

MERYL: So how long, and I wholeheartedly agree with you, right? We see it every day here and, that again, the. Part of what people need to do, the changing of their diet and the, what, what you would say is the physical. Of course, we support them on that. And they're, and they make, and it takes time, right?

People think, oh, well, I'm gonna come in, I'm gonna, you're gonna put me on a meal plan in a month, I'm gonna be great. And I'm like, well, that's called a fad diet and those don't work and that's not what we're about. And you think about how long it takes to change, just one habit, one behavior, and I think we, we need to go back to that too.

The expectation is, oh, I'm gonna do all of these things that Aaron's telling me to do. And in X amount of time, oh, it's gonna be gonna be great. I'm gonna be, yeah, whatever.

AARON: The way, the way I describe that is like **the difference between farming and cramming. Now what's interesting is most people, know this intuitively**, we don't need to be.

case in point. It's like, all right, is having a meaningful, loving relationship with your children, is that a farming process over an extended period of time or is that a cramming thing that you can cram into like a holiday, You know, like vacation, right? Farming, it's farming is having a rich, vibrant, dynamic relationship with your significant other, is that a farming process or a cramming process that you can cram in on a weekend.

farming. Farming is having a physical body that is like fit and kind of optimized and you know, functions really well and comfortably and you feel good in your body. Is that a farming process or a cramming process? Farming of course, is having financial freedom and independence. Is that a farming process or is it a cramming process?

So what's interesting about this though is we understand this intuitively. If I was in a crowd of a thousand people and I asked that question, they would all answer just the way you did. Right. **Yet we live in a society that is constantly trying to tell us it's a**

cramming process. Oh yeah. Constantly trying to tell you like, yep, you could do it in 30 days.

I became a millionaire in my garage and like a weekend. Like, no, but, but that, that's not real. So you're in an environment where everybody's trying to tell you, it's trying to tell you that it's a cramming process. So it's just understanding that to imagine , **anything that takes the longest to attain is retained the longest.**

Oh, I like that. Right. Like if it took four days to become a doctor, like the pay would drop dramatically and like everybody would be doing it. You know what I'm saying? Like, yeah. So yeah, like, I, I just gotta, it, it's in a way, and I, I mean this lovingly like, it's like immature to think otherwise.

Like all you gotta do is look at nature. **Nature is the way it is not the way you would like it to be, the way somebody says it is, but the way it actually is,** if you go out and put a seed on the ground, could you stand over it and yell at it? And it would grow faster? No, no. If you poured extra water, is it gonna grow faster?

No. If you even gave it the best soil, no. It knows what to do. Inside there is a blueprint and it knows exactly what to do inside that one seed, that avocado seed is like 10,000 avocados , it knows exactly what to do. It just needs what time, time. So to imagine otherwise it's just like, it's just immature, right?

MERYL: And yet everybody people think that they can do that. So that was a great analogy. I and I, and, and I want people to hear that because I think that, that's so important. I think one of the other things that we come up against a lot in my practice. And, and there's certainly it all overlaps anyway because it's the same type of behavior.

And maybe we touched on it a little, but I, maybe we go back to it just a second. Is that self-sabotaging behavior? Because, and I don't know, maybe that goes back to identity

now that I'm saying it out loud, right? Like, well, **if I am aligning myself with that identity and I start to change. I don't recognize this new identity. I'm safer over there.**

AARON: Yes, and what you said there is very important. So there's, **there's different human needs that we unconsciously or consciously are trying to get met, whether we're aware of it or not. One is certainty and the reason why certainty is so important to us, cuz it makes us feel safe.**

And then there's some others. There's variety, there's love and connection, there's significance. I wanna feel important. There's growth and contribution. So, but that certainty piece, people revert back to what they know because it's certain and it makes them feel safe. Right, right. That's really what's going on there.

So it's like, that's the conversation. So it's like, okay, well you know, you, you went back and did whatever you did. Like what about that felt comfortable for you? Or like safe? and then just be quiet because like, they might not even be aware that that's what they're doing. it's comfort. And and I, and I think you know, again, I'm not an expert like you.

I, I do know from a psychological perspective, a lot of people use food as comfort. Oh, well it's the emotion, right? And it's a, it's a soothing mechanism. .

