

THE MODEL HEALTH SHOW

The Model Health Show with Shawn Stevenson Session #89

Show notes at: <http://www.theshawnstevensonmodel.com/89>

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

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

Jade: What's up Shawn?

Shawn: How are you doing this fine day?

Jade: Feeling like a specialampion!

Shawn: Specialampion! What is that?

Jade: A champion of specialness.

Shawn: Mm! I love that. I love it. And you are all kinds of special.

Jade: Man, and you know for sure today! We have plowed through.

Shawn: Absolutely. But that's how it is. Sometimes it is just that daily grind and you've got to step up to the plate when challenges present themselves. But there is also a period of grace that we can all happen upon as well where things are just flowing nice and beautifully. But what fun is that if it's always like that?

Jade: I'm okay with it.

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Shawn: So today's we've got an amazing show for you guys. My modus operandi, my mission is to provide the most powerful empowering health information possible to really help you to transform your life and to transform the lives of the people you care about. We've been dealing with a pretty tremendous weight crisis in our society. Currently we're talking about $\frac{3}{4}$ of our population being clinically overweight or obese. So real powerful weight loss strategies is something that I definitely want to bring to the table.

What we find is that usually this really boils down to simplicity. But we can be devoted and dedicated. New Year's just happened not too long ago and people are setting out to transform their bodies and to finally get their weight together. But you can be as pumped up as you want to be, you can be as passionate and driven as you want to be. But if you've got the wrong map you are not going to get there.

Jade: That's right. It's poison.

Shawn: You are going to end up in Timbuktu, wherever that is.

Jade: Wondering how you got there. It's kind of one of those things, the Bermuda Triangle.

Shawn: Right. You take that passion and drive and you get the right map and strategy and miracles can happen, seemingly miracles.

Jade: I've seen them.

Shawn: Absolutely. That's how we roll. That's how we rolly-poly. So let's go ahead and give a shout out to our show sponsor before we kick things off, [onnit.com](http://www.onnit.com).

Jade: Let's give them a big hug.

Shawn: Head over to <http://www.onnit.com/model> for 10% off your health and human performance supplements. We are huge fans of the Hemp FORCE protein. It's my daily thing. It's my recovery drink. It has the highest source of

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bioavailable protein for the human body; with edestin, albumin. It is very soft, globular proteins that are, by the way, water soluble. What are you mostly made of?

Jade: Water.

Shawn: Water. And we absorb that stuff. It's one of those things where, again, you don't even need as much because it's so bioavailable. You feel it. You feel a difference and you have less. Back in the day when I was trying to put on some size I was taking two scoops of a whey protein and finding out there was no "whey" to not have gas. That is not sexy.

This is a completely different feeling. I use less and get much more.

Jade: That's true. I remember I was kind of surprised when you said I only needed one scoop when we first got it. I realize it is enough. One in the Vitamix takes care of all of us in a big smoothie.

Shawn: One big scoop because you've got a lot of people. I use two scoops, personally. Three is the recommended. I think that's for crazy people, that much. But it's all good, it's Hemp FORCE protein. They have wonderful flavors. It tastes incredible.

We are also huge fans of the SHROOM Tech. SHROOM Tech Sport is what I use pre workout. I am going to be using it today. I have a training day with my son so I am going to give him some too and we are going to get ourselves jazzed up naturally.

Jade: Oh boy.

Shawn: With no crazy spike and no crash because it's really based on something that has about 5,000 years of documented history. We're talking about cordyceps mushroom. It is clinically proven to improve the oxygenation of your blood, boost your stamina, and libido, by the way, a little side bar in parenthesis. Anything that boosts your libido, we are talking about sexual transmutation, you can take that energy and put it into something else. Or, into something else!

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It's incredible stuff. SHROOM Tech Sport is another one of our favorites. So head over to <http://www.onnit.com/model> and check them out. Do yourself a favor and get your hands on some of these incredible supplements.

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

Jade: I absolutely love this one. It says, "Like a plane load of knowledge bombs." Five stars with that one.

"I discovered this show a few months ago while listening to Pat Flynn on Smart Passive Income. My life hasn't been the same since. I thought I knew some stuff about health and fitness but I've experienced a total reboot from Shawn's teaching and the results speak for themselves. A few years ago I started getting back into working out after being lazy for a few years. I signed up for Tough Mudder as a motivation to make me do it. I have now done two mudders. But I still felt slow, fat, and clumsy. Then I discovered The Model Health Show and in over just a couple of months I lost the weight I wanted to lose, got my energy back, started sleeping better, and just overall feel better at 30 years old than I did at 20. I can't even imagine how many people I've told about this show and I can't imagine my life without it. Thank you, thank you, thank you!"

Shawn: Wow. That is so powerful, and another testament. Don't just listen, take this stuff and apply it to your life and see the results for yourself. Wow, I am really touched by that.

Jade: I know you didn't expect that. I can see it.

Shawn: Wow, thank you so much for sharing that and taking the time to head over to iTunes. I know it can take a whole two minutes to do but I really, really do appreciate that. Everybody, thanks so much for leaving those reviews.

