

MERYL: Welcome back, everybody. The Rebel Nutritionist Podcast. Today, I have the pleasure of having health enthusiast, podcast extraordinaire, and Instagram, social media influencer, Nikolas Gustafsson. Gustafsson. I know I'm going to totally, right? Sorry, Nikolas. I totally butchered that.

Who also runs a company about that natural foods company as well. I didn't want to leave that out. So happy to have you, Nicholas, today. Welcome. Thank you,

NIKLAS: Meryl. Thank you, Meryl, so much. I'm so happy to be here with you.

MERYL: So you are a very busy man. Congratulations on the birth of your daughter. —

NIKLAS: Thank you so much.

MERYL: That was a few weeks ago and you've got a very busy, busy family life in addition to this that's going on. So welcome. I'm so happy to have you and thank you for taking the time to do this.

NIKLAS: Thank you. I'm happy to be here with you.

MERYL: So tell us what how did you begin your quest and passion to understand nutrition and the human body?

Because as you say, you're not really an expert, but you really people listen to you — and you do the I, I really feel like. You do a lot of research and obviously you test stuff out on yourself and a lot of the information that you share does that. But I think it's really what I really love is that you ask questions and you're curious and, and from a very deep dive science perspective as well.

So tell us a little bit about how you got into this and, and then we'll get into the meat of, of some of these questions.

NIKLAS: Sure. So I, I was a celiac since birth. I they, they discovered when I was only one year, one year old, one and a half that I was allergic to gluten. And I when people ask me where my interest, where my passion comes from, my food interest, my health passion.

I suppose it's, it's from there, it's from my, my being celiac since, since I was a kid, because being,, not being able to eat cookies or cakes or pasta that is an issue when, when you're young, and especially in the 70s in Sweden, there was nothing, you couldn't find anything so when I went to birthday parties and and to school and I had to experiment.

I had to find my own way — of eating what I wanted to eat. And I just loved experimenting since, since I was a kid. I was **I remember experimenting in the kitchen with my two grandmothers. We made all kinds of bread and, and cookies and cakes and yeah, a lot of it turned out really was a mess and a few, a few times there were, we had success — in the kitchen and Yeah, so that's how it started** and then when I got older I kept doing this

inviting friends over for dinner and always cooking and I became when you fail a lot of times, you, at the end, you know how to, how to make things more or less the way you like it or the way your family likes it or how your friends like, what will you do?  
So yeah, that's how it started.

MERYL: Right. And well, I, so I guess the, the could be the benefit and the detriment is that over there, you don't really have too much in the way of processed foods, at least maybe back then you did. And right now, maybe a different story. So you, like I said, you are kind of making things on your own from scratch.

Experimenting and probably experimenting also with how it felt inside your body. I mean, **you're a big proponent of, well, if it feels good, I'm going to keep doing if it resonates and help and has you feeling healthy, you're going to keep doing it** kind of thing. —

NIKLAS: Yeah you're, you're, you're totally right at the, at the, in the seventies when I was born there, very, very little processed food.

Okay. So that completely changed because. I mean, in, in Europe nowadays, it's, it's similar to the U. S. I wouldn't say the difference is that, that big. So you but, but I mean, in the last 20 years, we've seen an explosion of, of the processed foods industry. So, so **now you do find a lot of. Gluten free products in the shelves in the supermarket, you do and most of it is not healthy at all.**

**So I think that it's even more important today than it was back then. Finding out how to make your own gluten free food.** Right, because because what you can find is not healthy and I mean, you shouldn't eat it 90 percent of the gluten free products that you find in the supermarket. They're not healthy at all.

So that's why I that's why that's part of the reason why I explain how to make food that help whole foods that food that is healthy for you, healthy for your body gluten free, no additives, no added sugar. That's, that's why I do what I do.

MERYL: Right. And I love that because again, it's not just, okay, go take the alternative, which is full of garbage.

It's, you got to put effort and work into maintaining that. And I think that For a lot of people, they just don't really want to do that, and it comes down to you're either willing to put in the work and the effort, or you're going to suffer the consequences.

NIKLAS: Totally. I really wonder why people don't find it more interesting to put in effort in what you eat.

I, to me, that's a mystery. I mean, I was forced to do it when I was a kid because there was no other way. I would have started more or less, but I find it so — sad sometimes that people don't put in more effort in Making their own breakfast instead of going to a Starbucks or a similar cafe, buying all this processed food full of sugar.

