

# THE MODEL HEALTH SHOW

## The Model Health Show with Shawn Stevenson Session #77

Show notes at: [www.theshawnstevensonmodel.com/77](http://www.theshawnstevensonmodel.com/77)

**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](http://theshawnstevensonmodel.com).

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

**Jade:** Are you talking about me?

**Shawn:** I'm talking to you.

**Jade:** You're talking to me?

**Shawn:** Look at you!

**Jade:** Oh my goodness.

**Shawn:** How are you doing today?

**Jade:** I am wontabulous.

**Shawn:** Wontabulous?

**Jade:** Yes, I got that from one of our listeners. They sent it in a review. Wontabulous. Wonderful and fabulous.

**Shawn:** Ah, so refreshing.

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**Jade:** Yes, thank you JuicyJece.

**Shawn:** Nice, thank you so much! I love that. I'm feeling it too.

**Jade:** Exactly.

**Shawn:** We've got an amazing show. I'm actually feeling wontabulous because I just saw this incredible, incredible new film.

**Jade:** Oh yeah?

**Shawn:** You know, people that are definitely connoisseurs of these health-related films, we've seen classic ones way back from Super-Size Me, Changing the Game. We've had on Alex Jamieson who was in that film.

**Jade:** Sure. Fat, Sick, and Nearly Dead got us juicing.

**Shawn:** Of course, Food Inc. But this is the most beautifully done. It's for your senses. It's a beautiful film to see. It touched on so many different topics. I'd say everything got some kind of love that is really important in our health and well being. We've got the creator of that film on today, a friend of the show, his second time on the show. We bring only the best of the best on two shows or more because I know we're going to have him back on because he's so brilliant. We've got Dr. Pedram Shojai on.

**Jade:** Oh yes, yes, standing invitation.

**Shawn:** He will talk about his new film, Origins, and also just some other cool information and helpful stuff that you can walk away with and apply to your daily life.

But first I want to give a quick shout out to our show sponsor, [onnit.com](http://onnit.com).

**Jade:** A little bigger, Shawn.

**Shawn:** Onnit.com.

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**Jade:** A little louder now.

**Shawn:** Onnit.com/model. So head over to [onnit.com/model](https://onnit.com/model) for 10% off all of your health and human performance supplements. You know by now, if you don't know, I'm a huge fan of the Hemp FORCE protein. It is the most bioavailable protein for the human body; edestin, albumin. Those are the protein structures that are most easily assimilated by you. You will be avoiding what we call in the industry, since I've been in this industry 15 years, gas and blast from whey protein, right. Understanding that you are not going to be dealing with all of the...again, it's not you are what you eat, it's you are what you eat ate.

**Jade:** Yes.

**Shawn:** Any of the nefarious substances that could be contaminating that cow's milk and obviously it's important that the product be organic today. But, when you are getting it from a plant source you just know that toxins accumulate as they move up the food chain so you're not going to be dealing with a lot of toxic issues, especially with a company like Onnit who sources everything from the best places. They're using all earth-grown nutrients and formulas.

**Jade:** Yes, and it's not chewing on cud.

**Shawn:** Right. Because a lot of the hemp proteins out there taste like Styrofoam mixed with a little bit of poster board. You know, it is just not tasty, right, poster board with glitter, by the way. But this is so good. It tastes amazing. Glitter.

**Jade:** Love it.

**Shawn:** So head over there and check them out. Grab yourself some Hemp FORCE Protein. They've got vanilla acai and also the Choco Maca which is incredible. It tastes amazing.

**Jade:** It's great stuff.

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**Shawn:** You can also grab yourself some Earth Grown Nutrients which is another formula they have. It's the green superfood blend. Everybody in our world today needs to be on a green superfood blend just to buffer all of the acidity that we're exposed to in our day-to-day life. All of the acidic reactions that our bodies are going through. It's also just a potent formula for antioxidants to protect your cells from oxidation, phytonutrients, phytochemicals, it's that real insurance. It's more powerful than any vitamin that you might come across, any of the Centrum Golden Years or whatever it is.