So now let's go ahead and get into the topic of the day and our special guest. Our guest today is Jimmy Moore. This guy is just flat out incredible. He is the author of a couple of amazing books is the author of a couple of amazing books,

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[Cholesterol Clarity, What The HDL Is Wrong With My Numbers](#) and this book that I have right in my hand which is [Keto Clarity](#).

He has an amazing story. He is an OG to podcasting. He has been in the game for going on about ten years now. I know you are close to ten years, Jimmy, with over 900 episodes. He interviews some of the most incredible, knowledgeable health experts in the world and is really helping to get this message out. Of course, he has had me on recently as well, and he is just a really great individual, by the way.

Outside of all of this stuff, he is a guy. He is a real person. He has just an incredible story which I am not going to give away. I'll let him to tell the story but I would like to welcome to The Model Health Show the incredible Jimmy Moore. How are you doing today man?

Jimmy: Man, what an intro. Does OG stand for Old Grandpa, by the way?

Jade: Only greatness.

Shawn: Today it does. Double meaning. So, my man, I want you to please share your super hero origin story with us. I know that you've had quite an experience in being on both sides of the health spectrum. So just let everybody know how you got interested in health and wellness in the first place.

Jimmy: Sure. I grew up the fat kid. I was always the fat kid. I was the kid they made fun of growing up. I was the kid who had a single mom who was doing the best she could to feed her three kids and two very hungry growing boys and I got fat. I got extremely obese in my 20s post college.

It's funny because people, Shawn, think you become an adult and you suddenly have this epiphany about how you are supposed to eat. No, we eat the way we were taught to eat. As a kid I was taught Hamburger Helper and BooBerry Crunch and Little Debbie Snack Cakes and Coca-Cola was a normal way to eat.

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When I became an adult why would I change from that? So I didn't. I continued down that path that made me get bigger and bigger and bigger so that by the time I reached the age of 32 I was 410 pounds.

Shawn: Wow.

Jimmy: Gulp, yes. That's a biggie. And what was interesting was I did not realize how bad it had gotten. I am 6'3" so I can hide weight pretty well being so tall. But it was really bad. The problem was, in my mind I thought I was about 330 and I was okay with that. I was 410.

Once I realized I weighed what I weighed, keep in mind I had tried diets over the years so it wasn't like I had tried nothing. I did fad diets, I did Dexatrim diet, Slim Fast diet. You name it I had done it. And most of those diets were all predicated on low-fat, low-calorie, exercise until you drop, all of the things I now know were all of the wrong things for me to do if I wanted to lose weight and get healthy.

Everybody asks what was the great epiphany that made me change my life forever. It wasn't just one thing, it was kind of a series of things but they all added up. Those experiences were things like being a substitute teacher at the time in the fall of 2003 and I remember writing the lesson on the board and a little boy from the back of the room said, "Man Mr. Moore's really fat." Ouch.

Shawn: Right, wow.

Jimmy: Of course the whole class busted out laughing. I laughed to keep from crying. But that was a powerful moment. I also had a moment where I was trying to climb a rock wall at my church. They had a little fall festival. All of the kids and adults were going up and down the thing like Spiderman. Now keep in mind, remember, I thought I was only 330 pounds at the time. So I figured I could do that.

I tried to do it and, of course, I could not do it because I was having to lift this big body of mine. I couldn't do it. That was embarrassing to have the gurney hooked up and then I had to undo it all and didn't get to do it. I would rip pants

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about once a month. I would have to buy brand new big and tall store pants. If you have never been to a big and tall store, they are the biggest shysters in the world because they take all of your money for just slightly bigger than they sell at Wal-Mart. Anyway, that's neither here nor there.

I got a book for Christmas from my mother-in-law. It wasn't just any book, it was a diet book. Every year my mother-in-law, God bless her, would give me a diet book for Christmas with a not-so-subtle connotation, "Hey fat boy, we need you to lose weight."

I got the book this particular year and it was Dr. Atkins' New Diet Revolution. I read that book between Christmas and New Years and I thought that man was whacked out of his mind. What do you mean cut your carbs. Don't you know that's how you get your energy? I am going to be so lethargic if I don't eat carbohydrates to a grand degree in my life.

I kept reading and it said to eat more fat. This guy is a cardiologist and he is telling people to eat more fat. Doesn't he know that's going to raise your cholesterol and give you heart disease and clog your arteries. All of those things, all of those imageries that we have in our mind about nutrition and health and I said, "what the heck."

I had tried everything known to mankind to try to lose weight and, by extension, get healthy. None of it worked. So January 1, 2004, I started on the Atkins' diet, as written. Some people say they have done the Atkins' diet and I ask them what they thought about page 275. They tell me they didn't read the book, they just eat meat, eggs, and cheese. That's not the Atkins' diet, my friend.

I try to educate people now on making sure if you are going to do the Atkins' diet, read it by the book. If you're going to do the Shawn Stevenson diet, do it by the book. Don't try to make things up and then put a name on it afterwards.

