

*Business Reimagined #64*

## Natural Performance Enhancement with Dr. Isaac Jones

We're talking about LITERALLY changing your gene expression real-time. Within a day you can *change* your gene expression.

**Danny Iny** **Isaac Jones**

**BUSINESS REIMAGINED**

Known as “the doctor of the future”, Dr. Jones is the world’s leading expert in high-performance concierge healthcare. As a successful entrepreneur and owner of 3 different companies, he is a trusted advisor and high-performance consultant to CEO’s and leading entrepreneurs around the world.



**Voiceover:** This is Business Reimagined. Every week we talk with thought leaders and revolutionaries who are reimagining the way business is done in their industries. Like today's guest Dr. Isaac Jones.

**Isaac:** hundreds of cancer-promoting genes, hundreds of heart disease promoting genes are turned off, and hundreds of health promoting genes, and immune-boosting genes, and performance boosting genes turns on within the body just by changing your lifestyle. Let's talk about some of those changes that you can make.

**Voiceover:** This is Business Reimagined with Danny Iny.

**Danny:** Do you feel tired? Does your body hurt for no reason, or do you feel forgetful and distracted? It's easy to attribute that to the frantic reality of starting, running, and growing a business. But what if that weren't the real cause? Today's guest Dr. Isaac Jones is more than just a typical doctor, he's a passionate advocate for identifying the underlying causes of what's holding you back. His story begins at a young age with a diagnosis that threatened to destroy his future.

**Isaac:** I was around eight/nine years old when I was diagnosed with ADHD, and I was struggling in class. When I went into High School it got to the point where I really couldn't even finish tests in the allotted times that all the other kids were finishing them. So one of my teachers recommended I go for psychological assessment.

**Danny:** In that assessment doctors determined that he had, in their words, neurological deficits. They told him that he was deficient, and for a while Isaac believed it.

**Isaac:** I would give myself the excuse to not remember names. I gave myself the excuse not to really thrive in school.

**Danny:** It just got worse from there. Like so many others who struggle with diagnosis and labels traditional medicine responds with drugs.

**Isaac:** There were side effects of these medications and I felt every one of them unfortunately. I went to my mom I said, "Mom, we've gone to all these doctors. We've gone to all these special. I'm embarrassed at school because I'm having to take off during test time to, you know, go to special needs to get an extra hour to take my test through lunch hour, and I just, really, I just want this over. I want this done. This is not what I know I'm capable of."

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**Danny:** But that was impossible. You can't heal ADHD. If you're forgetful or easily distracted that's just how you are. If you're tired all the time it's just because you aren't getting as much sleep as you need. That's what the medical system tells us, but how true is that? Isaac found two doctors, one a chiropractor and the other a naturopath who completely offended those assumptions.

**Isaac:** We started to see all these underlying causes of the challenges I was dealing with that are so pervasive in the 21st century. Most people in the 21st century are being affected by these underlying silent disease-causing factors, and performing inhibiting factors but they don't know it.

**Danny:** Just how big of a difference did addressing those underlying causes make for Isaac? It's almost unbelievable.

**Isaac:** All of a sudden my brain turned on. All of the symptoms that I had went away. The eczema on my skin went away. My energy skyrocketed. I ended up becoming one of the top athletes in Canada for the 800 meter dash, something I would have never imagined. Because again my body was functioning at a high efficiency, a very high level to the point where I was literally pre-Olympic qualifying.

**Danny:** What Isaac learnt from his new doctors was the most neurological, physical, and performance challenges stem from chronic levels of inflammation caused by toxins. For Isaac it was inflammation in his brain.

