many people as possible regain their health and reach their goals. So, he immediately created "The Renegade Health Show" to provide a fun, exciting and educational forum for natural health enthusiasts. The show enabled Kevin to reach his ultimate goal of making health information not only entertaining and informative, but accessible to everyone. Each episode of the show, though wildly entertaining, serves up a tip, trick or action that can be used to help anyone transform their health. Viewers can also tune in on particular days to match their tastes...Monday is "Time to Take Action" during which Kevin gives an assignment for the week. On Wednesday, you can tune it to Kevin along with his wife and cohost, Annmarie, preparing an easy, raw and living food dish for the "In the Kitchen" segment. And, you can whip yourself into shape in 10 minutes or less on "Fitness Friday." The Renegade Health Show has grown from just a few viewers to a daily event for many of the "Health Renegades" who follow and sometimes impatiently wait for each new episode.

## RHTV & THE RENEGADE HEALTH SHOW FAQs

Page 2

### WHEN CAN I WATCH THE RENEGADE HEALTH SHOW?

RhTV airs fresh, new shows daily – Monday through Friday – at 7PM (EST). You can watch new episodes, as well as past shows, on [www.TheRenegadeHealthShow.com](http://www.TheRenegadeHealthShow.com).

### WHEN WAS THE RENEGADE HEALTH SHOW CREATED AND HOW MANY VIEWERS DO YOU HAVE TODAY?

The show was created on December 2, 2007. Today, we have 50 to 60 thousand visitors (REAL people, not hits) to the site every month. The viewership varies, but by the end of the week, we usually have, across all of our video sites, 2,000 to 3,000 viewers per video.

### IN WHICH MEDIA OUTLETS HAVE KEVIN AND ANNMARIE HAVE BEEN FEATURED OR INTERVIEWED?

They have been seen in a variety of media outlets, including: WebMD, EDiets, Cooking Light, Woman's World, Skiing Magazine, Today's Diet and Nutrition, The Orlando Sentinel, The Chicago Daily Herald, San Antonio Express-News, Albany Times Union, STL Today, The Kansas City Star, My Family Doctor, and NBC 30.



*(A few of the publications in which Kevin and Annmarie have been featured)*

### WHAT IS THE RAWKATHON?

The Rawkathon is a free, 7-day, worldwide, online living food event that is created, produced, and hosted by Kevin Gianni. Each day includes 2 hours of superb, intimate and intense interviews with the world's leading raw food and natural health experts, including: Victoria Boutenko, David Wolfe, Mike Adams, Gabriel Cousens, Dr. Doug Graham, Nomi Shannon, Viktoras Kulvinskis, and David Rainoshek. 14,000 people viewed the inaugural 2008 event!

### WHAT IS THE RENEGADE HEALTH INNER CIRCLE?

It is a consistent, affordable online membership program that provides support, motivation and information to members who are on a track to improve their health. There are currently 1,400 paying monthly subscribers. The Inner Circle program is designed to: provide an assessment of members' nutrition and fitness programs, give constant motivation, give members access to people and experts who can answer the questions Kevin can't, and allow members to communicate with Kevin and other members, creating a community of like-minded superheroes!

**FOR PRESS INQUIRIES, PLEASE CALL: 1 (877) 581-0480, EXT. 707**

## TOP SPEAKING TOPICS\*

Page 1

---

## HEALTH, FOOD, and MOTIVATION

### HIGH RAW - A SIMPLE APPROACH TO HEALTH, EATING, AND SAVING THE PLANET

Kevin reveals the 5 secrets to attaining good health that no one else is talking about. These secrets have been extracted from over 150 interviews with experts, clients and readers who have permanently transformed their own lives. He also discusses the 3 factors that cause people to fail.

*1 hour, 2 hour, and 6 hour formats available*

### STOP CRAVINGS IN THEIR TRACKS

A 5 Step Approach to Overcoming Binging and Emotional Eating

*30 minute, 1 hour, and 2 hour formats available*

### OVERCOMING PLANT-BASED DIET PITFALLS

Tooth Decay, Body Acidity, Low Weight, Low Energy and More

*30 minute, 1 hour, and 2 hour formats available*

### FROM SAD TO RAW

The 7 Secrets to Transitioning Success

*1 hour and 2 hour formats available*

### RAW MEAL PREPARATION

Demonstration and Meal Planning for Optimal Health

Note: Includes talk and demonstration. Led by both Kevin and Annmarie Gianni.

