

Interviewer: Maggie can you just tell me a little bit about your history in the wellness world?

Maggie: My history in the wellness world goes back probably 25 years when I started writing books on bodybuilding and I began to learn a lot about nutrition through that because bodybuilders are very much into nutrition. In fact, that's what they know most about. Drinking protein drinks and going in the gym. And from writing bodybuilding books I got an opportunity to do a diet book and from there I started going diet books like crazy, and to-date I have authored, co-authored or ghost written more than 65 books most of which are in the diet category and probably some of the most well known diets that people have been on I was involved in that project. I have also written diets, designed diets for books, and so I am kind of the diet queen of the publishing world.

Interviewer: Beautiful. Can you talk a little bit about how many copies of your books you think have been sold around the world?

Maggie: I would say copies of my books have ranged in the millions around the world. Probably several million of my books have been sold globally.

Speaker 2: Just a point I want to make that was perfect how you took his question and put it in your answer, so it was a complete sentence that's super going out for us because we can't always hear him all the time so very good.

Maggie: I learned that through a program I was put in called Communispond when I was a fledgling PR manager and I made a presentation in front of some managers one time without any experience, and the plant manager said to my boss, "We need to send her to Communispond if she's going to be our spokesperson to the media," and that's one thing I learned.

Interviewer: Funny. So, you have sold millions of copies of books worldwide. You are the queen of the diet industry. You've been doing this for over 2 decades. What surprised you about the SANE Lifestyle?

Maggie: Several things surprised me about the SANE Lifestyle. I thought I knew pretty much everything there is to know about dieting, about nutrition, about macronutrients, micro-nutrients there wasn't anything else I could learn. Boy did everything changed, a couple of things. SANE talks about the macronutrients essential amino acids, protein is essential, essential fatty acids, fats are essential. There's no such thing as an essential carbohydrate wow that rang bells in my head. I have never heard that before and here I

am a nutrition and diet expert. There is no essential carbohydrate. They are not needed. On the SANE Lifestyle Program we get the carbs we need through non-starchy vegetables. We get all we need, and that was a revelation to me. I looked at carbs completely differently from that point forward. We don't really need them, so that was one big thing. The other thing was I had never heard fats described as whole food fats. I'd never looked at olive oil as a processed food or any kind of oil, but it is. That opened my eyes to a whole new concept of fats, so eating whole food fats like coconut flakes, nuts, egg yolks that was new knowledge to me and boy was I humbled when I thought I knew all this stuff about nutrition and it was simple but what eye-opener to me, I mean I was amazed by that.

Interviewer: Literally perfect. Can we talk more about carbs being non essential?

Speaker 2: And that first – that truck was a little loud.

Interviewer: So, where the carb as being non essential I think is what overlapped?

Speaker 2: Yes.

Interviewer: So, just so we talked about...

Maggie: Where should I pick up?

Interviewer: Protein is essential, essential amino acids. Fat are essential, essential fatty acids boom. By the way that was some of the best things we've captured this whole time.

Maggie: I said that on the confessional too.

Interviewer: Okay, that is exactly and you can hopefully see how you are uniquely qualified. No one else is going to be able to speak like you just spoke, so that's great.

Maggie: Well, my eyes were opened about the macronutrients. I learned things I didn't know before. For example, there are – my throat is like...

Interviewer: You need water.

Maggie: I probably need some hot tea or something.

Interviewer: I have cold tea inside.

Maggie: Something like hot water.

Interviewer: Do you need hot tea right now?

Maggie: Yeah, because hot tea loosens your vocal cords that's what I tell people who speak in public and I feel very froggy right now.

Interviewer: Okay.

Maggie: Sorry about that.

Interviewer: That's okay.

Speaker 2: I can call someone.

Interviewer: I can't get you hot tea right now because they're filming in the kitchen but I can get you water.

Maggie: Okay. Let me try some water.

Interviewer: I haven't opened this. Can you just [inaudible 00:06:02]?

Maggie: Okay.

Speaker 2: Okay, set.

Maggie: Ready?

Speaker 2: Yeah.

