

Interviewer: Hey everybody, Jonathan Bailor here and I am here with Jen Sullivan. Jen welcome and thank you so much for sharing your time with us today.

Jen: Thanks glad to be here.

Interviewer: Jen can we get started a little bit, your story is a pretty incredible one. Could you take us through your wellness journey?

Jen: Sure, so about a little over 2 years ago I was in a place where what I was doing with my lifestyle habits was not working for me at all. I wasn't at a comfortable weight for myself. I wasn't sleeping great and really my energy levels were completely in the dumps and even mentally felt kind of foggy too. And throughout this whole time I had still been working out and exercising because I've always enjoyed doing that, and I realized what I really needed to dial into was perhaps the food thing. And I really made the biggest change in the quality of what I was eating, what I was putting on my plate at meal time and that really transformed. Number one, great for fat loss and number two which I hadn't expected to see the effects so strongly was on energy level and mood and the brain fog that I described huge difference huge difference.

Interviewer: When you say food quality, Jen I can imagine some viewers will hear, "Oh so this means she started shopping at Whole Foods and buying expensive food."

Jen: I can see how it could be interpreted that way, but absolutely not. Actually I rarely get to a Whole Foods. I primarily shop at my local supermarket so it is very recognizable basic foods, but to me when I say quality I mean that I'm focusing on foods that are mostly minimally refined. It doesn't necessary - it rarely doesn't come in a package and something's been done to it already, it's in its whole form for the most part and I take it from there and eat it.

Interviewer: Got you, so when you say quality you are not necessarily referring to, "I went from eating ground beef to eating Kobe beef," that's not the distinction you're making?

Jen: No, no.

Interviewer: Got, well can you give us maybe a sense of what you had done in the past and then what were like the concrete changes you made now in the present to achieve that outcome?

Jen: Okay, I would say the food differences I made were; first of all to feel a little bit more comfortable with healthy fats and knowing – not that I was eating non-fat or super low fat

before, but I wasn't really, I was still conscious on the fat front, so increasing that a little bit and you know using helpful fats. And also really removing things that had been refined in ways like a flour based foods and things like that, not that I never ever, ever eat them now, but it's a very infrequent part of my diet and that was a big difference for me. I increased the amount of vegetables, non-starchy vegetables I was eating and I also made sure that when I eat I have some protein, some healthy fats and some nice low digesting carbohydrates on my plate and understanding that it was important to let all of those pieces represent every time I eat really changed how I felt from one meal to the next. It was great for my health, but it also really affected satiety in a big way.

Interviewer: Got it. Jen do you mind if I ask how old you are?

Jen: 47.

Interviewer: You're 47, when you were in your teens and early 20s, if you wanted to change the way your body looked, what would you have done?

Jen: I would have just restricted the amount of what I was eating would have probably have been my primary strategy because at that time that was my understanding of what was of primary importance if you wanted to lose fat with a little quality, but I imagined that the big picture was reduce and restrict.

Interviewer: Got it and if you could get in a time machine and talk to 19-year-old Jen what would you say to her?

Jen: I would say start by choosing real whole foods and have a balance of those foods on your plate at each mealtime, and eat slowly and mindfully and eat to satiety. Do not be afraid to eat to not stuffed, but that feeling of I think I'm done. I'm comfortable right now and that that is what would help my body be healthier and also naturally regulate an optimal intake for me. That I didn't have to look to external sources to dictate how much food I should be eating if I'm eating the right foods, I will mostly get very accurate cues from my body of what is an optimal take for me.

Interviewer: I think what you just said is life changing and life saving for a lot of people, so I'd like to focus on a little bit more which is you described something where it seem like a lot of people have been taught that their bodies are not to be trusted, that unless they consciously count or measure away things that things are going to go off the rails, but it sounds like your experience has been that when you change the quality of what you eat, the quantity takes care of its self.

Jen: Exactly, exactly which I really couldn't fully buy into that until I really trusted the process, it did it and it does work. It does work and for me the food has been - that change in diet and what I was eating really has been a big influence on that like we said about optimal intake for me, but also you know I don't want to neglect mentioning the other factors that I know also affect intake for me is adequate sleep, rest recovery and stress relief. Those definitely play a part and dialing into a better diet for me made me more aware of those other factors and the role they play and knowing when I needed to pay a little bit more attention to those whereas before everything was just a big cloud of wet noise coming from a lot of it the junk that I was eating and I couldn't isolate any of the variables and this allowed me to do that.