MERYL: Well, because that's their way of control, you know, and

AARON: Right. If I have no control over anything else in my life, I can control what I put in my mouth.

MERYL: And, and look, and there is something to be said, right? You, you, whether, and people do this all the time, I'm happy, I eat, I'm sad, I eat it. , it does the, whether it's sugar or whatever it is, right? It does. There is, we talked about that physiology. There is a physical response to that food.

Sugar. We know it's that temporary high feels good and then right, you crash. But there's also, **why do we call comfort food Comfort food? Because there's some association goes back to I felt safe when I ate that when I was little.** You know, I mean, quick, quick side story. The funniest thing that's going on, I'm, I'm laughing because I don't know if you know Pastina the little noodle.

it's, it's pasta. So Ronsoni makes this, it's like a star-shaped pasta. It's called pastina. And so ever since I was a little girl, when I was sick and I had a belly ache or whatever it was, my mother would make pastina with butter and salt. Like that was just the thing. And it was, oh, it just, Brought me back.

Right. It's like, ah, I love, I love Pastina. So I did the same thing with my kids when they were sick. You know, it's car, it's all like white flour. It's horrible for you, but, right? But my kids were sick. It would be, here, have some pastina. butter, whatever.

AARON: Well, and that's a perfect example because that has, you're, you're someone like who has this wealth of nutritional knowledge, right? You know that that's like enriched flour. It's got all the stuff, like all the stuff. But emotionally, you still.

MERYL: right. Moderation. They're not having it all.

AARON: Yeah. You're not doing that all the time. But, but I'm aware that that's how powerful that is. Exactly.

MERYL: And so the funny thing is, is now I just saw recently they're taking pastina off the market, like they're discontinuing pastina.

I had to send my kids this whole thing like, oh my God, no. You know, my childhood is gone. So, so does go back to that emotional like, oh, okay. There is, there is something to be said for that and that is powerful and look, and the one off time that you do that, it's not so bad, but Right. When that becomes your habit of coping.

AARON: Correct. That's right. And I think, cuz I know like in the business world and I'm imagining that it's very similar, but **in the business world, like people don't buy products and services, they buy feelings and identities.** So like give you, give an example. Like if I was in a crowd of 5,000 people and I'm like, how many women here have bought an expensive purse?

And they'd raise their hand and I'd have like eight of 'em on my arms and I'd pick one. Let's say one was a Louis Vuitton. I'm like, how much did you spend on this purse? And she's like, 5,000 bucks. I'm like, great. Why'd you buy it? And she gets all, she's like, the color. I'm like, really? brown?

Is that What did it? No, **what feeling were you trying to purchase? Significance.** You wanted to have that and people would see you and you'd be like, Hmm, look at me. But women aren't the only ones who do this. Men do it too. If I was in a room of a thousand people, I'm like, okay, who spent a stupid amount of money on a car?

Somebody raised their hand. How much money do you spend on a car? They're like, oh, I have a Ferrari and it's 220,000 bucks. But I put \$150,000 down. Like, okay, were you so motivated by significance? Your need is so strong. Not only did you buy a \$220,000 car, but you also had to tell a thousand people that you put \$140,000 down.

So **you're trying, you're trying to buy a feeling or an identity,** but I think the same is true. Can be true with. or nutrition. Right. It's like I'm, **I'm really after a feeling, I'm after the feeling of certainty. I'm after the feeling of comfort.** I'm after the I'm, I'm after something. Right? Beyond just like the sustenance perspective.

MERYL: Oh, wow. I wanna spend time off the air about that whole significance thing. We'll go back to that at another point, but maybe another conversation because I think that that is so relevant. But to so many things, right? To so many things of what's wrong in our society.

But again, like that's a whole different conversation, I think.

So I wanna, there's something else I wanna talk about. Because one thing I, I think that I wanna address also is I, I always say to people who come in and we do a lot of testing and, and people come in with blood work that is really concerning from, let's say, whether it's cardiovascular disease, whether it's diabetes, whether it's inflammatory disorders, right?