**Jade:** Call them out Shawn.

**Shawn:** Whatever it is that's made in a laboratory that you will not actually assimilate because it's not recognized by the human body.

**Jade:** I've come to rely on that. That's my go-to green.

**Shawn:** Yes. So, Earth-Grown Nutrients. You get 10% off of that and all of your health and human performance supplements by using the coupon code ModelHealth or heading over to [Onnit.com/model](https://Onnit.com/model) for a special page set up for you because we love you.

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

**Jade:** Well, TylerDrake loves us with five stars.

"Holy Schneikes Batman. Can fitness and nutrition concepts really be delivered in a way that's incredible fun and engaging? That's the question. Just hit play and you'll have your answer. Shawn has a genius level of knowledge and wisdom on how our bodies relate to the world and how we express ourselves both physically and mentally. Jade is a catalyst for good. She adds such a fun element to the show and has stupendilicious wisdom and questions! No topic is out of reach, how about a breakdown of why cancer expresses itself in so many of us? Check! Just look at the current 75 episodes and pick a topic that speaks to you. I'm convinced you'll be hooked! Thank you so very much Shawn and Jade, you truly are changing the world one life at a time."

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**Shawn:** Wow, Jade, you!

**Jade:** You!

**Shawn:** Wow, thank you so much for that review. Wow, that put a huge smile on my face and, wow, it hit me in the heart. Thank you. That really does mean a lot. I appreciate that so much.

**Jade:** Well, the reviewers that are sending their comments are allowing themselves to open up, be more vulnerable, and share their personal connection to not only the show and us, but what their struggles are and some of their experiences are and now their victories. So the more intricate these reviews are getting the more they are just encouraging us and each other.

**Shawn:** Yeah. And for those new listeners, victory is near. I promise you that.

**Jade:** In person.

**Shawn:** Now, let's go ahead and get into our topic of the day and our amazing guest. I'm just going to give you a brief snapshot. I will put his [first appearance on the show](#) in the show notes when we talked a little more about all of the cool stuff he is doing. But, [Dr. Pedram Shojai](#) is a renowned author and filmmaker.

Talk about filmmaker, this guy makes some films, I'm saying. He is the real deal. He is also a world adventurer and you'll know that when you see the film. He travels the world working and looking for and investigating amazing people in an effort to create a sustainable future for generations to come. That's what he's thinking about. That's where he's operating from. He's a founder and president of [Well.org](#) which is an innovative online media platform designed to put cameras on the good guys and tell their stories.

I would like to welcome to The Model Health Show for the second time, my friend, Dr. Pedram Shojai. What's going on Pedram? How are you today.

**Pedram:** Man, I am, I want to say, wontabulous!

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(Laughter)

**Jade:** That's what it was.

**Shawn:** Love it. Glad to hear that man. So dude, tell us all about this experience. I want to know about the experience making this new film and what drove you to create it in the first place.

**Pedram:** Man, I've got to say, I've got people calling me up after seeing the movie saying, "I can't believe you call this work." But they are seeing all of the amazing stuff. I mean, you know, you get into 100 degree days in the African bush for weeks on end and not all of it is as pretty as it showed up on the movie. But we just went for it, man.

We just said, look, this story of humanity is not being told correctly. We got to the top of the food chain. We were pretty bad ass. We really, really evolved to the point we were inventing tools and building civilization and doing all kinds of cool stuff and something happened in the last few generations where we got so good at this tact that we started poisoning ourselves and people started getting sick and things started going the wrong direction so we went back to the first cave that our early ancestors kind of stumbled out of from the last ice age and said, what was life like here? Where were we at? How did things develop to the point where now all of the sudden we're standing on a possible extinction event where we're choking out the planet and doing all kinds of things that probably aren't the right way to go. How can we kind of bring back the wisdom of nature and not throw away our iPhones? How can we live with technology in a balanced way?