**Isaac:** There's a number of challenges that really underlie inflammation, but there are two main challenges. Number one it's toxicities, number two, it's deficiencies. If you break down the category of toxicities, there's biotoxins. The forms of mold, and viruses, and unhealthy bacteria in your gut, or what the popular term is, your 'human microbiome', which is kind of the bacterial ecology within your gut. Then you've got environmental toxins in the forms of benzene rings that we're breathing in from the fossil fuels that are constantly coming out of the cars that are on the roads. You've got volatile organic compounds that are off-gassing from the new Apple computer, for months afterwards that you buy. A new office set that you just bought or a fax machine, or carpet that you put into your house. There's all of these different volatile organic compounds or VOCs that we wreak havoc on the body.



Then there's personal care products we're putting on our skin and have all these different preservatives, and chemicals, and toxins that are known carcinogens, that people don't know about. There's all these different ways that we're impacted by toxicities. But the toxicities also create other challenges. They cause abnormal physiology in the body. They definitely affect the brain. When it comes to neurological conditions, you can believe this, that by the year 2032 one in every two children born in the United States, and in Canada will be diagnosed with autism at the rate that it's rising right now according to MIT research.

**Danny:**

The air you breath, the products you buy, basically everything around you is decreasing your performance. Is there any hope? There was for Isaac and there is for you.

**Isaac:**

I felt like I was in a little bit of a prison. I knew and I would ask, why is it that I feel this kind of dark cloud hanging over my head all the time? Contrast that to feeling like free, high energy, you know my brain can remember everything that it's being exposed to. I'm not dealing with any sickness or colds even anymore etc. There's all these really amazing things that happen, that in and of itself, I was like, "You know what? The medical system is broken. The medical system is great for mass healthcare and great for emergencies, however, it's not great for individuals that are dealing with challenges that are not being addressed by the medical system. The underlying causes or are definitely not being addressed. I went to an event where I learned the statistics around the medical system, and it started to startle me. In fact, it got me so passionate about what I'm doing now that I was among around 500 doctors in the audience, and as this person was presenting I felt this bubbling up in my spirit to the point where I stood up.

I screamed as he ... When he asked a question I screamed the response back to him, and he was applauding me for my enthusiasm, but I couldn't help it. I had just learned that one in every two people in America and Canada die from Heart disease. One in every three people die from cancer, one in every two people get cancer. One in every three people will get Alzheimer's by 65, and by 80 one in every two people have Alzheimer's. These are all preventable diseases that researchers literally called 'dummy' diseases, that the medical system, I believe, raise on to make money and to create a huge profit. When I started learning about the way the medical system functioned I was passionate to help other people transform their own lives and also to help doctors understand this new model, that I went to school. I didn't just go to school, I went to almost every event and certification program that I could.

I went through Chiropractic College, but I went to advanced cellular detoxification certifications. \$25,000 genetic certification training for lifestyle genetics, and human potential, or what they

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call Human Performance genetics. I went through and learned about functional medicine, or what I call Functional Healthcare. I dug deep into nutrition, which is something that most doctors know nothing about, and how to address certain issues with certain diseases. Like for instance, if you've got high blood pressure, one of the best things to do is to increase Nitric Oxide. In 1999 this person was awarded ... a team of people are awarded the Nobel Prize for the impact that Nitric Oxide has on heart disease and the ability to reverse heart disease. The challenge was pharmaceutical companies were unable to create a medication that would increase Nitric Oxide in the body, but the good news is kale, spinach, arugula and Swiss chard are the four most potent foods that you can eat that Skyrocket Nitric Oxide.

**Danny:**

It is very exciting. I want to shift this to talk about the entrepreneurs that you serve, because hearing some of what you were describing just earlier in the conversation, it a little bit distrustful. It feels like you're in a no-win scenario because between the environmental toxins we don't even realize are there, and the stuff that we bring into our homes in the form of electronics and other stuff. The personal hygiene products that we put on our bodies, and the food that we eat, and the lack of nutrients here, it doesn't feel like there's one or two little things to fix, it feels like everything in our lifestyles is so fundamentally broken. Like there's no way this could ever be fixed, we might as well give up.