Maggie: Well, in terms of the macronutrients protein is essential, we need essential amino acids. Fats are essential, we need essential fatty acids. Then carbohydrates, there is no such thing as an essential carbohydrate and that was a big revelation to me. We really don't need them. We get them through non-starchy vegetables and we get all we need. So, I had a completely different view of carbs that I never had before, and I thought I knew it all. I didn't know at all and I learned that. It was amazing, and then the concept of whole food fats in the SANE Lifestyle Program. I never looked at olive oil or any vegetable oils are processed foods, but they are processed. We need to get our fats as whole foods; shredded coconuts, nuts, seeds, avocados, egg yolks. I never knew that before. I never heard that concept of whole food fats and it just was eye-opening to me. It was truly eye-opening, real revelations.

Interviewer: Great. Maggie one of the concepts that some people find to be novel about the SANE approach is that it's not about you consciously needing to count calories in

and count calories out, but rather that there's this concept of a setpoint then your body kind of automatically balances you out. Can you talk about what the setpoint means to you, and was it novel to you, was it interesting?

Maggie: When I first heard about setpoint through SANE Lifestyle I was thinking well that's a concept that's been around for really long time. I can remember books written about setpoint over 20 years ago. So, it was interesting to me that setpoint was coming up in a new context because 20 years ago it was more of a theory, and now setpoint is scientifically proven to be valid.

Interviewer: I can't script this. Thank you. Okay. I was like that's great. Okay. So, let's keep going. So, the scientifically proven concept of setpoint now what is that concept?

Maggie: Okay. I'm going to have to do this a couple of times.

Interviewer: That's fine.

Maggie: A setpoint is a weight that our body wants to stay at or go back to. We either have a setpoint that's very high or we have one that's very low. If we have a setpoint that's very high our body wants to hold onto its fat stores and stay there and not go any lower. If we have a low setpoint our body wants to go to a point where it's getting rid of fat stores, so it can stay there. So, it's a place our body wants to be and the science now tells us we can change our setpoint. We can lower our setpoint and we can keep it there and that's how we stay naturally thin.

Interviewer: How do you lower your setpoint?

Maggie: Wow that's you on SANE.

Interviewer: What might be easier to say name some of the foods that help you to lower your setpoint non-starchy vegetables nutrient-dense protein, whole food fats?

Maggie: It's actually pretty easy to lower your setpoint. You just have to remember to eat three main simple to understand groups of food. Nutrient dense proteins and we're talking about lean meats, poultry, lots of fish to lower your setpoint so nutrient dense proteins. Non-starchy vegetables that's the big one, eat lots of non-starchy vegetables they're low in sugar, they don't turn to fat, they are used by the body very efficiently so the more vegetables you eat the lower your setpoint is going to go. And then of course, whole food fats, you need those fats to build hormones in your body and having hormones – let me backup okay what I want to say about that, and then eat whole food

fats. We need fats to manufacture hormones in the body, and one of the reasons why people have an elevated setpoint is because they're hormonally clogged and their body cannot burn fat. So, eating the right kinds of fat, comes in, creates hormone balance and your setpoint naturally lowers that's very easy through categories of food. Eat those consistently and your setpoint will automatically lower.

Interviewer: This is so great. Okay. So, you touched on hormones already. Setpoint what we talk about is – what is your setpoint determined by brain, gut, hormones?

Maggie: Right, that's right.

Interviewer: Would you be willing to talk about what is your setpoint is sort of made of, and then just a little bit about brain, your brain gets inflamed, your guts get dysbiosis you get leaky gut and your hormones get out of balance. But by eating SANE foods like non-starchy vegetables, nutrient-dense protein, whole food fats you can heal your brain, you can heal your gut, you can heal your hormones. Just something tying setpoint to its three parts?

Maggie: Okay. I know it's the gut, the brain, and what was the other one?

Interviewer: Hormones.

Maggie: Hormones, they all work together.

Interviewer: It's just the way that I remember it because you're on camera, so it's easy. So brain one, brain two, and what helps them talk hormones?

Maggie: Okay.

Interviewer: So, this talks to this through hormones. This gets all messed up, and then you heal through non-starchy vegetables, nutrient-dense protein, whole food fats?

Maggie: Right. I should have done like some more [inaudible 00:12:25].