And I give them their labs back and I'm like, okay, we've gotta really pay attention to this because there's some concern here that down the road you can be in some bad shape, right? Whether it's a potential, again a cardiovascular situation or a heart attack, a stroke or whatever, a right potential. You can't predict cancer, but you can certainly see the trajectory when there's inflammation or whatever that is. , and I always say **death is not a good motivator. Can you speak to like why the resistance for people to help themselves?** They know I, and I don't know if this goes back to some of what we already talked about

AARON: and I may be able to answer that maybe briefly, is that in that same book I was talking about, change or die, What we usually result to when we want somebody to do something is **the three F's, fear, facts, and force.**

So first is fear. Like, hey, if you don't do this, you're gonna die. Then it's facts. Here are all the facts, Jack, you got all these problems, da da da, da, da, da, da. Then if none of those work, we resort to force, like you have to do this. Right. And you know, with a grownup, particularly a paying one, you can't really do that.

Yeah. But like with your children, you could be like, ah, you gotta do this. Right. Well, **the interesting thing about fear facts and force is that doesn't lead to lasting change.** You may get somebody to do something once, but you're not gonna get 'em to do it repetitively over an extended period of time is that doesn't lead to lasting behavioral change.

What does is, is again, like proximity to the right person that you relate to. Then I think what's also true is like **candid, straightforward. Compassionate conversation.** I think **what's happened is particularly in the medical community, they're not really, they're trained to solve problems. Even if the problem, even if the solution is worse than the problem** like, and, and **they're not trained in the soft skill.**

Because they're so worried that like somebody's gonna get mad at them or sue them of like really sitting somebody down and having a really candid, authentic conversation. They candy coat it. They're like, oh, well we'll see. Yeah. And like, I don't know. And like maybe it's like, look man, I'm looking at, and, and my intention in sharing this with you is sincerely.

It's not to try to like scare you into doing something. It's not to try to force you into doing something. Instead, **my intention is to give you the most accurate information possible so you can make decisions for yourself that you think are best.** And whatever you decide, I'll support you. Fair enough.

So it's like **I'm not attached to this outcome. My intention here is just to kind of share with you the data. Maybe interpret some. give you probabilities** cuz nobody has a crystal ball, myself included. Right. And then you have to make a decision. Right. So I mean, I find that it's similar, like where let's say I'm working with a homeowner and their expectation of what the market's gonna bear is usually not in alignment with what the market's gonna give them.

Right. And adults think that they're I don't know these emotionally intelligent, great. Like how does an adult act when they don't get what they want. Like a child and they give you all these ridiculous, like oh wow. You know, my sister's uncle's, brothers cousin told me that. Like, what, what does that have to do with anything, man?

Yeah. Or I hope that three months from now it's gonna get better. Okay. Well we have record high inflation. The money's doubled in the last year. We've had six fed fund rate

hikes. Like you tell me, does that seem what seems more likely and probable? Right. But in the next 30, 60, 90 days, you'll be able to get more, or that you could potentially get less.

Right. . Well, like, it's, it's very similar though, and what I think is true, I read another book called Being Mortal. Yeah, that's a really good book. And it talked about how like physicians aren't trained in that soft skill and they're just trying to solve pro like at all costs, solve problems.

Instead of being like, look, here's what it really is. and what he said is **there's three different modes of communication**. So **one is authoritative, which is what it used to be before we had the internet**, which is like, look, Meryl's the boss. I know everything. You don't, you have no idea what you're doing.

There's no way for you to have access to any information. I'm gonna tell you exactly what you need to know, and that's it. So that's like when people used to go to the doctor and they would give 'em a coke and pat 'em on the head and be like, see you later. Yeah. And that was it. There was no explanation.

No. That's authoritative. **The second form is once the internet came out, it became like information..** , like WebMD. It's like, **here's all the information you decide, but that's actually not what we want. What we want is the third, which is interpretive**. Right. Which is where it's like, look, here's all the information.

I'm gonna give you some options. Here's what I think with a high degree of probability is going on, and **whatever you decide, I'll support you. And if you have a question, I'm here to answer it**. That's what people actually want, right.

MERYL: Yeah. Well yeah. It's interesting though. I think there's still the authoritative thing going on and not, I think I know, right?