**Isaac:**

The good news is, and the great news is that learning just a few things can literally impact the decrease of exposure of a lot of the main toxin that drive disease within our bodies drastically. There are practical things that entrepreneurs can do in their day-to-day lives to mitigate these environmental toxins, toxic exposure day-to-day. To even get rid of the environmental toxins out of their body if they are being exposed to them there are so many amazing and simple solutions for entrepreneurs to really dive into, and to implement to help them maximize their health, and to live at a state of high performance. But yes, it can be challenging, but when you start learning the simple solutions that exist you'll start to recognize that it's not a matter of living in fear for the rest of your life. It's a matter of just empowering yourself and then implementing the things that you learn into your] lifestyle and turning certain things into habits that will be with you for the rest your life. That's how you create long-term sustainable transformations

**Danny:**

I want to hear about some of those simple things that entrepreneurs can do, but before that I have a question about dosages. A concept that I like to play with in my head a lot is the idea of a minimal effective dose, right. You want to apply the least you can that will get a meaningful result, and that can apply to exercise, it can apply to nutrition, that can apply to work, that can

apply to anything. It the smart way of 80-20'ing something. Right, but when it comes to all these toxicity problems and the results they have, I feel like the dosage can work in two ways, right. It could be that, well, if you make just these minimal lifestyle changes, look, everything will be so much better.

That's one perspective of minimal effective dose. The other perspective is that the minimal effective dose of some of these toxins is so low that unless you can really clear them all out, like you're going to be over the minimal effective dose amount anyway, so why even bother? I guess help me understand like where do you have to get in terms of lifestyle change, in terms of level of toxicity, in terms of all of this stuff, to get over the threshold where it matters?

**Isaac:**

That's a fantastic question and it does depend on people's individual genetics, and it also depends on their background and how severe their lifestyle, or exposures were prior. We call this the bucket analogy. We say that everyone's been born with a different size genetic bucket, and as you get exposed to environmental toxins and different stressors, emotional physical stressors, etc., it's like a bucket that starts to increase. It starts to ... The level of water, if you would, or toxicity starts to increase within the bucket, and you do get any symptoms until the bucket starts overflow. Once the bucket starts overflowing you start, maybe, getting a little bit of fatigue, or you get a headache, or you feel a little bit challenged. Everyone has really been born with a different sized genetic bucket. One person could be born with a really big genetic bucket, and another person could be born with a smaller genetic bucket.

The thing that's kind of crazy with 21st century disease is that the buckets can shrink depending on the lifestyle that your parents have been living. This is what they call epigenetics. What that means is the lifestyle that the mother and the father were implementing prior to having the baby, and while the baby is in development within the womb, and even afterwards while the mother is breastfeeding, impacts the expression of the baby's genes. [00:14:00] Depending on that environment, and the lifestyle that both parents had been living, the gene expression of that child and the size of the "genetic bucket" can either get bigger or smaller. This is one of the theories behind why people are getting autism now, is because epigenetically we're getting more and more toxic, and that's why more and more kids are dealing with these neurological challenges and deficits in today's day and age. That-

**Danny:**

This is a very scary thought. I mean, I'm speaking as a father of a little girl who's just shy Sixteen months old, and my son is, as we record this, due to be born in a couple months. It sounds very, and I think this is going to be a scary thought to a lot of parents, if what we have done in the

past determines the genetic, it's actually the genetic capacity of our children, it sounds like it's too late. Whether it's me specifically, and I want to know, or the people who are listening to this, what are some things that they can do today that would have an impact? I understand that a lot of this is genetically determined and I want to hear about what kind of genetic ... Because I know you run genetic tests to determine what people should do, but first things first, in the absence of genetic testing, what are some kind of low-hanging fruit that most people should do?