Interviewer: This is literally – I am glad you didn't, because you would probably be more rehearsed, instructed and this is perfect.

Maggie: The reason that our setpoint gets elevated has to do largely with hormones and most people are walking around hormonally clogged. Their bodies aren't using insulin, their feel full hormones in the stomach aren't working, and so kind of dealing with fighting an uphill battle. But when you eat those three categories of food nutrient-dense proteins,

non-starch vegetables, and whole food fats you can heal your hormonal system and the way that you do that is by healing your brain which gets inflamed because of processed foods and all the junk we're eating, and your guts get leaky which means that nutrients just literally leak out of your gut. And the brain and the gut talk to each other, so if they're messed up over the wrong foods they're not communicating. The conversation is not going on, so our hormones are completely unbalanced and nothing is going to happen to lower setpoint and get to a naturally thin weight.

Interviewer: Perfect. I want to do that again, because it's so important, it's beautiful and let's do a less detailed version this time not because that was too detailed but just like setpoint is determined by your brain, and your gut, and your hormones?

Maggie: Okay.

Interviewer: If those are messed up you have a high setpoint. If they're healthy you have a low setpoint and the way you shift up and down on that scale non-starchy vegetables, nutrient-dense protein, whole fat?

Maggie: Okay. Your setpoint is determined by your brain, your gut, and your hormones. Okay what was the rest of that?

Interviewer: First of all, like that sound bite right there we will use that was perfect. So, your setpoint is determined by your brain, gut, and hormones.

Maggie: Okay.

Interviewer: If those are broken or unhealthy?

Maggie: Okay. If those are broken or unhealthy...

Interviewer: Can you start at the very beginning?

Maggie: Okay. Your setpoint is determined by your brain, your gut, and your hormones. If those are messed up then you're going to have a high setpoint and not be able to get to a naturally thin weight.

Interviewer: Perfect, good. Let's talk a little bit about...

Maggie: You want me to say and you can heal all three aspects of those. You can heal your brain, gut, and hormones by eating...

Interviewer: Yeah, if you don't mind this is like a master thesis point, I mean when people finish watching – when people watch diabetes movie we want them to understand how big the problem is. We also want them to understand that the fundamental root of the problem is that you have an elevated setpoint. What the hell does that mean? That means you have inflammation in your brain, dysbiosis in your gut and imbalanced or dysregulated hormones and what the hell do you do to lower your setpoint? When you heal those things how do you heal those things? Non-starchy vegetables, nutrient-dense protein, whole food fats so we can literally just like keep running through that logic over, and over, and over again because it is the whole thesis of the entire movie and having you speak to it is super helpful?

Maggie: Okay. So, what's the next question?

Interviewer: Yeah. Yeah, so actually we're going to kind of just do it again. So, tell me what determines if you have a high or low setpoint and then what do you eat to go from a high setpoint to a low setpoint?

Maggie: What determines whether you have a high or a low setpoint has to do with three factors your brain, your gut, and your hormones? If those three things are messed up you're going to have a high setpoint. If they're healed you're going to have a low setpoint. So, the question is how do you heal those three aspects. Pretty simple nutrient-dense proteins, non-starchy vegetables, and whole food fats you eat to heal your hormones and you eat to lower your setpoint.

Speaker 2: Non-starchy vegetables are first in the list.

Interviewer: Yeah, in the list. Does that...

Speaker 2: Just by [inaudible 00:16:58].

Interviewer: Yeah. Let's talk about that. So, Maggie can we talk a little bit about – and you don't have to say anything if you don't agree with what I'm saying, but there have been diets and lifestyles in the past. For example, like keto right now eat lots of protein and fat. People have heard protein and fat message, but what is semi-unique about SANE is it is like take the best plants in the world and eat a shitload like almost an absurd amount of them, so it's not Atkins. So, it's like taking the best of plant-based and the best of paleo or – because and this would actually be cool just for you – let's just talk about this a little bit because you've seen all the diets.

Maggie: Right.

Interviewer: So, SANE is kind of taking pieces and highlighting. If somehow you could communicate it's taking the best of everything that would be kind of cool, if you think that?