*1 hour and 2 hour formats available*

---

## FITNESS

### LIFESTYLE FITNESS

Discover How to Make Exercise Easy

Note: Includes talk, demonstration, and participation. Led by both Kevin and Annmarie Gianni.

*1 hour, 2 hour, and 6 hour formats available. Weekend seminar also available.*

### 7 STEPS TO OPTIMAL HEALTH

A Simple Approach to Diet, Exercise and Mindset

Note: Includes talk, demonstration, and participation. Led by both Kevin and Annmarie Gianni.

*1 hour, 2 hour, and 6 hour formats available. Weekend seminar also available.*

### MELT AWAY THE FAT

A 5 Step Approach to Looking and Feeling Amazing

*30 minute, 1 hour, and 2 hour formats available*

*\*PA system and Power Point and projector screen preferred.*

*Fitness and food demonstrations require special equipment, space and/or electric supply.*

## TOP SPEAKING TOPICS\*

Page 2

---

## BUSINESS

### MAKE MONEY WITH YOUR PASSION

A systematic approach to turning your dreams into reality. Using multiple online and offline techniques, you can become a maven in your niche as long as you have passion. During this talk, Kevin shows you step-by-step how you can build a raving fan base, build trust with followers, and generate revenue while doing what you love.

*1 hour, 2 hour, and 6 hour formats available*

### YOU CAN DO ANYTHING

How to Jump Start Your Health, Your Finances and Your Life in 60 Days

*1 hour, 2 hour, and 6 hour formats available*

### SPREADING THE MESSAGE

How to Use the Internet to Change the Health of the World

*1 hour, 2 hour, and 6 hour formats available*

*\*PA system and Power Point and projector screen preferred.  
Fitness and food demonstrations require special equipment, space and/or electric supply.*



# Renegade Health

## TESTIMONIALS: SPONSORS

.....

"Kevin and I did a promotional and educational interview about my product for his raving fans recently. There were over 300 people on the call that we did, and after he broadcast the recording to his fans, we managed to sell over \$17,000 worth of my product! I was really surprised and, of course, excited to reach such a responsive audience. I'd partner with Kevin and his followers any time. If you have a chance to partner with him, DO IT NOW!"

### **KAREN ADLER**

*Founder, [www.toothsoap.com](http://www.toothsoap.com)*

.....

"Renegade Health and Kevin Gianni recently partnered with us to promote our film "Simply Raw: Reversing Diabetes for 30 Days." In just a few short weeks, we had sold hundreds of copies of the film and had generated over \$27,000. I was amazed, and I'll gladly partner with them anytime in the future!"

### **ALEX ORTNER**

*Managing Partner, Raw for 30 Days, LLC*

.....

"I've done hundreds and hundreds of interviews on radio, TV, etc. After one of the first interviews that I did with Kevin, I was shocked – and elated – to have hundreds of visitors come to my site and sign up for my newsletter. Usually a few dozen people will come to the site after a regular interview, but Kevin has VERY loyal and sharp fans who really want to know more about health. Kevin and I have since become friends; he is not only knowledgeable in health but also in marketing and capturing and building a captive and raving fan base!"

### **JONNY BOWDEN, PhD, CNS**

*Board Certified Nutrition Specialist and and nationally known expert on weight loss and nutrition  
[www.jonnybowden.com](http://www.jonnybowden.com)*



“There is no better complement to an author than to have an interviewer actually read his book. To conduct the interview in a way that holds the interest of both listeners and author is a learned skill and a talent, and Kevin scores high on both with his intelligent and engaging interviews. In over 500 radio interviews, I rate Kevin in the top 1%.”

### J.E. WILLIAMS, OMD

*Author of Viral Immunity, Beating the Flu, and Prolonging Health*

“I have done several interviews with Kevin Gianni. All have been conducted in a professional manner. Kevin came to the interview prepared to ask the right questions and stayed fully focused on the business at hand. He let me have my say, he appeared interested, and he did not act in any way judgmental. If given the opportunity, I would appear for Kevin again, as his interviews always proved to be good for my business.”

### DR. DOUGLAS N. GRAHAM

*www.foodnsport.com*

“My interview with Kevin Gianni was one of the best interviews I have ever had. He is always on point with his questions, and digs deeper than the average person, really uncovering hidden truths. I look forward to talking to Kevin again!”