I did it and the first month I lost 30 pounds. Now keep in mind I was 410 when I started. I couldn't find a scale anywhere that would weigh me. I think I ended up at the Gold's Gym and asked how big their scale went. He said it went to 500

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pounds. I said I was nowhere near 500 pounds and I stepped on it and saw the 410. I was expecting 330 and that was the big gulp moment for me.

I did lose 30 pounds the first month. I got so invigorated, got so much energy, felt so alive again. I felt normal probably for the first time in my entire life. By month two I wanted to go to the gym and just run and get it out of me. I had so much energy and I think I ended up doing three miles an hour on a treadmill for 15 minutes. That doesn't sound like a lot because it wasn't. But, when you are 380 pounds still, I tell people I was weight lifting at the time. I was lifting my whole frigging body.

Jade: Yes.

Jimmy: My legs were really strong, by the way, from carrying all of this weight for all of these years. Another 40 pounds were gone the second month. By the end of 100 days it was 100 pounds gone and it was at that point that I was like, hmm, there might be something to this. So I continued on. I did have periods where I did not lose weight.

In fact, I had a ten-week period where I lost no weight on the scale but I lost six inches off my waist and it was that epiphany that really woke me up that this is so much more than about weight loss. It is so much more than whatever that damn scale happens to say. It really is about whole health, feeding your body what it was meant to be fed, and then getting healthy as a result.

I lost 180 pounds by the end of the year.

Shawn: Wow.

Jade: Bravo.

Shawn: We literally wanted to clap over here. That's incredible, Jimmy. By you doing that, as you know, you have impacted the lives of so many people, thousands upon thousands upon thousands of people by you stepping up and being the model. Like you said, you followed what it said.

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I definitely have to ask you to talk about this because I grew up having a similar experience, for sure. When you said BooBerry Crunch, that has a special place in my heart, and FrankenBerry. I was a cereal kid. We usually got the cheap kind. Instead of Cap'N Crunch we had Kangaroo Crunch or something crazy.

Jimmy: The off brand, yeah.

Shawn: So we grew up with the same paradigm and basically eating very cheap foods, poverty food.

Jimmy: It's what I call crappy cabbage.

Shawn: Aw, cabbage, yes!

Jade: Cabbage, like garbage.

Shawn: We really don't understand, because we don't know what we don't know. We think these foods that we are paying a little bit more for are better for us. But that's just marketing. These are poverty foods. These are foods that are very, very cheap to produce. We are talking about pennies.

Jimmy: But Shawn, they have 12 essential vitamins and minerals for your kids' growing bodies.

Shawn: Right.

Jimmy: It says that right there on the front packaging.

Shawn: Usually fortified, of course, added back in because of the processing. We just buy into this. And, of course, when I was taught in my university setting about nutrition I was told to tell my clients to consume seven to 11 servings of healthy whole grains a day. That was the basis of the diet. That is the main thing you need to be consuming. And then I wonder why about 50/50 of my clients were getting the results.

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By the way, it was effective for some people. Here's the catch, see these people later and that's where the issue happens. I've seen this many, many times. When I see a person I worked with ten years ago it's like, "What happened to you?"

They tell me they followed the whole low-fat thing but it just didn't work out. I wish they had stayed connected to me so that I could give them the right information because they did that on willpower. You had that same experience. You lost a bunch of weight doing a low-fat diet.

Tell us about that. How did that happen and how did it turn out?

Jimmy: Well, I have done low-fat diets off and on many times over the years. When I was an 11th grader in high school I wanted to look good going into my senior year of high school. So that summer I pretty much did a low-fat Slim Fast type of deal. Don't do Slim Fast, that stuff is gross and it makes you crap your pants.

In 1999 I got really serious about doing a low-fat diet. My brother, Kevin, my only full-blooded brother at the time, had a series of heart attacks that year. He had three in the span of a week that almost killed him. He was 32 years old when that happened. He was, of course, morbidly obese and all of the stuff that comes along with that.

I got motivated to want to do something because I was just four years younger than he was. I knew I needed to do something or I was going to follow in his footsteps. So I went on pretty much a no-fat diet in 1999 where I ate no fats. I had things like naturally fat-free marshmallows or a naturally fat-free food. It said it right there on the packaging of Twizzlers, those little long string Twizzlers.

Jade: Oh we're familiar, baby.

Jimmy: Oh my gosh. I was eating those like there was no tomorrow and I lost a ton of weight. Weight loss has always been one of those funny things for me because it's never been hard, when I was younger, to lose weight. It was always hard to feel satisfied and not angry and wanting to bite your head off when I was losing weight. That's precisely what happened in 1999.

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My wife, Christine, will tell you I was not a happy person to be around. She was having to feel the brunt of a lot of the anger. I now know it was my brain starving for fat because your brain needs fat in order to operate properly. So even though I had lost a pretty significant amount of weight, over 100 pounds, I still had a little bit of a belly even with all that weight loss. I also now know that insulin resistance was still continuing and probably getting worse as a result of the diet I was on.