It's so easy to just like crack a couple of eggs and make an omelette or scrambled eggs or in the morning and I mean. Any meal, it's, it's easier than people think to, to make really delicious food and

MERYL: I am so glad you brought that up because look, I preach that all day long, all day long. It is so much better for you to make your own food yet. We've really grown up. We've you and I have grown up with with friends and in a culture now, especially our kids and what everybody subsequent to us was, it was just what's convenient, what's fast, no time to cook. I mean, **so many of the clients that I see. They don't like to cook because they were never exposed to it. Their parents didn't cook.**

And you know, they're, it's almost like they're, there's a, there's a lack of interest because they weren't exposed to it. **And there's a fear, like going into the kitchen, people are afraid, or I don't love it. I don't want to spend the time doing it.**

And I like saying to them, if you're not willing to spend the time doing it, like that is what is going to keep your body healthy. How do we not? Connect the dots on that, like people are missing the mark. I feel like this is such an important conversation. Like you are totally missing the opportunity and the mark to keep yourself healthy.

And like you said, an easy way by getting into the kitchen, but people don't.

NIKLAS: It's so easy. I mean, what could go wrong? What is, what, what, what, where's the fear? **What is the fear about what could possibly go wrong in the kitchen? Right. Okay. It could be too salty. It could be too sweet. It could be too sour.**

**But I mean So, so I, I try to explain to people that, come on, let's give it a try.** And — when I cook in the kitchen, I mean, it's really, most of the recipes that I do on my social media channels, they're easy to, easy to make, I mean, 10 or 15 minutes. That's, that's all you need. Right, right. So what is your philosophy or your way of eating?

Like how, because I know you, well, I'll let you describe it. What, how would you say you typically eat?

NIKLAS: Okay. So, so I would say that I've I've spent experimented a lot during the years and I'd be like **30 years ago I was vegetarian and then I became more paleo and then a few years ago, five years ago, I went more keto and then I stopped being keto. So I tried it all basically.** And —

MERYL: so, yeah. So what resonates the best with you, do you find?

NIKLAS: So what I, what I've been doing the last two years I just love it because it's a, **it's a paleo based diet with fruit.** So, so because the, the years, a couple of years when I was more keto, I didn't eat the fruit.

So and it was basically meat, fish dairies and eggs. But, but what I do now is it's a paleo based diet with with fruits. I don't eat grains. I don't eat legumes. And I, — I don't eat vegetables really, I mean, and when we talk vegetables, I mean, like spinach broccoli that I don't eat, but **I do eat all kinds of fruits that people usually don't see as fruits.**

**For example, tomatoes squash, aubergine eggplants** — that I do eat. And people usually don't think pumpkin, all that. — People see it more as vegetables, so I, I do eat that, but, but, but it's, I mean, the, **it's animal based. The focus is on, on the protein, protein and fats. That's very important for me.**

MERYL: Right. And do you find that, and so why do you stay away from the vegetables? ——

NIKLAS: Because I noticed that my body, my digestive system don't really like, it doesn't really like the vegetables. And then I also, — when I studied nutrition, I was like 10 years ago, I did go a lot into the, I was very curious about the anti nutrients about the lectins and all all the oxalates, all those.

Antinutrients that I, and it makes sense the, the, the plants they want to do to protect themselves, right? They don't. So, so the defend chemicals, the defense chemicals are there for a reason. **And when we eat the leaves or well, we even the babies which are the, the —— the seeds we are being punished for that.**

So it makes sense to me. I, I do, I do use some herbs when I cook. Folks, for example oregano basil leaves, but I mean, the small amounts to give flavor. I like the herbs and I also like, I mean, I like some of the peppers and, and stuff to — give it like a hot, but also when you ask me what I eat, I it's also important to, **I do a lot of fasting, short term fasting, intermittent fasting.**

So I, I don't, I haven't had breakfast for the last, I mean, the last eight, nine years. So in the morning, I drink a white tea, which is very, very low in caffeine and — with four egg yolks, four raw egg yolks and some butter, grass fed butter. That is to me the perfect breakfast. Right. Perfect. Start the day.

MERYL: And, and so, and I think **what I really want people to hear from this is that you experimented with all of these things and found what resonates with you and what makes you feel good**, right?

I have a feeling if some of my listeners and if I ate the way you're eating, I might not feel as good. ——

Yeah, sorry. No, no, go ahead. And what were you gonna say?

NIKLAS: No, no, I was I think that you completely like because I eat a lot of butter, for example, a lot of butter, and I eat a lot of fat in general, I do believe that not everybody can eat as much fat as I can, because you won't digest it.