### PHILIP MCCLUSKEY

*www.lovingraw.com*

“I love to be interviewed by Kevin Gianni because he seems to never run out of easy-to-understand questions that are always asked in a flattering way, putting me at my ease immediately. Being interviewed by Kevin (I have been interviewed by him twice, I believe) really feels more like an easygoing and interesting conversation. I am not sure if this is a skill that can be learned, I think perhaps Kevin Gianni is a born skilled interviewer.”

### NOMI SHANNON

*www.rawgourmet.com*

“Kevin conducted a wonderful interview with me. His questions were insightful, sometimes challenging, and it just flowed. He is a professional through and through. I'd do another interview with him in a heartbeat!”

### MIKE ANDERSON

*www.ravediet.com*



“Kevin and I did a promotional and educational interview about my product for his raving fans recently. There were over 300 people on the call that we did, and after he broadcast the recording to his fans, we managed to sell over \$17,000 worth of product! I was really surprised and, of course, excited to reach such a responsive audience. I’d partner with Kevin and his following any time. If you get the opportunity for an interview, SAY YES!”

### KAREN ADLER

*Founder, [www.toothsoap.com](http://www.toothsoap.com)*

“Kevin has the heart of a teacher. When I’m being interviewed by him, I feel like I’m catching up with an old friend. He’s warm, caring and thoughtful in his approach.”

### DHRUMIL PUROHIT

*[www.welikeitraw.com](http://www.welikeitraw.com)*

“Since a good deal of my time is spent interacting with the media I am quite selective about the venues in which I participate. I have to say that one of my more positive experiences has been with Kevin Gianni. His enthusiasm, interest and knowledge make him an ideal host and one that I always put at the top of my “must do” interview list!”

### DR. RICHARD DICENSO

*[www.matrixtransformation.com](http://www.matrixtransformation.com)*

“I LOVE Kevin’s interviewing style - he is such a great listener and clear, direct, engaging communicator. I would happily work with him again on projects and will always look forward to listening to new interviews when he posts them online. With his friendly approach, Kevin seems to effortlessly encourage speakers to share their best while feeling comfortable and relaxed. Great work, guys - keep it up” :)

### ANGELA STOKES

*[www.rawreform.com](http://www.rawreform.com)*



# Renegade Health

## TESTIMONIALS: EVENT ATTENDEES

.....

"Kevin and Annmarie offered an extremely informative seminar that went beyond expectations. I walked away with a terrific 10 minute exercise routine, a bunch of easy to implement practical strategies, and a couple of surprisingly simple techniques for promoting overall health."

**JULIE HODSON**

.....

"Fun, useful, to the point, and energetic!"

**DANA VOELZKE-FRANCO**

.....

"I liked your upbeat and friendly personality plus the exercises and nutrition tidbits! Thank you for your time and all your sharing. I'm going to include some of your tips in my daily life."

**DEIRDRE ST. JACQUES**

.....

"Having Kevin speak to my Realtors was a very productive use of our resources and time. One of the issues we face on a day-to-day basis is how well we respond to stressful situations. Learning to identify and learn techniques to reduce stress and improve our energy reserves will positively impact our company's bottom line and also make for a happier work environment. In addition, we had fun, laughed a lot and bonded as a group. All of my expectations were exceeded."

**LINDA MCCAFFREY**

.....

"We enjoyed your energy level and enthusiasm with the kids, and they definitely enjoyed you and your activities. We learned how to vary our dryland activities and have used some of the stretching and other activities you taught us, all of which are very enjoyable. Thank you again."

**PETER NICHOLS**



---

### PUBLIC SPEAKING

Click to hear Kevin speaking to a group of 40 IONA college students.

---

### TRAVELING CITIZEN JOURNALISM

Click to see a live analysis of Kevin's blood and learn the importance of homeostasis in your blood.

Click to watch Kevin reporting about all things organic from the Saugerties, NY Garlic Festival.

---

### OPINION

Click to hear why Kevin believes eating organic foods should be a no-brainer.

---

### FOOD PREP

Click to watch Kevin and Annmarie celebrate Cinco de Mayo as they prepare raw burritos with mole sauce.

---

### INTERVIEW

Click to watch Kevin interview Rawkathon guest Mike Adams, the Health Ranger.