Yes, I found weight loss success but it didn't last. And here's why, one day Christine asked me if I could go to McDonald's and get her a Big Mac meal. At the time she really didn't have anything to worry about. She had been underweight most of her life. I told her I would get it for her if she would let me get a quarter pounder with cheese and super size fries and Coke just one time.

Of course, you know what happened after that. It wasn't just one time, it was every day until I gained back all of the weight four months later.

Jade: Oh.

Jimmy: It was not a pleasant experience and it was at that point I kind of concluded in my mind that in order for me to lose weight and get healthy I had to be miserable eating a low-fat, low-calorie, hungry, angry type of diet or I could be happy and obese. I chose the latter at the time.

Shawn: Wow, there are so many interesting and powerful things there. It's just how that programs your own mind to think and the decisions you make based on that experience. You are talking about being hangry, hungry and angry.

Jimmy: Yep.

Shawn: And there is a great commercial which, funny enough, is for Snickers, where somebody is being Aretha Franklin. I think Aretha Franklin is actually in the commercial. They tell her she is such a diva when she is hungry. They give her a Snickers and she turns back into a guy.

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Jimmy: Right.

Shawn: So there is an alter ego that happens. I definitely understand that. Many people have experienced that. But that's not normal. That is a clear sign of an addiction. Of course, everybody can have those experiences when they are tired and hungry. But to have that happen pretty much all day everyday is very abnormal.

We're talking about really powerful insight that we all need to come to the conclusion right now that we were not designed to have low-fat anything. A low-fat diet makes no sense. What the fear is and what we both bought into, Jimmy, was the fact that the fat in the food equaled fat in our bodies. So if you just don't eat the fat you won't get fat.

Jimmy: Right.

Shawn: Nothing can be further from the truth. We really need to change the word, "fat." We've got the three macronutrients: Carbohydrates, proteins, and energy. That's what we should call it instead of fat. I think we should just start holding up....no let's not do that.

Jimmy: Delicious juice, that's what we will call it, delicious juice.

Jade: That's it, specialicious.

Shawn: I love that. Just understanding this whole idea/concept, if anybody is still lingering and holding onto the idea, because it's still being marketed on packages of foods and popular magazines.

Jimmy: And yogurt commercials. I just saw one the other day for some stupid yogurt showing all of the protein. It is sugar free and fat free. I thought, "really," we're still on that? Really?

Jade: Yeah we are.

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Shawn: And here's why, you can add to this Jimmy, some of the reasons this is important, you already brought up the idea that the actual mass of our brains, outside of being water, the actual solid mass is fat. You need the raw materials for your body to rebuild and regenerate you and create new neuro tissue. So as soon as you start taking dietary fat away your brain starts to starve. It starts to dry out in many ways.

It is also insulation for your nervous system. It's also a building block for your hormones including your sex hormones. When we cut away the fat we are cutting away our vitality. You really found this out.

Let's go ahead and shift over because not only did you really just master the Atkins' approach, you took that a step further, I would say, by bringing in the whole understanding of a ketogenic approach. You actually have a wonderful book, it's such a great book and a great read, [Keto Clarity](#).

Let's talk a little bit about that and how ketosis can translate to an effective weight loss.

Jimmy: Back in 2012 I had been doing the podcasting and blogging thing for a little while. Everybody knew me as the low-carb guy. I had been slowly gaining some weight again. I couldn't figure out what was going on. All of my health markers were pretty good and I read this book called [The Art and Science of Low Carbohydrate Performance](#) by a couple of great researchers, Dr. Steve Phinney and Dr. Jeff Volek. They had co-authored the [New Atkins For a New You](#) book along with my co-author, Dr. Eric Westman. So I read that book and about testing for blood ketones.

I had never heard of testing for ketosis with blood ketones. When you eat a low-carb diet people assume you get into a state of ketosis which, to keep it real simple on this show, is just fat burning, getting your body to burn fat for fuel. So, if you are burning fat for fuel then you are going to burn the body fat for fuel and that's how it's supposed to help you with weight loss.

I had been testing with urine ketones, the little ketone test sticks that you pee on; everybody has done that that has tried a low-carb diet. But these authors

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were saying to test the blood ketones because it is a lot more accurate. So I invested in a device and the strips were really expensive (we will talk about that in a minute).

I got the strips and started testing my blood. The very first time I tested I got a level of ketones that was well below what was considered ketosis. I realized this could be why I was having trouble. So I started on a one-year experiment. It was only going to start off for three months. I was going to do it for three months then show what it looked like and then move on.

But I had such spectacular results that I decided to keep doing it for a whole year. I tested morning and night, sometimes every hour on the hour. My blood ketones, while manipulating my macronutrients, and here's where it was a little bit different from what I had done in 2004 on the Atkins' diet, Atkins got it totally right when he said to start with 20 grams and then test around to find your carb tolerance.

On a carb-tolerance front Atkins was spot on. Where he missed the point though was some people have to moderate down on their protein intake too. What Atkins called for was unlimited amounts of fat and protein. So people with a dieting background, as a means for doing a low-carb diet, ate chicken breast and broccoli and thought that was low carb. By definition it is very low carb. But the unfortunate thing is it is very high in protein and very low in fat.

