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EPISODE  
**65**

**Joel Kahn**

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** We've got a very special episode of AES Nation today. One of the things we wanted to do at AES Nation is to accelerate your success. It's all about delivering more value to the marketplace so that you can create more value. One of the most important assets you have is your human capital, your own personal, your team. We're going on today in Your Enlightened Self Interest, how you can make yourself much more valuable by being fully healthy. I've got one of the world renown international heart experts. He's been since 1990, he's been treating and solving challenges of entrepreneurs, but more importantly he's now on the preventative side.

He's going to really share with us what you can do to make a huge difference in your life. I've had the opportunity to be with Joel Kahn when he's making the presentations. I've got his book, The Whole Heart. It's all about halting heart disease now. You are going to be so glad that you stayed tuned. I'm John Bowen. We're at AES Nation.

**John:** Joel, it's such a privilege to be with you today. You're out there. I always talk about entrepreneurs making a difference, but you're making a huge difference. Thank you for joining us today.

**Joel Kahn:** I'm excited to talk to your group. Thanks for the invitation.

**John:** Joel, you and I met at Joe Polish's Genius Network Mastermind group. You're out there spreading the word. You've got a best-selling book we're going to come back to, but what I'd like to do is get a little bit of the back story. There's no shortage of heart specialists out there, or maybe there is. There's a lot of heart specialists, but you've really taken it upon yourself to help people prevent heart disease. That's not normally what we think of unfortunately in our health care industry. Maybe give us a little background at how you arrived at this.

**Joel:** That's a great question. It started in my own personal life. I wandered up to Ann Arbor University in Michigan undergrad in medical school about 30 years ago. I adopted a vegetarian lifestyle. It was just the easiest way I could get through school and help the budget and all the things I needed to balance. As I did my traditional training in Dallas, traditional training in Kansas, I just started to notice some literature coming out that suggested the importance of diet and heart disease. It seems obvious today. It wasn't so obvious 28-30 years ago.

I really have to give credit to Dr. Dean Ornish, a pretty known physician on the cover of Time magazine a number of times. I don't know what was in my brain that I read that and said wow. Others read that and went on to read the next ten articles. I became a lifelong student. While I was putting stents in the cath lab, my reading and my interest was how do you slow down this disease and how do you avoid it in the first place? Probably a bit of a contrarian attitude about life in general. I wear my cowboy boots in the operating room and not too many of us

do that up here in Michigan. I was looking for the angle and I realized as I've matured in my practice now for 25 years, there's just a gross deficiency in hearing real honest messages.

You don't need to have heart disease, diabetes, dementia. Actually the steps toward that goal so you can enjoy your career, your entrepreneurial career are really not that hard or so far away that you can't grab on to them as we'll talk about.

**John:** Joel, I've just really turned 59 and I know the whole thing of energy. To me, being an entrepreneur, it's about the power of full engagement. When you're not feeling good, it just knocks you down. I haven't had any major heart issues, but I got walking pneumonia earlier this year. It was just my wake-up call to really balance out everything that I'm doing. The difference has been I've lost 35 pounds. I've got all kinds of energy. I'm in a number of CEO groups where I see this over and over again, people transforming themselves. I wanted to get you on because I just see the impact that we can collectively make getting this word out.

It's not that hard and the benefits are so good. We're in a health situation, so we're going to do a little bit of the scare. All of us are afraid of cancer. We're not as afraid of heart disease. Maybe give a little of the statistics that you've shared in your book and in the presentation I was with you at.

**Joel:** I agree with what you're talking about. I just want to share that quote that Joe did at the beginning of the meeting, which is a man with health has a thousand dreams. A man who doesn't have health has only one dream. This is the goal to keep dreams alive so we can really enjoy life to the fullest, mine, yours, and every listener. It remains. You can take every form of cancer, pile them on top of each other, there's still more heart disease events in this country than all that combined, sadly. About every 35 seconds an American has a heart attack, but every 40 seconds an American dies of cardiovascular disease, strokes, and heart attacks, aneurysms, the whole gambit.