*(This video takes a moment to load - please be patient.)*

Click here to listen to Kevin being interviewed by Patrick Timpone of One Radio Network.



## KEVIN GIANNI

### WHY YOU WANT HIM TO SPEAK AT YOUR NEXT EVENT

If you're an event planner, book Kevin Gianni today to add some energy and excitement to your next event. He is a great educational speaker who is able to share a lot of valuable practical health information in a fun, friendly (and often outrageous) manner.

Kevin's talks are lively, entertaining, and "extremely motivating" and are the perfect match for a health, wellbeing, fitness, or corporate event.

Here is what some audience members from past events have said about Kevin's presentations:

**"FUN, USEFUL, TO THE POINT, ENERGETIC."**

**"ALL OF MY EXPECTATIONS WERE EXCEEDED."**

**"I CAN USE WHAT I LEARNED RIGHT AWAY!"**

Kevin has spoken to and motivated small crowds, workshops of 10-15 people, and large events of over 3000 people. No matter the size of your event, Kevin brings to his talks years of trusted experience in the health industry, as well as unique and revealing stories that will help your group reach higher levels of energy, health, and production.

PLEASE NOTE: Due to his schedule, Kevin speaks at a very limited number of seminars and private events. So, be sure to contact us well in advance.

*"Kevin offered an extremely informative seminar that went beyond expectations. I walked away with a terrific 10 minute exercise routine, a bunch of easy, practical strategies, and a couple of simple techniques for promoting overall health."*

**JULIE HODSON**

*"I liked your upbeat and friendly personality, plus the exercises and nutrition tidbits! Thank you for your time and all your sharing. I'm going to include some of your tips in my daily life."*

**DEIRDRE ST. JACQUES**

*"Having Kevin speak to my Realtors was a very productive use of our resources and time. One of the issues we face on a day to day basis is how well we respond to stressful situations. Learning to identify and learn techniques to reduce stress and improve our energy reserves, will positively impact our companies' bottom line and also make for a happier work environment."*

**LINDA MCCAFFREY**

### I'VE HEARD YOU ARE AN ADVOCATE OF A RAW FOOD DIET. CAN YOU TELL ME WHAT THAT IS?



**K** Yes. A raw food diet is very simply eating as close to nature as possible – whole, fresh fruits, vegetables, nuts and seeds. Very, very simple. A lot of people think it's very complicated. I don't see where the complication is because it makes sense to me that we should be eating foods from nature.

I get this question all the time, "Where's the science behind the raw food diet?" Modern science sort of began when Copernicus thought that the sun was the center of the universe. After that, there was a lot of debate and confusion. But what about the thousands of years before that when there was complete nutritional symbiosis? At some point, modern science kind of came along and messed up a few things.

The Journal of American Medical Association in 2005 came out with a study that said one-third of all scientific studies are swayed towards the people that actually fund them. That in itself creates a whole issue around the question of whether or not our scientific information is valuable. Some of it is, but how much of it is?

I think that if we just look at what nature's given us, we can say, "All right, this makes a lot of sense." So that's my take on the raw food diet. Some people will tell you that there's enzymes in the food. Some people will tell you if you're heating it you're destroying other nutrients. Yeah, that stuff is valuable, but we're really supposed to be eating the things that were given to us because we worked in perfect harmony with nature for a very long time. It seems now that we're kind of getting away from that. I think it's because we've moved towards a more processed kind of diet.

### WHAT ARE SOME BENEFITS OF EATING UNPROCESSED FOODS?




**K** Well, the benefits of consuming a diet that is based on eating whole, completely unprocessed foods run the gamut from increased energy, better mood, and a higher sense of purpose. As per health benefits, people have found their bodies can take care of or heal some specific illnesses or ailments such as Western diseases that we encounter on an incredible basis now – diabetes, heart disease, cancers, hypertension, and all this other stuff that's occurring among us. I'm not saying the raw food diet is a cure-all, but I am saying that when people have used a diet like this or a diet close to this, their bodies have intuitively taken care of some of the issues that they were having.

### HOW DOES A RAW FOOD DIET HELP WITH WEIGHT LOSS?




**K** It's great for weight loss. With a raw food diet, you can clean up your internal systems and you can clean up your internal environment. As a result, your body gets geared up to be able to handle whatever it needs to handle, whether that be losing weight, getting rid of some sort of plaque on your arteries, or taking care of an insulin or blood sugar issue. When you can get the junk out, your body becomes much cleaner. Think of a fish tank that literally has gotten molded all over with algae. If you take a hose of really nice, clean water and put it in the tank, continually letting that hose run, eventually all that algae is going to come out, and you're going to have clean water again. That's the kind of visual analogy you can use when thinking about eating clean, organic, ripe, fresh fruits, vegetables, nuts and seeds.