Maggie: Let me just kind of expound on that. I've seen a lot of diets. I've worked on a lot of diets. I've created a lot of diets, and working with the SANE Program again revelation. It takes the best of every diet I've ever seen and puts it together, which makes it very unique. And I think one of the most unique parts about it is its emphasis on plants, on vegetables. Everybody is saying protein is the key nutrient. You got to have protein. This diet says eat more protein, that diet says eat more protein. As a country as a society we don't really need more protein we need more vegetables. We actually need more fiber than we need protein. We're deficient in fiber. As a country we're not that deficient in protein, and the SANE Lifestyle Plan emphasizes vegetables, I mean 10 servings a day you're going to get protein and protein is what is going to create satiety, fullness. So, the more vegetables you eat the healthier you're going to be, the healthier your hormone system is going to be, and the lower your setpoint.

Interviewer: Let's keep going. So, talk to me about the therapeutic impact – so non-starchy vegetables super high in essential nutrients blah, blah, blah tell me about how healing they are because I think you've had some pretty powerful personal experience with food being medicinal in people and how important vegetables – please say non-starchy vegetables whenever possible, is in that?

Maggie: The SANE Lifestyle Program really emphasizes non-starchy vegetables. We're talking about lots of greens, talking about colorful vegetables, vegetables that have a lot of fiber and nutrients in them, a lot of magnesium too. That's one reason why the program works so well for people with diabetes, because they tend to be deficient in magnesium and other nutrients. So, along comes non-starchy vegetables and they have a healing effect on the body in many, many ways on many, many levels because of their nutrient quality.

Interviewer: Can you tell me about someone in your life

Maggie: Okay, all right. I had this on the other tape, but okay let me tell that story. Let me think about how I set this up.



Interviewer: I don't know how you did it on the other tape, but one thing that will be helpful here is the viewers have heard you talk about healing, they've heard you talk about setpoint, they've heard you talk about brain, gut, and hormones and how that's scientifically proven and you've seen all these diets. If you can talk about how that science was brought to life in a person?

Maggie: Right. Okay, I got you. I have known a lot of people with diabetes and diabetes, and they start off by taking one drug, another drug and before long they're on insulin when in fact all they really needed to do was get on the SANE Program and heal through nutrition. I have a friend named Sam who was very, very overweight, 300 plus pounds. He went to the doctor in May of 2017 and was diagnosed with diabetes. He is one of the few people I know who actually took it seriously...

Speaker 4: Speak to the [inaudible 00:21:48].

Maggie: No you can't listen to me.

Interviewer: Sorry we're actually doing a story right now.

Speaker 4: I am sorry.

Interviewer: That's fine.

Maggie: I don't want anybody hear me on camera.

Interviewer: No, no it's absolutely fine.

Maggie: Okay let me take that.

Interviewer: Yeah, fine. As soon as this finishes we need to put on a sign on the door which says do not walk in here.

Maggie: Okay. Many people do not take diabetes seriously. I've seen this time and time again. They'll be prescribed one drug, then they'll be prescribed a second drug and pretty soon they were doing oral drugs and they're on insulin when nutrition could heal them. Example, I have a very good friend named Sam who in May 2017 went to the doctor. He was 350 pounds overweight, went to the doctor. The doctor diagnosed him with type II diabetes. He took it seriously. He looked at it as a death sentence and decided right then and there he was going to lose weight, so he did what he knew best at the time which was to count calories. That's what he had done all his life. He was a yo-yo dieter and all that, so he started counting calories. He was eating things like oatmeal,