It's a four-year project. I'm so happy to be done and am very happy with how it came out and it's designed to get people to step up and be stakeholders in, not just their bodies, but on the planet and in our market economies and democracies and all of the things that get us to snap out of being zombies and be stakeholders in our future.

**Jade:** Yes, I love that.

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**Shawn:** The thing that I really loved most about the movie, and it's kind of hard to stay this because there is a lot that I loved about it, was the fact that it's done in a way that's so approachable. This is something that's so beautifully laid out. It's like one of those films that's done and has Leonardo DiCaprio narrating it. It's so beautifully laid out that it's approachable and an easy-to-watch for anybody. Like anybody. Any of your family members who you are like, "they will never stop drinking Pepsi," whatever.

It's so amazing that you put this film together in this way and some of the things that are really highlighted in the film were namely, like you said, getting back to your origins and that's the name of the film, Origins.

Just some of the shocking statistics that maybe you could talk about a little bit. One of the things I took away was 74 billion pounds of chemicals being produced or imported into the U.S. every single day, right? How crazy is that? How far from our origins are we where we are experiencing and seeing something like that.

**Pedram:** Yeah man, that's it. You know that doesn't even count for pharmaceuticals and pesticides and industrial fertilizers. So it's just the magnitude of the onslaught that these chemicals and all of this stuff that we have kind of injected into our environment is having on us. People just don't realize how dirty it is and as a doctor I sit there and look at the health crisis in the last 20 years and all sorts of wacky things starting to go wrong with everybody.

It's not like we've changed that much but then you start looking at the things we've added to our environment and all of the sudden, man, there is a big red flag that goes up because the body can handle a certain amount and once you've overwhelmed the body to a point where its systems just can't deal with the onslaught, just arrows coming in from every direction. Eventually it starts to give up and you start getting autoimmunity, you start getting cancer, you start getting autism. There's all sorts of different ways this kind of stuff ends up showing up in our bodies and in our lives. The doctors are kind of running around trying to chase the symptoms but when you start going up a couple of levels and look at

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what's being introduced to an environment where our bodies simply don't recognize these substances as anything.

For millions of years we evolved in nature with things in nature and the body goes, oh, this is this, put it there. All of the sudden we have these new chemicals being introduced on a daily basis and when the body doesn't recognize it it usually stores it as a fat or stores it in the bones or in the brain or completely freaks out and has an autoimmune reaction around it which shuts us down and puts us into all kinds of things like rheumatoid arthritis, lupus, and all sorts of things that we're seeing everywhere in our medical community. So, when we started asking those questions, it really got really scary. It was like, oh crap, what have we done and how do we back out of this right now.

**Shawn:** Right. Right. You know, I think for me I realized in that moment watching the film that we're really inundated by this. It's hiding in plain sight. We are just swimming in all of this man-made stuff, you know, all of these chemicals and all of the different...like you said, even the figure I shared, the billions of pounds, that doesn't even include the pesticides, fungicides, and other biological problematic things.

It just really kind of hit me like, wow, what is going on and what can we do to become more aware and also, like you said, back out and return to our origins. But what I also took from the film was it wasn't like we're going back, we're going forward but with more knowledge, with more wisdom. Because we're seeing the worst of the worst, it's happening now. I often say we're so infatuated with TV shows like the Walking Dead because it's like it's happening now. We've got zombie status right now. People are sleep walking, people are not even aware that they can be well because their experience with life has been so much pain.

Films like this really help to break that down and, again, it's in an approachable way and really beautifully done way. One of the things I related to and it kind of followed up in the film is like, okay, we're exposed to all of this stuff, what is it doing. Then we took a look and the film shifted to what is going on with your gut environment and your gut integrity, inside your body, your small intestine. What's going on there? Because this is kind of like the garden for you. It's where you're



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getting grown. It's so interesting that you guys even talked about, in particular, all the incredible experts who were on there started having this conversation about the mitochondria. We've talked a little bit about it on this show but remind us again, Pedram, what's up with the mitochondria. What is it and what's going on with it.