**Isaac:**

It's not necessarily ... We're not talking about bioengineering, we're talking about literally changing your gene expression real-time, like literally within a day you can change your gene expression. What's so exciting about the research that's coming out now, for instance the research that Dean Ornish has done at UNC Barkeley on prostate cancer patients, breast cancer patients, heart disease patients. Within just a few months pre and post-testing [00:16:00] their genetics literally shows that hundreds of cancer promoting genes, hundreds of heart disease promoting genes are turned off, and hundreds of health-promoting genes, and immune boosting genes, and performance boosting genes, turns on within the body just by changing your lifestyle. Let's talk about some of those changes that you can make.

Number one, we're dealing with a lot of micro nutrient deficiencies in today's day and age. I helped launch a book by a PhD friend of mine from Harvard University, his name is Jason Colton, called 'The Micronutrient Miracle'. In the book, you know, the premise of the book is that every disease has a micronutrient deficiency fingerprint. Most people have deficiencies, in the 21st century, of micronutrients. If you look at the World Health Report over the last hundred years, you see a 90% depletion in the micro nutrients in the soil, that is then getting into our food. It takes fifteen or even thirty apples today to get the same amount of micronutrients in the apples that were there a hundred years-

**Danny:**

I feel like we're skipping a tiny piece, can you just ... what is a micronutrient?

**Isaac:**

Oh thank you. The micronutrient is a vitamin, a mineral, amino acid, it's an antioxidant. It's a vital nutrient. It's the little molecules inside of plants, and inside of different fruits, vegetables that really help maximize the health of the body. Think of it as fuel for your body. You think of sugar as fuel for your body, right, because you consume sugar it turns into glucose and then that can fuel your body's energy, but actually you need micronutrients. Micronutrients are the building blocks of the body. You've got macro nutrients like protein, fats, and carbohydrates, but then when you look at the micronutrients of the amino acids which are what proteins are made of, or the vitamins. Like the B vitamins and the minerals and which are precursors to



neurotransmitters. They're precursors to testosterone and various hormones in the body, which are precursors to optimizing energy pathways within your adrenal glands. These are these little packets of power that help all of the physiology work within your body.

The deficiencies of these micronutrients because of the overuse of pesticides has been a problem. One thing that we can do is make sure that we eat organic. If you're on a budget, go to the [environmentalworkinggroup.org](http://environmentalworkinggroup.org), [ewg.org](http://ewg.org) and download the clean Fifteen, and the dirty dozen. Make sure that everything on the dirty dozen is organic and make sure that ... If you don't want to eat everything organic which I recommend trying to eat as much organic food as possible, then just consume conventional clean Fifteen foods. This is something that you can do practically to decrease the exposures of pesticides and various toxins that are in the food, but also to increase micronutrient levels within the body.

The other thing that you can do is to consume healthy meats. What I mean by that is you could eat farm-raised fish. You could eat conventional beef, or conventional chicken, but as you know if you've watched the movie 'Supersize Me' or if you've watched various documentaries on this, you'll know that the way that they treat these animals are inhumane. The food that they actually feed these animals actually create toxicity within the meat, and then you're eating that and bringing that into your body. Eating grass-fed meats, eating freshwater fish, eating from the free range chicken and things of that nature, those are much better options as far as meat is concerned. Then really trying to cut away as much processed foods as possible. I know that most people know a lot of the actions that I'm talking about already, but I can't emphasize enough the impact that this will have on you in the long run. The impact it will have on you epigenetically in the way that your genes are expressed.

**Danny:**

I'm not an expert in this area, and when people who are not experts hear different perspectives about something they don't know a lot about, there tends to be kind of wild fluctuations and perspectives. Like you hear something that's sounds doom and gloom, and you're like, "Oh my God, this is terrible. I'm never going to be able to get on top of this." When you me hear something that sounds more encouraging you're like, "Oh okay, this is super manageable." Now, I'm kind of in a head space of, "Well, you know, does this all just boil down to eating organic?"

