

Justin: Justin McAleese. I'm 39. I live in Fresno, California.

Interviewer: Cool.

Justin: [Singing song 00:00:07]. You have a fairly good beat on what we want to accomplish. I just don't know how open-ended I want it, you know, like I don't know. We'll figure it out. Feel free to -- to -- to laser in on the thing and I'll get you the thing that we want to laser in on because I don't know what any of that's going to be.

Interviewer: Okay.

Justin: If that makes sense.

Interviewer: Yeah. Well, I'm not -- I'm not sure that I have a laser like most of this stuff has emerged.

Justin: Copy. Okay. Let's let you do [indiscernible 00:00:40] then. Sorry. Make it right.

Interviewer: Oh, I [indiscernible 00:00:47] like I did write something down [indiscernible 00:00:49] this one so that I get my best thing here.

Justin: Looking right here is this fine. My hat's not shadow on my face too much, right?

Interviewer: No.

Justin: Cool.

Interviewer: Come on [indiscernible 00:00:59]. This question that I had here is way more appropriate for the confessional, so I'm going to just wait for that. Okay, because this is supposed to be more [indiscernible 00:01:13].

Justin: Yeah.

Interviewer: Okay. [indiscernible 00:01:15] good.

Male Speaker: Yeah.

Interviewer: Okay. Just one more time your name.

Justin: My name is, hi, I'm Justin McAleese. I am 39 years old and I'm from Fresno, California.

Male Speaker: [indiscernible 00:01:25].

Interviewer: Oh, yeah, it's all the word was like oh.

Justin: Super down. Good, half Dracula, half kilo.

Male Speaker: Yeah. We had the [indiscernible 00:01:34].

Interviewer: One more.

Justin: All right. Hi, my name is Justin McAleese. I'm from Fresno, California. I'm 39 years old.

Interviewer: Justin, when we initially talked about doing this project, you were on a plane flying 2,000 miles away, and you said I don't care. I want to do this project. We need to do this project. Why was your reaction that?

Justin: In the business I do, we shoot a lot of things that probably are important to the people that we are doing them for, but are probably not important on a broader scale. And we do a lot of commercials for things that may or may not need to be bought and for musics -- music that may or may not need to be heard and all that sort of stuff. So you're helping people that -- that want to try to peddle their thing and that's good because those people need to have that opportunity, but when it comes to something that I think has a broader effect and can actually help people and change their lives, in my understanding of that, this was one of those things that comes along rarely that totally made sense and clicked and said like this is the thing I've been waiting for to be able to tell in a way that it's compelling so that people can let it -- they can embrace it.

Interviewer: What do you feel is different? What -- what is the biggest thing that you think is different about this project than other lifestyle related films out there? I like the -- there's a few things. For one, it's focused; two, actionable. You know, you can -- you can take things off a list and go do those. I think that you could watch -- it's sort of a divisible in terms of you could watch any one of the 14 reels, the chapters within the movie and I think you can get something useful out of it. So I think that's really, that's something that most things don't have you -- because I knew that we could approach it in a way to where it would affect different people's lives differently and hopefully, in a profound manner all along the way.

And number four, we're not selling anything, like we're -- we're especially in the feature like we're giving away everything we have to give, like that's it. Take everything. That's the end. Thank you. I hope it worked, like that's a really good feeling to not -- to not leave

anything on the floor. Yeah. I think that's or yeah, on the bench or in the game or whatever the...

Interviewer: On the table.

Justin: On the table, whatever the metaphor is that we're trying to go for, I think it's incredible to be able to have the information to reach an audience and really truly care that they get that information.

Interviewer: I've been – very good, okay.

Male Speaker: Yeah. Did you get your things like [indiscernible 00:04:40]?

Justin: Maybe not. Keeps grabbing I'll do it.

Interviewer: Quick duster.

Justin: Yeah, I did some, but maybe not enough.

Male Speaker: Where is it? Where did it go?