So to listen to your body, that is very, very important. I mean, of course, we should keep in mind that there are some Some ingredients, for example let's say sugar, refined sugar. Refined sugar is not good for anyone, but then, but then there are, I mean, there are, **there are things that could be good for one, for one person that are not good for the other.**

MERYL: A hundred percent. And that's where the work that I do, the person it's **personalized nutritional medicine is designed around that**, right? Because you're looking now at someone's DNA. So you're a hundred percent right. When you say you probably can eat more fat, right, you're from Sweden, I don't know what your DNA is, right, but you take someone who is from, the northern European states, especially because those people tend to have more of, let's say, a genetic genotype that does not do well with saturated fats, and I'm speaking, let's say, personally for myself, right, I am of northern European descent, and whereabouts. ——

Polish, Polish, Russia and my DNA, I have certain genes, right? We call the apo geno apo, and even certain other genes that don't allow us really. to process the fats very well and they, they get stuck in, in our system, right? They get our system. — So I think it's so important. You know, there was a woman who wrote **Daphne Miller, who wrote this book, the jungle effect** many, many years ago.

And it still resonates because a lot of what she's studied and actually reported on was that **if you follow the diets of your ancestor, ancestors, you really, your health is much, much better.** Again, like you said omitting the process stuff, right. **But really the ancestral diets of where the the geography of where you came from is really what most resonates with our genetics.**

And so we start to go outside of that. Yeah, it just doesn't feel good. It doesn't taste good, right? Like you, when I **when I have lentils, when I have beans, I don't feel so good, even though they're good for you,** right? Even though they're good for you, because ancestrally, that's not what my people grew up eating, right?

No, I feel it's the same thing. You get people from — the areas Morocco and, and those kinds of areas and they didn't South America. They didn't grow up with milk and dairy, right? So they don't eat it.

NIKLAS: Milk and dairy is actually a great example because northern European countries, **Scandinavian countries, Finland, Sweden. — Norway, Denmark, we do digest dairy really well.** Yeah. So, and I think **just one or 2 percent of our population is lactose intolerant. While you go to, to to Asian countries. It's the it's inverted. No, it's like 99%. They don't tolerate the dairy,** right? So yeah, that's why it's so important to, to listen to your body always.

MERYL: Yeah, absolutely. And I said, Northern European, I meant Eastern European. My ancestors are from Eastern. You're Northern. I need to correct.

NIKLAS: Yeah, yeah, yeah, I understand. So it's more like Northeastern Europe where you're from, right?

Right, exactly. Right, right.

MERYL: Semantics there. But that's so true. So I feel like some of that and especially so that's one thing I think that really we have to pay attention to because there are certain things like you said, dairy you can do better with.

And Eastern Europeans do better with cultured dairy. Like there was a lot of fermented foods, right? Like cottage cheese and the sauerkraut and those kinds of things where you preserve food. Some people do very, very well. Exactly.

NIKLAS: I actually make my own kefir with goat milk. So I buy it. Well, raw goat milk that is not that is raw it's not pasteurized, it's not homogenized, and I make my own kefir and I love it. Even actually my kids started to like it as well. At the beginning, you need to like get used to it because it's a special kind of flavor, but then once you tried it several times, you just, that's the best. Yeah, absolutely.

MERYL: Oh, I love, I love that. I love kefir. I mean, all that stuff. So yummy. So yeah, I mean, I think that's the bottom line people, especially in our culture right here in this country, in the United States.

And I think globally, but I can specifically say it here. We're so focused on what is the right diet?

**What is the right diet? And yeah. You know, the answer is, is there's no right diet for everybody.** There's, it's not a one spice fits all. And I think you've got to, Hey, I really do think **knowing your DNA and knowing your genetics and know what resonates.**

**I mean, it made a very big difference in my life when I understood what my genetics told me, because now I have a blueprint for how I need to function. You do it. I think based off of intuition, because you've been doing it so long.**

NIKLAS: Yeah, yeah, sure. But also in today's I mean, in, in our society there is there is there is an agenda.

**There is a narrative that this is the right diet. That's why when they talk about the Blue Zones or where there is a, a Netflix documentary about this is the right diet, then I immediately become skeptical. But because I always tend to ask myself, who is behind? Who wants us to, to teach us what is the right diet for you? —**

MERYL: 100%. I mean, I'm so glad you brought that up. And we were going to we'll, we'll get right into that because you do talk about that a lot and I do the same thing. I mean, look, there's a new documentary, what to eat, what you eat, whatever that whole twin you are, what you eat, what you eat, right.