and watermelon, and grapes 1200 calories was what he was trying to do. Well, I noticed that he was only losing like a pound a week, and he is a guy and a big guy and guys lose weight fast. I'm like what's up with this why is he just losing a pound a week? This makes no sense to me. So, he goes through the summer at that rate and he is really not losing weight. Well, I started working with SANE and I discovered all these eye-opening facts about the healing effects of SANE nutrition. So I told him, "Let's try this. Don't eat any watermelon, don't eat any grapes, don't eat any oatmeal. Go on the SANE Program you're going to eat nutrient-dense proteins, you're going to eat non-starchy vegetables and a lot of them, and you're going to eat whole food fats. That's it. Not even blueberries right now. Do this." Oh my goodness I get chills thinking about this. He starts losing four to five pounds a week and consistently loses it, and he keeps on going like this and he was faithful to it and he is losing weight like crazy after 3 months of barely losing anything. So, he continues on this program, the SANE Program, and 7 months after starting it he goes to the doctor. He is examined. The doctor says, "You no longer have diabetes," and take him off the drug. It was a miracle, but it can be done. And I have told other people this who have diabetes, type II diabetes, but they don't want to go with the true solution. They just continue on a different path, but he is an example of how you can cure diabetes. Then a few months later he went to his eye doctor for an annual eye check, routine stuff, and an optometrist can look at your eye and tell whether you have diabetes or not and he couldn't see diabetes in the eye exam. So, Sam is completely free of diabetes. It was incredible, and so we tell everybody this story because this program can cure you of diabetes. Maybe I shouldn't use the word 'cure' but it can stop, reverse it whatever. It is the solution, and if more people would realize that the rate of diabetes would go down greatly.

Interviewer: Awesome, awesome, awesome so good. That is so helpful. Thank you. So good we're rocking, this is great. Let's talk a little bit about...

Maggie: I should say something about – I don't know I may have said it in other interview, but I wonder if I should bring up the fact I have written two books on diabetes and I wish I had had the knowledge that I have now back then because information was so outdated.

Interviewer: Yeah. I think that will be great talk a little bit about what you have seen over – because I think one of the reasons your story is so interesting is because you have seen so much. You have done so much. You have lived through so much. What have you seen is changing, what gives you hope, what frustrates you about the past but then gives you hope for the future and if you wouldn't mind using the word 'diabesity' that

would be fantastic, and then if you want to tie in Sam's story because you know Sam he had diabetes and he cured diabetes because he has lost this much weight. There goes the obesity and his blood sugar is this. There goes the diabetes. No more diabetes?

Maggie: My friend Sam is a very good example of diabetes and diabetes is when you basically get so obese that your hormonal system causes you to have diabetes. And this is what's happening in our country a diabetes epidemic. So, if your kids are getting overweight, if your family is getting overweight, if you are getting overweight diabetes could be right around the corner and this is what diabetes is all about. Sam was a perfect example of that. He had been overweight, obese most of his life and boom all of a sudden at age 67 he gets diabetes. Perfect example of diabetes. So, he goes on the SANE Plan, sticks to it religiously, and within 7 months he has lost almost 100 pounds and his doctor says you do not have diabetes. So, overall Sam not only cured himself of diabetes he cured himself of diabetes.

Interviewer: What have you seen change when you think back to when you started your career what has changed since then, do you wish you knew what you knew now then how would things be different if you did?

Maggie: When I started my career in the health and fitness industry I wrote a lot about the importance of carbs. In fact, a lot of diets that I wrote and designed had to have carbs in them. You had to eat carbs for each meal, and now looking back knowing what I know now that was not right. I have written two books on diabetes and I remember writing about the importance of whole grains, the importance of wholegrain bread, the wholegrain pasta. Have these in your diet because that was the mantra for years, but now we know that's not right. It's not good to tell people to eat carbs or lots of them. Sure, when your setpoint gets lower your body can handle a few carbs, but not when you're trying to lower your setpoint and get to a healthy body and healthy weight. So, had I known then what I know now, what I wrote about diet, diabetes, and diabetes would have been completely different.

Interviewer: If you don't mind I would like to chat a little bit about you and your life, because you are vibrant, because your mind is so robust, right I mean you are working on books simultaneously do you attribute any of that to high quality lifestyle, high quality eating how has it impacted you personally. Obviously, you haven't struggled with your weight but this is not just about weight?