Justin: I might -- it's I think I lost the one that I used.

Male Speaker: Oh.

Justin: Yeah. It was already used. Yeah.

Interviewer: I had more questions, but I will wait to ask.

Justin: That's it.

Male Speaker: [indiscernible 00:05:07] you will make it.

Interviewer: You know I was doing the powder for Jamie and he said, "Well, this is invisible powder and don't worry. It's not going to make you invisible." She was like, "Oh, thank God. I was concerned."

Justin: Jamie looks like she's always been thin.

Interviewer: Isn't that crazy? It's like the opposite is true. She's always been...

Justin: Yeah.

Male Speaker: All right.

Interviewer: Are we good?

Justin: Yeah.

Interviewer: So just then you know that not only myself, but dozens if not hundreds of people have been trying to communicate a message similar to what we have been communicating. Why is communicating this message via this method and this mechanism of film so important?

Justin: I've spoken to a lot of people and for most of their lives, they haven't had viable answers about what to do about their body issues and the way they feel and not only just size or weight or numbers on scale, none of that, just like they don't feel good inside out psychologically body like everything about them feels bad and they fight it and that problem is not getting better. And there are a lot of reasons for that, but I don't care that much about the boogeyman or anyone trying to sort of pull the strings. I just care about giving them the correct information so that they can find their own answers in their own life and like make them happen. And it is a problem that is getting worse at an exponential rate.

Diabesity, you know, I wasn't aware of that besides the fact that I walk around in America and I walk around in Japan and that's not the same. It's not even similar, like we could be in Japan for four days and not even see an overweight person, like there is a difference and it's not just genes, like it's more than that. And it's cultural, and it's what we eat and it's -- it's how we exercise and it's how our lifestyle is and those are things that need to be changed because there's no reason to have a situation where someone says, "I want to be something that I'm not and I don't know how."

Interviewer: How has -- what role has food played in your life personally?

Justin: I was brought up a vegetarian. So I've been a vegetarian most of my life on and off and being a vegetarian I think actually made me stronger in a way because I was like different, like I'm already way different than most people, but it also made me a little more different, like I had to stand up for the thing and be like no, I'm not going to -- I'm the only one in the room that's not going to do that thing, like whatever that is, like you're having pepperoni pizza. I can't have pepperoni pizza. I'm not going to do that and so a lot of times that's been my thing and being at barbecues, cookouts and all those things like I -- like I've -- I've had two burgers in my entire life ever and so that's a thing that has affected me deeply like that and my -- the more I read say the calorie myth and your

previous stuff even sort of before that or when that was happening, but that was the next year like that plus all this other science that is emerged.

I go back to what my dad always said. My dad was the vegetarian and vegan sometimes and -- and he's -- he's always had like white flour and sugar, white flour and sugar, white flour and sugar and like those are the things that we don't want, like that's the worst thing, white flour and sugar. And he happens to have a good set point and my mom would always be talking about like how could he eat so many nuts, like the guy just loves nuts, and he loves avocados and they're so -- there's so much fat in those like how does that work and like that stuff and I always just was like I don't know. This works pretty well and he eats carbs, eats a decent amount, but -- but it works for his body and it does all right and they're high-quality carbs for sure.

And so I feel like I've always understood what was healthy, but I didn't necessarily understand why and I know that there were holes in that logic, yeah, which I don't -- which doesn't like sit well with me, like holes and logic doesn't work for my brain and then it like has to try to figure out why and like draw my diagram in my head, like everything else to be like on a chart or a diagram or something like that so that I understand it inside and out or else I don't know it at all. It's like all or nothing I think.

Interviewer: And so did this help you get that complete picture?

Justin: Yes, absolutely, coupled with hearing people talk about it and how it has changed their life, I mean, that obviously is important is to get it from someone who's actually tried it. I did make some life changes when I read it the first time. So the calorie myths six years ago, whenever it was, 2012, yeah, so six, and I -- I focused more on different things and -- and definitely changed the way I ate. Yeah, and I lost 30 pounds, 35 pounds, you know, like I -- I was when I was the heaviest, I am 35 pounds below that right now I would say. Yeah.

