

THE MODEL HEALTH SHOW

The Model Health Show with Shawn Stevenson Session #75

Show notes at: <http://www.shawnstevenson.com/75>

Announcer: This podcast of The Model Health Show is presented to you by Shawn Stevenson with Rare Gem Productions. For more information visit theshawnstevensonmodel.com.

Shawn Stevenson: Welcome to The Model Health Show, this is fitness and nutrition expert, Shawn Stevenson, here with my amazing cohost, the glamorous Jade Harrell. What's up Jade?

Jade: What's up Shawn?

Shawn: How are you doing today?

Jade: I am magsational today.

Shawn: Magsational.

Jade: Um hm.

Shawn: What is that?

Jade: Magnificently sensational!

Shawn: Yes! That's like back in the day opening that can of soda and it's like, pshsh! Yeah!

Jade: Magsational baby.

Shawn: But now we're opening magsational instead of diabetes.

Jade: Exactly.

Shawn: No can of diabetes for me, please.

Jade: I'll take that any day.

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Shawn: So today we've got an amazing show lined up for you guys. We've got an awesome guest.

Jade: Really?

Shawn: This guy, I did his show a couple of months back and it's probably the best time I've ever had on an interview. I literally spit up my water while he was talking all over my carpet. I'm not one of those guys that's like all dramatic when they're laughing but it just caught me out of left field. You know really, really interesting guy. He's got an amazing story and he is one of the go-to guys for Hollywood fitness, you know, so the stars are turning to him.

So we're going to talk about some of the inside secrets about the fitness industry itself, you know. Which as a lot of people know, it's a lot of rigmarole out there in the fitness industry. A lot of stuff that's not true, a lot of stuff that people buy into that's not getting them results and he's going to talk about that. And also, he's an endurance athlete.

And we haven't talked about this on the show before and actually one of my clients who is also a friend of mine, he just told me he's signing up for an Ironman. I'm like, dude, why are you doing that?

Jade: Right.

Shawn: But I'm going to live vicariously through you, but, I don't want to do that man. But I do want to have that information on how do we eat the way that we eat. Eating real food and be able to elevate ourselves in a kind of human endurance type performance.

Jade: Yeah, with that staying power.

Shawn: Right. So we've got an amazing show for you guys. But first let's give a huge, a huge shout out to our amazing sponsor, onnit.com.

Jade: Give me a little bigger, give me a little bigger.

Shawn: Onnit.com! [Onnit.com/model](https://onnit.com/model) for 10% off your amazing health and human performance supplements. As everybody knows now, should know by now, I'm a huge fan of the Hemp FORCE protein.

Jade: Oh yeah.

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Shawn: Organic. First of all, it's organic so we're not dealing with all the pesticides, fungicides, herbicides, suicide, genocide, all of the...cide means to kill man. It means to kill, you know. And just the idea that stuff doesn't have an impact on us, that's just not true.

Jade: Right.

Shawn: The research shows that. You know, we did a show recently talking about the impact on liver function and damaging your liver cells. And your liver is responsible for a whole host of awesomeness that you need to have going if you're going to operate at your highest potential.

Jade: That's right. That other stuff will kill your performance.

Shawn: Right. That's right. And obviously the biggest reason I'm a fan of hemp as a form of protein is the fact that it's the highest source of albumin and edestin which are the most bioavailable protein structures for the human body.

Jade: Yes.

Shawn: You know, your body just sucks that right up.

Jade: Because it's edible.

Shawn: It uses it. So instead of getting something that's going to be not as bioavailable and just wasting a lot of our money, you can use less of this and get more benefit. So powerful. And, of course, it tastes awesome. It's so good it's amazing. It is amazing, truly amazing.

Jade: I had to back my husband off of mine.

Shawn: Yeah, I know, same thing. My wife kept sneaking into my vanilla acai and I'm like, hey baby, that's mine. That's mine. You don't even, you're not working out right now. Whatever it was, I was making up my excuse. But we've just got to keep more in the house, you know.

Jade: Stock up!

Shawn: Definitely check out, yeah, stock up. It's some amazing stuff and you get 10% off of that. You're not going to get that anywhere else. There's no other resources out there. No other shows are giving you 10% off of the actual Hemp

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FORCE. You can get 10% off of all of your amazing supplements but not the Hemp FORCE except with onnit.com/model. Or, you can enter the code MODELHEALTH. That's going to be one word, MODELHEALTH.

And by the way, with the supplements, pre workout I'm loving the SHROOM Tech. Loving it. Cordyceps is the basis of this. Thousands of years of documented history in Chinese medicine of the power of this particular herb. It just does something. I mean, it's just one of those things where this supplement you actually notice a difference. A lot of people take supplements just like, yeah, I need to take this just because. But they don't notice that it's doing anything. This is one of the few things that I notice a difference in my workout.