Interviewer: So it sounds like you – certainly it's not just food there were other things that took place and it sounds like if I'm hearing you correctly you knew that. It's not as if you were like, "Sleep is important? Wow! what a breakthrough." It sounds like before because some people might say well chicken and egg problem, but it sounds like for you by dialing in the food quality first, that gave you the ability, the energy the whatever, the gumbshen, the power to then pursue higher quality in those other areas.

Jen: Ye and the word I would use say I think it gave me the clarity to [inaudible: 00:11:58] those other things because my diet before was not too bad considering standard American diet. There was enough stuff for me that was creating false hunger and cravings which was really interfering with my ability to know, to hear all of the cues that my body was sending me in my mind of what I needed for food, sleep, stress relief, all of those things.

Interviewer: Isn't it fascinating - I feel like so many of us like we talk taking in the wrong foods crosses the wires and makes all those things harder while taking in the right food, but then people get – they fear food and they say, "Okay I just need to eat less food." But it sounds like that's like saying, "I'm just going to not touch the burning stove anymore verses," like "I'm going to heal my hand and like be able to use it and live again."

Jen: Yes, it's really I mean, that phrase I used before is trust the process. I feel like I'm like the average person out there thinking, I can hear that and if you just – eat real food, it will take care of itself and I kind of heard that, but I was like, "I don't know. How does that work?" When I really learned a little bit more about it, it is true. It does help you do that and you don't have to be obsessive about the quantity of what you're eating.

Interviewer: And when you say eat real food, I want to take that one level deeper because I have seen - because you gave a wonderful template earlier where you said, "I've got some healthy fats. I've got some proteins. I've got some slower digesting, some slow carbs. I've got a lot of non-starchy veggies and I eat those together. There are certainly whole foods that don't fit within that framework. There are sugary fruits, there are potatoes, a potato is a whole food, so I sometimes hear people say, "I'm switching to whole foods. I'm going to eat a breakfast, lunch and dinner that is whole-food based," but sound nothing like what you described.

Jen: Yes, and I think that's exactly why when I first started hearing that message of, "Just eat a whole foods diet. That will take care of it," I thought, "I don't know that doesn't make sense to me. I don't know." So that additional layer of fine-tuning even that like which whole foods? And also like I said representing those different macro nutrients on my plate. That my very vary slightly from one person to the next what that ratio is, but putting those two pieces together really changed things for me. And that distinction you mentioned about non-starchy veggies and then you have your other types of slow digesting, slow carbs. I typically would not include for example quantities of white potatoes in that either. I think things that are -that low slow burn is where it's at.

Interviewer: I love that, and how has this impacted your family and their eating habits?

Jen: I think it's after getting this family nutrition for sure my kids will attest to the fact that we have always been a little bit sparing with the junk foods and desserts in our house, but what changed is we're all eating more of the good stuff now. It's not like, "Look at everything we're taking away," it's not like, "Look at everything we've taken away," it's more, "Look at how much quality we've added to our diet." I think that's the biggest change. And it's broadened the palette for sure. They're probably eating a wider range of foods than before, my kids are for sure.

Interviewer: And how many kids do you have and what are their ages?

Jen: Two. I have two and they're teenagers, two daughters so they're good. That is a great age because they can actually help you in the kitchen, so they're part of the meal prep team here.

Interviewer: And that seems like such a fundamentally different approach than when you were a teenager, the mindset was one of restriction and deprivation whereas the mindset

it sounds like you're speaking about here is one of almost so much good, there's no room for the bad.

Jen: Yes, you displace the bad with good. I mean that's - and I know those are loaded terms good and bad, but I guess like high quality verses low quality foods maybe. Foods that make you feel good and perform well and foods that don't and you can just displace those low quality foods with the high quality stuff.