So that's like I and I -- I remember thinking like, oh, I guess, I'll just sort of be this way or those other guys -- I just get older and it's going to -- it's going to -- I'm going to be sort of have a potbelly now, like that's how it's going to be or I just need to stop eating this stuff, but I don't really want. I know it's hard. So I'm naturally blessed with a thin, you know, I'm just kind of going to be that way pretty much, but at 35, I'm like, well, I need to do something about this a little bit. Not huge stuff. Not what these people have -- these other, you know, people I have been talking to have to do, but I have to do something.

Interviewer: What -- so you -- you started dipping your toe in this arena many, many years ago and then now you've like totally kind of submerged yourself much more deeply into it.

Justin: Sure.

Interviewer: What surprised you most during that deep submersion into it?

Justin: I would say that I've learned more that really stuck with me in the last year like -- like actually studying this now than I did there because that was -- that was definitely like, okay, I need to focus on protein and -- and vegetables, non starchy vegetables and like just sink into that and get rid of bad carbs, get rid of sugar and those things seem fairly obvious to a lot of people. So I don't like to sort of state that simply, because that stuff doesn't matter to me unless I understand it, and I understand it better now than I ever have.

And some of those things that say Dr. Ludwig said and really understanding what my dad was trying to tell me 35 years ago is like your cottonseed oil -- he'd always talk about cottonseed oil too. It's like the worst oil, right, and it's like anything that had it in it was bad, that's poison. The sugar, the -- and -- and your -- your -- your white flour poison and understanding that other things fall in that category, other types of low quality carbohydrates and starches fall in that category, that's been the revelation for me, the starches, and knowing that like the whole food fats are like, no, that's what we want.

And then the fundamental difference between fruits and vegetables and you save fruits and vegetables, and that's like a misnomer of the century because vegetables are -- fruits are vegetables with 10 times more sugar or whatever it happens to be, and that's like a crucial difference, and that like if I can do one thing, it would just be and not that I'm against fruits per se, but they've been so bastardized in the last 100 years because people want the sweeter one. So they're going to make the sweeter one, like when you start looking at the food, when you start looking at food as the person who is trying to sell this to you is going to make it the richest, and sugariest, and saltiest, and butteriest and whatever those things are that they possibly can, then you realize like they're fighting a war against your own ability to taste things that are normal and that's scary and that's their job.

They do that. They're good at it. Great. When you go there and you eat that thing, it's delicious, but you did and everything else. It's like listening to music at volume 11 forever

anytime you go into that place and you're like this sounds great and then you just you can't listen to anything lower than that because your ears are busted.

Interviewer: It's very analogy. If people watch this film or this series and leave with an understanding of three things, what do you want those to be?

Justin: Oh, man, the three fiber water protein, thinking about fiber water protein for sure and the three foods that we're going to focus on food groups. So we're going to focus on our non starchy veggies and nutrient-dense proteins and -- and whole food fats. So those are definitely important, but I would say even more is like high quality versus low quality. I think, I think if you want to say, I want to talk about set point, I want to talk about -- if you approach everything from a high quality versus low quality direction, position, then it is incumbent upon you to reach for the good thing instead of trying to eliminate the bad thing.

And so many people that I've talked to were just trying to get rid of a thing, and they were filling it in with more bad things because they didn't really understand and the science wasn't there a bit ever being told lies whatever, but they were backfilling with terrible stuff, but less terrible stuff. And if you think about less terrible stuff versus some good stuff and then no bad stuff versus a lot of good stuff, like that that value proposition is obvious. No one can deny that. No one can look at that and say like, well, I don't like I guess I -- I guess a lot of high quality stuff is okay, but I'd rather have a bunch of mediocre inputs whatever that is, whether that's sleep or -- or -- or your lifestyle or walking in the trees or having valuable relationships or deliberating stress to the effect that you can, not even mentioning food, but all those things like approach that in a high quality, that's what I want because that's going to increase the quality of everything else around it, like that becomes a game and like we love games, and that becomes a thing where you can optimize. And optimization is such a -- it's such a lofty goal in terms of that stuff because every one of those things is only good for you and good for everyone else around you. Sorry.

