

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

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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.

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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.


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!