



EPISODE 970

Hidden Stressors That Are Making You Sick & The Truth About Juicing

With Guest Drew Canole

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SHAWN STEVENSON: Are there hidden stressors that are driving our epidemics of chronic illnesses, weight gain, and poor mental health? That's where we're gonna be covering today. In addition, we're gonna be talking about some of these. Things that are exploding in popularity that are supposed to be geared towards improving our health, like juicing. And I'm not talking about the Barry Bonds, Jason GIB kind, the Mark Maguire kind all shot. I'm from St. Louis, that was the epic time. You know the, there's even a highway named after him. He hit 70 home runs. We named Highway 70, the Mark McGuire High Highway. Alright, it was Big Mac Highway. They changed the name after the news came out. Though I'm not talking about that juicing. I'm talking about juicing vegetables and fruits and herbs. Is it really something that is appropriate for improving our health? What types of juices are ideal, if any?

And we're gonna be talking about this with the guy who really, this is real talk. I've known this fellow for 15 years. He was there ushering in this movement towards juicing and making fresh pressed juices right at home. He for me was really like a modern day Jack LaLanne. Now, at this point, when I met our special guest, I'd already been on that juice life for a couple of years, and I mean, I'm talking heavy.

I ran through some juicers trying to get my own health together, but it was so crazy because there were certain symptoms that would happen. Now, my health transformed in the most amazing ways, but certain types of juices left me feeling like I had a crash of energy afterwards where others made me feel vitalized and energetic for hours. Right? And so what were those things? What were those missteps? Now that we have fresh pressed juices everywhere, is this a good thing? We're gonna ask the guy himself about it? But again, we're gonna be looking at the current state of affairs in our culture. What are those things that for many of us are hiding in plain sight that can be holding us back when we have aspirations to transform our bodies and transform our health overall.

And so without further ado, let's get to our special guest and topic of the day. Drew Canole is a health educator, entrepreneur, and founder of Organifi. After gaining nearly 50 pounds as a new father, drew discovered that real health isn't about pushing harder. It's about removing hidden stressors, restoring essential nutrition, and rebuilding safety in the body. Today, he's fitter than ever and on a mission to help transform the health of our families.

His work focuses on foundational nutrition, nervous system health, and helping people normalize their health without force. Let's dive into this conversation. With the incredible Drew Canole. We've got my guy.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Drew Canole in the house.

DREW CANOLE: It's good to be here, man.

SHAWN STEVENSON: 15 years, man.

DREW CANOLE: 15 years.

SHAWN STEVENSON: We've known each other for about 15 years.

DREW CANOLE: Yeah. I knew you back in Be well buzz days.

SHAWN STEVENSON: The be well Buzz. Yeah. I was the resident nutritionist.

DREW CANOLE: Yeah. If Larry and Oxana are watching this, yeah.

SHAWN STEVENSON: Shout out to Larry and Oxana. They're probably DJing in Ibiza. Uhhuh or something. Crazy.

DREW CANOLE: Exactly.

SHAWN STEVENSON: But man, it's just been incredible because you were there in the early days. And to be one of those people who helped to elevate.

DREW CANOLE: Yeah.

SHAWN STEVENSON: This culture of juicing, like you were really to me, like a modern day Jack LaLanne.

DREW CANOLE: Oh, thank you.

SHAWN STEVENSON: So now, like, it's obviously everywhere. Everywhere. I just went to my son's basketball game at one of these, you know, schools he was competing with. And even in these kids' lunch rooms, they've got like fresh pressed juices. You know what I mean? And so the, the game has changed tremendously. But having the guy here and to see the evolution of things, I want to ask you about juicing.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Because a lot of people are doing juice fast. You know, right now to this day, they are looking to uplevel their health to get a lot of nutrients in. What are your feelings about juicing as it stands today?

DREW CANOLE: Oh gosh. Times have changed. I mean, you got oxalates now, which nobody was talking about back then. Genic compounds, all the stuff. But I'm still juicing three, four days a week. Cucumber, lemon, ginger, turmeric, mainly greens. I wasn't really a big fruit juicer as it is, but making immunity shots for the family. Every day, you know, especially when the crazy weather comes in, like, we're in it now. But I love it. It's a, it's a great way to get micronutrients in, flooding your body with living light, as I like to say. Now, I make a lot of smoothies as well. You probably do that as well, but it changes everything. My energy shifts, my body feels more alkaline first thing in the morning. It's a huge part of my life. But also I'm not only doing like juice cleanses and juice fast, which people can do the wrong way.