Jade: Right.

Shawn: So I'm taking that pre workout. It's got some astragalus in there. It's got adaptogen and ashwagandha in there. It is really, really great stuff. So, head over there and check them out. Get your health on.

Jade: There you go.

Shawn: Support your health with real health insurance by investing in these amazing super foods and supplements. So, onnit.com/model.

Now, let's get into the iTunes review of the week.

Jade: Who do we have today Shawn? Alright, this one says, "Informative and empowering!" With five stars, Shawn.

"Wow! Just wow! Where has this podcast been all of my life? So much insight and information offered here. Not only do I feel smarter after listening but I always walk away feeling optimistic and empowered to become the best version of me I can be. Thanks Shawn and Jade for sharing your knowledge and insight with the masses. I am truly grateful for the scientific, psychological, and compassionate insights afforded by your professional and personal experiences. Seriously, I'm truly blown away."

That's from LN88R and we thank you for that!

Shawn: Wow, thank you so much. That was so well articulated. I love it. I love it! Thank you so much everybody. Thank you for heading over to iTunes and leaving thee reviews. We read all of them and it totally makes my day and I so

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appreciate it. It just helps to get the message out even further so thank you so much.

Jade: Thank you. I'm going to put that one on a post it and put it on my refrigerator.

Shawn: Um. Refrigerator art.

Jade: Refrigerator art.

Shawn: It's not only for kids guys.

Jade: Inspiration.

Shawn: Did you used to have those little refrigerator magnet letters?

Jade: Yes. I still do.

Shawn: Spelling all kind of...

Jade: You remember I have grade school children.

Shawn: You sure do. Would you look at that?

Jade: Would you look at that!

Shawn: Look at it.

Jade: Look at it.

(laughter)

Shawn: So what I want to do now is go ahead and dive right into our show topic and our special guest. This gentleman who is becoming a good friend of mine, his name is [Vinnie Tortorich](#). He is one of Hollywood's go-to trainers for health and fitness and he is also the best-selling author of the book, [Fitness Confidential](#). Great stuff. So, let's go ahead and bring on our special guest, Vinnie Tortorich.

How are you doing today Vinnie?

Vinnie: Pretty good Shawn. Your co-host, her name is Jade? J-A-D-E?

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Shawn: Jade, that's right. J-A-D-E.

Vinnie: Is she as hot as she sounds?

(laughter)

Jade: Oh Vinnie, we're off to a great start.

Vinnie: Oh listen. I was sitting here, you know, while you guys were doing the intro listening and going, oh my god. And then you broke my heart because I heard you say you were married and ahhh! Of course, you know, I've been with the same woman for a long time and she wouldn't appreciate that but....that's all I can do.

Jade: Well, I appreciate the compliment, Vinnie, and I can't wait to hear from you today.

Shawn: Yes, yes. We getting in and kicking it off all flirtatious. I love it.

Vinnie: I can't help it, come on Shawn. Are you guys in the same room?

Shawn: We are.

Vinnie: Or do you guys in different.

Shawn: Yeah, we're right in the studio together.

Jade: Yes, I'm looking at him.

Vinnie: So did you guys know each other before you started doing the podcast or...

Shawn: Of course, yeah. It's a great story actually. I was the keynote speaker at an event for some chiropractors. It was called Ladies Night of Indulgence which is the craziest name.

Vinnie: Oh, wait a minute.

Shawn: So yeah. Jade was the emcee and she was, like, we've got to work together and she was kind of on me at first and then I saw how amazing and

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talented she was once we got some time to talk and, man, it's just been one of the best connections ever in my life.

Jade: Yeah, I give thanks.

Vinnie: So Jade, what do you do when you're not doing podcasts?

Jade: More podcasting.

Vinnie: Is that all you do, you just podcast around the clock?

Jade: Well that and broadcast. I'm a producer and on-air personality here in St. Louis and produce several programs locally and worldwide.

Vinnie: Yeah, I figured that because when I was listening to you guys at the beginning, you know. As you know, there are a lot of great podcasts out there but let's face it, there are over 300,000 of them and most of them are bad and when I listen to you guys it's like, oh, these guys have it down pat. These guys didn't just roll over one day and go, well let's just do a podcast because we don't have anything else to do. And that was very, very clear so that's why I had to ask.

Shawn: Absolutely. Vinnie, the same goes for you. You know, you and Anna on your show, you guys have a synergy. It's just you know your stuff. And I said this before we got on, I said, he's a professional, you know. So I appreciate that so much Vinnie. But this is about you, man. So let's talk about, you know, I know you've been in this field for decades, you know for several decades at a high level. And being Hollywood's trainer and people are going to you to get themselves into shape and to get their health together.

So, take us back. I'm curious. I want to know this. Take us back and share with us how you got interested with health and fitness in the first place.