Interviewer: Sure, I bet many people who'll watch this will have had an experience where they've eaten so much of - they're at Thanksgiving and they eat so much turkey and other stuff that they are like, "I don't need any other rolls." And it's not effortful like, "I've deprived myself of my rolls. I don't have any physical room on my plate for them, there's so much other stuff here.

Jen: Yes and that also I want to comment on that issue of will power, that assumption that to become healthy through diet, you have to tap into a deep, deep well of willpower and resist all of these things that you really want. Yeah if you're just losing weight losing, losing numbers and pounds and by cutting your calories to achieve that yes you do need to tap into will power and you're in a constant battle with yourself. I think for optimal health and perhaps fat lose too if that's something your body is looking to do, I think changing what you eat is a much more effective way to do that. And the quality of those foods starts to diminish the role of willpower in the whole equation, because your body starts to crave the good stuff, crave the high quality stuff and it's not like you're in this ongoing battle with yourself to resist those junky foods. I think it really shifts that dynamic bit like it can really improve that, because I think people have the misconception that, "People are being so good. Look at how clean they eat," but when you're really eating well that is so much easier because you're not fighting cravings all day long.

Interviewer: It sounds like this actually because I know a lot of people - it's if we want to talk about weight, weight loss isn't the issue. They've lost weight over and over and over and over again, it's that they can't keep it off because whatever they're doing to lose weight become s harder and harder and harder over a time whereas what you're experiencing is becoming easier and easier and easier over time.

Jen: Yeah I feel like this is sustainable, this isn't, "Okay when is this going to end and I can get back to my regular programming?" It's like, "Wow! This is pleasurable. This is delicious food; this is completely a way of eating I can do for life and I can do this whether I'm at home and I can reasonably do it when I'm on the road or need to eat out. I

can make it work there. I don't need to bring a calculator along with me and use an app every time I eat to figure out what to put in my mouth and to me that's pretty good criteria for whether this is a sustainable way of eating.

Interviewer: Take me through that a little bit. What does your typical day look like in terms of breakfast, lunch, dinner or however you divide up your meals?

Jen: For me, I've kind of fallen into a usual pattern, it's not [inaudible 00:20:52], but a usual pattern. I pretty much do three meals a day; breakfast, lunch and dinner. I find that I don't feel the need for a snack mid-morning. I do late afternoon usually only because if someone handed me dinner at 5PM I would eat it then, but I usually don't have it ready by then. There is a little snack in there usually and dinner. And for breakfast I always make sure I've included a decent amount of protein and some healthy fats to start my day, maybe some lower sugar fruits like berries or something like that. I might even eat some dinner leftovers which is completely savory and nothing sweet in it as a very easy breakfast. But I find making sure I include that in that morning meal affects my satiety throughout the day too.

Lunch, I usually rely on stuff I have prepped in the fridge and I just pull out containers to either pack stuff to go or if I'm working at home and I pull things out and just build my plate using those components we talked about, some protein, fats, slow fats, lots of veggies and use that formula.

Interviewer: It's been my experience that sometimes there can be a tendency to overcomplicate things because once you start actually living this way, it's like what you described. I mean it's like non-starchy vegetables, nutrient dense protein, healthy fats, slower carbs, whatever the heck you want to eat within those various categories rock and roll and you can go get in bulk and have some now, have some later, freeze some. It's pretty simple.

Jen: Yes and I think five years ago if I looked at what I was eating now, I would see it as, "Oh that look kind of complicated. How do I do that?" I'm not there, but now it's like second nature to me. It's not always easy, but you need to spend some time in life preparing some your food, that's important, but it's not rocket science. It really isn't and I keep it as simple as possible and that keeps it doable.

Interviewer: Have you seen any pushback from any family members?



Jen: No. I mean I can't fully yank every single cookie off the menu at home nor would I ever wish that upon my kids, that's not part of the plan. I probably wish there were fewer desserts in the picture for them, but we'll get there. Dessert more might look like a little bit of fruit and dark chocolate now and not necessarily cookies every time, so small gradual shifts.

Interviewer: What kind of an impact do you think that this – and you know your own journey and you know what took place over the past 40 somewhat years with your relationship with food. How do you feel that your daughters relationship with food will be different based on this kind of an upbringing?