SHAWN STEVENSON: Yeah. Thank you for that. Yeah. So it's just for you, it's like a great add in. It's a great addition to your life.

DREW CANOLE: 100%.

SHAWN STEVENSON: And also you mentioned about the fruit juices, because I think that that's where things can get a little bit more sketchy.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Is if you're juicing, you know, a bunch of pineapple or just straight up pineapple or orange juice and things like that. And just having that, you know, the insulin response and all those kind of things. So you're mentioning things like cucumber and ginger, and celery. Right. But what about like, maybe like a little something to sweeten up a little slice of some green apple or something like that.

DREW CANOLE: Yeah. Green apple's great. A little pineapple's not gonna hurt you either.

SHAWN STEVENSON: Yeah.

DREW CANOLE: A lot of people pre-diabetic, diabetes, you know, you, you juice something with a lot of fruit. It's immediately impacting. Your liver is fructose. A lot of people have fatty liver disease, non-alcoholic. It's like gone up big time. Not only from drinking juices that are filled with all these fruits and sugars and fructose and everything else, but also buying the drinks in the cans at the store where it's all processed, pasteurized, heated up. So you're losing the enzymes, the aminos, all the good stuff that you and I love anyway, but having walking out to, let's say my pomelo trees that I have at the farm, grabbing those. Putting those in the juicer in the morning that I pick 'em. I mean, they're picking up the bio photonic field of the humans that are living on the farm.

So that's medicine for me, specifically for me. So making that first thing in the morning and drinking it, that's liquid sunshine man. And then also staring into the sun while you're doing this. Filling your body with the light from the sun and also the juice from the farm. It's a, it's an experience I can't explain on video to have people grasp it enough. Like, we need to be in touch with our food. We need to be living close to our food. Even if it's just herbs in your kitchen, maybe you're not privy to a little hobby farm like I have or whatever.

But even having celery and cilantro and parsley and thyme and rosemary, it's so easy to grow in your house and just sprinkle it into your food and it's giving you so many benefits.

SHAWN STEVENSON: Yeah. Amazing. Amazing. You know, you also slid in there and how. We impact the food that's around us as well.

DREW CANOLE: 100%.

SHAWN STEVENSON: And so this is something again, slow down Drew. Slow down.

DREW CANOLE: Yeah.

SHAWN STEVENSON: All right. Now we've got data on this, even from the US government running experiments decades ago, and seeing how we impact the, in particular, we see plants as basically, they're not sentient beings, right? But there's this context to where all life really on planet Earth has intelligence. And it's just we are really geared towards, and even what we see is really geared towards our own kind of human senses. And so this brings me to another thing I wanna ask you about, which is, you know, the original internet. Essentially.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Which is the mycelium network in a forest.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: Right. And that data exchange, and there's so much information coming out about that now, and Paul Stats has been one of those.

DREW CANOLE: 100%.

SHAWN STEVENSON: Leading voices in this and just understand even with mushrooms in the context of mushrooms, they're more similar to human DNA than they are to say what we label as a plant, like some spinach or something.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: You know, it's something really interesting. There's this, there's a energy that really binds us all here and we've kind of separated ourselves from it. And so my question is, what happens when we separate ourselves from the source of where our food is coming from? Is this one of the things that is unconsciously contributing to our poor health struggles with weight gain? Is there something missing in our relationship with food?

DREW CANOLE: You already know, but you're setting me up, which I appreciate. It is, it's devastation. So you and I are big proponents of safety, feeling safe in our bodies, having the nervous system feel great. So when you're eating food that's loaded with glyphosate, you're disrupting your gut. Most people have leaky gut right now. Your nervous system's going haywire. You're ungrounded, you're getting all the blue light, all the flicker from all the lights in most people's homes, it's LED lighting. They're tanking their nervous systems.