Vinnie: Well, I talked about that in [Fitness Confidential](#) a little bit and it started back in probably...I'm going to be 52 this month.

Jade: Whoop!

Vinnie: Yeah, I'm old.

Jade: Well 50's the new 40.

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Vinnie: How old are you?

Jade: I'm 44 but 50's the new 40 baby.

Shawn: Go ahead, go ahead.

Vinnie: Bring it on Jade. I'm typing with one hand. What's your last name Jade?

Jade: Harrell, H-A-R-R-E-L-L.

Vinnie: Whoa, hang on!

Shawn: Okay, so back to the super hero story.

Vinnie: Hang on here.

Shawn: You got started.

Jade: Oh shucks!

Vinnie: Wait a minute Shawn.

Shawn: If it's in Fitness Confidential...

Vinnie: I see what you're doing here.

(laughter)

Vinnie: Yep.

Jade: So, there's a singer out there also, so make sure you've got the "me."

Shawn: Yeah. This is Jade Harrell, AKA Chocolate Drop, AKA Sexual Chocolate, AKA...

Vinnie: Let me make sure I have the right one.

Shawn: Absolutely. So, with that said...

Vinnie: I'm going to be listening every week.

Shawn: With that said...Let's get into your story.

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Vinnie: Okay.

Shawn: How did you get interested in health and fitness. Let us know.

Vinnie: I was being picked on as a young kid. I had a hearing problem which caused a speech impediment. It's a long story but I was getting picked on. And, you know, when you're a kid you start dreaming of being a super hero. And I was like, if I could just be like Superman then everything would be great. But, you know, even though you're eight years old you know that Superman is not going to, you know, you can't do that. You're not going to be faster than a speeding bullet and you're not going to be stronger than a locomotive.

But one day I was watching television and I saw a guy named Jack Lalanne and I realized that this guy was not a super hero yet he looked like a super hero. And he was lifting a bar over his head with weights on it. And my eight-year-old brain made the connection of, wait a minute, if you lift something over your head you can then look like a super hero. And that was all I had to know because back then, we're talking 1969, 1970.

There was no big box gym. There was no Cross yet. There was no aerobic class. There was no nothing and, you know, anyone who worked out with weights worked out in their own garage with a barbell. And that was the beginning for me. That's where I started.

Shawn: Gotcha. Got you. So, with that said, you know you somehow took that initial thing and, of course, not wanting to be picked on and just deciding that I'm going to get myself together. I'm going to get healthy and I'm going to get stronger.

Jade: Or walk around with his hands up.

Shawn: How in the world did you turn that into working with all of these celebrities and actors? How did that happen?

Vinnie: You know, that's the most frequent question I get. You know, trainers will take me out for lunch and dinner and coffee and everything else to say, okay, how did you become the celebrity guy, or one of, because I'm not the only one. And, I will always tell them, do good work. You know, kids don't want to hear that. They want to hear, yeah, yeah, yeah I do good work. Tell me how to become a celebrity trainer. And I'll repeat myself. Do good work.

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Now, with that in mind, let me take it back a step. You know, from eight years old I kept working out. I ran into this guy in my hometown, Joe Bonadonna, his actual name. And he took me under his wing and by the time I was 16 or 17 years old I was playing football for several years. You know, once you start doing one thing it leads to other things. And I got into football and I got good enough at that. Major colleges started coming around. I was recruited by LSU. I was recruited by Alabama, Bear Bryant was still a coach there but he was at the end of his career.

You know, I was being recruited all over the South...Texas. And so, it looked like, wow, I get to go to college on a football scholarship which is what happened. And I continued because I knew that weight lifting and getting in shape and doing all of that had everything to do with my on-field performance. So I never let go of that. You know, I was the guy in the weight room that got there first and left last. I turned the lights out.

And, you know, shortly after football I started gaining weight. Like, right away I was becoming that guy. And I said right then, I'm not going to let that happen. And I started working out. Not to gain weight but to lose weight. And I started eating. Not to gain weight but to lose weight. And at the same time I was working with some of these socialites around New Orleans who had hired me. And this was kind of the days before trainers, before the term trainer existed as a guy that walked into your house and gave you exercise.

So, they weren't even calling me a trainer. They were calling me Vinnie, the exercise guy. And I was just going around and exercising people. And that became a big thing and before I knew it I had a radio show in New Orleans. You know, it was called Talking Fitness. I was doing periodicals on...I was showing up on an NBC affiliate giving advice. I was their fitness advice guy and that all kind of led to, well, what am I doing here?

And at some point in 1991 I picked up and moved to L.A. without knowing anyone and from there, you know, just found anyone who needed to work out. I would train them for free. And that's the key word here, Shawn. I was training people for absolutely free because no one knew me. And, you know, not every soccer mom became a trainer back then.