You have to kind of switch those things a bit. You have to add in more fat and moderate down on the protein. I have to give a lot of credence to the Swedes on this one. I've got several friends from Sweden and they have a movement there called LC/HF, Low Carb/High Fat.

I remember the first time I heard that Shawn. I was like, low carb/high fat? It just sounded wacky to me because I never looked at low carb, necessarily, as high fat. But when you look at it from a pragmatic standpoint protein really doesn't change from what you did before. Protein pretty much is right around that point of 15 to 20 percent of your calories. What does change is when you reduce the carbohydrates in your diet you have to replace that energy source

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(carbs – when you are a sugar burner) with another energy source (fat - when you become a fat burner).

So that's kind of the basis for why I decided to write Keto Clarity. Nobody had ever articulated that anywhere in this language in this way to help people understand this is what it takes to get into ketosis. It's a practical guide. It tells you all of the scientific evidence of what gets improved as a result of eating this way. It tells you the things you can troubleshoot for if you are having trouble getting into ketosis.

We tried to make it a whole health guide, not necessarily just a weight loss guide. I know a lot of people are using it for weight loss. I would rather them focus on the health aspects and improving the health and then, oh yeah, by the way, weight loss is a nice side effect.

Shawn: Right. I love that. It is a side effect of taking action to just improve your overall health and vitality. I love that you said that. Let's talk a little bit about why the protein ratio can be an issue. We are talking about the Atkins' approach and unlimited protein, unlimited fat.

Why would we want to shift out of having such a higher protein approach if we want to get into ketosis for this reasoning? I know it has to do with gluconeogenesis so can you describe for us what that is?

Jimmy: You went and dropped a nerdy G bomb on me.

Shawn: I tucked in my pocket protector.

Jimmy: There you go. That's exactly right. Gluconeogenesis is a big issue and we will talk about that here in just a second. What we are trying to do is shift you over when you are trying to get into a state of ketosis from being a sugar burner to a fat burner.

Obviously the very first place you cut is sugar and really anything that would turn to sugar in the body. People may not realize this but even though a carbohydrate you eat may not be sweet on the tongue it gets converted into glucose in the

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body. So even though it doesn't taste sweet it can have that same effect as if you are eating sugar. So you really need to bring the carbohydrate level down to the level that is right for you. We show you how to do that in the book.

Testing your blood sugar is a really great tool for seeing your tolerance level to carbohydrates. For me, because I used to weigh 410 pounds at one point in my life, and with a history of dieting, I find I can't go much over 30 grams of carbohydrate in a day. That's total carbohydrate, not this net carb crap.

I am so sick of people saying the Atkins bars only have two grams of carbs. No, they have 26 grams of carbs, 24 is filler crap that they want you to subtract but it still counts. So count all carbohydrates. Then the next step is looking at protein. Protein can be problematic because when you consume too much protein your body cannot use it for the natural uses of amino acids. Your body cannot store protein. It has to be converted to glucose through the liver (gluconeogenesis) so it produces sugar in the body.

So if you are trying to transition from being a sugar burner to a fat burner and you've got too much protein you are being anti ketogenic. You are not allowing your body to get into that fat burning.

That's why you moderate down on protein. Chicken breast is not a health food people, please stop eating that. Number one, you are supporting Tyson and that's horrible. But number two, don't do that to yourself. Choose the fattier cuts of meat and be aware that will vary from person to person.

I can't have more than about 80 to 100 grams of protein, which is not a whole lot, in a day. If you are super sensitive to carbs you are going to be super sensitive to too much protein too. Finding your carb tolerance, moderating that protein to your threshold level, and then eating fat to satiety (that is another one for people to wrap their heads around because of the fat phobia we have had our entire lives).

Adding fat to your meals is going to be a good thing. Butter, cheese, coconut oil, lard, sour cream, cream cheese, all of those things can be healthy fats that you add to your food to make it tasty and, oh yeah, by the way, more ketogenic.

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Jade: You know, I love how you said chicken breast is not a health food because it seems like it is a disclaimer. But it really is a big headline here. That's usually the go-to. The broccoli and chicken breast analogy is so real and has been the paradigm for so many of us. That's a very big deal.

Jimmy: And the spray on butter. Remember that stuff?

Jade: Actually, I do. It's not too far removed.

Jimmy: I can't believe it's not butter but I'm like, "I can."

Jade: I most certainly can now. You mentioned finding your carb tolerance and your protein threshold. How do you find those things and determine them for yourself if they are different for us each?

Jimmy: I think carbs are the important first step. Obviously I'm not advocating anyone eat grains, sugar, or even a lot of starch. If you are going to start on a ketogenic diet I know a lot of people in the paleo community are very fond of safe starches and adding starches. But you want to do this the right way and you want to kind of see where you are. Start by not having any of those and focus solely on non-starchy vegetables and the nominal carbs that are in things like cheese and eggs and green leafy vegetables. Count all of those to start and then test your blood sugar after you consume those things.