So you can't function as a normal human, a light, light being when you're surrounded by all this stuff. So it's good to be connected to your food so that your nervous system can actually ground down and heal. If your body doesn't feel safe, there's no way you can truly heal and be an optimized human being. So safety number one. That's why I do eat organic food. That's why I know where my food is coming from. I know most of the farmers that I buy my meat from, I have like 50 chickens. So now the eggs, I know what they're eating, you know, the, the worms and the oyster shells, and I play my hand pan for the chickens.

I'm playing music for 'em, right? They like know who I am. And it's this beautiful exchange. Most people have become so numb to just going in the store and I'm gonna buy this chicken that's been bathed in chlorine, you know, taking a bath in chlorine, and then I'm gonna eat that and expect myself to be healthy. No, that's why cancer rates are up from people eating conventional chicken breasts and all of the food that we've been disconnected from. So the minute you take ownership. You start feeling safer in your body. Your body heals from things that maybe you've been struggling with your whole entire life, or even the past five, 10 years.

It goes away because the body heals itself through principles, not products. I am the product guy, right? I run Organifi. You know this, we've been working together forever, but if you don't have the principles in place, I encourage everybody. Don't buy anything that I'm selling because you, your principles aren't there yet. So, which is why it's so important for people to listen to your show and we're aligned on what we say because this is the real work, the stuff that you're giving to them every single day. The information, 80% of the nutrition we absorb in our bodies is not from food. It's from the environment and the information that we're taking on. Be it light or be it the, the voice of Shawn. Right.

SHAWN STEVENSON: Oh man. I appreciate that.

DREW CANOLE: Yeah.

SHAWN STEVENSON: And, also speaking of, you got a great story that happened recently with your daughter and the chickens.

DREW CANOLE: Oh yeah.

SHAWN STEVENSON: Share that for me.

DREW CANOLE: So my daughter's two and a half and I had 10 hens in a, a. Smaller coop. You know, 12 by 15 Coop. Not that big. They weren't free range yet because they were pulitz and they're babies. They're growing. So I moved them to a much bigger coop with about an acre and a half of the best. It looks like it's in New Zealand, in California here. And as I'm walking my baby girl over, I'm holding her and she's looking me in the eyes and she puts her hand on my chest. She says, daddy-o, she calls me Daddy-o, you're so generous. I was like, full stop. I'm done. I could retire today. It's that one little affirmation from my baby girl that just.

SHAWN STEVENSON: Yeah.

DREW CANOLE: That's it. And what, two year, two and a half year old even uses the word generous, you know.

SHAWN STEVENSON: In the right moment, in the right context and everything. You know, it's just, it is just a testament, man. I'm so happy for you. You know, certain people is just like, you know, I was also waiting, you know, like, when is he gonna have a little Canole? Yeah. You know, like, when is it gonna happen? And, because you're just meant to be.

DREW CANOLE: Oh, thank you.

SHAWN STEVENSON: You're meant to be a dad and, you know, she's so blessed and you're blessed to have her as well.

DREW CANOLE: 100%.

SHAWN STEVENSON: And, you know, just with that said, this is a big part of helping to heal. And to heal our nervous system and our societies. And we're gonna dig more into what that means.

DREW CANOLE: Yeah.

SHAWN STEVENSON: A big part of that is our relationships. A big part of the dissonance is our relationships as well.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: And so in this context of safety signals, and so let's, let's dive in a little bit deeper with that.

DREW CANOLE: 100%.

SHAWN STEVENSON: I don't, well, I already, I know this to be true because I went to a conventional university. I was taught calories in, calories out. If you want to lose weight, simply expend more energy than you're taking in. And that has been the dogma that we've impressed upon our culture is just a simple equation. Yeah, it's a simple math equation.

DREW CANOLE: Left brain, like very mechanical.

SHAWN STEVENSON: Think it's well intended and it has a part, but we're taking out something incredibly important, which is our bodies evolve to survive and it doesn't always operate as far as calculator or this manual says it's supposed to. And so our bodies can literally hold onto a resist weight loss or resist weight gain.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: When we are in a state of survival, chronic stress. Survival.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: Right. We know that our metabolism literally changes. And so let's talk about that. Let's talk about why sending our body safety signals is so important in the context of better health, but in particular with weight loss.