You know, it was like, the few trainers that were doing well were doing well because they were doing good work. And that's what led into me, you know, I ended up working with a producer and he got in shape and he was doing a movie and one of the writers on the movie needed to get in shape. And so on

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and so forth. Before I knew it I was training the stars for different TV shows and movies. So that's the quickest story I can give you of how it happened.

Shawn: Yeah. And that's a great story. It really just kind of goes back to the real basic which is just hard work. You know, you mentioned even with your mindset being the first guy in the gym, last guy to leave the training. You know, just grinding away, doing good work. And also, even doing it for free. And actually, I just talked about that yesterday with somebody I was doing a consultation with who is interested in getting into the health and wellness field.

I'm just like, what you really need to do is just focus on helping people. You know, don't worry about the money right now. Just get your whatever is after your white belt. You know what I'm saying? Just build up your repertoire. Work with people. Help people get some results and then you can start to talk about structuring out. You know, how to turn your passion into profits. You know, but I've just got to give you props for that.

Now, Vinnie...

Jade: For sure, he sounds a lot like Will Smith.

Shawn: Yeah, exactly.

Jade: You know, how he said he just outworked the next guy.

Shawn: Everybody else, right. So, Vinnie.

Vinnie: Wait, wait. I want to mention something about that. Will Smith is a perfect example of a guy with a huge amount of talent. And there are a lot of people with huge amounts of talent yet they never make it to a "Will Smith level." And everybody that I actually work with in Hollywood have that work ethic where they will, you know, they will outwork everybody every day. Sorry about that Shawn.

Shawn: No, it's alright. And with you even saying that, Vinnie, you don't seem like an angry guy but your show is even called America's Angriest Trainer. What's up with that? Why do you call yourself America's Angriest Trainer?

Vinnie: Well, as you can tell, I'm not an angry guy at all. You know, I'm not a Jillian Michaels type to yell at you while you try to run on a treadmill. That's not my thing. Nor has it ever been my thing.

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Shawn: Put down the cookie!

Vinnie: Yeah, put down the cookie! I'm not going to do that. If people need help they don't need to be yelled at, you know. But, I'm angry. You know, it all came out of, in the book we described, you know, your good intentions have been stolen. Everybody wants to do the right thing. Nobody wakes up in the morning and says, "hey, I'm 400 pounds and I'm happy." You know every one of those people, they're not lazy people, by the way.

Shawn: Right.

Vinnie: And inherently people are not lazy. And, against their best intentions applying Jenny Craig or Weight Watchers or this powder or that potion or, you know, they join five different big box gyms and they hired every trainer in the world yet they wake up in the morning and they still weigh 400 pounds. I'm angry because, you know, not for them but with them.

Did I say that right? I'm not angry at them, I'm angry for them. You know, their good intentions have been stolen and I just want to help people get it back. You know, think about the number of people who join and say "I'm going to run a marathon," and they run for months on end to run a marathon. And I've had these people tell me that they cross the finish line either as heavy or heavier than when they started. That's a problem.

Shawn: That is. Absolutely. Absolutely man. And I think what kind of sets you apart and really as soon as I just kind of looked into you and what you represented I was surprised because I never really saw somebody who was interested in actually participating themselves in endurance events and using the approach you use. And the approach that is is something that you champion called NSNG. So, what is that Vinnie, and how does it actually work?

Vinnie: NSNG. You know, it's not a diet. You know, people are trying to pull me into that diet cult. NSNG came out of one of the things I've been applying for about a million years. You know, I walk in and my mom says, "you want to lose weight? No sugars, no grains, NSNG." And when we wrote the book I was careful not to try to turn it into a diet but a lifestyle. You know, when I'm with my clients, as you know, you work with people, you can micromanage and tell them what it is but when you're talking to the masses it can easily become a cult. It can become, you know, like people say, "are you doing the Atkins?"

Well, that statement almost doesn't even make sense but they're talking about the Atkins diet. Are you doing Weight Watchers? Are you doing, are you doing...

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And all of those things become cults. And I'm not that guy. You know, are you paleo, are you vegan? You know, whenever you even hear those words we get these certain connotations working in our brain and we can't get out of that. Right?

Shawn: Right.

Vinnie: So, NSNG is not a diet. It's just literally cutting out sugars and grains. And the first thing someone might say is, "wait a minute, I love ice cream." Like you're telling me I have to live the rest of my life without ice cream? No. We're just telling you not to drink a 64 ounce Coca-Cola every day. That's what your problem is. If you want to have ice cream as a treat, knock yourself out. You know, when desserts and sugary things were treats no one had a problem. But, when we started slurping a Coke all day and we started eating incessantly around the clock we began to have a problem. And, by the way, we didn't do that because we were lazy or any other reason. The reason we do those things is because as soon as a grain or sugar touches your tongue your body is already releasing hormones saying, "oh my god, give me more, give me more, give me more." Think about it, if you eat a steak, when you finish that steak you're not thinking, "I need another steak."

