

# INFLAMMATION TRIGGERS

**Avoid These Common**  
*but often overlooked*  
**Causes of Diarrhea**



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**Before we begin, we need to go through a couple of disclaimers.**

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*2) And at the same time you need to use your best judgment about your health. If you're somebody who's having a severe diarrhea flare-up and your having bloody diarrhea 15 times a day and you're very, very ill, you need to make sure that you seek medical advice. Go to the hospital if you need to and don't rely on this product in place of that. Use your best judgment there.*

Now, with that taken care of...

## **Let's get clear about what a *Diarrhea Flare* is...**

**This report is designed to help you identify the inflammation triggers causing diarrhea flares in your life, specifically so you can take control of your health and stop the diarrhea.**

If you're reading this, you're probably somebody who struggles with diarrhea... and it might only be a couple times a day.

Or you might be like I was 5 years ago and having diarrhea 15 times a day.

Either way, when you're having diarrhea we give it a nickname called "A Flare" or "A Flare-up".

Many times, those of us with Ulcerative Colitis or Crohn's may even notice a flare includes more symptoms than just diarrhea.

You might notice the blood increases.

You might notice you have fevers, joint pain or achiness.

You might even feel flulike symptoms.

You might even have to lie in bed all day and have ZERO energy. And all these symptoms fall into a diarrhea flare. Let's call it a "Flare" for short.

In the next series of videos we're going to be talking about what triggers Flares and what you can do to take naturally take control.

# 1) What Triggers a Flare

So what triggers diarrhea flare-ups, both big and small?

Well, what we're going to be looking at this week is primarily inflammation.

We're going to be talking about things that trigger an increase in inflammation.

## **Inflammation flare triggers.**

The scientific research currently suggests over 15 different things are associated with inflammation.

Let's run through some of these things right now.

**1) Chronic Alcohol Consumption**— alcohol contributes to leaky gut and small intestinal bacterial overgrowth, leading to chronic inflammation

**2) Lack of sleep** – chronic sleep deprivation contributes to inflammation in the body, but even one night of 4-5 hours of sleep significantly raises markers of inflammation.

**3) Diet** – Eating inflammatory foods, specifically grains like wheat, introduces inflammatory proteins called prolamines (i.e. gluten) that irritate the gut and contribute to leaky gut.

**4) Small intestinal bacterial overgrowth and Yeast overgrowth** – these can both contribute to leaky gut and inflammation in the cells lining the digestive tract.

**5) NSAID use** – the research is very clear that even 3 days of these over the counter drugs like Ibuprofen can cause inflammation and a leaky gut.

**6) Stress: mental, physical, and emotional** - this can be emotional stress from work or family, mental stress from overworking, or physical stress from overtraining, i.e. for a marathon.

**7) Severe brain trauma** – Research suggests brain trauma can cause leaky gut within 6 hours and contributes to chronic inflammation over time.

**8) Leaky gut** – It's a vicious cycle... leaky gut causes inflammation and inflammation causes leaky gut. When there's one there's usually the other.

**9) Antibiotics** – antibiotic use causes gut inflammation and changes in gut microbiota.

**10) Vitamin and nutrient deficiencies** – can lead to inflammation due to the lack of specific resources required for proper digestive function and controlling inflammation.

**11) Hormone imbalance** - HPA axis dysregulation (or Adrenal fatigue) can cause inflammation because cortisol levels become depleted, which the body uses to naturally control the inflammatory response.

**12) Blood sugar dysregulation** – Blood sugar spikes and insulin resistance have been shown to contribute to inflammation.

**13) Virus, Bacterial, or Parasite infections** – these chronic, and oftentimes untreated infections cause inflammation as the body relentlessly attempts to fight back.

**14) Immune system dysregulation** - Autoimmunity can be a common trigger for inflammation as the body continues to destroy itself on a cellular level.

**15) Toxins in your environment** - Toxins in the air, water, or food can all contribute to inflammation, especially common heavy metal toxicity many of us are dealing with.

That's a pretty extensive list.