It's hundreds of thousands of heart attacks a year some of which are fatal, about 400,000. I presented to the group, CEO of McDonald's Corporation, age 60 in April, dropped dead at work. The 42-year-old president and CEO of a giant financial network, SAP died tragically of a heart attack. Many others didn't die, but they've had their lives transformed and they're weakened. That's what it's all about. Let's avoid that and let's get one. The key statistic that everybody needs to know and I doubt anybody has heard, about 90% of heart attacks are preventable, not with fancy lasers and robots. 90% of heart attacks are preventable with what you do day to day with your lifestyle.

**John:** Let's dive into that. What hit me when you were making the presentation Joel, was where you said we have this process at this Mastermind group, Joe Polish has, where each of us as entrepreneurs share what we call a Ten X Talk where it costs \$25,000 to be in the

group, so it's a \$250,000 idea. Joe came up and he says I've got a two and a half million idea and for many of you in the room it's worth more than that. It's the value of your life, extending your life and having that high quality. I just see it over and over again. Some of the most successful entrepreneurs, they really make the time. If anybody is short on time, they prioritize lifestyle.

Being in shape, being not only heart shape, but everything, so that they can be effective in their life, both in their business, their personal, and have a lot of fun. Particularly as medical science is improving so much, longevity now. We've got to stay in pretty good shape so that we can take advantage of all the breakthroughs that are coming. Joel, what are some of the big things that your fellow entrepreneurs can do that can really halt the heart challenges that so many people are facing?

**Joel:** The most important group of habits to develop are the following six. They're simple and I'd encourage everybody to write them down. I hope that I'll get them right in my memory. Number one is obvious. Don't smoke. You're going to avoid cancer and dementia and heart disease risk. That's easy. Number two, you want to walk 30-40 minutes a day. I'm sure a lot of the listeners are doing a lot more than that, but I'll add a little side comment now. We understand the importance of just moving. I'd encourage everybody who has employees to get them up ten minutes an hour, get them out of their chair in front of the computer and get them to take phone calls standing, and do it yourself.

You're in your office, stand. Get a standing desk. That's that. Number three is the one everybody resists. You need to eat more than five servings of fruits and vegetables a day. Multiple studies show that that simple habit reduces cancer, diabetes, and heart disease risk. I didn't say what you're eating with it, but I tell my patients eat your damn vegetables. They taste better than chemotherapy. They taste better than surgery. You've got to do it. Number four, keep your waist trim. We're not even talking big goals. Under 40 inches for a man, under 35 inches for a woman are the upper limits. Big bellies make bad chemicals.

Number five is enjoy a bit of alcohol if you can handle it. A few drinks a week in multiple studies reduce your risk of heart attack and stand up statistically. The last one is sleep. It's the newest on the map, but averaging about seven hours of sleep a night allows your body to heal a lot of damage during the day. Flying around the country, ionizing radiation, a little too much alcohol a night, whatever it is, you need to give your body time to repair. Six habits reduce the risk of heart attack by 90% in multiple studies. How much did that cost and how hard is that to do?

**John:** When you say it that way, Joel, it's so easy it seems. What I'd like to do is let's dive a little deeper in each of these. How as entrepreneurs we can do it. The first one, I've been fortunate. I never was a smoker, so I don't know that one, but is there any recommendation if

one of our fellow entrepreneurs is a smoker now, the way that you've seen people get off smoking? Maybe talk a little bit about the damage it's doing, but then how do you stop it?

**Joel:** It goes back to the way you probably tackle any project with a business plan. You need to set a deadline. You have to have a plan in place. The bottom line is you've got to be hungry and strategize anything that works. I've had patients that effectively will put ten cigarettes in a lunch bag for a week, then nine, then eight, then seven, and wean themselves off, and that's all that they'll smoke, what's in the bag. Cold turkey works. I encourage patches. I encourage chewing gum. We do use the prescription meds if there isn't a history of depression. I like acupuncture. I like hypnosis. When that list over, we go through it all again.