**Pedram:** Yeah, that's a great question. I love that you've kind of zeroed in on that part. It shows that you get it. The nature of our relationship with life itself cannot be looked at independently without looking at all of the bacteria in our environment and how we interact. So, the bacteria in our gut help us break down foods that help us build immunity, to help us modulate immunity. They help us effectively modulate our epigenetic expression in relationship to what the environment around us is being perceived as and help us to stay healthy, robust, and on top of this thing called life.

There is this one particular type of bacteria that we kind of struck a deal with way, way back millions of years back when we split between prokaryotic and eukaryotic cells where we took this one type of bacteria into our cells because we found this amazing deal where we can feed it the sugar we ingest and it can basically put out multipliers of energy better than what we were able to do before so the mitochondria became our ally in helping extract energy and become more vibrantly alive as these organisms that we've evolved into.

These mitochondria are an integral part of our health and everything. The powerhouse of our entire system relies upon our relationship with this bacteria that we've internalized and one of the things we've found out about a lot in the movie is that, man, these little organisms/cells are incredibly susceptible to environmental toxins. So the number one complaint people have when going into the doctor today is, hey, I'm tired. I'm fatigued.

All of the sudden we start peeling back where these chemicals are hitting us and how the fallout is showing up. We're realizing that the energy-producing capacity of the human body, and all mammals (we're seeing this in animals all over now) is being compromised by this stuff that is being introduced into the environment every single day. It's just like jaw-dropping, oh-my-god types of things that we're realizing in the scientific community right now. The job of the movie is to put this

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into an interesting kind of entertaining format so that anybody can watch it and say, okay, got it, I will stop buying garbage. I will stop being part of this problem.

One of the major points that I had in this movie is, you know, I'm not a doom and gloom guy, I'm a serial optimist. So it's like, what have we got to do right now so that my son's grandchildren have a planet to live on. And, start kind of reverse engineering what actions our generation needs to take right now to stop this insanity and a lot of it is to just stop buying it. Stop buying things that have poison in them and you effectively are not voting for those companies to keep producing them with your dollars.

At Well.org we are all about conscious consumerism and how we vote with our dollars. You vote for president once every four years in America. Every single day 10, 12, 15 times a day you are swiping your credit card or debit card buying coffee or lunch or whatever it is and you've got to think about who is receiving that money and whether or not they are part of the problem or part of the solution and there are so many people doing amazing things on this planet right now that I just stop and think every single time I spend a penny whether I'm investing in the good guys or supporting a future that supports life or giving it to the bad guys who are building a death star and trying to basically choke out the planet and put Agent Orange onto our crops.

**Shawn:** Crazy stuff, man. You know it's so interesting because one of the big takeaways that I got, and even from what you are saying now, it's so profound, is our intimate connection with nature and how it's kind of gotten really twisted up. I heard you say you are a serial optimist and I love that title. I love that. But it's very difficult for people to do that when they're physical, mentally, emotionally depressed.

One of the things that I took away from the movie as well was that depression is a lack of energy at a cellular level. In kind of looking at it in a deeper state like that. It's very difficult to be optimistic when I don't feel good, like physically. If I'm physically in pain or physically ill, if I don't feel energy then, of course, what's the opposite of that? It's depression, it's low energy.

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So, addressing a lot of this stuff can actually, and we did a show on this recently talking about natural solutions for depression, eliminating the cause. There are so many things you can do to stack the conditions in your favor so that you're not living in that state. But, also, Pedram, you tied into the movie something that is profound that also enables you to be this serial optimist and also to do so many incredible things that you do in your life and making the impact you are making and all of your patients and it's just a trickle-down effect.