But, if you ate a few Doritos you will finish a family bag of Doritos. I don't know about you but I know I will. You know, I always liken it to...and women, when they're going through menopause, understand this. You know, you cannot stop a hot flash.

Jade: Right.

Vinnie: You know, a hot flash will happen and you have no control over it. That's hormones being released in your body to cause that. Well, when you eat a grain or sugar you have the same type of hormone uncontrollability, if you will, where ghrelin and leptin and insulin is being released to go cover the sugar and your body is going to say, "hey, I need more." The ghrelin is going to say, "hey, feed me again and feed me again." And when you finish that bag you are still looking for anything else to eat.

Shawn: Yeah. I like to say that, you know, certain activities beget the same activity. You know, poor sleep begets poor sleep. Good sleep begets good sleep. Eating sugar begets eating more sugar because of...this is everybody. Vinnie really knows his stuff. You've been talking about ghrelin. I call it the ghrelin gremlin. You know, when that's active in your system you just have a ravenous

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appetite. And it's usually triggered or the interest is drawn to starchy, sweet, salty, and crunchy.

Jade: And many of those things are packaged together.

Shawn: You know carbohydrates. Right, exactly.

Jade: Packaged together at the same time. So then it sets all of that off. That is the best analogy. I so appreciate that.

Shawn: The marketing. I mean, they even tell you, "you can't eat just one."

Jade: Right. They tell you.

Shawn: It's chemically made to perfection so you cannot eat just one.

Jade: Yeah, they didn't tell us that part which is kind of messed up.

Shawn: You can't eat just one.

Jade: Because we're drugging you.

Shawn: But your butt is going to get so huge.

Jade: Right. They don't tell us that either. I think we would probably still eat them. I know my butt is getting huge. However, I just can't stop.

Shawn: So, you know, you also brought up a really interesting point about not making that into a diet or a cult, as you used the word. I always think of Michael Jackson when I hear that for some reason. I think of Thriller.

Jade: Take that back.

Shawn: Yeah, I guess because of Thriller. Remember, it was at the beginning it said something about something a cult, something blah, blah, blah. It's just a childhood memory. Anyway...

Jade: You're a child.

Shawn: I know it. So anyway, you brought up this what we talked about, we actually had a show, a great show with a young lady who was in the movie, Super Size Me, Alex Jamieson. In talking about that, how it creates separation

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with us as well instead of us all working together and having a common goal of being healthy and changing out society, we get into these politics and this debate and aggressiveness, aggressive attitude with people who aren't paleo or aren't vegan or aren't whatever the label is. I think that more so that creates an attitude of what I don't do instead of what I do. You know. I'm glad you pointed that out that you strategically made it that way. I saw people using the hashtag #nosugarsnograins, #NSNG. You know, I love that, love that Vinnie.

Vinnie: Yeah, and you know, it's funny. I literally, after the fact when it started getting used, the #NSNG, I literally had to go out and get the trademark on that. You know, I was actually behind my own game and it's kind of weird. You're sitting there going, wait a minute. Is this something else I need to go ahead and trademark?

The one thing I like about everything we do is that, you know, we talk about cults and the whole thing and people talk about paleo as being a cult. People talk about vegans being a cult. I think cult is a strong word. These are all just people that want to do better in life. And, you know, one person said...I was being interviewed, I think by U.S. News and World Report and the woman said, "how did you manage to bridge the gap between vegans and paleo" because they are in two separate camps. My answer was, "I don't know because I didn't try."

You know, I guess I'm not saying to do one or do the other. You can eat NSNG on either. So, somehow I ended up bridging the gap between two different, you know, I guess polar opposites, if you will.

Shawn: Yeah. I'm a big fan of both of those, of vegan principles as well as paleo principles. I think it's a wonderful framework for us to start focusing on eating real food. You know, I think it's wonderful but my question for you Vinnie, really, and a lot of people actually probably want to know this too is that you're an endurance athlete. How do you get away, because I remember track practice. Like, we're all loading up on carbs, man. We're eating carbs out the wazoo all the time, you know. Whole grain this, whole grain that, pasta. How are you doing endurance sports with this no sugar, no grains approach?

Vinnie: Well, quite well actually. And I'm not the only one. You know, I used to have a two-prong approach. With my own clients, you know, like the Rex Harper types who need to be a size two to keep their contract or what have you. I will keep them off of sugars and grains all the time. They would do well with that. Whenever I wasn't doing an endurance event I would eat the same way because, why put on weight in the off season. You know, you might as well go

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back into...And when we're talking endurance, I'm an ultra athlete which means it's not like a regular sized bike race, it's 500 miles nonstop and that sort of thing.