Maggie: Nutrition is important for your body, but it's also important for your mind. As a health and fitness writer I go 12 hours a day sometimes writing because I have deadlines, I have research, I have to do all kinds of things and if mind isn't sharp then I am no good to anyone or to myself. I have to have a sharp mind to produce, to be creative, to make deadlines, and to be good for the people I work with, and so nutrition is very, very important for the mind. It keeps you focused, it improves your memory, it improves your thinking, mental acuity all of those things. If you are putting junk in your body your mind is going to produce junk, and so I am very, very aware of how I eat. Carbs again are another example; if I have a lot of carbs at lunch what do I want to do the rest of the day? I want to take a nap. Okay, that means I've lost 3 hours of good productive work. So, I've learned to listen to my body and I know what I need to eat in order to be very, very focused and I have found personally that when I eat sanely – again nutrient-dense proteins, non-starchy vegetables, whole food fats when I eat clean and sanely like that I am much more productive.

Interviewer: Awesome. Can you give me an example of – so a lot of people are going to hear this and they're going to say wow Maggie that's amazing but I could never do that? Let's make this very concrete and simple for people. What should they be eating for breakfast just some examples?

Maggie: Okay.

Interviewer: Because you could even like what do you eat for breakfast or what would you tell your friends who are like, "Maggie I'm ready. I'm ready to not have diabetes anymore. Take me through a day. What do I eat for breakfast, what do eat for lunch, what do I eat for dinner, what do I do about desserts and snacks? And we could make those separate questions if you'd like?

Maggie: One of the aspects of the SANE Lifestyle Plan is that the foods are so easy to prepare and they're so delicious. For example, I get up in the morning my favorite breakfast is the SANE Meal Smoothie, and that's putting a bunch of greens in my blender, maybe some coconut water or almond milk, handful of blueberries, protein powder, some ice cubes, and cinnamon whatever I have on hand, maybe some shredded coconut and I blend it up and I drink it down. It immediately rehydrates me. It's taken 5 minutes. I am ready to go that's my favorite SANE breakfast. For lunch I like to have greens again, big pile of greens, tuna on top, salmon, grilled chicken just a salad like that with some MCT oil – medium-chain triglyceride oil or coconut oil with some balsamic dressing that's lunch for me. Dinner again very easy a nutrient-dense protein,

maybe a flay of salmon baked with some steamed non-starchy vegetables, fantastic. And there are so many choices we have now for vegetables. I love riced cauliflower, for example. That's one of my main veggies for dinner. I make stir fries with that and it's fabulous. So you never feel deprived and the fact that we have all these great substitutions. I love zucchini noodles, I love spaghetti squash all of those things that take the place of carby pasta that's what I eat and it's delicious. In fact, I'm full all the time and I feel great.

Interviewer: And I love this concept of SANE substitutions. I think you've come up with some granola for example, and lasagna?

Maggie: I love my granola.

Interviewer: And you've done some other things for Super Bowl party I think?

Maggie: Yes. I am single so I have to cook for myself, which isn't always fun but I have found I love cooking with SANE substitutions. And one of the best recopies I have found is SANE granola and I have tweaked this. I love granola. I love regular granola, but it's got sugar in it and it's got carbs in it. Well, you can make a granola from nuts, shredded coconut, seeds, some SANE sweeteners for example, coconut oil. So, I make this usually on Sundays and I make a big batch of it, and it takes 10 or 15 minutes to put everything together. Put it in the oven 20-25 minutes. You've got granola with no carbs in it, and so that's one of my other favorite breakfasts. I have a little bowl of that with some almond milk over it and it's delicious. I've given it to people as a present. Try this do you like cereal in the morning. This is fantastic no carbs, favorite breakfast recipe. The other dish I like to make is lasagna, so you're probably thinking, "Oh, lasagna isn't that fattening?" No, it's absolutely not. You can make a SANE lasagna that is unbelievable. I made one for a Super Bowl Party and in place of the noodles you use sliced eggplant, and then everything else is layered just like you would with a lasagna. Basically no carbs in it just full of non-starchy carbs to the brim really, so I made this for a Super Bowl Party and I took it, I put it out for people to eat and everybody ate it. They didn't even know that there were no noodles in it. It was incredible and they went back for seconds.

Interviewer: Maggie why isn't calorie counting sustainable long-term?

Maggie: One of the big problems with calorie counting is that it gets people in a mode of thinking they can have some chocolate chip cookies. They can have a little bag of potato chips as long as they count the calories. That will not work, because you are counting calories from processed foods. Eating processed foods will now lower your setpoint.