Part of that equation for you has been meditation. Every opportunity that I get I want to bring that into the fold, into the conversation, and I love the way that it was implemented in the movie because, again, it was so approachable. It wasn't like, oh they're seriously drinking the Kool-Aid, look at them, that's great Kool-Aid they are drinking. It was just so matter of fact like, absolutely, I must meditate, I want that prize. So, talk a little bit about that and why you tied that into the movie.

**Pedram:** Well, full disclosure. I am not even a closet meditator. I was a Taoist monk for four years. I am a Taoist priest. I studied with the dahlia lama and I traveled the world and meditation is my sauce. One of the things when I first came kind of down from the Himalayas and was getting all preachy with people, I was like, man, you've got to meditate, you've got to meditate. I just couldn't relate to people.

They couldn't relate back to me because, you know what man, it is really easy to be enlightened in the Himalayas. Come back into the Los Angeles traffic, the kids calling and the partners screaming, whatever the hell is going on in our life and deal with the hustle and bustle of modern urban challenges and then see where meditation fits in. Over ten years or so after I came back from sabbatical and started practice and was dealing with patients and was teaching people stuff all the time I really found the non-preachy, I don't care if you're dressed like a yogi or have a yin and yang tattoo or any of that kind of stuff, that's all just human animal brain stuff.

What we know about meditation and what I did was just open up a brain lab and started studying what was happening to the human brain when people were meditating and found meditations that worked and other ones that were less

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effective. So we were like, look man, the end result has to be to help people charge up their pre-frontal cortex so that they have high moral reasoning, negation of impulses (look, I could see the cheesecake but I can say no but there are a lot of people who can't). Why is that, because they are not charged up in their pre-frontal cortex. They don't have the serotonin or the tryptophan, whether they are eating the GMO food, eating foods that are deficient in that stuff.

We just looked at all these pathways and said, what is intercepting the willpower and consciousness of humanity and how do we fix that. Now it's like a spiritual malady. Now people are just soul-suffering, spiritually dead, stuck in these shells and bodies from circumstances. That is not our birthright. So, what's happening? It just became about teaching people what the truth is about how the brain works and how the mind interfaces with that and then looking at how food and exercise and movement and all of these other things that were part of our evolutionary path that has been dramatically shifted are also leading to a shutdown of parts of the brain which are making us walk around like zombies.

For me it really is. We can joke about it but it's like people are falling asleep to who they are and what their ultimate potential is. It has to do with the lifestyle, the poison, the lack of tryptophan in the food and that inability to step into their brain and tie into higher cognitive, higher reasoning centers because when you park in front of the TV it just shuts that off instead of helping you wake up.

**Shawn:** Again, it's something that anybody can take on. You can get this today. You don't need to get permission or you don't need to put 20 years in to get that access, that instant access to you, to really getting reconnected to you and what's most important about you. I love that example of your higher order reasoning. For some people, when they see that cheesecake it is a battle. It's like game on baby, am I going to eat it or not? It's like this internal struggle that, here's the thing, there are things you can do and you can develop yourself in a certain way so that it's not even a reality for you. The battle is not even a reality.

For me, the cheesecake would be, just say for example whatever, cheesecake made by Hostess or the worst people that are out there sprinkling little pieces of crack on there or something. You know, this cheesecake when I see it and other

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people are attracted to it and going to have a slice, it's just like I have no interest. There 's no interest because I'm fulfilled.

**Pedram:** And you're firing in the right parts of your brain because you've been feeding your body right and taking care of yourself and avoiding the poisons.

**Shawn:** Right.

**Pedram:** I've got to give a shout out to our buddy, Abel James. He was here a little while ago and my wife had a birthday in her office and she picked up some cheesecake at Costco because she said she would pick up the cake. Abel is in the kitchen reading the ingredients with things like propylene glycol. I said, huh? He said, propylene glycol. If I had a plate of propylene glycol right now would you eat it? I turned around and started laughing like, hell no. He was like, well that's in this cheesecake. I looked at him like why the hell would they put propylene glycol in cheesecake and he looked at me and said, "I don't know, why would you eat that?"