The whole twin study, and we can get into that too, but right with the blue zones. And I think Dan Buettner is fabulous and very intelligent and has done, and the studied it. And I, yeah, I think there is something to be said for. The idea of eating and really it's the same ideas that we talk about **eating from the land, eating non processed food, right?**

**Eating what you have available to you in, in, in that area, right? Because in all of the different blue zones, they all eat different foods. But they're not processed. They're all right. Real food. So, but more importantly, the sense of community, the sense of purpose.**

NIKLAS: **We, and also, and also being outside, being in the sun, — getting exercise, all that, so it's not just about nutrition.**

**And, and that's why when people say that, yeah, you should eat like they eat in the blue zones. Well, it's like, it's much broader, the picture much, much broader than that.**

MERYL: Absolutely. Because I think there's a, there's two points that I, I want to bring up with you because we've talked about this number one he had said in all of that and just pointing it out that there was no meat and, and in truth they do eat.

And I even looked it up and did some research. They do consume a little bit of meat, so it's not like it is a completely vegan or vegetarian based diet. It is mostly plant based and it is mostly on and it's all unprocessed, but the fact is they do eat some animal products. —

NIKLAS: Yeah, I would even say that in these regions, they're basically poor regions, and they get to eat.

For example, pork or they eat goat or they eat fish. in special occasions. So, but their number one wish is usually it's, it's meat, it's an animals the animal ingredients that they, and then around that, okay, they, they use vegetables, they use legumes, et cetera. But I mean it's also really, it's quite it's, it's difficult when you take like a group of, let's say, 15, 000 people and compare those 15, 000 people in a blue zone compared to maybe people that live in London, for example, and say that, yeah, okay, so you look at these 15, 000 people living in a blue zone. They are healthy cholesterol levels. — They have no metabolic disease. —

Why? Well, because they eat vegetables, because this and that. But then you put all these people in the same group, and it's a huge group, and some of them are very healthy, they drink no alcohol, others do drink alcohol, some exercise, others don't exercise.

It's a, it's a very big group to be able to draw really precise conclusions from that.

MERYL: A hundred percent. And, and the, and **it is the nuances. When we talk about all of the other factors, I think again, like you said, people focus on the nutrition. But the other factors I think are have a bigger impact overall, because when you look at the lack of stress, when you look at how they sleep we always talk about the five pillars of health, right?**

**You think about nutrition and exercise, but then there's sleep and stress and our mental emotional capacity** and even what goes on. So maybe six in the environment and we can't Yeah, I think part of what you talk about so beautifully is we cannot be dismissive of how important and impactful all of those things are to —

NIKLAS: And I actually, I don't know if you mentioned in those six. **I love to include sunshine. Sunshine is so important to us** also, and that they do have in in the blue zones. They are basically they spend the time the time outside their lives outside. So yeah. And also, I mean, another thing is, ——— One of the conclusions, I think, from the Blue Zone is that they do drink a glass of alcohol to dinner. ———

But the thing is, to me, I mean, myself, **I stopped drinking alcohol one and a half years ago.** And I think it's one of the best decisions I've made in my life. I just love my life without any alcohol at all. And the thing is that. If you compare people within the blue, I mean in the blue zones, there are people drink, they, some drink alcohol, others don't, but there is no really, there is no, what I've seen as at least, there is no study comparing those different groups, because, okay, you might live until you're, you're 103 — years if you live in a blue zone.

But then if you don't drink alcohol, you might live until one, you have 113 a friend of mine. Oh, he, he tells me that, okay, Winston Churchill, he lived until he was, until it was a hundred years old. He drank champagne five times a week. And you see, he was, a hundred years old. And then I tell him, yeah.

Okay. But without the champagne, he might have got to gotten to 120.

MERYL: Right. Exactly. Yeah. I mean, look, we know now **there's so much data that alcohol consumption, right? Even so for men, I think it was like more than two or three drinks a**

**week. And for women, it was even one to two drinks a week — as an impact on things like cancer predisposition things like you said, longevity what we're seeing with all this stuff.**

So. 100%, right? What if we're seeing that maybe they could have lived longer and they're not doing enough studies on it. And alcohol is a big deal. And look, I've tried, I've started to, I know, look, I was never a big drinker. I just don't love how it makes me feel. Number one.

I like how it feels. feels less now that I'm menopausal, that's a real thing.

I mean, we metabolize women metabolize alcohol very differently when you don't have all those hormones. And there's a reason for that. And of course we can get into that, but. So the once in a while that I, that I decide to do it, but I really people really do need to find a better way to cope than just Oh, everybody feels like, Oh, I've come home from a hard day.

I'm going to pop a bottle a — glass, a glass of wine and whatever.