### OKAY. I'VE ALSO HEARD REPORTS THAT RAW FOODS CAN REVERSE DIABETES. WHAT HAVE YOU HEARD?


 **K** Some people say that there's controversy around whether a raw food diet works or not. I don't know what the controversy is because I've seen it happen. I've seen people who had Type II Diabetes get off of their insulin. There's also a whole body of research that's going on, particularly by Dr. Gabriel Cousens from Tree of Life in Patagonia, Arizona. There's the movie "Simply Raw - Reversing Diabetes in 30 Days" in which people have done that – it's documented. So, again, I don't know what the controversy is. I think it's a matter of not being open to the possibilities that people can heal themselves. Given the right tools, the right nutrients, the right time, the right stress relief, and the knowledge of whatever it is that's causing the illness, people can heal themselves – and they will. It has to happen a little bit more in order for a lot of us to accept it, but it's there. There's plenty of people whom I can put you in touch with.

### THE BIGGEST HURDLE TO EATING RAW FOOD DIET SEEMS TO BE THE WIDELY ACCEPTED CONCEPT OF COOKING AND PROCESSING FOOD. HOW DO PEOPLE LEARN A DIFFERENT WAY OF THINKING?

 **K** People often times make a big deal of raw food; it's not a big deal! It's not like you have to eat 100% raw food in order to get some of the benefits from it. The idea is rather to get more raw food into your diet, to get more vegetables and fruits, to get more salads, and to get more fresh juices into your diet. Even if you just drink a green smoothie a day, you'll see incredible health benefits. So, this lifestyle is not necessarily about having to follow this very strict plan of not eating anything cooked, or eliminating all your favorite foods. Instead, it's more about thinking like someone who would eat more raw foods. If you think like someone who is eating a whole-food diet, then easily and simply you're going to move into creating that for yourself as well.

I think a lot of times there's this conflicting science that goes back and forth, and that just confuses people. And while it's a great tool, you're apt to find a lot of conflicting information on the internet. You're going to find one page that says one thing and another that says the complete opposite. And guess what might happen? You're going to be confused, not knowing which way to go. But if you simplify your diet and follow the basics – eat a lot of raw food, eat whole foods, don't eat anything processed – you're probably going to be all right. That's it.

### CAN YOU GIVE PEOPLE SOME TIPS ON HOW TO GET STARTED ON CHANGING THEIR HEALTH?

 **K** Five tips that I think are going to help someone on a wide spectrum in terms of their health are these:  
The first one is to eat more plants. Studies have shown, particularly the China Study, which was the largest epidemiological study in the world to date, that there is a lesser occurrence of western-type

## Q & A WITH KEVIN GIANNI ON A RAW FOOD DIET AND OPTIMIZING HEALTH

Page 3

diseases when less animal protein is eaten. And, I truly believe what the study states; the less animal protein you consume, the better off you're going to be.

The second thing is to prioritize your health. If you were to ask someone what their top goals were, I would guarantee that health would probably not be in that list. The key is to prioritize your health – and to find out really why you need to put it up there. So, find out what motivates you and figure out how to relate that to your health. The reality is this – if you don't take care of your health, you won't be able to meet your goals. For instance, if some of your goals are to have a great family, to make a lot of money, to have a business, or to enjoy your job, you can't do those things if your health isn't intact and you're not in great shape. So that's where everyone needs to go. We need to move health up on the list – bump it up a few notches. It should probably even be first.

The third thing is know where you are. That means that we all need to figure out where we are, to be honest and be very truthful about where we are in our position in terms of our health. It means checking ourselves all the time. It means getting health tests and figuring out what's going on in our bodies so we can make adjustments. It means getting the correct information and not getting confused with all of the info that's out there.

For instance, say someone has a magnesium deficiency but he/she starts taking some sort of pharmaceutical drug for depression. The depression doesn't lift because this person was misdiagnosed and has not addressed the root of the problem – a magnesium deficiency. At this point, the person is thinking of the drug, "Well, this doesn't work." But, he continues to take it because he thinks it might work over a period of time...The point is this: you've got to know where you are, and you've got to know what you're dealing with. So, some sort of baseline protocol is good.