So, I always felt that the only way the body could work was by eating massive amounts of grain. I would even minimize the sugar unless I was on the bike meaning I would carry honey or Goo or any of that kind of stuff with me but when I decided to cut it out for a while and just ride without it I found that my body would just adapt to using fat.

So, in other words, it used to be where I would be on the bike for an hour and a half and I would have to suck down some Goo. Once you suck down some of that Goo you've got to take in maybe 300 calories of sugar per hour for the rest of the time you're doing your exercise because once your brain buys into, "he's giving me glucose," it is going to keep using it. Most people can handle about 300 calories an hour even if you're burning 600 calories your stomach is not going to allow you to transfer that many calories so no one takes in more than 300. So, at that point you are using a lot of sugar and you are using some of your body fat.

What I found was, when you go away from sugar and your body becomes fat adapted you can now do the sport without using any sugar whatsoever. And sometimes now I will go out for a 5 or 6 or 7-hour ride and virtually take nothing if I wanted to. Now, that being said, there is some merit to sugar when you want to go hard. So, in other words, if I was staying in Zone 2 or Zone 3 I could do that indefinitely and my body would just keep burning my own body fat as fuel and you will never run out because we have way more fuel than we even need.

Even if you are as lean as you are, Shawn. You know, we still have enough fat that you can probably walk across the United States on your body fat. I'm not suggesting you or anyone else do that, by the way. But, you can. If you go hard, so in other words, let's say I'm climbing a steep mountain and there is a four-mile mountain in front of me with 7, 8, 9% grade. You can hit that fourth and fifth gear of aerobic activity without some sugar. I've never seen it. Now, I know Dr. Phinney is working on it, Dr. Jeff Volek is working on it too, Peter Attia. A lot of these guys are trying to figure out why we do so well in first, second, or third gear yet when we get to the red lining we just don't hit that peak as well.

But, that being said, Zach Bitter has set a world record, I'm sorry, a national record in 12-hour running races by being NSNG. He's been on the show a couple of times. Also, Tim Olson, who is a big sponsored ultra athlete, he's NSNG. Both of these guys will admit to taking in just a little Goo whereas they used to take maybe 300 calories of Goo in the past, they only take 50 to 75 or 100 calories

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and only when they are redlining, meaning they are climbing a hill or something. This is happening more and more where people are figuring out it's a better way to go.

Shawn: Yeah. Wow. You know, I don't know if anybody else kind of perked up when you said 500 mile, non stop. I can't even drive 500 miles without stopping. That's crazy man. That's incredible but crazy at the same time. That's so powerful but for you to say that, you know, basically you made the decision to get your body fat adapted. I think that would also be an interesting term for people to understand. So, Vinnie, if you could, just a quick question. What time of day do you usually train? Is it in the morning or is it in the afternoon, evening?

Vinnie: It's whenever I can get to it. And I don't mean that to be evasive in any way, shape, or form. Today I worked out at 6 o'clock in the morning. Yesterday I worked out at 4 o'clock in the afternoon. It literally happens when I can fit it with my schedule.

Shawn: Got it. So...

Vinnie: As I am sure you can appreciate.

Shawn: Absolutely. Absolutely. It's that dedication. And again, it is just one of those words that is tied in with you. So, take us through. How do you get fat adapted. What are you eating for your meals for breakfast and, you know, your mid-day meal. What kind of foods are you putting in your body to get your body to start using fat for fuel?

Vinnie: Well, the quick answer is you have to start with really cutting out everything and then working a few things back in. Atkin's actually calls that their induction phase where they have people get really strict. A lot of times people will go into dietary ketosis. I'm cautioning, you do not have to live in dietary ketosis. Some people like doing it, for medical reasons people will do it. Do I think you have to do it to be fat adapted, no. I know for a fact that you don't have to do it to be fat adapted.

But, when you go away from eating sugars and grains I always tell people to be really strict on it for a couple of weeks. Meaning, let their body get used to not having tons of sugars or processed grains. You just have to cut it all out. And the first question becomes, well, what do I put in its place? Well, leafy greens. Leafy greens are a good place to start. Any of the cruciferous vegetables, Brussels sprouts, cauliflower, broccoli and the ones that have a lot of nitrates in them, the ones that are really going to energize you. I tell people to go with that. Red

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meat, eggs with the yolk in it. Fish, I love fish. I know some people don't love fish. Eat as much fish as you possibly can. Or, as I say, eat as much fish as you can possibly afford. You know, stay away from fast food restaurants.

All of these things will allow your body...and a lot of people by day three or day four will get something, they call it the keto flu. Whenever your body is not getting the sugar it used to have you literally go through withdrawals, almost exactly the same way as if you were a heroine addict. You know, so you have to work yourself out of that. And, I tell people during those time have extra salt in your food. It seems to help. And, if you have to take something unnatural take an Advil. You know, if you have a screaming headache or something just take an Advil.