I said I am not but don't take this to the office because I don't think you should be feeding this to people. She asked why would Costco do that and I said I don't know.

We started looking at it and, for me, my kryptonite is pumpkin pie. Oh my god, I could destroy a pumpkin pie. But I have food allergies to dairy and to chicken eggs. Good luck getting a pumpkin pie that doesn't use those. So we have said, alright, what have we got. We started doing coconut flour with duck eggs and using non-gluten, non-dairy, non-chicken and we made these delicious pumpkin pies that were guilt free and healthy, in a way. I mean, there were still calories but it was one of those things like, got it! This is a pumpkin pie I could eat. I will see pumpkin pies all over town now and just look at them and be like, nope! These would make me feel horrible. But I have that wherewithal because my brain is activated to stop myself.

When I find myself struggling with wanting to eat a pumpkin pie that I know isn't good for me I will have to stop, just check in with myself, and breath out to activate the higher part of my brain because I'll know that I'm in the animal

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brain. I will know that I am in fight or flight. I will know that whatever stress hit me that day knocked me off my perch and I am about to make some bad decisions. That's where meditation really steps in and helps you intercept those bad decisions.

Life is a series of good and bad decisions and a lot of those bad decisions we've made have led to our health demise. And, on a global scale and this is why we made this movie, a lot of the bad decisions we have made have also led to the melting of the ice caps. They have led to mercury in the ocean. So we've collectively made a lot of bad decisions and it's time, right now, for our generation to step up and do something about it because our children's children deserve better and, come on, enough is enough.

People are so tired of hearing all of this stuff because no one is doing anything about it. Everyone is waiting for someone to do something about it. Hopefully this movie is like, every single day what you do with your credit card will determine the direction this world is going to go. Stop giving your money to the bad guys. Start investing in people and companies and services that are doing the right thing and create a new economy based on virtue and forward thinking instead of assuming you have just got to give your money to the way things are. It's just nonsense and we're taking a stand, that's enough.

**Shawn:** Yeah. There are two important things I want to touch on there. But all of that is so powerful and so profound. It is something I know a lot of listeners can definitely identify with this and you are already voting with your dollar and already investing in you by investing in people who are doing this stuff more consciously. One of the quick things is, you said this thing about you still had pumpkin pie. People out there are like, no, you can't eat pumpkin pie Pedram, you're the doctor. It's really about, this is life, it's about enjoying yourself number one. Number two it's about being more conscious and conscientious about the ingredients you are using. Upgrade the ingredients. That's one of the words we use here. I think it's a Beyoncé song, Upgrade You.

**Jade:** You always teach us that though, once we do that we're going to be more productive. We'll have more valuable dollars to lend to that boat.

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**Shawn:** Exactly. Invest in yourself. Spend that extra little bit of money and a lot of times that's not even the case. You actually save money often times if you know how to do this stuff right. But, spend that little bit extra to get high-quality ingredients so you can enjoy yourself and not have the itis afterwards, not have the negative side effects step in.

The second thing was talking about legacy. What are we doing right now for our future generations. I think about that now. What is it going to be like for my grandchildren? What is it going to be like for my son's kids? I even ask them about this stuff sometimes, in particular my 14 year old. My three year old is like, whatever, Ninja Turtles, I'm going to cut you with my fake sword.

Anyway, let's talk a little bit about that because this was touched on in the movie in a powerful way, man. This was so great how you tied this in. One of the first things that I really learned from you on one of the first instances when we got connected was you were talking about how we lived in conjunction with bacteria around us and getting inoculated by the world around us and the bacteria. Now it's kind of like, everything is fear. You've got this hand sanitizer with you 24/7. You showed in the film how cutting off natural child play is actually damaging their health. This lack of bacteria and the psychological development that goes along with natural child play.