The fourth thing is to find a mentor. Some of the top business people in the world have mentors – people they can go to, teachers to whom they can ask questions. These people want to be great in business; so, they find a mentor. We want to have great health; so, our job now is to go and find a mentor who can explain to us some of the things that he/she has experienced over time. We can learn from this mentor, instead of trying to recreate a health protocol when it already existed. That's one of the reasons why we created the Inner Circle – so people could support and mentor each other. Annmarie and I can also share everything we are doing for optimal health.

The fifth thing is to think about how you can simplify and conserve. The food system and everything that's going on in our world right now does not have a conservationist mindset. For instance, it takes 25 gallons of water to grow a pound of wheat. It takes 2500 gallons of water to raise a pound of beef. We're really being wasteful with materials, with our thoughts, and with what we're doing. So, I really think it's important to think about how to simplify and break our lives down to the very basics, we can be a lot healthier and a lot more stress-free.

## HOW DOES SEXUAL HEALTH RELATE TO FITNESS AND DIET AND THE TOPICS YOU'RE COVERING?



**K** It's all very closely related – sexual health, emotional health, mental health, and physical health. We're all made up of chemicals, minerals, and water, and if the balance between these is out of whack, everything else is awry. What we've found (based on what we've heard from people and from what we've experienced, personally) is that when someone goes into some sort of health crisis or health challenge, a whole bunch of things start to get affected – not just one thing. A western-type mindset will pinpoint one specific thing and then address that, whereas a more natural health approach will look at the whole picture.

## Q & A WITH KEVIN GIANNI ON A RAW FOOD DIET AND OPTIMIZING HEALTH

Page 4

Realizing that sexual health relates to every other sort of health is a whole different paradigm that's hard for people to wrap their head around. But, if you're not working on all the different aspects of health – if you're not getting enough sleep, and if you're not working on your fitness, and if you're not working on your circulation, in this case, and if you're not working on your mineral levels, then something is going to falter, whether it's sexual health, physical health, mental health, or something else. They're all going to be affected in some way.

The idea is to work on all the pieces and to master them. Work on them, not all at once, for a certain period of time, whether it's 21 days, 30 days, or a year. Focus on one thing and then move on to the next one, really getting yourself in a position in which you're constantly creating a habit of improvement.

The people who are most successful with improving their health don't necessarily eat the right things. They don't necessarily work out all the time. They don't necessarily get the best sleep. They don't necessarily manage all their stress. What they do is create a habit of improvement. Eventually, they will have all those things in place, but they're always improving what they're doing. They're always questioning – always asking themselves, "How can I do this better?" Those are the people who improve. Those are the people who get better.

The problem is that most people don't know this. What they do is run off to the bookstore and buy the next book about the who-knows-what diet. They read that, they start it, they get results for about two or three weeks, maybe a month, if they're lucky six months, and then they go back to their old habits because the only habit that they have learned from this fad diet is problem/solution. They have never learned how to improve, or how to build up a base of knowledge, bit by bit, while actually improving their health and getting better. They are not successful because they did not continually ask themselves, "How can I do this better?", which is critically important.

## SO YOU'RE SAYING SEXUAL HEALTH RELATES TO OVERALL HEALTH AND THAT IMPROVING BOTH IS A PROCESS? THAT GETTING RESULTS IS NOT ABOUT TAKING A PILL?




**K** No. Oh my gosh, no. It's not a pill at all. Again, that's a western-type mindset. And it's even a natural health type mindset. People have taken the western model and said, "So if you have this symptom, here's the protocol you take." Sometimes that's not always the case. We still need to look at it from a very holistic perspective and say, "What are all the factors that can contribute to this?"


Poor sexual health could be due to literally be hundreds of factors. It could be unhappiness with the relationship. How is Viagra going to help someone who's unhappy in their relationship? (laughs) It's so far off. That's just one of the examples. Another possibility is that a man's magnesium levels could be off, so he could be unhappy in general, which could make him unhappy in the relationship, and his physical relationship could suffer. Or, if he doesn't like his job, his unhappiness can then be reflected in the bedroom. So, should he take a pill?! Is there a "I don't like my job so make me happy" pill? (laughs) No. Once you look at the broader perspective and are honest with yourself, you can face these issues and say, "Well all right, I don't like my job. This is probably why it's affecting my sexual health." Or, "I don't like my relationship. It's no wonder why I don't want to hang out with my wife or girlfriend." So, being honest and facing the reality of the situation is important. Looking at the wide spectrum and figuring out what's causing the issue – whether it be emotional or physical – is critical.