Eating whole foods, SANE foods will lower your setpoint, so calorie counting gets us into a false sense of security that if we count whatever we eat to 1200 calories or whatever we'll lose weight. That's not going to happen if you are counting processed foods in the mix. Also, calorie counting gets us in a mentality that is counterproductive, because we're thinking about the calorie counts we're not thinking about counting nutrients. And we need to be counting nutrients not calories.

Interviewer: Absolutely beautiful. So, part of the reason it sounds like it's important to count nutrients rather than calories is because not all calories are the same and there are four things that make calories different.

Maggie: Right. Let me talk about that.

Interviewer: If you don't mind.

Maggie: One of the biggest problems with calorie counting is that all calories are not the same. You can have a handful of jellybeans that might be 75 calories or you can have a banana – that's not what I want to say, okay I didn't want to say banana.

Interviewer: Use your granola as an example. You could have a bowl of garbage?

Speaker 2: What about pickle?

Maggie: Yeah, okay. One of the biggest problems with calorie counting is all calories are not the same, you'll hear they are but they are not. Let's take an example of granola. Regular granola has – a cup of that, has tons of sugary calories in it or you can take the same granola which has no sugar and no carbs in it. You are getting more nutrients in the same granola than you are in the packaged granola, so they're just not the same. It's all about the nutrients that you're getting.

Interviewer: One of the differences that a lot of people experience and sounds like you've experienced it and I know Sam has experienced is that I can eat 200 calories of sugary granola, I can eat 200 calories of SANE granola and the sugary granola makes me want to eat more granola but the SANE granola fills me up and keeps me full because it is satiating, it has high satiety. Can you talk about that a little bit?

Maggie: That was good what you just said. You should write that down on it, yeah.

Interviewer: Teleprompter?

Maggie: Yeah, teleprompter. Let's use the granola example again. I could eat a bowl of packaged sugary granola and the more I eat the more I'm going to want to eat the rest of the package. That's happened to me, but I can eat my SANE granola and feel completely satiated and full, and I am happy. That's the big difference. That's one reason why calories are not the same.

Interviewer: Perfect, okay. Let's keep going with that because it's beautiful. So, same example the difference in hormonal impact, aggression?

Maggie: Okay. Sometimes I get aggression and efficiency mixed up.

Interviewer: So, just think about it this way. Aggression is spikes the shit out of your insulin and blood sugar, just talk about that, and then we'll get to efficiency later?

Maggie: So, you said granola example again?

Interviewer: Sure. You could say, "Hey I love my granola I'm going to go back to it."

Maggie: Right. Okay, I love my granola example so let's talk about that. If I eat that sugary granola it's going to be very aggressive in terms of spiking my blood sugar and spiking my insulin response. And when insulin gets out of whack I'm going to get hungry and my body is going to want to go into a fat storing mode, but if I eat my SANE granola that's not going to happen. It is unaggressive. It is not going to affect my blood sugar nor my insulin, so it's basically a perfect breakfast to get me going for the day and not spike any of those issues or those hormones.

Interviewer: Perfect. We've talked about nutrition a lot, so we're going to skip that one and now we're going to talk about efficiency if you don't mind?

Maggie: That's where a food will not turn to fat.

Interviewer: Yeah. I think we're going to go to 8:50.

Speaker 2: [Inaudible 00:42:19].

Interviewer: Okay, yeah. Okay, beautiful. Yeah, exactly so the insane is more efficiently stored as fat. The SANE one it's not easy or efficient for my body to store it a fat?

Maggie: Right. I think I should use a different example. I think we kind of...

Interviewer: Why don't you use the lasagna one, so lasagna without all the pasta in it? I am still eating lasagna but one is very efficiently stored as fat in my body the other one is not.

Maggie: Take my lasagna example. Regular lasagna is filled with pasta, it's insane. SANE lasagna is made with eggplant and non-starchy vegetable. The body wants to take carbs like pasta and turn it into fat and it does so very efficiently, but if I eat my SANE lasagna where I don't have carbs in it my body is not going to turn that into fat. It's very inefficient – I don't know if that's good example

Speaker 2: The Flowmaster exhaust on that car was pretty loud.