**Pedram:** Yeah. One of the things that happened historically that led to all this germaphobia and all of this stuff that has led us down this road where we are just nuking things and Lysol wiping and doing all of this insane stuff to keep ourselves insulated from the earth is just a misread on how all of this disease stuff came in the first place. For millions of years, 100s of 1,000s of human years there is a distinction between where we live and nature. I actually had someone, we were looking at hiking, we were on this thing and this girl was freaking out because she said she didn't know how to hike, she had never been hiking before. I looked at her and said, "well, did you know how to walk?"

She was like, yeah. I said, "great, do that here." What is wrong with you? What do you mean you don't know how to hike? There wasn't hiking before, it was just walking and it just so happened everything was nature. So what happened is when we got super-hyper urban, we're talking about European times where all of



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the sudden all of these people come in and start living in things called cities and there wasn't sanitation and plumbing.

Think of Paris back in the 1600s. People would go to the bathroom in a bucket and throw it out their window onto the street. Literally, there were cesspools of bacteria with rats, vermin, and nasty, disgusting human living prior to the advent of actual public health and sanitation. Then all of the sudden we get things like the bubonic plague and black plague and all sorts of nasty things that would come in and literally wipe out and decimate populations. It was a real thing. But, what happened was we had this germaphobia that really started to become part of our mental conditioning from experiences like that.

It's not the good bacteria that are growing in the healthy soil that are part of a living, breathing ecosystem of which we are integrally related that is a problem. It's compounding buckets of poop on city streets. So we just kind of took that and went in the wrong direction and became germaphobes where we really threw the baby out with the bath water. We didn't realize the good bacteria are what help us assimilate the minerals from the soil into the nodes that go into the plant that help us become vibrantly alive and have the phytonutrients and all of the co-factors that come from healthy soil meeting with healthy life become a mutual part of our diet.

From the soil up, and we look at this very extensively in the movie and then also we had a five-day deep dive free events with extended interviews with all of the people in the movie because in an hour and a half there is no way you are telling the whole story but you are starting a dialog that changes people's lives forever. So, one of the examples in the summit interviews that really kind of hit me was there is an urban farmer who we've done a lot of work with. He's great. He is out there going to school and teaching kids how to get their hands in the dirt. He is a hero.

He has this super-dynamic organic farm and the farm next to him wanted to do some strawberries so they came and they tented and put all of this plastic on the earth and then pumped tons of ethylene bromide gas so that it killed everything 18 inches deep into the soil so that when they planted the strawberries they



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don't have as many pests. Those strawberries taste terrible. Those strawberries are missing lots of elements that life brings through the soil into the food.

So this guy was doing all sorts of things on his organic farm that keeps the pests away naturally and he is loving up the soil and all of that. Then his neighbor is doing his thing where the neighbor still gets all sorts of weird pests and overgrowths because there is no good bacteria to check the bad bacteria. I'm sitting there thinking, oh my god, this is exactly what happens in the human gut every time we hit ourselves with amoxicillin and every time we hit ourselves with antibiotics and then wipe out our good flora and then keep trying to figure out why we have gas, why we need Tums after a meal, why, why why.

It's like we choke out the life and then wonder why we are devoid of life.

**Shawn:** Wow, this is, again, the name of the film is Origins and it is getting back in touch with what's real. Again, it's not really going back. We're not trying to go back before there were cars or whatever the case may be because that's not happening. It's more so taking that knowledge and moving forward with new wisdom. It's so powerful.

The film, of course, we've got to let everybody know, you can check it out at [theshawnstevensonmodel.com/origins](http://theshawnstevensonmodel.com/origins). We'll put it in the show notes. Get the movie there. That's where you can get access. It's going to be a huge hit. It already is a huge hit. I got the sneak preview and it is so incredible. So, Pedram, what about the summit series? How are people going to be able to get access to that?