Any of these items can trigger large spikes in inflammation and even cause flares all by themselves.

But it's much more common for several of them to be happening at once, creating a chronically high inflammation in your body.

That's how you end up walking the fine line between feeling "OK" and suddenly falling off the cliff with a flare.

## 2) What's Triggering Your Inflammation?

Before we move on I want to do an exercise together.

Stop and take a look at this list of flare triggers, of inflammation triggers that I just went through.

**What do you think is triggering your inflammation?**

Years ago when I was sick, I know there was over 10 things on this list I was dealing with. I had a newborn son so I wasn't getting any sleep. I was drinking a lot because I didn't feel good. I had gut infections, SIBO, and yeast overgrowth.

I was eating gluten free, but I was still eating other inflammatory foods like sugar and gluten-free grains.

The list goes on and on.

The point is, it wasn't just one smoking gun making me sick.

So what's making you sick? Because if you're anything like I was, you may be reading this looking for a smoking gun... but it really is much more complex than that.

## Identifying Your Top 5 Inflammation Triggers

I want you to circle the top five inflammation triggers that you think are contributing to your inflammation.

Print this next page out and do this exercise with me. It really helps to have it in front of you and physically circle the 5 most powerful inflammation triggers in your life.

<b>Chronic Alcohol Consumption</b>	<b>Excessive NSAID use</b>	<b>Leaky gut</b>
<b>Lack of sleep</b>	<b>Stress: mental, physical, and emotional</b>	<b>Vitamin and nutrient deficiencies</b>
<b>Diet</b>	<b>Severe brain trauma</b>	<b>Hormone imbalance</b>
<b>SIBO/Yeast overgrowth</b>	<b>Leaky gut</b>	<b>Virus, Bacterial, or Parasite infections</b>
<b>Immune system dysregulation</b>	<b>Toxins in your environment</b>	<b>Antibiotic Use</b>

Now that you've identified the top inflammation flare triggers in your life right now, we can start to support you in doing something about it.

But first, how are each of these triggers coming together to cause a diarrhea flare?

### 3) The Bathtub Theory of Inflammation

We've coined this idea of "The Bathtub Theory of Inflammation" and that's what I want to walk you through right now. This will give you an idea of why inflammation causes a flare.

Many people ask us, "Guys, what's causing me to have this diarrhea flare-up?"

And the truth is, "I don't know."

Here's why:

After working with people over the last three years, working with a lot of one-on-one private clients, and testing out this flare support product with people who are struggling with a flare. We've found most people have multiple inflammation triggers adding up to cause a flare.

So this bathtub theory of inflammation is how we explain that.

Imagine a bathtub with water in it.

And I want you to think of the water level as if it's the level of inflammation in your body.

The choices we make in our lives are either inflammatory and anti-inflammatory. And the 15 triggers I just covered with you are the most common inflammatory choices raising the water level in your bathtub.

So they fill up your bathtub with inflammation.

Now there's choices you can make that are anti-inflammatory and lower your bathtub, which is good, because remember, the goal is to keep the bathtub from overflowing.

**If our bathtub fills up too much and overflows... that's when we reach a diarrhea flare up.**

## **How to Take Control of Inflammation Triggers**

When we have a diarrhea flare, we like to say that our bathtub is overflowing.

And it's triggered by inflammation from multiple sources in our life.

So we have a mix of a lot of different things that are making your bathtub overflow.

And over the next series of Diarrhea Flare Trigger videos, we're going to be going through different things that trigger inflammation.

The different things that raise the water level in your bathtub. And simple action steps you can take at the end of each video to begin to lower your bathtub.

And that's part of why we created Flare Support in the first place. Flare Support is a product we created to lower your bathtub. And as you can see from this short report, there can be several ways to add inflammation to your bathtub and trigger a flare.

And over the next seven days of Flare Support, we will walk you through a simple way to lower your inflammation in just 7-days.

We'll see you in the rest of program,

## **- Jordan and Steve**

P.S. – One more time, please make sure you read these disclaimers...

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