In the higher level evaluation in general, food cravings and other addictions, some of them have genetic links. There's a blood test called MTHSR. I do it on patients because it has cardiovascular implications, but it may also predict those that have difficulty with addictions. There's some very simple vitamin supplements, B vitamins. You can get a little more sophisticated in a high-end clinic like your clients can ask for.

**John:** As entrepreneurs, a lot of times we're behind a desk. You and I are both at desks right now. I do have a stand-up desk. Any of my phone calls, I put the head set on and I'm walking around. I do not talk to anybody sitting down. I've just made that a rule and since I talk a lot, that's a big thing other than when we're on camera here. 30 or 40 minutes doesn't seem like and awful lot. Maybe talk about what to get people started and then a little bit about intensity. You and I are with some guys who are the other extreme. They're doing a lot more than 30 to 40 minutes of walking. The ramifications of being more intense.

**Joel:** The data is fascinating. I'll just hit the highlights. Number one, people that exercise and people that run live longer than people that don't exercise. The Cooper Clinic in Dallas showed that and other large databases. We are always are encouraging fitness. We've also learned that exercise is a medication with a dose. You can overdose on a medication that's helpful with the wrong dose. It's proving in the last five to ten years that repeated ultra-endurance exercise may be a highly inflammatory process, multiple marathons, multiple triathlons. There are people that do them for the joy of it. I'm not going to talk them out of it, but if they're doing it because they think that's cardio protective, the data says no, that there can be scarring, arrhythmias, and maybe accelerated heart disease.

It's not that exercise isn't good, but three, four hour runs repeatedly may be tough on the body. Talk to your cardiologist about it. There's another article this week that supported the idea that ultra exercise may be harmful. Then we get past, we're done with the gym. What you said is a great example. You probably weren't taking standing phone calls ten years or maybe you were. You were ahead of your time. The last ten years, Dr. James Levine at the

Mayo Clinic has revolutionized our study of understanding the harmful act of sitting all day. Sitis, some people call it.

Sitting is the new smoking. 22 chronic diseases, heart disease, cancer, dementia, diabetes, arthritis, obesity, and on and on are now linked to how many hours a day you sit. You can avoid it by doing the standing phone calls, walking meetings, organizing activities at work to walk at lunch break in little doses. Ten minutes, five minutes are additive through the day. I really encourage building in a little activity at work on a routine basis for executives and hopefully even for the employees for their health.

**John:** I forgot who recommended this, Joel. I would give them credit. We've got a little timer here. I usually set it about 60 or 50 minutes where if I have to sit at my desk to go ahead and do a project, that that's a reminder to get it done by that time, focused activity on it. Then to get up and go for a walk too because I've been sitting so long. There's a lot of little things. I've found that's helped me a lot. Let's go to diet. I've got to tell you, Joel, one of the big mistakes I made, it's a big personal one, is I was pretty good about exercising and liked running and all that stuff. I thought I was doing enough exercise that I didn't have to worry about nutrition. My body told me I was wrong, big time. I don't think I'm that unusual. How do we get there and then what can we do to make sure that that doesn't happen to anybody who's watching this or listening to our podcast here, Joel?

**Joel:** There's certainly a statement that no amount of exercise can overcome a poor diet. What we have also learned I'd say in the last 20 years that Hippocrates saying food is medicine and medicine is food 2500 years ago has now scientifically been supported. We have both understood the science and we've got the other side of the industry, adding chemicals and additives and processing food, we are more completely understanding the impact on our health, which is very negative. I am a bridge builder and the bridges we can build and everybody would agree to is processed foods, fast foods, gas station foods, they actually are very toxic to our GI tract. They release poisons in the blood.