DREW CANOLE: Yeah. That's the new game, man. How safe can you feel in your body? How at home can you feel as you go throughout the day? So most people wake up blue light on their phones, TikTok, Instagram, get in the dopamine rush. But instead, how slow can you move? The slower you move, the more your nervous system is i'm okay. I got this. I can heal. Whatever it is. How much can I laugh throughout the day? How present can I really be? Like, do I need my phone in every conversation because it's a coping mechanism for checking out? Or do I put my phone away? I have a rule when I have a man cave that I work in, and then when I come back in the house, wife and baby, no phone.

'Cause I know that I'm gonna be drawn to that, that electronic tether. If I can get rid of that, I'm gonna automatically be safer in my field, which impacts the coherent field of the entire house. So that's, as men and as leaders, as our family, I believe we get to really create that safety. So, when we do that in our body, cortisol levels go down. We've seen that even just breathing a couple times in long breath out, you do that every hour. Schedule it in your phone, you know, have a reminder. Pop up 55 minutes in every hour.

Do that breathing exercise for three minutes, your life will radically change. It didn't cost you anything. You just turned your parasympathetic on more often throughout the day, which creates more coherence, which creates more connection, more presence, and ultimately gives you what you want more of, which is more love and more togetherness with the people that you care about in this life. So when you're sitting in that state. I've seen miracles, situations, people enter my field versus trying to push, so, which is why I was gonna play my first song that I ever made for you. It's called Let Go and Let God. Because when we truly let go and we let Spirit, God, I believe, take control of our lives, everything just becomes effortless.

It's no more Drew pushing, which when you met me 15 years ago, there was a lot of pushing there, was looking at the analytics every day. What can I do? What can I be, how can I be clever to be noticed, to be seen in a marketplace that was just starting out 15 years ago? Now it's how can I get so still and just allow whatever is meant to be will unfold. And I've seen more happen in my life from that standpoint than anything I've ever tried to force being a CEO running multiple companies. It's just letting go. And getting out of the way. And the nervous system loves it.

SHAWN STEVENSON: Hmm.

DREW CANOLE: Sideline benefit weight will fall off. Issues, disease in the body will start to fade away. And it's, you're the science guy, so I don't have to tell you this. There's science now backing it up, which is so cool.

SHAWN STEVENSON: Yeah. Yeah. You know, I've gotta circle back because one of the greatest takeaways from this episode already is to set a reminder to breathe.

DREW CANOLE: Yeah. Simple.

SHAWN STEVENSON: You know, and do whatever that looks like for everybody listening, that message that the timer that can pop up on your phone could be something pleasant, like, Hey, beautiful. Remember to take that breath. Yeah. Or it could be like. Hey, fool. Breathe. Remember to breathe, fool. You know, whatever that looks like.

But it's a great reminder because yeah, especially as we go through the day, we start to just tighten up. Our breathing gets shorter and shorter, and our nervous system, like it's so rare that we can be in that parasympathetic during the day.

DREW CANOLE: 100%. And to couple that with something that induces more parasympathetic activity. You put your hand, and I'm on video so you guys can see this on your prefrontal cortex of your brain, and you put one in the back. This gets rid of headaches, by the way, too, but you put it on your occipital or right above your atlas and you just hold here and you breathe. If you've ever done craniosacral with a experienced expert, you'll notice your body just starts to melt. Do this for yourself. Take some breaths, two in longer, breath out, and you literally feel like you're being held. Maybe a parent that you never had. Like that's, I didn't really have parents that did that for me, and I do that now as a man.

I'm holding the little boy inside of me. It sounds woo. But you'll notice immediately I need to take a nap. You know what I'm saying? Which probably isn't the time to be doing this on the show because I'm already feeling relaxed. But there's things we can do that are free, that align the body, align the nervous system, and ultimately give you what you want.

SHAWN STEVENSON: Yeah. Thank you for sharing that, man. Thank you.