Maggie: What was that?

Speaker 2: I want to do that one again. The car on that particular one almost overlapped do it again anyways?

Interviewer: Maggie if you want so that one of the key distinctions of efficiency too is with some of these diets everyone just wants to be like they treat processed fats. It's like healthy fat, so they like just eat all this oil but oil is very efficiently stores as fat by your body. So, we want to eat whole food fats because like fiber, water, protein – we haven't talked about fiber, water, protein and those are inefficiently stored as fat by your body, whereas a processed fats are very efficiently stored as fat by your body. And then, we can have one last question where we'll talk about water, fiber, protein a little bit and that'll be kind of a good segway if that's okay?

Maggie: Okay water, fiber, protein.

Interviewer: And if you want we can take it out of the context of – am I making noise?

Speaker 2: Let's [inaudible 00:44:32].

Interviewer: Take it out of context of using any food example; let's talk about science now, and how for example...

Maggie: Let's talk about science.

Interviewer: Let's talk about science. When you eat processed fat it is stored as fat very efficiently by your body. When you eat foods that are high in water, fiber, protein your body is very inefficient at storing this as fat. In fact, it can't store protein as fat, it can't



store water as fat, it can't store fiber as fat. They are completely inefficient something along those lines?

Maggie: When you eat processed fats your body is going to efficiently store that fat as fat. That's what the body does, but if you eat whole food fats the body will inefficiently – that's not what I want to say. I'm trying to think, okay. When you eat processed fats like oil your body is going to very efficiently store those fats as body fat. That's what the body does with processed fats and other processed foods. But if you eat protein, non-starchy vegetables, whole food fats the body is going to inefficiently store those foods as fat. In other words, it's not going to store them as fat. The body does not store protein as fat. Those foods also have lots of water in them; the body does not store water as fat. And fiber is in non-starchy vegetables and whole food fats. Fiber goes through the body. It's not going to be stored as fat. So, when you eat the SANE food groups the body cannot store those as fat, but when you eat processed foods the body is going to efficiently store those foods as fats.

Interviewer: What's the name of one of your friends who keeps...?

Maggie: Dottie.

Interviewer: Dottie, Dottie stop non-starchy vegetables, nutrient-dense protein, whole food fats and Dottie here is why you want to eat those. They're satisfying, they're unaggressive, they're nutritious, they're inefficient.

Maggie: And what about the water, protein, and...?

Interviewer: And Dottie if you want to – the reason they are those things is because they're high in water, fiber, and protein. Don't say Dottie though.

Maggie: Well, the reason why I mentioned Dottie was because it's my first cousin who lives in my town, and she has battled weight all her life and I had told her about Sam and his fantastic weight loss and she said, "Get me the information, get me the information." And I think she was even on one of your sign-up calls. Anyway that's why I mentioned her, and so she'll ask me what do you eat?

Interviewer: Okay.

Maggie: What you eat on the SANE Lifestyle Program is very simple. You eat nutrient-dense proteins, non-starchy vegetables, and whole food fats. Why do you eat those? Because they're satisfying, they are non-aggressive, they are nutrient rich, and

they are inefficient all of that means is that you're getting lots of nutrients and your body is not going to store these foods as fat. Why isn't your body going to store these foods as fat? Three factors, they contain protein, water, and fiber. The body does not store protein as fat, it definitely doesn't store water as fat, fiber goes right through you so it's not going to be stored. This is why the program works. It works well and it's easy to remember how to follow it.

Interviewer: Perfect. Let's do that one more time, because that was great and it's like uber. If possible it's non-starchy vegetables, then nutrient-dense proteins, and then whole food fats so try to lead...

Maggie: Oh, did I do protein first?

Interviewer: Yeah, you did protein first, and then at the end if you want just for this take you don't need to explain why any of it works. You can just – the three food groups, the four factors of SANE and those foods are high in water, fiber, and protein.

Maggie: What you eat on this program are non-starchy vegetables, nutrient-dense proteins, and whole food fats. Why do you eat those? Because they're satisfying, they're non-aggressive, they're nutritious, and they're inefficient. And the reason for that is they contain protein, water, and fiber.