You eat a Big Mac, you get bad acting arteries and probably brain and other systems of the body in 30 minutes, 40 minutes. 20% of Americans are eating fast food take-out breakfasts. They're showing up at work. They're not in a position to do their optimal efforts. Everybody agrees now that healthy diets can't include processed foods to any degree. Sugar in excess because now it's 150 pounds a year of sugar. It used to be literally a pound a year of sugar. That means watching carefully even barbecue sauces, tomato sauces and the places, even bread, where sugar creeps in. Then all the obvious places.

We can certainly agree that some of the additives and chemicals, if you can't read the side, it shouldn't be near your body. The last thing we can agree is a high fruit and vegetable based diet. Whether that's part of a Paleo diet, a Mediterranean diet, a vegetarian or vegan diet, it

has to be the core. The United States government has a food plate now since 2011. 50% of the plate are fruits and vegetables. A quarter are whole grains unless you're gluten sensitive. Very sensible approach to anybody's diet. If it's grass-fed beef in the corner, if it's organic chicken in the corner, if it's beans and lentils in the corner, we can call those different diets, but 50% of the plate is fruits and vegetables.

The chemicals in particularly organic fruits and vegetables are so healing and so therapeutic. It is no joke that broccoli, Brussel sprouts, cauliflower, kale, turnips, greens, wasabi, bok choy are super foods in terms of providing healing nutrition and allowing our bodies at optimal performance. It's a spectrum, but we know where we shouldn't be. It's just a question, what your diet, my diet, and any other healthy-minded persons are very similar. Then we put labels and we get dismissive. Each your damn vegetables.

**John:** I'm going to just do a call out to nutrition coaches, Joel. I decided that I needed to do it and hired someone to work with me on this. A couple of things. I know you say this in your book about food prep and so on and very aligned with what you did, but they got me cooking again. I really appreciate the food more. Now I really dislike processed food. It's funny to see that evolution of that whole process and enjoying the variety of vegetables. I am in California, but in today's distribution, they're all over the world, the fruit and vegetables that we can get access to. We sometimes don't think we have time to do this. There's just so many ways to make sure we do.

Joel, one of the things I want to do is a lot of us as entrepreneurs do entertaining too. What about going out to restaurants? So many people think that if I'm going to go on a diet, I can't do it because I have to entertain, all this stuff. How can you make that work for you?

**Joel:** You can make it work for you. What's really vital for people to understand is be proactive. The restaurants that you're listeners are eating at are usually going to be very responsive. I've had to call ahead now for 25 to 30 years at restaurants I eat at and say Mr. Vegetarian is coming. I just give the chef a little heads up. A lot easier now and you often don't have to call because it's becoming high-end restaurants are including a variety of health options. In California, you're always a few steps ahead of us. I would encourage people to call ahead and have a discussion with the waiter at the table. You can ask for modifications in the amount of oil. You can ask for modifications in the amount of cheese. You can ask for extra vegetables.

I often, if I'm stuck in a place and I just don't see a health choice, I'll go to the side dishes and make a plate out of all the, if it's Italian, the contorni or whatever they are. Very often when I'm at a group setting, people are looking at my plate and saying wow, how did you get that? Where did that come from? I've had rib eye every day this week. I sure would have enjoyed some great sauteed spinach with some Brussel sprouts and with some polenta and whatever



the mix is. Be proactive and protected. The first step is always get educated about excess salt, sugar, fat. We don't need any more of that.

**John:** I've been surprised because I was really concerned whether they would do what we asked. I actually haven't called ahead, but I'll show up and ask. I've found that most of the restaurants are great. Obviously the ones that I typically entertain at now know me. I get a custom meal every time that I'm there. Some of the guys are that's not on the menu, where did you get that type thing. That looks great and it does. I think the restaurants are getting used to all of us getting more and more healthy. It's up to us to take that responsibility, but I don't eat out any less than I did before. I don't feel the need for that.

**Joel:** John, what you've got to do is what I did this week. If you can't find the food you like, you just buy a restaurant and change it. The family bought one this week and we're opening one on Valentine's Day in Suburban Detroit. You're all invited to Ferndale, Michigan to the Green Space Café where I will be wearing my scrubs and a white hat.