**And, and really what that does is it actually makes everything worse when you look physiologically at what alcohol does to our bodies. And it impacts sleep, even though you don't think it impacts sleep at any age, it impacts sleep.**

NIKLAS: So, Totally. Totally. To be honest sleep is maybe the, the, the, the benefit number one. Because, I mean, and I can see it because I measure my sleep with my aura ring. I've done that the last five years. So, **I've seen that the almost two years that I've been not drinking any alcohol at all, my sleep improved a lot.**

But a lot. And so to me, it's it's obvious because during that, during these two years, I haven't made any, any — big diff I mean I haven't done things differently in the rest of my life. I train more or less the same. I eat more or less what I did before. So, so to me, it's, a big, it's a big change and I was just like you Merrill, I was not a big drinker either.

The last 20 years, I've only drank wine and beer, no vodka, whiskey, right? And gin. So, people, when, my friends, they, they ask me, I mean, Niklas, you, you didn't drink that much. How, how come, how is it possible that it was such a big game changer for you?

But I mean as you said, They've actually seen these studies that even one glass of wine disrupts your sleep and small amounts actually are not good for you either.

There were, I think, 15, 20 years ago, doctors saying that alcohol is not bad at all and you can have a few drinks a week. That's not a problem. That's actually, that's changed. As you know, they don't say that anymore. And I totally. And you know, in my case, I was, I was actually about to do an Ironman, a long triathlon competition and I promised myself, okay, so now one month before this competition, I'm not going to drink anything at all.

Okay. So I did that month and then I finished it. And I felt, well, I don't really feel like having a drink now, so let's let's continue a few more weeks. And the weeks turned into months, and then, like seven months later, on New Year's Eve, I thought, oh, well, it's New Year's Eve, let's, let's have a glass of champagne.

And that was very interesting because we, opened the bottle of champagne and I had a sip of the champagne and it did not taste as I remembered it. Yeah. Because, because the taste of

alcohol was so strong, it was so intense. So I felt, wow, this is, this is like kids when they try alcohol for the first time, this is how they taste.

You know, get the taste of alcohol. And then I thought, wow, I'm not this is not, this is not, I don't like it anymore. So I'm not going to have more of alcohol. So when, I mean, now it's been almost two years and when I'm out having dinners with my, with my friends or with my family and some, well, my family don't, don't drink, but, but my friends, some of them drink and they, some, some of them, they drink quite a lot.

Yeah, they get a bottle of wine for a whole bottle of wine for dinner and when I see them drinking, when I see those glasses full of wine, it doesn't attract me at all. Actually. I feel a bit disgusted when I think, it's, I mean, it's it's fascinating how the perception of alcohol changed when I haven't had alcohol for, I think it was like three or four months from that time, it doesn't really appeal to me anymore.

MERYL: Right. — Yeah, and I think that's what happens, right? You know, you just **it's like having sugar, you stay away from sugar. And then when you have something with sugar, it's like, oh, that's sweet**, right? And you know, look, there are, I think even it just to bring it back to the even some of the blue zones. their drinking and, and the studies that have been done, first of all, their alcohol that they're drinking has been made by them. And even there was one of them that showed that the alcohol had more like beneficiary. It was almost like a probiotic alcohol than it was. Oh, yeah. I didn't know that, that it was fermented.

So, so much so that it was more probiotic based. Right. But, but even interesting still, I think. Yeah. I think the other piece of that is. They don't drink to get drunk. They drink a little bit, right? They drink less than four ounces, maybe give or take. So I think like you said, right, it's, it's just, we don't, we, **I always say in this culture, in this country, we think if a little is good, more is better.**

**And people have taken that. To the extreme** and of course, wine is a big business. So there's that exactly. Yeah. —

NIKLAS: If there's a business behind, I mean be, be, be careful. Really? I mean, be skeptical, right?

MERYL: So on that, on that front, right? The conversation and now with the new movie out what was the twin study, right?

All about me. Yeah, you are what you need to Right. You are what you eat. And, and the Harvard health study about meat. And you did a little rant on that. Like, let's talk because I think part of the issue is that a lot of these studies that have been done haven't even been done on good quality meat. Maybe the twin study, the, you are what you eat shows shed some light on that finally.

And I, and, and I agree, there's definitely some agenda there. But I do think they've at least shed some light on the industry that is so awful, that is affecting us personally, that's affecting our environment and our planet, and it's just disgusting, right? So when you talk about the money,

follow the money, like Talk to us a little bit about that what your thoughts were on the Harvard Health Study, what your thoughts are on You Are What You Eat, because I know people are like hanging on this.