When you think about anti-aging, you need to think about antioxidants. Antioxidants from your nutrition, help to neutralize one of the known culprits of aging called reactive. Oxygen species. These are potentially harmful molecules that can damage your cells, create DNA mutations and increase your risk of a variety of diseases. Now, how the antioxidants in your food are measured is using the ORAC scale or the oxygen radical absorbance capacity, and to support your mission of longevity, performance, good health, and blocking all of the actions of those reactive oxygen species. We need to tune ourselves to some of the highest ORAC scale foods ever discovered.

We wanna get more bang for our buck and look no further than acai. Acai has a ORAC value of 103,000. So what does that mean in everyday terms? It means that it has about 10 times more antioxidants. Then most of the best fruits that you find in your produce aisle, acai is

powerful, but it's also been proven to actually be highly usable by the human body. A study published in the Journal of Agriculture and Food Chemistry found that Acai actually raised participants antioxidant levels. Demonstrating how effectively that is absorbed by the human body. So that's just one of these super powerful sources of antioxidants. Now, what if you combine it with another powerhouse like beets?

Beets are a phenomenal source of antioxidants, but. I don't know about you, but a lot of people are not out here eating beets. But the juice specifically from beets has been found according to the Journal of Applied Physiology, to boost our stamina up to 16% during exercise, and participants even experience less fatigue post-exercise. Now I get a therapeutic amount of acai, eat blueberries. Pomegranates cherry adaptogens like cords and more, and the incredible Organifi red juice blend. It's all organic and it tastes amazing. Kids love this blend as well, and it's a powerhouse source of antioxidants and other important nutrients for human health and vitality.

Now I've been utilizing Organifi red juice for years. It's one of my favorite things to use and also to travel with as well to get a healthy dose of immune system supporting antioxidants and other nutrients. And so right now, when you go to Organifi.com or slash model, you're gonna get 20% off of their incredible red juice blend. All right? That's O-R-G-A-N-I-F [i.com/model](https://Organifi.com/model). We're 20% off Sitewide, so check out their incredible green juice blend as well. And one of my other favorite things are the happy drops, so check those out. Therapeutic amounts of Saffron, which have all these incredible clinical benefits for supporting mental health, all these wonderful things, identify is an incredible team, incredible company, and they're doing stuff the right way. All organic blends, but definitely check out their red juice blend over at Organifi.com/model. You get 20% off right now. So head over there, check them out. Now back to the show.

SHAWN STEVENSON: I want to ask you about, you know, with. Are just again, we're kind of, saturated in all these newly invented chemicals and complexes and obviously stressors and fields. You know, we got 30,000 wifi, you know, going five, G, six, all all stuff, all ag. You know, like we're, we're existing in very different conditions than even a few generations ago. And so. I want to ask you about the impact of these stressors on our sexual function, and because in

the context I'm asking specifically in regards to not just sexual health, but even in the context of weight loss and energy. It still has a lot to do with having good sexual health and in particular the role of testosterone, which this is critical for both men and women. So can chronic stress, my bottom line question, contribute to dysfunction when it comes to testosterone and sexual function?

DREW CANOLE: Absolutely. I've been saying this for the past decade, but if you're not horny, you're not healthy. So waking up with an erection turned on for life, like where are you not turned on? And then analyze that, is it your thinking? Start to address those. So then we go into what kind of food am I eating? What's the etheric energy from the food? More importantly than the biology. Right. So where am I getting it? Do I trust the source? How is it impacting me? Am I allergic to something? Or is it really the frequencies? Am I in a house with black mold? Because mold's everywhere. 80% of houses now have some type of mold, stocky bores, different types of mold that are impacting people big time.

Microplastics as we know, sperm counts have gone down 1% every year since what? 1950 or something insane. 70. So testosterone through the floor. Stress levels are higher than they've ever been, and it's all fragmented, artificial stress. It's the flicker, it's the frequencies, it's the having to keep up with the Joneses. It's the constant pursuit and chase of never feeling in your body. Never feeling home. And if you don't feel home in your body, then you're, you're gonna develop an autoimmune disease, an issue if you're not speaking your voice out like the, I don't know if you saw this study, but it was women that never really owned their voice and then they developed autoimmune issues.

And it was a study, I was pretty remarkable actually. It was like tracked over the past 30 years. So I forget what it was exactly, but owning your voice, getting rid of any, anything that could be bogging you down relationally, spiritually, mentally, emotionally, all of the different aspects. I think it's super important.