I mean, I work in this medical world every single day, and so people come in and say, but my doctor said to me, I have to, do, I have to go on cholesterol mitigation ? I know.

AARON: And the challenge is, is I saw something that said, like, physicians right now in medical school, what they're learning, 40% of it is outdated.

Oh, yeah. So the challenge is, is you have like this whole c. That is not like as credible as the MDs and they're doing all this research and study and kind of functional and like actually getting their feedback from reality in a way. And there's definitely some merit there. And there's definitely some like wisdom and knowledge.

And then you have this other kind of community that is like, well we know and you don't, and that's, they're still functioning like in that authoritative kind of mode. They are the **challenges as the consumers, like we have to figure out. , what the hell's going on here?** Like I don't . And that's why you see everybody like, what are you doing?

You on this, you on that? You doing well. And that's right, you doing this,

MERYL: but that's the problem, right? So **there's almost like so much information and yet who's really the credible one here with the information that's gonna get you where you need to be?** And look, that is the challenge that I deal with every day because, It's like you said, right?

You're your whoever's asking in the real estate world, my mother's sister's, brother's, well I have people coming in all day long while my mother's sister's friend is taking this supplement. So maybe I, and it, and it worked well for them, so maybe I should do that. Right? So I have that end of it. And then I have clients who have come to me.

I mean, this cracks me up cuz they've come to me for the testing. We've done the genetic interpretation. I am giving them their own individual blueprint of what their body

and their system looks like we've formulated supplements. And you know, I'm careful about the supplement. it's not a one size fits all approach.

I've done my due diligence in this area. I know what I'm doing and I recommend something. And then they go, okay, well I'm gonna go take this back to my Doctor . And I look at them and I just wanna put my head the rule. I'm like, okay, so your doctor has no idea about, like, I, I almost wanted to say, **How many years of nutritional biochemistry has your doctor even done?**

Yeah. And **do they really know the supplements?** Right. So when you talk about authoritative, and I don't wanna sound like I'm defending my position, I don't, I'm very comfortable in this skin that I work in when I'm in this context. But it is, it's getting other people like, it's dispelling that authority, if you will, but if they're not really, that they shouldn't have that authority, like who gave them all that authority? .

AARON: Yeah. So it's, it's, it's kind of like **it puts the consumer in a really not good place. Yes, yes. Because they're having to interpret all the information, trying to figure out what's what.** And that's why people have a tenant cuz the core principles of. They're pretty simple. You do not need a PhD. Nope. Don't need like it's not rocket science.

like moderation, drink a lot of water, exercise, eat well whatever. Eat, eat real food, eat real, eat real food. Like, okay. It's not, not super complicated. Right? And then I think particularly like with what you're doing, which is. For then it's like, **okay, how do we optimize that? Right. How do, how do we even take that to like another level?**

Right. Okay, cool. I think for most people though, like they're still eating like stuffers, and trying to take supplements, and it's like, what are you doing? Like, yeah, but it's, and it's, and in some ways it's. **It's because of a lot of like misinformation. It's, it's just because of a lot of confusion.**

MERYL: Well, right, but it goes, right, it goes back to the farming or cramming thing that you said. Right? So **most of the information is cramming yet they need to be farming. You need to be eating real food consistently. You need to be moving consistently. You need to be sleeping consistently. There's no - you can't outsmart mother nature**

AARON: Well that, and I can't outsource any of those things to the Philippines

Right? Like I'd love to be able to have people in the Philippines do pushups and I get the benefit, but that's not what, that's not how that works. Right. . Right.

MERYL: And that but again, it's part of the problem with social media and whoever, whoever the, it was funny, my son sent me something from TikTok the other day.

Some kid, literally, he couldn't have been, I don't know, maybe he was in his, his 18, 19, 20, talking about the obesity epidemic and why. Why we're so obese and unhealthy in this country and linked it back to vegetable oils, processed vegetable oils. So he was partially right. There's some, there's, there is some truth to the vegetable oil debacle, but he said something like, well, our sugar consumption has not increased.

And I'm like, dude, go pick up any PubMed journal and, and look about, look at sugar consumption. And it's like more than quadrupled over the past 50 years. Like, the data's not even Right. You know, you, my son who's in medical school, mind you, is listening to this kid Is Kid.