**Isaac:**

No. That's a great question. A lot of people ask that question to me, so there's really four different pieces, factors of the puzzle. Again, we want to address what I call Cellular healing nutrition, where you're healing the cell on a micro-level through the food that you're eating. Number two, that you're overcoming the deficiencies. Number three, that you're removing

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toxicities, and you can do ... What's so amazing about this is, yeah they're great supplements and different nutrients that you can take to help with these challenges. However, there's a lot of amazing lifestyle strategies. Things you can do for free that will help to really increase your health to very high levels. For instance, you would want to experiment to see if this will work for you, but intermittent fasting where you're just kind of fasting between meals. Where you maybe eat within an Eight-hour time frame each day, which means that you're fasting Sixteen hours between your meals everyday.

This Sixteen-hour fast increases human growth hormone. It actually turns on healing pathways within the body and enables your body to re-coop and detox even more while you're in sleeping state. That's one small thing that you can do to help turn your body into a fat burner, to help get into an optimal state of physiology. However, also removing toxins out of your body and normalizing insulin levels for optimal brain Performance and energy also it's a side effect. That's just one thing that you could do. Another thing that's very powerful that you could implement is just understanding some of the hacks around getting deep sleep. It's not necessarily just ... You do want to hit the basics, I said that you need to hit the basics, nutrition, fitness, sleep, hydration. These are some of the main core components as the foundation.

Then, to take it to the next level, you want to start optimizing your genetics. You want to start overcoming micronutrient deficiencies that you may have, that are specific to you. you want to overcome the toxicities that have accumulated inside your body, and the unhealthy gut microbes, and the biotoxins that you may have. That's kind of the next rung of the ladder, and then once you understand all that it's like teaching a person how to fish. Once they understand it you can literally implement these strategies for the rest of your life. You can just continue to experiment with a couple of various things that I teach people that will help to really optimize performance in the long run.

I've literally mapped out over two hundred different strategies that entrepreneurs can implement to maximize their health, but when you really get down to it ask yourself, are you eating organic? Are you eating healthy whole foods? Number two, are you using natural organic personal care products? Number three, are you hydrating well? Are you drinking half your body weight in ounces of water everyday? Is it healthy water? Number four, are you moving your body? Fitness is more important than exercise. Exercise is going to the gym three times a week. Fitness is getting a sitting/standing desk, stretching a couple times throughout the day, and maybe going for a walk at night. I would rather somebody implement a fitness oriented lifestyle versus an exercise oriented lifestyle, where they're sedentary most of the days and they go the gym a couple of times a week. Really try to implement a fitness oriented lifestyle.

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Those are the foundations to good health. Obviously, relationships and keeping good psychology is also very important. If you nail those you can maximize your health to a very high level, and then when you go to the next wrong and start doing the advanced stuff with a doctor like myself, that's when you can take your performance to even higher levels.

**Audra:**

That was Dr. Isaac Jones with an encouraging message about how you feel, and how you performed. Remember, your genetic tolerance for toxins is like a bucket, there's only so much you can take in without it overflowing, and that's where your performance, your general well-being suffers. You can't live in a toxin free environment, but you do have a choice of what you put in and on your body. Take a few extra minutes to download 'The Dirty Dozen' and 'Clean Fifteen' from [ewg.org](http://ewg.org) and opt for natural products from the personal care aisle. Because really, isn't your success and health worth it? To learn more about Dr. Isaac Jones go to [elevays.com](http://elevays.com). That's e-l-e-v-a-y-s.com which stands for 'elevate days'. You can also hear him on the 'Superhuman Entrepreneur' podcast on iTunes.

This has been Business Reimagined with Danny. Join us next time as with talk with David Brayer.

**David:**

I think there a lot of people that are doubling in personal development. The personal development 1.0 is positive thinking, it's distinction like just believe, or have vision, or imagination is powerful, but it doesn't tie back into how we function especially at a neuro-physiological level. I mean, the brain is this extraordinary technology and so if you really go all in on it, I think you can create extraordinary shifts in your life.

**Voiceover:**

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