SHAWN STEVENSON: Yeah. By the way, if people are watching the video, we'll put this study up for everybody to see. That you're referring to. And again, these are things that we don't

think about because we're so busy with the tactical things. Right. And we're not thinking about our thinking.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: Right. And how we're relating to ourselves and how important that is. And I want to ask you about this because I've, I first saw the guys, our brothers at Mind Pump.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Talking about the Shilajit. And this was something again, you know, I've been in this field, it's all, it's getting close to 25 years for me, man, it was, my wife pointed it out. And you know, Shilajit was one of those things probably about 20 years ago that I didn't discover. Obviously it's been around for thousands of years.

DREW CANOLE: Yeah.

SHAWN STEVENSON: But it was presented to me and I started to research it and there wasn't a lot of data. As far as like peer review, published data on it, but there is this like treasure trove of anecdotal information and then just the historical use in the Ayurvedic system in particular.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: But now let me tell you this, man. So this particular study was published 10 years ago. This was 2015. Again, this is when the published data on Shilajit was just starting to come out. And the title of this study is Clinical Evaluation of Purified Shilajit on Testosterone Levels and healthy volunteers. And the test subjects were between 45 and 55, which this is one of those well-established age. 40% of 40 year olds have erectile dysfunction. 50% of 50 year olds.

DREW CANOLE: 40%.

SHAWN STEVENSON: Yes. Yeah. And it just keeps on elevating from there. But this is just, what's normalized, it doesn't mean necessarily that it's normal. And so looking at this particular age group, this is a randomized double-blind, placebo controlled clinical study and treatment with Shilajit was for 90 days consecutively. And what they found was that test subjects had a significant increase in total testosterone and in free testosterone compared to a placebo. Alright, there's something remarkable about Shilajit. And so my question for you is, what the hell is Shilajit?

DREW CANOLE: Yeah, Shilajit is a microbial community, developed thousands of years normally found in the Himalayas. So you gotta think about everything it's gone through to create itself. It's minerals, it's decayed rock, it's light that's been mineralized, turned into this goo, it's 84 minerals, humic and fulvic acid, which actually is what really allows it to do the work. 'Cause you could take salt, celtic sea salt, pink salt, throw it in water.

I do that first thing in the morning to get some electrolytes and some other minerals from the salt. You can also take trace minerals from the ocean, but when you have Shilajit in its raw form or put into a gummy like we did at Organifi, you're getting all the minerals. 84 of them, the humic in the fulvic acid actually shuttle it into your body. So that's the magic. Most minerals, you're just peeing out. But when you take the Shilajit, you're actually getting it full force in the body and it makes all the other supplements you're taking more effective.

SHAWN STEVENSON: Yeah.

DREW CANOLE: So we are voltage beings, right? We are energy beings. Most people are so mineral deficient. There's not as many minerals in our soil anymore. In the 1950s, you could have an organic piece of lettuce that was worth 40 heads of lettuce today, right. So adding minerals back into your life, people feel it, man. I've seen adrenal burnout, like all these other things people are dealing with. They get on the Shilajit gummies and it's like they're a different person.

I have so much energy, like I've talked to clients on the phone that have been taking it for months on end, and I'm blown away at the life difference that they have now just by adding something like Shilajitt in. Yeah, it is wild.

SHAWN STEVENSON: Before you guys put together the Shilajit gummies. I would add it to like my coffee. Things like that. I'd get it from, you know, different sources. And it was like sometimes it'd be like a resin.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Right. And I put it in my coffee.

DREW CANOLE: Hard to stick with.

SHAWN STEVENSON: For me, I found a way to dial the flavor into where it was enjoyable, but you put it into a package of what so many people are leaning towards today, which is utilizing different supplements and things like that in these, the form of these gummies.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: And so can you tell people about the Organifi Shilajit gummies?

DREW CANOLE: For sure.

SHAWN STEVENSON: And by the way, you can get them for 20% off when you go to Organifi.com/model. That's O-R-G-A-N-I-F i.com/model to see it right here, 20% off, and tell 'em about the gummies.