© Kevin Gianni, 2009


### CAN YOU TELL ME WHAT THE RENEGADE HEALTH SHOW IS AND WHAT TOPICS YOU COVER?

 **K** The Renegade Health Show is a fun and educational way to get health information. Before we started the show, we realized there were a ton of stiff experts and know-it-alls in the industry. And, I think the public just didn't resonate with the information these people were providing – they needed something that was maybe a more relevant. So, we decided that we would create something real, almost like an exploration of health instead of a "you should do this" or "you shouldn't do that" kind of message. We decided to present information that people could really understand much better than all the scientific garble that had been coming out.


### IS NUTRITION THE MAIN TOPIC?

 **K** Actually, nutrition isn't the main topic. As well as nutrition, the show discusses fitness, stress management, relationships, sleep, water, and a wide variety of other things. We cover so much because health comes in a whole range of categories, and you have to kind of master a bunch of them, which is a whole lifetime process. I don't know if anyone ever masters all the categories - or even gets an A+ in all of the them - but the more that I can introduce to people, the more well-rounded they're going to be.

### VERY COOL, SO WHO WATCHES THE SHOW?

 **K** We have people from over 100 different countries who watch the show. It's mainly people who have an interest in attaining better health. Most of our viewers are people who have had some sort of health challenge, or are working through some sort of health challenge right now. These people are tired of the same old information, and the health protocol they are on just hasn't worked for them. So, they watch this show to get a little piece of mind, some knowledge, and some tools to go out and be able to find the right people to help them change their situation. Maybe that right person is even themselves; it all depends on their situation. Regardless, we definitely give people options to help them optimize their health.

### WHAT'S THE NUMBER ONE QUESTION PEOPLE ASK YOU?

 **K** The number one question I'm asked is, "How do you stick with a plan?" People struggle to find an answer to this. They'll usually be doing really great – eating right and exercising – then, suddenly they'll hit a bump in the road, get knocked off track and not be able to get back on. What I think usually occurs in that situation is that once they get knocked off track, they feel like they've completely failed. People will say, "I can't do this. I might as well just have a piece of cake." So, then that sense of failure becomes overwhelming feelings of guilt. But the thing is – there's really no such thing as failure. I say, "If you get off track, no big deal. Just get back on." When you have permission to fail like that, your mind doesn't react energetically or emotionally anymore. It instead says, "All right, I just got off track; so, let's hop back on. It wouldn't be that difficult, would it?" The reality is that it isn't. When people don't get too crazed about sticking to a plan, they really can create their own personal success.

### HOW DID YOU COME UP FOR THE IDEA ABOUT THE SHOW?



**K** Well, I kind of always wanted to be on TV. (Laughs) Seriously, I wanted to build a show – and a fan base – based on a group of people who were really excited and really passionate about transforming other people’s health. I was inspired by a man named Gary Vaynerchuk, whom I met at a conference a while back. He has a company, in the wine industry, that he’s built, and he’s been doing a daily video show online for about two or three years. He gave me the idea to go out and create the show myself, rather than go through the media or the big television companies, who I felt would control the message that I wanted to spread. I wanted to make sure that there would be no censoring of information on my show; I wanted to be able to share at least my truth and the truth that I’ve learned from everyone else whom I’ve been around. So, I created the show to make sure that no one could tell us what we could or couldn’t put on the air. This is very valuable because, now, there are no roadblocks to achieving the ultimate goal, which is to give people information that’s going to transform their health.

### HOW DO YOU THINK THE MEDIA INFLUENCES PEOPLE’S HEALTH CHOICES?



**K** Let’s put it this way: media, in many cases, is what has influenced people’s health decisions to date. The reality is that the average person on the street, when asked, would say that he/she hasn’t read any health books recently, or any at all. So, I believe they must be getting their information from mainstream media – the TV, the newspaper, online news sources, print advertisements, television commercials, and internet ads.