So salt, extra water, an Advil. That kind of thing will get you through feeling like you literally have the flu. But, once you come out on the other side of that and you put several more days behind you you will find that you start having more energy. That's your body actually working on its own fat. And, that's the beginning of it. After a couple of weeks you can introduce, if you want to, you know have a chocolate bar. But, don't have milk chocolate. You know, have something that's at least 85 or 90 percent. Believe it or not, we love the way chocolate makes us feel the same way we like the way a cup of coffee makes us feel. So if you think that you are eating the milk chocolate just for the sugar you are liking that cocoa buzz also. So, you know, if chocolate is your thing that's one way to go.

You can have a taste of ice cream. You might find that you don't want to have a pint anymore. You might be okay with a couple of bites. Your friend makes the best peach cobbler in the world. Have a couple of bites.

We call that putting license in leavening. You know, you just need to stay away from it for a couple of weeks because you need to get your body on the right track.

Shawn: Got it. So you generally, for everybody, you're generally just shifting over and eating much more, as a matter of fact, you're shifting completely over to eating proteins, healthy fats, and non-starchy vegetables. And I would imagine that would be at breakfast as well, you know. So you're just putting your body onto that fuel and allowing your body to shift over and stop being a sugar burner and constantly working on like LIFO, FIFO (last in, first out) and constantly needing that fuel to go in and using that stored fat. You know, some people act like they are going to straight flip out and die if they miss a meal, you know. But our bodies have so much stuff stored and especially if you're in a

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situation where you're overweight right now. Your body has plenty to feed off of. You've just got to kind of push through the initial trouble point that Vinnie is talking about.

But there are so many things you can do to make that more graceful which, of course, we could talk more about. But, what I want to do, Vinnie, is...I'm curious, when you were talking about 500 miles, you know. Are you taking any type of supplements or is there something that you have that would help people with this kind of stuff and just health overall?

Vinnie: Well, you know, I am a believer in some supplements. I know people get into this stuff and they will start taking 20 different things. As a matter of fact, that's why I loved your book so much. Which, by the way, I've read cover to cover and I've dog eared a bunch of it and I go back to it. I like that you take an approach with sleep supplements of first quiet your life, you know, quiet the room, quiet everything. Make your room dark. I love all of that stuff that you talk about. And then you talk about, you know, having your body naturally fall asleep. But, if you do need a sleep aid and then you give the levels of try this first, try that second, try that third, right? So, I love that approach. Try to make it happen organically first.

Now, with that being said, I have always...I talked about it in Fitness Confidential. I use the exact words when I've talked about how vitamins were created. You know, at first it was called vitamine when a German scientist found the first vitamin. And how the 13 essentials were figured out after that. The 13 essential vitamins being that all 13 of these vitamins are essential to your life and because of the stress we have in life nowadays we burn through some of those essentials really fast even if we have a perfect diet and we're eating all of the leafy greens and we're having meat and we're doing all of the stuff, we will need extra nutrients going in.

So, my whole life I've been taking a multivitamin and I've always tried to take the best vitamin I can get my hands on. And, that's kind of a problem. So, let me explain it to you this way, you can go get a Centrum for really cheap and I'm saying Centrum because it's the number one vitamin sold worldwide today. And they make it very cheap and very easy to get.

But the problem with Centrum is it is binded together with so many binders that your system may not even break it up. Number two, they have close to 50 extra ingredients in there that's not a vitamin, 50! So, they have 13 essential vitamins yet they have 50 chemicals around that vitamin.

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Shawn: Crazy.

Vinnie: And that's just Centrum. So, you say, "well, I'm going to get the best vitamin I can afford." So, now you walk into a Whole Foods or a GNC or any of those and if you get the top end, the best vitamin they have, now you're paying big bucks for it. You could be paying upwards of \$60 a month on some of these vitamins just to get what you are to believe is the best vitamin out there. And most of those have at least 50 and in some cases 25 extra ingredients that are not vitamins in the product.

So, I set out. I gave myself a task. I said, can I possibly make a vitamin that I want to take at a good price? Is that even possible? Well, the first thing I had to do was throw out the price equation because every vitamin company in North America, well in the United States and parts of Canada told me that what I wanted to do could not be done. To make a vitamin that was just a pure vitamin that did not have one other thing in it, right.

So, I did that and everyone said, "we're not going to make it." And my question was why? And they said, "well, we need excipients, we need flow agents in order to have it flow through our machinery correctly because machines will get jammed up with the vitamins. And I finally found a company that said no flow agents, no nothing. They didn't want to do it but if I did a big enough vitamin buy they would do it. So, I did a big enough vitamin buy which brought the price down a notch to where they literally made what they said is probably the only vitamin on the market like it. They said if not, they said they are 99 percent sure there is no other vitamin out there even close to this. There are no binders. There are no excipients. There are no flow agents. There is nothing except the 13 essential vitamins and the 11 essential minerals all in one pill. Nothing else exists. And I finally got that pill made and I'm very excited about the whole thing.