**Pedram:** If you follow the link through [theshawnstevensonmodel.com/origins](http://theshawnstevensonmodel.com/origins) and preregister we are doing a ten-day free screening of the movie. I spent four years and close to a million bucks making this movie and the first thing I'm doing is giving it away to the world for free because that's how important the message is. I'm doing this for my son's grandchildren not for the dough. It's from there, once you have registered to see the movie then you will get an exclusive V.I.P. invite to the five-day free summit which, again, is just 36 one-hour interviews including yourself, which was so awesome to have you kind of lend your wisdom to it.

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It is just like, hey, here's the problem. Here are the experts telling you what's up and who to unwind. And, here are the solutions and here are a ton of resources so that you can now take action everyday in your life. You don't have to throw everything out and burn down your house or get rid of your car or any of that kind of weird stuff. You just have to start doing conscious swaps everyday and eventually as you're shopping behavior changes your house is completely transformed, your health is transformed, and the planet starts to become transformed because the consumer can drive this sentiment and the consumer can change how corporations behave. These guys have been running recklessly realizing that we don't care so they are going to make more profits and all of those externalities that don't get factored in to their equations like the environment, the ocean, our health are now not being shunted off and are going to have to be part of the dialog of the conversation of everything because those days are over and we have woken up to what we want and what we choose on this planet.

There is the movie and the summit event and then we are doing this Taking Back Black Friday and Green Friday initiative where we're helping put companies who are doing the right thing in front of you guys and also taking a percentage of all of the proceeds and doing gardens for schools and planting trees and all sorts of just good stuff because we're showing how good companies behave and how corporations in the future need to behave to earn your hard-earned dollars. Ya'll need to wake up with how you spend your money because giving the bad guys your money gives their lobbyists the authority to go in there and really lobby our politicians to vote against our best interests. Somehow we think that's okay and, you know what, again, I've got a seven-month-old son. I look in his eyes and I think to myself, enough is enough. If we don't take a stand, who is? It's too late. By the time my son is old enough it's too late to fix this.

**Shawn:** Absolutely. The time is now. I am so honored and so passionate about this relationship and having these alliances with individuals like yourself because we're really making change. It's very, very evident but it doesn't stop now. This is when it starts and everybody listening, it's time to take action. Where can you make that improvement. Where can you make that slight adjustment in where you're investing your energy and time and dollars.

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No matter when you're listening to this episode, because we have hundreds of thousands of downloads, many of these are for past shows. But, if you're listening when this is released, this is released on November 19, 2014, no matter what day it is or how many days you have left to see the film for free or if it's not free anymore, still get this film. It's so powerful and easy. It's one of those things that's so tangible and approachable and simple to share with people you care about and just to get that conversation going. It feels good. You walk away from that feeling inspired; not doom and gloom. You get a look at that but it's more so, here's what we can do and here's how all of this stuff affects you. Here's what you can do to make it better.

Pedram, man, just huge props for putting this together. I can't even imagine how much time, energy, love, and passion you put into this. I'm so grateful you did and we're definitely going to share the show like crazy. We're going to make sure everybody gets their hands on the show and also gets their hands on your film. So, thank you so much for putting it together, man.

**Pedram:** Big love to you guys. Thanks for doing what you do. Look, we're all in this together. We're doing this for all of our kids. We're doing this for our collective future. I'm honored to A, be here. And so thankful that you are sharing the movie and keep up the good work. I love what you guys are doing.

**Jade:** When I say Pedram you say Shojai! Pedram!

**Shawn:** Shojai!

**Jade:** Pedram!

**Shawn:** Shojai!

**Jade:** Yes!

**Shawn:** Everybody head over to [theshawnstevensonmodel.com](http://theshawnstevensonmodel.com) for the show notes and you can head over directly to [theshawnstevensonmodel.com/origins](http://theshawnstevensonmodel.com/origins) to get access to this amazing film. Thank you, so much, for joining us today. Take

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this information and apply it to your life and watch the result happen. Take care now and we'll talk with you real soon.

Make sure you head over to [theshawnstevensonmodel.com](http://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.