NIKLAS: Yeah. Yeah. Okay. So I mean, when there are studies coming out and you see mainstream media, they blow them, they, they really want us to read it. You can see it everywhere. I immediately get, get like curious, but who is, **who is making money out of this? Who wants us to not to eat meat?**

So there is, of course there are parts of the food industry that they, they make all kinds of fake meat. Or, or products that are similar to meat that are processed and there's a, there's a lot of mark in there while red meat organic red meat, grass fed red meat, — there's not a lot, there's not much money in that.

I mean, the the, **the farmers that sell this kind of This product, they don't make much money on it.** They do it because they, because probably their, their family is, is into this business. They've been for, for generations in many cases, and also because they're, it's their passion. It's their, what they do.

But you don't make a billion dollar industry out of selling grass fed meat. So I mean always, tend to approach these kind of news from that perspective. Okay, who is behind this? Who wants to, who wants us to, to buy this product?

So yeah, so this Harvard health study about meat. You need to realize that this is an epidemiological study, which means that, I think it was made by 216, 000 people, a lot of people, but first, okay, so, so, — first of all, the, the data that you get from these people they had it into them themselves. So, so that's really important to understand.

They can actually when, when they read the questions, **they answer the questions, the, how they, the way they want to, so, so it's biased in that, in that sense,** and also. And **epidemiological study you get a lot of different people within the same group.** It's the same as when we talked about the blue zones, right?

So there, so **there are people eating, for example less fruit more alcohol, less, less exercise, and people that are smokers.** So smoking. So, so, so the thing here is that — you, you actually know that people that eat red meat. They usually, actually smoke more, they exercise less, they, they drink more alcohol, they eat less fruit, etc, etc.

**Generally, people that eat red meat are less healthy people.** That's, that's something that's a, that's a fact that we know that, ——— because, and, and then you can also ask yourself, how is that? Why is that? Well, the last 25 years, we heard that red meat is not that good for you. So people, so healthy people they go to yoga, they do spinning, they eat more avocado, et cetera, et cetera.

And they eat less meat because they heard that red meat is not good for you. So and also it's a socioeconomic way of seeing it. People with more money and, and, and more education, they tend to eat exercise more et cetera, et cetera. Right. And so, so it's, it's, in that sense, it's a very healthy user bias study that you need, you need to keep that in mind. And yeah, sorry.

MERYL: Yeah, no, and, and, but that's why I really enjoy. This conversation with you because you are one of the few out there that is actually saying and looking. You're actually going right? I mean, I do the research all the time, but this is my line of work, right? You're doing this and you are that influencer out there again amongst the very few who's actually doing the due diligence of understanding what the study was about and really digging into the data. —  
And debunking some of the mistruths in there and bringing it to light.

And the industry doesn't want you to do that. And the people who are supporting and funding the research don't want you to do that, because they expect that when they put this study out, most people will be like, okay, I trust the study and I trust this.

Right. And I'm just going to follow what they say. And like you say, the, yeah. You know, then the media gets in on it and blows it up like, oh, this is the whole thing. Whereas it's gotten 12 degrees from what the actual truth is. And in my line of work, that's what I always try and do. Like, what is the real truth behind this?

And, and where are the facts? And sometimes it's there there really is no good. Outcome and you know, and that's what I thought was so interesting about this documentary. You are what you eat because at the end of the day, and I don't look, I think there was a lot of I could find a lot of criticism of it.

And we can even talk about that, but. Again, **I think there were some really great points about the processed meat industry and so forth, but at the end of the day when people exercised more, when they slept better, when they got, when they reduced their stress, when they stopped eating processed foods, they got healthier,** right?

And their numbers were a little different depending upon whether they were eating meat. And I think they were eating they were consuming. such large quantities, probably more than what they were even burning or whatever and whatever. And again, depending upon their genetics and what that looks like.

But there weren't these huge, huge differences in their, in their data. Again, some of it I think the bottom line, it goes back to no **know who you're listening to and why you're to them.**

**Yeah. Yeah. And be able to make Some decisions that inherently resonate with you. I think we've lost we've become so disconnected with ourselves.**

**We rely on other people to tell us what's good for us.** Would you agree with that?

NIKLAS: Totally. Yeah. Yeah, totally. People are anxious and, and they don't know who to listen, who they don't what know what to believe anymore. So, so they and, and that, I think that's dangerous because then you start believing in all these propaganda serious like for example, cow or the game changer, or you are what you eat and you must realize that those.

That's propaganda. That's pure propaganda. And who is, so who is behind them? Well, companies, companies that are making lots of money so that is actually something that worries me. And that's why I try to, to at least show people, I mean, try to, to be a bit more curious, be a bit more skeptical.

Who's behind this? Who wants us to, to change our pattern of, of eating or, you know?