If your blood sugar goes up over 140 after one hour, that's probably an indication that whatever it is you just ate is probably not something you should be eating. That's one of the tricks that we talk about in the book.

Another one, this is kind of a cool one on your cholesterol panel of all things (I did write a cholesterol book in 2013, [Cholesterol Clarity](#)), in my book we talk about consuming too many carbohydrates for your tolerance level. If you are consuming too many you need to take a look at your triglycerides and it will tell you whether you are or not. If that number is over 100 then you are eating too many carbs.

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It should be below 100 and probably well below 100. I know conventional medicine says 150 or below but conventional medicine, as usual, gets it wrong. You are already showing some signs of insulin resistance and some other issues at 150. That's just an arbitrary number, by the way, they didn't really come up with that with any calculations. That was just kind of a number that sounded good to shoot for. I wish they would revise that and make it below 100 because I think it would help people be able to dial in that carb tolerance level a little bit better.

That's how you figure out your carb tolerance. As far as protein, once you get that set with carbs, as far as protein goes it's going to be a lot of tinkering and testing. When I first started doing this and doing my experiment I got my carbs in pretty quick because I have been low carb forever. So 30 grams was pretty much set with my carbs.

Protein was difficult because I started with what I thought was pretty low at 120 grams; 120 grams isn't a whole lot. That translates to maybe a 6 ounce steak and a couple of eggs a day worth of protein. That's not a lot. So I found that I wasn't seeing ketone levels. This is where starting to test for ketones comes into play.

If you are not seeing adequate ketones happen and/or elevated blood sugar you've got to keep bringing that down about 10 grams a day. You should try that for a week at a time. So start with 120. If you see that isn't working go down to 110 for a week. If that's not working go to 100 for a week and keep going down until you hit the sweet spot that enables your body to become a fat burner.

For me that landed right around 80 grams. That is kind of low and I'm a big guy. But that's all I needed. That's all my body needed or it was turning it into sugar which was not a good thing.

I did notice on lift days, the days I would lift weight, I could bump protein up to about 100 grams and still keep my ketones. So that's why I say 80 to 100 grams is my tolerance.

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Shawn: This is all wonderful information. Obviously, in the book you break it down much further and how to be able to test for these things, to find your sweet spot, even to be able to test for ketones. You have very simple practices for that. We've talked about this many times on our show and I want to be sure that people understand. If they have tuned into the show even for the first episode, they might have missed something in the past that explains why this is so effective.

We need to definitely talk about this really interesting word called insulin. When people hear the word insulin we tend to turn to diabetes. We immediately think of diabetes. Insulin=diabetes. But insulin is one of the most important hormones. First of all, it is a hormone for your life. It is a really interesting hormone that actually opens up your cells and allows it to store energy.

When that hormone is active this can be where we get into the topic of actually storing fat because insulin is also your body's number one fat-storing hormone. When insulin is active you're storing fat. This is why Jimmy is talking about looking at rationing down on the carbohydrates we take in because we know for a fact when you consume carbohydrates, whether it is a banana, pasta, or a donut, any of those things will activate insulin.

You will inherently be storing energy/fat. This is what's going on all the time. Then, if you are interested in taking this approach and following what Jimmy has actually done with his own body and his own transformation and getting into the ketogenic approach then you need to also look at tweaking your protein intake because of the process of gluconeogenesis (protein becoming glucose). Gluconeogenesis turns on insulin, which makes your body store fat. All of this is taken into a blanket, an interesting approach of how humans have been eating for thousands of years.

Only recently in our evolution have we been exposed to so many carbohydrates all the time. We just didn't have access to this kind of stuff. So it's a really, really powerful and interesting thing. But the question on a lot of people's minds is, "I've taken the carbohydrates out, I've taken the protein down, I've got a little bit of steak and a couple of eggs a day, how do I fill the space?"

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You've already mentioned some of those fat sources. Let's talk a little bit more about some of the fat that we can actually indulge in.

Jimmy: We are focusing and zeroing in on what a lot of people would think are probably unhealthy fats. But I want to redefine saturated fats as healthy because they are. They are incredibly healthy. What's not incredibly healthy are the very fats that they promote to us as "heart healthy." All of the polyunsaturated fats, corn oil, canola oil, Mazola...Do you buy Mazola and cook whatever in it? Stop it! That is highly, highly inflammatory.

We talked about this in [Cholesterol Clarity](#). It raises your marker on your health panel called CRP (c-reactive protein) and when that is up you have a higher susceptibility to disease overcoming you. Guess what though, when you consume saturated fats and monounsaturated fats, which we will talk about here in a second, those are anti-inflammatory. Those are not going to harm your health. They are actually going to improve your health.

One of those things during my low-fat year, the reason I was having some of the mood issues and other things, Shawn, was I was not absorbing the fat-soluble vitamins. In order for your body to absorb those you've got to feed it, guess what? Fat – saturated fat and monounsaturated fat.