Jen: The thing that pleases me the most is that they are just kind of through osmosis learning how to feed themselves in a way that is good for their health, is pleasurable and is doable. And they have this sense of how to build your plate in a way that accomplishes those things and that is knowledge that I did not have really specifically when I was their age and I hope that it's really going to have a huge impact on them over the course of their lifetime because in hindsight, I wish I had known what they know now at their age.

Interviewer: An it's such a fascinating macro distinction because in decades past, there was – you were handed a paradigm, the paradigm was the fewer calories it contains or whatever the hell you want on your plate, just not too much. And now it's put these things on your plate however much basically.

Jen: Yes, I probably would have thought that the way to lose weight would be eat a half bagel with fat free cream cheese and a diet coke. That's just absurd to me now, that is absurd, diet soda and fat free cream cheese. And my girls know that now at that age, my daughters and to me that's a huge thing I want to impart to them and I feel like they're getting it and that's great.

Interviewer: How do you handle social settings because I know sometimes it can be a bit of a challenge in terms of, "Jen thinks she's better than everybody because she isn't going to eat the whatever, whatever." Have you had to deal with that at all?

Jen: Nobody's saying it. I don't know if they're thinking it, but I guess I'm strategic at gatherings and I'm not bringing my own food, but it's often at potluck situations, what I do is I try to bring something that is really delicious and satisfying to eat and I know it's going to fill the nutritional gaps for me at that event because I know that typically yeah you can usually this protein at a cookout or whatever. So I bring other things to round out the plate and specifically to make sure it doesn't feel like rabbit food, you know what I

mean? That it's something that everybody wants to dig into whether it's someone who's never paid a wit of attention to what they eat or the other end of the spectrum. So that's my strategy and I think it's important people to see you taking pleasure in food so that they don't think you're living this life of restriction really and you're not being honest about that, absolutely not. So far that's been my mode.

Interviewer: It makes a lot of sense when you lead with and you provide for others and you provide for yourself delicious food, that isn't crazy talk. Like you said, you're not coming with rabbit food or these very wild and wacky what is this crazy thing. No, it's just the healthy fats and proteins and people pretty much eat that stuff, I'm just going to bring more of it and not other stuff. It's really simple.

Jen: Because there's always plenty of desserts at a party, so I never bring the desserts, that's covered.

Interviewer: And have you experimented at all with traditional dishes, but preparing them in alternate ways so that you can continue to enjoy them all be it with different ingredients?

Jen: Sure. We're a big fan of dinner in a bowl, bowl kind of meals in our house because transition stuff that may have been kind of something between two slices of bread or a taco or something like that or a burrito and instead doing it in a bowl form where there are a lot more veggies in there and some beans or legumes and all the other components that you mentioned, proteins and healthy fats and things like that. It's a lot of the same flavors and textures, but dialed back the presence of really highly refined stuff and dialed up the high quality stuff whether it's Mediterranean chicken bowls or taco bowls or things like that.

Interviewer: I mean this is obviously an amazing success story. When would you say that your success story and your journey that has led you to this point now, when did that begin?

Jen: It was spring of 2016, so a little over two years ago is when I started this journey.

Interviewer: Wow! And if we met Jen two years ago and we meet you now, what are the biggest differences in the experience we would have had between those two versions of Jen?

Jen: This Jen has a lot more energy, seriously a lot more energy and I have a food freedom that I didn't have before meaning I wasn't into extremely restrictive mode with



my eating back then, but I feel like now I have knowledge about how to approach food in a way that is sustainable for me for the rest of my life and that's very freeing and very reassuring and not only sustainable, but like [inaudible 00:30:28] really is I feel like I enjoy food even more than I used to.

Interviewer: Jen what do you think the future has in store for you now that maybe it didn't in the past given this new found freedom and this new found energy?

Jen: I think what it gives me is I feel like more forward looking and I feel like that barrier of low energy and brain fog is out of the way and I feel like I can imagine more possibilities for myself and because I'm so excited about that, I like to use my time to share this type of food information with others, so I've started doing that.