There is a challenge in getting unbiased information from these sources because there is a bunch of factors that influence the media – a lot of which people don’t know about. For instance, I’m very well aware of the fact that information often comes to the media in the form of press releases. And, these press releases are often written by companies who have their own angle to promote. Likewise, journalists will forego reading studies carefully and interpreting them accurately so that they can print a headline that really sizzles. So, the media then puts out information that is only a half-truth.

People might also get information from family, educational institutions, or the government. But, a lot of this information is funded from interest groups as well; corporations pay money to school systems and government agencies, hugely influencing the health information that is put out to the public.

The media also knows how to manipulate internet searches, whether it’s mass media or a small business advertising a product. So, when you are looking for health information online, the results of the web search will often pull up biased information from companies or people who want to put a spin on something. Getting information this way, in terms of your health, can be very dangerous.


Readers are looking at all of this information, from all of these sources, and getting really confused, never truly understanding the basics of health. People are getting confused to a point where something really needs to change, or else the situation will get much worse.

### YET, YOUR APPROACH IS TO USE THE SAME MEDIA AVENUES?

 **K** We are media, too; that's very true. So, don't listen to us either. (Laughs) Seriously, though, I am absolutely going to use the same media avenues. However, the difference between us and a huge media conglomerate is that you see us, plain and clear. You see our faces, and you see our truth. You see what we're doing on a regular basis, and then you, the viewer, can decide if you trust the information we're giving, or not. This approach is so much more important than any other because the consumer really needs to be his/her own health advocate when it comes to health choices. People need to delve into the information and figure out what works best for them and what doesn't work at all. They don't need to know whether something works for a group of rats in a San Diego lab, or something like that, but they need to know what works for them in reality, in real life.


Also, think about what the public watches right now. Reality TV is so big. What we're doing is just reality TV on a low budget scale. Because this is what people want, they are coming to us, looking for information. We can tell they're doing this just by looking at our numbers; we get thousands and thousands of views. So, it's a really cool and new way of providing information. It's a shifting of the power from the big money kind of thing to the general public, where now we can create our own forums and create our own soapboxes, if you will, and get out there and actually make a difference – positively influence people.

### TELL ME MORE ABOUT THE IMPORTANCE OF SOCIAL MEDIA AND WHAT YOU THINK ITS ROLE IS IN THE FUTURE.

 **K** Social media is so important now because in online communities, like the one we have, you can get to know many more people in much greater depth than you can on the street or at actual parties. That is, people reveal so much more information and are so much more transparent during conversations in the realm of social media. If you were to approach someone on the street and talk to them face-to-face, he/she would probably reveal half of the things that you can see in his/her Facebook profile!

So, as I see it, there is going to be a shift from traditional, big media to this new media of online content creators. The public really resonates with this because anyone can contribute. You don't need to have tons of overhead, hundreds of people working, huge editing teams, or any of that sort of stuff. You can create content that's just as good, if not better, than some of the programming that's on regular television. And, you can do it at such a low entry. So, to use a cliché, the content creators who are now on the internet are really going to start to 'rule the roost'.

### SO, YOU'RE CREATING A SOCIAL NETWORKING FORUM IN WHICH PEOPLE CAN SHARE INFORMATION?

 **K** Absolutely, it's a two-way street. We allow people to comment on the blog on all the posts that we have. I'm really excited about that because it allows people to get involved with the process. When you get involved with something, then you actually take ownership of it and it becomes part of you. So, we give a lot of information, but we want people to give as well so that they can become part of the community.

### I KNOW YOU HAVE SOMETHING CALLED THE RENEGADE HEALTH INNER CIRCLE. HOW IS THAT COMMUNITY DIFFERENT FROM THE ONE YOU'VE CREATED WITH THE RENEGADE HEALTH SHOW?



**K** The Renegade Health Show is free, and you can watch the show every day, Monday through Friday – again, for free. It’s definitely a fun, exciting, and educational forum. But, if you want to take your health to the next level and you want to meet people who want to share a little bit more and be a part of a community, then you can come into The Renegade Health Inner Circle, which costs only \$9.97 per month after a free 30-day test drive. It’s a separate community where we provide a whole bunch of educational materials, a whole bunch of fun, and a whole bunch of support and mentorship. There are Thursday chats, during which we get on the phone and have a little message board. People chat with us, ask us questions, and we really create a feeling like we’re just hanging out with a bunch of great people. The Renegade Health Inner Circle is a place where people can find the support, motivation, and information to become a true health superhero!