Interviewer: Can you mention that there is such things as non-animal proteins when like as everyone say nutrient dense protein, you will get your protein from animals. Do you besides where I get [indiscernible 00:16:49] or whatever?

Justin: Some of it, yeah, yeah.

Interviewer: I just want one person.

Justin: But why is nutrients -- but nutrient dense doesn't mean...

Interviewer: That's one person dimension, ah, nutrient dense proteins doesn't even have to be animal proteins.

Justin: Okay.

Interviewer: It could be more plant proteins because that's true, right?

Justin: Yeah. Yeah. I...

Interviewer: I would [indiscernible 00:17:04].

Justin: Okay, because I thought those are quite a generic...

Interviewer: [indiscernible 00:17:09].

Justin: All right.

Interviewer: Everyone just says...

Justin: Yeah.

Interviewer: ...animal protein.

Justin: I think let's -- let's just keep going. When you're talk -- when you're talking about a high-quality food lifestyle and these are not diets. This is not a diet is a thing in most people's minds that is a temporary thing that you are trying to go on to fix a problem temporarily to like reset the gauge and I don't think of it that way at all. And when you're talking about say nutrient dense proteins, you can work a lot of things into that because that's something that separates a lot of people. So when you have, you know, omnivores versus vegetarians versus vegans, there are a lot of ways to go about that and there are very good options like there are very good options for vegans and vegetarians in that realm. And if that's what's separating you from something else that every -- everything else about it is really high quality and you're like well, if -- if I have to be on that diet, then I have to eat that, then I'm not going to do it, then I think you're missing out on an incredible opportunity to embrace what it has in a plant-based lifestyle in terms of that and as long as those are high quality plants, as long as you're not stuffing yourself with a bunch of starchy stuff and then like a bunch of, you know, things that are super packaged and processed and everything about that with regards to getting your protein in a vegan or vegetarian lifestyle, then I think there's room for everyone and there's room



for every Creed and idea in ethics background in that, and that's really enlightening and inclusionary.

Male Speaker: No, [indiscernible 00:18:54], but that's fine. [indiscernible 00:18:56].

Justin: There's – okay, great.

Male Speaker: That's fine [indiscernible 00:19:01].

Interviewer: The -- one of the things you were saying earlier was around the point of pursuing the positive rather than attacking the negative. As a culture, what do you think would happen if we focused on pursuing the positive rather than attacking the negative?

Justin: On social media as of late, it's been decent amount of time on there. It's a good sort of way to interact with -- it's a good way to study people instead of your friends and studying who you spend time with in one way or another, and I've tried to approach everything from a what do I want the end result to be, like for everyone, the good of everyone theoretically, the best I can figure that out, and how do I reach toward that result and not make it anyone else's -- anyone else be the bad guy until we get there, like I just want that result.

So when I try to focus on results-based things, then that's a positive outcome and if you think about that positive outcome as say Western civilization and you're striving for those goals that are always like a little bit out of your reach because they're good for everyone and because they're the best of like what we can create as a society, you're reaching for something, then that's like a point of motivation that means you never stop until you get there because you'll never get there because it's always like we can do a little bit better. I want to do better and not in a debilitating way, but in -- but it is the opposite of the antithetical way of we're not doing very well. We're doing poorly, like that's good to understand – to like identify to point at, but that doesn't help you move on. I think understanding that we -- we have more capabilities in us than we ever imagined when we are put in the right position to be able to utilize those capabilities, like that's what I want to talk about.