Let's take a look at some of those saturated fats. They include butter. I don't know about you but I love real butter. I use Kerrygold and/or any grass-fed type of butter. Get that if you can. It's really healthy for you. I pretty much cook everything in butter. It just makes everything better. Butter makes everything better. That should be a hashtag on Twitter or something.

Then, coconut oil is another really great one to use. Tallow, lard, really any of the fats that you think are unhealthy now, start using them because they are probably healthy. Full-fat meats and cheeses, sour cream, cream cheese, those are kind of like saturated fat sources.

Then we go to monounsaturated fats. Those are things like avocados. I never was into avocados before I started doing a ketogenic diet because I thought they

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were kind of gross. Who eats fat, because I was trying to cut into one before it was ripe. Don't do that, by the way, you'll slip and cut yourself.

Anyway, now that I know how to cut them right and eat them they are so glorious. They are a great monounsaturated fat. Of course olive oil, macadamia nut oil, a lot of those kinds of oils are really, really healthy for you. Just be careful with olive oils that you buy in the grocery store though.

In my research for this I found that if it doesn't say 100% olive oil or from Italy or that kind of language they can actually legally put upwards of 40% of it as a polyunsaturated fat like soybean oil in it. So be careful when you go out and buy this stuff. Don't just hear me say to go buy olive oil and get the crappy kind and you start having inflammation problems. That's not my fault.

Shawn: That's incredible. There are so many different incredible foods that we can have access to. This will actually turn you into being able to seek out things that people, again, have been eating for thousands of years, when talking about fattier cuts of meat. Fatty fish is another great source. But then there are some other "fatty" fruits. Olive oil comes from this little thing called an olive. It's a wonderful source of fats as well.

There are so many things to consider. I think I might have talked about this recently, durian. It stinks. It is a fruit and literally stinks. But it is a fattier fruit. Of course, we are going to talk about tinkering with your carbohydrates but it is something you can look into and try out. There are so many other things you can experiment with to really up your fat intake.

By the way, we've definitely got to talk about the olive oil. I am so with you. If you are buying olive oil, first of all, we treat it better than we do our water. It comes in fancy glass bottles. Make sure it is in a dark glass bottle because it is susceptible to light. They figured this out thousands of years ago, that you need to bottle it in dark glass. That helps prevent it from oxidizing.

Jimmy didn't say he is cooking in olive oil. He is cooking with the saturated fats because they are more stable. You don't want to cook with olive oil. This is something that is more reactive because it's not a saturated. This is something to

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finish your foods with. You can top your foods with it after you have already plated it. That is a little technique I learned from some chefs, it's called finishing.

You can also use olive oil to make dressings, obviously that's a really simple thing to mix it in and get it that way. It is a wonderful thing to have but we also need to know it's place. When you see it on the store shelf in plastic see-through bottles you can just see the skull and crossbones. That is bad business right there.

Thank you for adding some of those different options to the table for us Jimmy.

Jimmy: There is one more I didn't mention, by the way. It's the nut category. Peanuts, by the way, are not nuts. They are legumes. Please avoid those. But macadamia nuts are amazing. Almonds. Walnuts have great omega-9 fats. There is a new nut that I recently discovered. You might look it up, it's called a pili nut. It is the highest fat nut.

I thought macadamias were the highest fat nut and they are mostly monounsaturated fats. This new one, the pili nut, actually has about 2 to 3 grams more fat in them. There is a company called [Barefoot Provisions](#) that actually provides and makes that available in America. It is the first time it has ever been available in America. They just started selling that to consumers about six months ago so check that out, it's really good.

Shawn: Awesome. That is so great. I am a big fan as well. A lot of people know about Brazil nuts now.

Jimmy: Oh yeah. That is for selenium.

Shawn: Yes. Absolutely. It's the best source of selenium that you can find. It's also great as a precursor to building your sex hormones as well. There are so many different interesting things about [Brazil nuts](#). I actually wrote an article about it and I will put it in the show notes. It was a really popular article.

But even more popular was the article I did about why you need to eat more saturated fat. This is why I'm riding with you all the way. Me and you are in the

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6-4. It's me and the OG, Old Grandpa or Original Gangster, either way. We are riding all the way with this because fats are so important. In particular, saturated fats. I appreciate you so much for bringing that to the table and really helping to get the word out, Jimmy.

What I want to do now is give people maybe three tips for achieving and maintaining a healthy weight loss this year. We are really right here at the beginning of the year and a lot of people are motivated and they are wanting to do something but we want to make sure they are doing the right things.

Can you provide us with three tips to achieve and maintain a healthy weight loss this year?

Jimmy: I am going to take a different spin on this than probably most of the guests you have had on the show take. I, myself, still struggle and deal with weight stuff. I want people to know that's okay. I want them to know even if you're not the perfect body, if you don't look like Shawn Stevenson (nobody will, by the way), that's okay. That dude is a stud. He's the real OG. The obsession about weight loss and shows like The Biggest Loser and the whole idea in our culture that if you don't lose weight there is something wrong with you, I want to end that.