So in this, in this, in this documentary I think, sorry, in this, in this study there you are comparing totally different populations and that's the, you, you need to really be, be very, very careful. And, and then you, you mentioned the funding, the funding.

Well, in this case, I don't, I don't remember the, the, there is like the public what is it called?

National Health, Institute. Yeah. The National Institutes of Health. ——

National Institute of Health. Exactly. So that they, if I'm not wrong this study was, was funded by them by this Institute.

Which sounds well, that's not it sounds like a non governmental, organization, but you need to also see who is behind the funding of the, of that institute. Right. And if I'm, if I'm not wrong I, I think that there are companies institutions that are actually companies they want to make money.

Like the, for example Bill Gates, Bill and Belinda, Belinda Gates Foundation and they're making lots of money. They're, they're heavily invested in, in these, in this kind of companies. Yeah. So, yeah. So, so that is something that you need to be actually aware of. —

MERYL: Yes. And I don't think people are. **I think people, like you said, they just want to be told what to do and don't want to have to think. It's kind of like takes us back to people just want to be told what to eat and they don't want to have to cook it. ——**

NIKLAS: Exactly. Yeah. Yeah, exactly. The, the laziness is that's, that's That, I mean, that's something that at the end it's turned being turned against you.

That's an enemy. **The laziness is an enemy and being more interested in in watching Netflix series than experimenting in the kitchen. That is something that's going to pay it's going to cost you your health.** So that's, yeah. Absolutely.

MERYL: And and, and again, I think when I, I think what I, the takeaway on the, you, you are what you eat, **I think the people who are in this study at least finally realized that what, however they ate, it was a change from the crappy way they were eating before and that they felt better when, again, there was less processed food when they moved more, regardless of, let's say the nuances of the diet that they continued some semblance of cooking for themselves taking accountability for their health.**

And I think that's. One of the biggest takeaways is being accountable for your own health. And that's really the big conversation is take accountability. You know, **take responsibility for your health. Don't rely on a medical professional to just say, here's a pill and it's going to take away all of your issues.**

**And eat this food and you're going to be perfect.** Right. I mean. ——

NIKLAS: Yeah the pills, people sometimes see the pills as something that's gonna revolutionize their health and quick fixes those kind of quick fixes, You know, like, like ozempic, people think that, yeah, okay, I'm just gonna take the ozempic medication and I can, I can keep on doing what I'm doing.

Well, for some reason you, you needed to, to get, to take the ozempic so why don't fix that first? But, I mean, that's, that's so, that's so weird, really, I don't get it.

MERYL: Right, like, yeah, yeah, I did a whole podcast on, on the whole Ozembic thing, I mean, again. Yeah? If you, yeah, it actually, so we're recording on the day that it's released. This will be released a week or so later, but yeah, it drops today. Yeah. And because there's so many people on it, and there's so many people who have asked me about it.

And look, it's a peptide. Is there benefit? Can there be benefits? And a hundred percent, right? It's a little different than an actual, let's call it medication, but nonetheless, if you don't change your lifestyle, if you don't start doing exercise consistently, if you do not start taking responsibility for your health, then it is just another quick fix.

Because as soon as you go off of it, if you have not changed your habits. then you will gain back the weight with a vengeance. And the problem is, yeah, and the problem is, is people who are not exercising and not putting on muscle mass, especially the older population people above 40 and 45 who are not doing resistance work.

I don't care if it's women, I don't care if it's men, if you're not pumping, if you're not doing some resistance work, whether you're in the gym lifting weights, whether you're doing some kind of resistance work with your own body weight, if you don't put on that muscle, then all of the muscle that you lose from being on the Ozempic is going to make you, or any of those peptides, is going to make you more susceptible to weight gain because muscle is the only thing that's metabolically active in your body.

NIKLAS: Yeah. Yeah. I'm going to listen to that podcast that you, that you've been recording. I want to learn more about that.

MERYL: Yeah. It was, it was a quick one, but it was really more informative because I plan on doing a part two because I'm sure we're going to get a lot of feedback, but you know, yeah, it is, there's just a ton of data about all of it.

And I again, if people are using it, which so many are that quick fix. Oh, I just got to get into the dress for my, I mean. You know, that's a whole other thing, but yeah, people so people do need to take responsibility for themselves for, for listening to when, like you said, question everything and look behind is there, is there a hidden agenda and just know it.

Right. It's not bad, good or otherwise. There's just know what you don't know. And how do you best advocate for yourself?

NIKLAS: Exactly. It being **having an agenda behind, it doesn't necessarily have to be, it has to be bad. It doesn't have to be bad, but you need to be at least be aware that someone wants you to do something or to buy something, to change something in your life.**

And why is that? — So that's, that's really important.