**John:** I actually have one of my golfing buddies, a good friend, an unbelievably successful high-tech guy just did that too in our town. I'm not sure that's the right solution for all of us, but it could be.

**Joel:** You know the line, how do you make a small fortune in the restaurant business? Start with a big fortune.

**John:** I do know it very well here. Joel, let's go on to the next, the waist side. I can still remember. I'm in a concierge medical group. Every year they send it off to a Cleveland Clinic, all the different stuff and so on. I just remember him measuring me a couple of years ago, and my waist at that time was over 40, and making a big deal about it. I got it. That was the start. It was a turning point because I didn't think I really had it. So often, men's pants actually, they make them bigger. They call them 38s, that type thing. Why is that so important to keep our waists trim?

**Joel:** There's fat that can develop all over the body, upper arms, thighs, the butt of course. For reasons I don't understand, the fat around the abdomen called visceral abdominal fat, visceral abdominal tissue, VAT, actually makes a variety of chemicals. We used to think fat was just a yellow globby inert protective and somewhat conductive material. Now we understand it makes hormones. The fat in the belly makes about 35 hormones. 34 of them are bad. One called adiponectin is good in terms of inflammation, in terms of artery and brain function. When that waist line gets bigger, you've got that battle of 34 bad hormones and one good one. The vote goes toward chronic diseases. 40 isn't magical.

Actually the criteria for normal are smaller for Asian people. It would be really unusual to have a 40-inch waist on a typical Asian man for example. It's a spectrum. Keeping a trim waist, being what's called if you have the choice pear shaped, thin in the waist and bigger on the bottom, is actually healthier for your long term than so-called apple beer belly looking body form in terms of the chronic diseases. You retire and you develop diabetes and arthritis and psoriasis and some early dementia. A lot of that can be linked to that abdominal truncal obesity.

**John:** Let's go to one that I enjoy a lot. I've got an acre of Merlot here. I'm in a California wine region. I'm surrounded five miles 15 wineries. I enjoy on occasion a good glass of wine with my meal. One of the ones in getting in shape with my nutrition, I was really happy that they agreed with you, Joel, that that is something that there's enough science in it that if you're not subject to an addiction type and you can just enjoy it, it's great. Is there any particular type of drink that is better than one over another?

**Joel:** The issue of alcohol is always a sensitive one for the reason you speak of because there are clearly serious medical and car accident problems related to alcohol. Let's just assume somebody can control it, which isn't always so easy. Alcohol across the whole spectrum from hard to beer to wine in studies that have done are associated with longer life span when they're used in moderation. The numbers are a woman should not have more than one alcoholic drink a day. That's a shot glass of hard or five ounces of wine or eight ounces of beer. That's what science says. Men may be able to have up to two based on differences in processing alcohol in the liver between genders. Less than that is probably even a little better.

The best summary statement is just as fruit in some people's mind has the toxin with the antidote. It has sugar, but it has all that fiber in a nice apple or orange, so the sugar is not an issue like it is in a doughnut or a coffee cake, wine is the same thing. Alcohol may have some concern about cancer production. Breast cancer and alcohol is a serious concern in woman, but the resveratrol, the grape skin and the red color particularly of a red grape, pinot noir, very high in resveratrol. Yet within a red grape, there is the actual antidote for the slightly increased health risk that the alcohol may have so we end up with a nature's package that favors overall longevity and arterial health and lower heart attack risk.

**John:** That's excellent. Let's go to number six, which is sleep. This is one that I know, particularly when I was younger, hard charging. Why do you need sleep? You're going to get so much more done, the whole thing. Many of my fellow entrepreneurs, it's almost a badge of honor that I only need four hours of sleep. Some people appear to function really well on that, Joel. Tell us why sleep is so important. Everybody is a little bit different on that, but what level of sleep do we really need to have?