AARON: Yeah, that's funny. Yeah. And he's like, Hey, what do you think about this guy that

just shows you like better, you know? So it was funny. But but we do, we, we, we listened to people with, with no credibility. And yet

some, somehow,

AARON: well, I th I'm sorry to interrupt you. I think the problem is, is **we live in a society that you no longer have to be competent to be known**. You don't have to be like really good at something to be famous. So that's kind of like the problem, you know? Yeah. It's one of the problems. But again, like I feel like there's not much we can do about that. But **what we can do something about is we can get proximity to people who know like you and then be informed to have that person give me information and then you make decisions**. Absolutely. And you move forward. And I think by again, working on that internal image, it's wild to me.

And I guess I could leave you with this, is that, have you ever seen the movie The Matrix? Okay. So in that movie, the ma it's funny cuz when I do talks like the younger crowd, they're like, what are you talking about?

I'm like, really guys? You haven't seen the movie in The Matrix? Yeah, yeah, you're right. So in that movie, the Matrix, he's living in an alternative reality. He doesn't realize it though. And he gets visited by these vigilantes, right? There's like Trinity, and they're led by like Morpheus. And they start to show him these little quirks in the matrix that causes him to be like, Hmm.

And **he starts to question it, whether or not it's real or not. And he'd never done that before. And it culminates in a scene where Morpheus offers him two options**. He's like, Hey, I can either give you the red pill or I can give you the blue pill. If you take the blue pill, you'll wake up in your bed and you forget you ever met me.

You'll live out your life in blissful ignorance. In the matrix. If you take the red pill, I'll show you how deep the rabbit hole goes. Now, when presented with that option, and the Bible says, we would prefer to be lied to them to be told the truth, right? Neo started to reach for the blue pill, which is what most people do, and Morpheus leaned in and he said, all I'm offering you is the truth.

Nothing more, nothing less. He ends up taking a red pill. Bam. He gets smashed into the harsh reality that he's actually in. And I think that's very important for us as humans as far as growth is concerned. **we need an accurate assessment of reality. We have to see what's true even though it's difficult and hard.**

So it's true. Wow. Is it really true that the story is like really. That's really what's going on. Yeah. I wanna blame all the people. I wanna blame my friends. I wanna blame all these other, Nope. When I have one finger pointed this way, I have three pointed back at me. Right. That's what it, that's how I should probably be paying attention to it.

Now in that movie too, the whole movie Morpheus is trying to convince Neo he's the one, he's gonna save the world and the whole movie. What is Neo doing? Nope. You got the wrong guy. Now he hangs out because Trinity's attractive. So he is like, yeah, I'll hang out. See? See how this goes. But he's like, I'm not the one.

Then he goes, and he visits the Oracle. Who's supposed to tell him if he's the one or not? And what does the Oracle tell him? You're not the one. I didn't understand that for like 20, 15 years after I watched that movie. Why? Nobody can tell you you're the one. You have to decide that you are. Now in that movie, at the end, it culminates in a scene where they're up and he runs into the building to save Trinity.

So it's love that brought him into the building. And there's five agents there, and everybody's like, that's sudden death. He's, nobody's ever fought one agent and lived, and they start to fire their guns and he holds his hand up and all the bullets stop. And then they try to hit 'em and they can't hit him.

And then he kills one of the agents, like he disappears and everybody's like, oh my God, what's happening? And Morpheus says he's starting to believe. So that's what this is about, right? Like **if I believe, if I see myself, if my identity is of someone who like is healthy, then you'll behave that way long term.**

So it's just being intentional purpose helpful on working on that.

MERYL: I love that, that that's, that's where we're gonna leave it right there, because that was perfect. good. So yeah, this has been a great conversation. Thank you so much. This is really very insightful. I really thought it was, That was, it was great.

It was great.

AARON: mypleasure. I appreciate the opportunity. If I can help or be of assistance to anybody, just let me know. Absolutely.

MERYL: Absolutely. All right, Aaron. Well, with that being said, this definitely won't be the last conversation we have, and hope everybody out there enjoyed this as much as I did.

This is your Rebel nutritionist signing off. Make it a great day.