But I think that also what is happening in the last few years is a lot of people are getting aware and that is something that I. — That is a good, that is a change that we, that we need and that

I'm, I'm really happy to see this change. And also, I mean, a lot of people write to me after seeing my videos and my posts, and I see that there is a huge interest, that people want to know more.

People are getting more and more questioning Everything that has to do with health. And that's that's something really good.

MERYL: I think it's great. Yeah. And I think that's where you have really done society a big service, right? **In putting out the message that you put out without necessarily that agenda.**

You know, I always say to people, look, if, if you're seeing something on social media and someone is an influencer, they are trying to get you to do or buy something that they are getting paid to do, right? I mean, where's the authority?

NIKLAS: Yeah, honestly, I, I spend a lot of money on my, on my social media, what I why I'm doing on Instagram and on YouTube and I don't, I don't make money at all, but I, but I do, I'm, it's a passion I love people coming back to me asking questions telling me that they've been, they changed their way of working. eating and they feel much better.

That's, that's so fulfilling for me. On the other hand I, the business that I'm running, that, that is my business, right? That is what I do for a living. But the, the, what I do on social media, that's, that's a big black hole for me. Just losing a lot of money there,

But it's, — but I do love what I do, so I'm gonna keep doing that. —

MERYL: Yeah, well, and you should because you're very good at it. And, and I do like, as you know, most of the objectivity, like you provide and you say, look, I do this for me because it makes me feel good. And it may or may not be good and again, I think for you and for what I see it's more about bringing awareness and especially the people that you interview it's really

Let's bring an awareness in as objective a way as we can. And I think that's very admirable. I mean, I'm glad you are doing something that is making you money and it's still, and it's still aligns actually talk to that a little bit because you, it's still aligns with your purpose of putting something out there that is a good, healthy product.

That's not processed. I mean, where did. Where did the vision for what your company, for what you do, where did that come from? I mean, it came from somewhere, right?

NIKLAS: Yeah. I mean, at the beginning as, as I told you I, I I, I'm a gluten intolerant since, since I was a child and **the products that we, that we offer, they're all gluten free.**

And so that's the, the, the, the company, the idea of the company came from there. Right. So, **so then we developed it into more like okay, gluten free. Sugar free and no additives as natural as possible.** I mean, today we sell our products in Europe and hopefully one day we'll start in the U. S. —

But I know also, I do know that in the U. S. there are similar products. Most of them, maybe not all of them, but most of them you can already find in the U. S. I think that on the east, on the west coast in California, for example, there are Quite a few brands that, that they do similar products, they make similar products as we do.

MERYL: Yeah. Yeah. I mean, and again, right, in a pinch, people want those things and that's, or that's what sustains them and, and that's great. And I think it's great that you finally found a recipe that worked. —

NIKLAS: Yeah, yeah, exactly. Yeah, yeah. I mean, the granolas, for example, I made them in the kitchen, my grandmother's kitchen. 45 years ago. So it's basically, basically the same. They're not, I mean, in the U S people know what, what a grain free granola is in Europe. It's not very, it's not common at all. So that's what granola are, are, are grain free, which means that they are naturally gluten free and not like made of a gluten free flour or I mean, and they have no sugar, et cetera.

So yeah, it's, it's an amazing product.

MERYL: Awesome. Well, hopefully we'll get to, we'll get to try it here in the States one of these days, but Oh, yeah, yeah. Excellent. This is a great conversation. Anything I left out that we didn't cover?

NIKLAS: I mean, we covered a lot of things and there is so much more out there. Let's do another, I'm going to have to interview you in my, in my own podcast. — Awesome. I love that. We can continue our, our conversation because it's been a, it's been a pleasure. There's so much more we could talk about.

MERYL: Oh, there's so much, right? I mean, that's why I always say any, any few things, cause there's always things, but, I love talking to like minded people and people that are passionate and you certainly you certainly. So I appreciate you taking The time out of your very busy day to chat with us. And I look forward at some point to being on your podcast as well and — continue keeping up the awesome work that you do for everyone.

NIKLAS: Thank you so much, Merrill. And I, I actually think that you are, I mean, it's, it's amazing to see what you're doing for, for everyone. Wanting to live a healthier life and be more questioning everything about what you in your lifestyle that's, I think that's important and it's been a pleasure Meryl to, to be with you.

MERYL: Thank you. Thank you, Nicholas. All right. Well, we will chat soon. Everybody, I hope you enjoyed this as much as I have. This is your Rebel Nutritionist signing off. Make it a great day.