**Joel:** Sleep has emerged. There are the pathologic sleep conditions, snoring or stopping breathing, so-called sleep apnea, more common in overweight people, but also in some thin people. It should never be ignored. The last 20 years we know multiple health problems from undiagnosed and untreated sleep apnea. It's pretty easy to go through a sleep study. It's pretty easy to be outfitted with something to help you until you're evaluated, if you can lose the weight and all. Beyond that, there's just a lifestyle of poor sleep. Yes, one of our most famous cardiologists in the country over the years was famous for getting up at 4:00 in the morning and hard driving lifestyle writing textbooks. There will be individuals. He lived to age 90 doing that, so you can't take one as the example.

There's always grandma who smoked to 100 and would suggest that there's no harm to smoking. You've got to take the bigger picture and why do you wear a seat belt? You're not exactly expecting a car accident. You're making an intelligent decision of risk and benefit. There's like exercise, a sweet spot for sleep. On average, people that get four or five hours a night will not be as healthy in the long run as people that get about seven to seven and a half. I'm sure not too many people listening average nine, ten, 11, but that actually may slightly rise the curve up towards some health problems. Again, that's important.

Sedatives like Ambien and such are really not in favor as a long term. They may not be bad for an airplane flight to reset your clock, but you want to learn the aesthetics of getting your room dark and cool and turning off some of the electrical EMF interference that may affect sleep. There are some natural things like melatonin and valerian and magnesium that can help sleep. We're going to talk about an app in a little bit that actually has been shown to help sleep. It's important. Again why? That's rebuilding time. That's reconstruction of damaged DNA, building new vitamins, building back up anti-oxidant levels.

**John:** This has been great, Joel. I want to hit you up for one other area if I can. It's a controversial one, vitamins, supplements. I see some of my friends taking multiple handfuls and others swearing they do it totally by diet. Both are very health conscious, look great. They're high-performing entrepreneurs. Any guidance that you would recommend for the typical entrepreneur?

**Joel:** Vitamins are very controversial. In fact, I went back to university about four years ago and did a year long, the MBA of advanced nutrition training in order to get to that issue. What do I do for myself and my patients? It led me to favor selective supplements for optimal health. I think one can stack the deck towards slower aging and better functioning in your life. For example, although it's not resolved, vitamin D should be a portion of almost everybody's supplement package. Don't count on milk. You probably can't even count on the sunshine for that, except for a few beautiful days a year. CoEnzymeQ10, critical antioxidant in energy producing substance that from age 40 on goes down. If you're a cholesterol lowering medicine, really goes down. Harmless. Very good for the brain. Part of my package.

Nowadays a probiotic, a good quality probiotic full of those living bacteria that we damage from the red wine, from antibiotics that are in the food system, from maybe GMOs. That's one of the theories, genetically modified foods, sugar beets, corn, and such, soy. A probiotic is always in my pack. Magnesium is always in my pack. Magnesium takes away headaches. It let's people sleep better. It helps your blood pressure. We're deficient in magnesium in our diets. Those are usually my starting points. I get fancy with people. There's clear data on anti-aging properties of resveratrol.

You guys all run out now and go buy this stuff. Certain activators of anti-oxidants. I concoct a pretty high level pro-health anti-aging vitamin supplement package. I can show people the scientific literature. We're not pulling this out of blarney.

**John:** I know, and it seems like more and more, there's more of that literature, Joel, that is showing up, being a combination of both. Worst case, it doesn't look like there's a lot of down side on the supplements other than the price points.

**Joel:** The fat soluble vitamins, vitamin A, D, and E will build up in your body if you overdo them. I've now started to see people who are taking way too much vitamin D. It's good to take some. The dose is the poison or the toxin. I see people taking 20,000 units a day and they're coming in very sick. Be careful. Be cautious. Two or three thousand units of vitamin D a day is probably okay for most people.

**John:** Let me go to the next segment because this will pull it all together, the book of the day. You've got a new book out there. I'm going to ask you to not give you a choice of any other book. I want you to mention what you have in your book. I think you had a copy there. I've got mine on the Kindle, so holding it up doesn't do much good.