Jade: That's very exciting.

Shawn: So, what is this called, Vinnie?

Vinnie: It is called [Pure Vitamin Club](#) and the only way I could do it was to cut out the middle man, to cut out shelf space, to cut out all of that because I really wanted to give it to people at a price. So, the way it works is you would go to Pure Vitamin Club which is my site. It's a site I own and you buy in. You buy a month's supply and we ship it right to you. So, here's the deal, I was able to get...Let me ask you this. I'm going to ask both of you, okay? Shawn, what

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would you pay for a product of pure vitamin that had not one other agent in it other than vitamin. What would you pay for that?

Shawn: For what count of?

Jade: What quantity?

Vinnie: For a one-month supply.

Jade: \$30...Is it a one-time-a-day capsule?

Vinnie: One a day, one pill.

Shawn: Yeah, I'm with you on that, about \$30.

Vinnie: You would pay \$30. So, a one-month supply, \$9.95.

Jade: Really?

Shawn: There you have it. Yeah.

Vinnie: \$9.95. And by the way, in the interest of pure honesty, you know there's packing and shipping and all that, right. So, all of that brings it to another \$4.50 or something like that so it ends up making it \$14.95. So, if people buy the one-month supply it actually becomes \$14 with pack and ship. So, that wasn't good enough. So, I wanted to see if I could still get pack and ship under \$10. So what I did was I also allowed people to buy in a three-month supply. Therefore, not only do you now have three bottles, you have one bottle now. So, I was able to cut down on the cost of a bottle. I only have to ship it once, right. It only has to be handled once and since you're buying 90 pills versus 30 pills I was able to cut the price back a bit to \$24.95 so if you add the pack and ship on top of that you are literally getting vitamins for \$10 per month.

Shawn: Vinnie, what we'll do everybody, is we will put the link obviously in the show notes for everybody to get connected with and I appreciate you taking the time and effort to creating something like this. A lot of people really just bought into multivitamins and not anything else. You know, all of the other herbal-based things or anything. They just know about multivitamins. This would be wonderful to change the market because Centrum is crap. It's crap, you know, it is. It's got so many, like you said, binders, fillers. Most of it is not even what you're paying for. As a matter of fact, there are studies showing that a lot of these different... magnesium stearate and all of these other things that are in these supplements

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can cause different problems with your kidneys, with your liver, with your gastrointestinal tract, so to create a truly real pure vitamin, I think, is really valuable. So we will put that in the show notes everybody.

Well Vinnie, we're coming up on a close here so there's a question that I like to ask my guests and that question is what is the model that you are here to set? You know, what example are you here to set with your life and how you are living it?

Vinnie: At the hope of not just sounding overly douchie when I say this...

(laughter)

Vinnie: I really believe in mankind. You know, that's my religion. I believe in the faith of people. And, I truly want to leave the world a little better than when I showed up. I think if everyone took that approach, every one of us, then the world will be a better place when we leave.

Shawn: I love it. I love it. And you just said it, if everybody lived by that. And I appreciate you saying that Vinnie. It was not douchie at all.

Jade: Not at all.

Vinnie: Oh, thank you.

Shawn: So, everybody, thank you so much for tuning in. We're going to link up everything in the show notes, Vinnie's amazing book, [Fitness Confidential](#), the [vitamins](#), and, of course, [Vinnie Tortorich](#) and his podcast.

Jade: And some of his super hot pictures.

Shawn: Podcasts are not for the younglings. Okay, this is for adult ears but it's a good time for sure. So we will put that in the show notes. And, Vinnie, thank you so much for coming on man, I appreciate you so much.

Vinnie: Thank you guys for having me.

Jade: It's our pleasure. Thanks Vinnie.

Shawn: Alright everybody, thank you so much for tuning in. I appreciate you for being a part of this community and sharing the message by being the

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example and really showing people what's possible with your own health and fitness. So, thank you so much for tuning in. We'll talk with you real soon.

Jade: You told them. Thank you. Nothing like fun times. That's so sweet.

Vinnie: Thank you.

Shawn: That was the douchie part right there, was Jade.

Jade: That was me, that was me, I'm douchie.

Shawn: And, make sure for more after the show you head over to theshawnstevensonmodel.com. That's where you can find the show notes and if you've got any questions or comments make sure to let me know. And, please head over to iTunes and give us a five-star rating and let everybody know that our show is awesome and you're loving it. And I read all the comments so please leave me a comment there and take care everybody. I promise to keep giving more powerful, empowering, great content to help transform your life.