I want people to put the focus on real food, nourishing your body, giving your body the essential elements it needs to become who you need to be in your health and your life and your well being. All of those things are important, much more so than whatever that stupid scale happens to say. So my approach is, don't focus on your weight loss. Focus on your health. Focus on doing all of those things that are going to make you healthy and at the end of the day that should produce weight loss. If it doesn't there is some other underlying issue that needs to be addressed, maybe a thyroid issue or stress in your life.

Shawn wrote a really great book on sleep, getting adequate sleep. If all of those quality of life non-diet things are not dialed in you could have the most perfect ketogenic diet in the whole world, any perfect diet, and it's just not going to help you until you get those lifestyle factors put in.

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Get your lifestyle in check, stop obsessing about the weight, and when you do that and obsess about real food and getting healthy then at the end of the day that's going to make you better.

Shawn: Wow, Jimmy, thank you for that. Thank you, thank you, thank you. That was so powerful. Wow. That is so powerful. That's really what it's about. Often times people are tuning in to a lot of these incredible podcasts to get those tips and strategies but what it really boils down to is exactly what you said, focus on health, focus on loving yourself, focus on appreciating who you are and where you are right now.

That's going to lead to more goodness, more good decisions, and a better practice of just caring and giving yourself the attention that you really deserve because you are amazing.

For anybody that would take action and take part of their life to tune into something like this, you are already on a level of greatness that pales in comparison to anything else. I have to commend you for that. But please understand when walking away today, the scale is one of the worst inventions ever.

What we need to pay attention to is how we feel and how we feel in our own body and own skin and in our clothes. Of course, it's not about being perfect. It's about being perfectly you. Jimmy, thank you so much for sharing that because, again, you focus on health and doing good things for yourself with the right map.

There are so many smart people that have struggled tremendously and tried to change their body composition. If you take a smart person and give them the wrong map or wrong plan they can become very good at it. So getting the right information, stuff that is clinically proven to be effective, not for weight loss (that's a side effect) but for improving your health and vitality, and applying it on a consistent basis while focusing on health, the weight loss will come.

Thank you so much for that. In closing, I like to ask my guests this question and I am really interested in hearing your answer. You've accomplished a lot. You've done a lot of things in your life and I'm curious about the model you are here to

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set with your life. What is the example that you are here to set with how you are living your life?

Jimmy: Two words, humility and giving. I come at life with a humble heart and try to do the best I can to help as many people as I possibly can. And give time. I have been doing this for over a decade now and a lot of people have come and gone over that time because I think they came in with the wrong motivation. They came in planning to get rich quick and to become famous online.

If that's your motivation, don't even bother. Don't even try to do those kinds of things. If you want to be a real model you've got to demonstrate humility to others. You've got to show them you are a real person.

I talk about all of the ups, downs, and in-betweens. When I've gained weight, I talk about it on my blog. When I have had great success in something with my health I talk about it on my blog. If you are very open and sharing then that lets people relate to you and they feel they know you.

I just got back from a trip to Australia in November. Halfway around the world there are people in Australia who know my name and know who I am and feel like I am a friend simply because I was authentic. I was not trying to be somebody I was not. I think that's kind of why I've been able to stick around a while. I am just being me. I'm not trying to pretend to be anybody but Jimmy Moore.

I think I am the only one really qualified to be that person anyway.

Shawn: Yes, yes. I know you are going to stick around for a whole lot longer. I appreciate you so much. Can you let everybody know where they can get connected with you and also how they can get their hands on [Keto Clarity](#).

Jimmy: [Keto Clarity](#) is available anywhere books are sold and definitely Barnes and Noble, Amazon.com, all of the regular places. We do have a book website if you want to hear some other interviews I have done or read and excerpt from it.

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I also did the audio book because I am a podcaster and people tell me I need to do the audio book. So I did the audio book and there is a sample of that at <http://www.ketoclarity.com>. If you want to find out the rest of my work its at <http://www.livinlavidalowcarb.com> with links to my blog and my podcast. Are you all laughing at my Ricky Martin reference?

Jade: I love it.

Jimmy: Livin' lavidal low carb.

Jade: I am so dancing with you right now.

Jimmy: If all of that is too hard to remember, just Google my name, Jimmy Moore, and I think the entire first page is all of my stuff, my social media, my podcast, all of that stuff.

Shawn: Great. Awesome. Thank you so much for coming on and sharing some of your wisdom. Everybody, I highly encourage you to check out Jimmy and his awesome book. It's not just about weight loss. It's about optimizing your health and your vitality. There are so many nuggets of wisdom and so many incredible experts.

That's what he did, he compiled some of the top experts in the field of health around the world and used their knowledge and helped to make it all simple for us in this book. It's a great read. So Jimmy, thank you so much for coming on the show.

Jimmy: Thank you guys, I will now know what the OG means. I'm just kidding, not Old Grandpa.

Jade: Not at all. Only Greatness.

Shawn: Thank you so much for tuning in to show. I hope you got a lot of value out of this. Now you take care, have an amazing day and I'll talk with you soon. And, make sure for more after the show you head over to <http://www.theshawnstevensonmodel.com>. That's where you can find the show notes

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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. Thanks for tuning in.