**Joel:** I won't be too bashful. I'll just right here. Whole Heart Solution. It's available by Amazon and Kindle and Sam's Club and Barnes and Nobles. It's about three months old, so you're not out of date. It goes through the whole spectrum of keeping a healthy heart, which because of the web that the body is, the lifestyle that keeps a healthy heart is the highest cancer preventing, dementia preventing, diabetes preventing lifestyle. I go through a whole spectrum from food and exercise and supplements and sleep and stress reduction. I said supplements. We'll talk about sauna maybe. Maybe the one topic for exactly a minute that I expend two chapters on is detecting heart disease early.

I can't tell you how often you come out of a physical exam at age 50. EKG is good. Blood work is okay. Maybe even you had a treadmill test, okay, and you've missed 50% of the time that your heart arteries are starting to get diseased. You have to go beyond that if you're looking for optimal heart health. You have to get into fast CAT scans, calcium CAT scans,

which frankly the amount of radiation is trivial. I know the data. People get concerned, but everybody gets their stress cardioline scan. This is 1/15th the radiation and ten times more accurate. You want to know if you've got early disease because we can stop it, we can halt it, we can prevent it, we can reverse it. That's what's missing from the standard physical exam that I see in executives.

**John:** How do they get that, Joel? Do they just tell their doctor that they want this? A lot of my friends, we get to talking about these things as we're reading your book and others. They go I don't really know how to do these selective tests.

**Joel:** I would cautiously walk in your office of your doctor who may not at all be familiar with it and say did you know that the American College of Cardiology highly recommends a coronary artery calcium CAT scan for people with blood pressure, cholesterol, diabetes, family history, history of smoking because that's exactly what they do recommend. It's not covered by insurance in most states, about 48. Some hospitals will schedule you without your doctor involved. You may need your doctor to scratch out a prescription on a pad just to book the appointment. You're still going to pay a small amount of money and it's well worth it. If it's zero, you can have a party, have a small steak, have a glass of Merlot, and then get back to your broccoli and your pea pods.

**John:** Let's go to the next, which is apps. Joel, what do you have on your smart phone that you're using?

**Joel:** The two right now that I'm using the most for different reasons, because I travel a fair amount, probably like a lot of your clients. I've had a variety of these. The New York Times had an article, I'm just putting on my reading glasses, October 24th of this year, called Seven Minute Workout, try our new app. You can download a free app called Workouts and there's two seven minute workouts, which I found just perfect for hotel rooms. You don't need equipment. They're these high intensity workouts. Hit it hard 30 seconds. Rest for 10. Hit it hard. I do both of them usually, so I get 14 minutes. They're actually quite good.

They add different parts of the body. There's science to these high intensity workouts. 45 minutes on an elliptical gives you the same outcome in terms of improving your performance as these seven minute high intensity workouts because you're spiking and coming back, spiking and coming back. That's been a fun one and it just is so relevant to fitting in that small amount of fitness on days you can't get a little longer workout.

**John:** I use that one religiously traveling too, Joel. I love that. You had another one, the Inner Balance. I'm not familiar with it. I'm going to go ahead and pull it up on Amazon too here so they can see it.

**Joel:** Inner Balance is made by a company called Heart Math, of which I have no involvement. Heart Math started I think about 30 years ago with a bunch of fairly odd PhDs asking the question can we use technology to manage stress and improve people's lives? The answer is 30 years later in a bunch of published studies, about 40 of them, that this is an app that requires you buy a cable. It costs about 90 bucks, Heart Math cable. The cable clips on your ear lobe. It actually measures your heart rate. It measures parameters of your actual heart function and it clips to your iPhone or your iPad or your PC.

By practicing a simple breathing exercise for ten minutes, which this app leads you through, scientific studies have shown your immune function improves. It's flu season now, not a bad thing. Your cortisol levels go down. Stressed out executives need a break from high cortisol lifestyle. It's actually now been shown to improve cognitive function. There's a version for children. It's improved school work. A lot of us that aren't really into meditation and yoga can find Heart Math is the mind body option to improve your work function and to improve your health overall.