Interviewer: That's beautiful Jen. I really appreciate that. And speaking of sharing that information, if you had just one moment with someone who's like, "Men I've tried so many things. I've tried everything. I tried counting calories. I tried Paleo. I tried Keto. I tried the Nutrisystem meal type things. I've tried all these pills. I've tried everything. I want to give up." What would you say to that individual?

Jen: I would say, "Yes, that's incredibly frustrating because the world has told you those are the answers for what you're seeking." And for most people none of those things work and quite a few of those are quick-fix focused and not sustainable. And many of those strategies are about working against your body and your physiology and instead you need to do things that work with your physiology, that allow your mind and body to flourish through these habits. And forget measuring or counting how much you're eating, just focus on those foods we've talked about. Am I eating quality proteins, fats and slow digesting carbohydrates and a wide variety of plant foods at each mealtime and I'm eating them mindfully and to a point that I feel satisfied with my meal. I'm getting enough sleep, I'm paying attention to stress relief in my life and I'm getting some movement in that's not necessarily about killing my body, but more just about the joy of movement and building my body up and not tearing it down. I feel like that's the magic zone right there.

Interviewer: Beautiful Jen. We're going to end on that one because that was a wonderful, fantastic summary so I really, really appreciate. Was there anything that you wanted to say or wanted to cover that we didn't talk about because you encapsulated so much, it was beautiful.

Jen: Just a huge, huge take away from me in this whole journey is that idea that it's about nourishing yourself and not depriving yourself. Not only is that pleasurable, but it's exactly what you need to thrive in life. That's the mentality, that's the mindset that works.

Interviewer: I like it. I like. That is a great addition as well. There's enough of me talking, so I will not recap what you said, because that's beautiful. Well, this is fantastic Jen. I really, really appreciate it. I appreciate you taking the time. I will let you know updates as we have them in all of this because there's a tremendous amount going on. Did you have any questions for me?

Jen: No, I was just wondering like what's your timeline on your end as far as things? I know that you'd said it depended on quality of this today audio/video whether you'd even be able to use it and I totally understand that, but as far as your entire project, what is the big picture timeline on that?

Interviewer: So there's two major things being created; the feature film which is late summer 2019 and that's 90 minutes long, so very edited and then there is a web series that is being released in January where it's eight episodes. Each episode is about 50 to 60 minutes and they air for free, each of them airs for free one day and that will include much more content, obviously it's 15 times much longer than the feature film. So no matter what, a bunch of what we covered here today if it's not in the film, there's a good chance it will be in the series. If it's not on the series, there's a bunch of bonus stuff that goes along with the series, so there is no context in which it will not see the light of day, it's just a question of we pass it.

We have a large pile of hundreds of hours of footage and we need certain sound bites for this, that and the other thing, but no matter what we are going to be providing a supply of real life how-to guides, like how they did it to help inspire individuals and no matter what this will of course be a part of that because it is tremendously inspirational and we hope that there are individuals out there who could see themselves in you, be inspired by you and then change their lives because of you.

Jen: Yeah okay. One other minor, minor thing it just came to me now was I remember before I started this whole journey, I also was thinking to myself regarding how I was feeling at the time and the struggles I was having with my lack of wellness I would say is I thought perhaps maybe it was just due to like – like this is what getting older feels like, “I'm heading into my middle age years and maybe this is what it's supposed to feel like, a little bit achy,” and all of those other I described and I know now that it's not. I mean of

course I'm not immune to ageing, we're living in the real world here, but so many of the things I was experiencing were not due to age; it was due to my eating habits and other health habits. That was a big aha for me.

Interviewer: Perfect. I love it. This is fantastic Jen, just what I had hoped for, so again I appreciate you so much for taking the time. We're going to get these in the queue, transcriptions, all kinds of fun jazz, get it over to the video editing team and then you will be hearing back from me probably in a month or two. I have my baby girl, my first child is due here very soon, so things are going to get crazier than they already are.

Jen: You're going to be really busy.

Interviewer: Even more so than they already are, but we have a great team working on this, so they will be excited to watch this and listen to this. And again I really appreciate your time.

Jen: Great, great. I'm excited for you.

Interviewer: Awesome. Thanks so much Jen. Have a good one.

Jen: Okay. Nice talking to you, bye.

Interviewer: Bye-bye.