**John:** I just ordered it Joel. I like gadgets and it sounds like it will be a good one. Let me go. You had mentioned infrared sauna. I'm not familiar with that when we were just talking before I turned on the recorder. Tell me what that is. It sounds like something that our fellow entrepreneurs might be interested in as well.

**Joel:** Absolutely. There's different kinds of sauna, the steam sauna, the dry Arizona type, the box with the fake holes. There is a type of sauna called the infrared sauna. Built in the walls are panels that emit infrared heat. They penetrate through the skin deeper than the average sauna. For reasons I don't know why, but Japanese cardiologists about 25 years ago starting examining the impact of sitting in one of these infrared saunas for 15 minutes, three or four times a week, where you sweat pretty profusely for about 15 minutes. They have now done about 20 published studies. They call it Waon therapy. It stands for soothing warmth in Japanese. If you apply this practice in a regular way, people with a heart disease show better blood pressure, better treadmill time. If they have congestive heart failure, it improves.

There's about a 200-patient Japanese trial that shows that survival is better. The theory is in part that it actually improves artery function. The other part is that sweat is a method of detoxifying. Sweat can take out some of the bad elements that come in through modern lifestyle. You really get a quick nice soothing sweat from infrared sauna a little bit more than the other types. There's some data for the other saunas, but infrared is the best. In a household, you can buy one for \$2500, a two-person infrared sauna, very attractive. I have one in my bedroom. It's a great add-on to your health as you grow up and age and another tip that's done in a lot of health clinics and health spas.

**John:** That's great. Let's go to the next section, which is resources. Joel, I'm going to pull up your web-site. Tell us what's there. You've got a lot. Obviously everybody if you care about your heart, which I can't imagine you not doing, the book really goes into more depth of what we've been talking about and how you can actually do all this stuff. What's on the web-site as well, Joel?

**Joel:** I'll pull it up on my phone. Number one, there is a free health newsletter that I write and participate in that anybody is welcome to sign up for, once a week, pretty cutting edge articles. I've gotten real good feedback on that. I've been blogging a lot, a couple of times a week at various web-sites. They're all there under articles. People may find that they enjoy reading short reads that are there. As you say, I have resources. I've learned a lot from other people. There are books, videos, web-sites, spas that I would highly rate as being advanced in terms of health. Either you're just protecting health or you have a health issue you want to try and reverse.

There are clinics around the country that have unbelievably high success in ten days of walking away on no blood pressure medicine or very little, walking away on no diabetic medicine or very little. It's important that people know that these are resources out there and they're on my web-site.

**John:** Let's go to the last segment here. Joel, what I want to do is just share what I'm walking away. I'm reminded as we're talking, there's a very famous consultant. I can't remember his name right now. He wrote a book called The Fat Smoker's Strategy. He was a best-selling author. That was the one book that didn't sell very well. He talked about how most of us wait for a crisis. This is one of the most successful consultants in the world. He waited to take care of his health until he was fat, smoking, and had that heart attack, that crisis. As entrepreneurs, it's just so important for us to take action.

I'm looking in my notes. I usually go for three takeaways. I'm just going to repeat the six. Don't smoke. Two, go ahead and walk. Get some physical activity, 30-40 minutes a day. Build it in. The standing desk, I love now. I used to have some back problems. That helped tremendously having that. Eat more, your Mom was right, fruits and vegetables. They taste really good. Watch the waist. A male less than 40 inches. It's okay to enjoy alcohol in the right situation obviously. You've got to do it with moderation and responsibly. Enjoy sleep.

Joel, this has been phenomenal. You are saving lives. You're making a huge difference. I want to thank you again and encourage everyone out there to take action. It's not only your clients and your future clients that are counting on you. It's your family. It's your community and your own enlightened self-interest. Make sure that you're heart smart. All the best.

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