DREW CANOLE: Yeah, so two gummies a day. You're getting 500 milligrams of Shilajit. It's.

SHAWN STEVENSON: By the way, in this study it was 250 milligrams.

DREW CANOLE: Yes.

SHAWN STEVENSON: Twice a day. So that's exactly outta the money.

DREW CANOLE: So two, it's either two 50 or 500. Two gummies. I take four a day. So I'll take some at night before my workout in the afternoon. What I've noticed is my sleep's improved. I've noticed more mental clarity, more energy. I've even noticed I don't need that second cup of coffee. 'cause I feel like the stimulant or even I wake up three o'clock in the morning sometimes and I write, I make music, I write, I create video scripts. So by 12 to one o'clock being a lion chronotype, I start to fade. But taking the Shilajit gummies give literally like another two or three hours of boost that I didn't have before.

So take it. It's good for your ATP, good for your mitochondria, your energy. I notice it in mental clarity. My sleep, like I said, what I've really seen is moms, new moms taking this stuff too, that feel a little burnout with the kid being in hyper vigilance, constantly watching the little one. They take the gummies and it helps their nervous system too. So feeling safer, feeling more grounded, which is what some of these minerals can do. Yeah, so what makes it different is if you can form a habit around it, a ritual, you're gonna stick with it. Which, if you stick with this for six to eight weeks, that's really the magic sauce. I'm a big placebo guy, but also I feel things I'm sensitive.

So I felt it right away when I started taking these gummies. But you'll notice it. You'll notice the mental clarity with the 250 milligrams just to, if you're a guy with low testosterone before even entertaining TRT or something like that, I would literally, literally commit to eight weeks. Do this for eight weeks straight. Clean up your diet, do some strength and conditioning, lift some weights, see what happens. Because naturally we are supposed to have seven, 800 to a thousand testosterone levels well into our forties. And the fact that most guys are probably flatlining around four or 500, like it's just unacceptable.

SHAWN STEVENSON: Yeah. That part. Well into your fifties.

DREW CANOLE: Yeah, well into your fifties.

SHAWN STEVENSON: You know, and, and this is still seen in cultures that are still, you know, living more traditional

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: Lifestyle. And, you know, this is the cool thing is that we have access to things like this. And one of the things that has kept us connected for so long is your dedication to quality as well and sourcing, because this isn't any showy off the streets.

DREW CANOLE: Yeah. You know, made in a bathroom somewhere in China.

SHAWN STEVENSON: Yeah. Yeah.

DREW CANOLE: And who knows, maybe it's a clean bathroom. But I'm not nothing against where it's from. But when you do the triple test, you look at the COAs, which we do three different times. We source Prima Vi, Shilajit, which is the best it's clean. We use all organic ingredients. Even setting up the gelatin molds, like there's a process around making sure that there's no PUFAs or anything like that. We do it and then we also test afterwards to see the validity of how much is actually in it. 'Cause you want the active levels, which even for creatine is a big problem. 'cause we create creatine gummies, 1500 milligrams of creatine per gummy, three grams per two gummies and they taste delicious. But most creatine that's put into these is absolute crap. Not to mention it's they cook it in the creatine that they're using.

It loses its efficacy after it's heated up to form the gelatin anyway. So there's just a lot of things you have to look at when making physical products like Organifi does for you, to make sure it's the highest quality and the best. I'm glad you brought that up.

SHAWN STEVENSON: Yeah, and this is a great segue mentioning the creatine because when you shot me a text this morning. You actually just, you had quite a trip to get up to LA today, but you were in the gym.

DREW CANOLE: Yeah.

SHAWN STEVENSON: So tell me about your fitness regimen. Like obviously, I mean, if people, see, obviously you're about that life when it comes to strength training.

DREW CANOLE: Yeah.

SHAWN STEVENSON: So why is that something for you that you've consistently had as a part of your life?

DREW CANOLE: It is a non-negotiable. Working out six days a week, lifting weights, cardio, incline, cardio. I'm a big proponent of biggest bang for your buck first thing in the morning, 30 to 45 minutes, you know the deal. That sweet zone two, I'm trying to get three, three and a half hours a week. And then strength and conditioning on top of it because that's what gives me energy. We are human voltage beings. And like I said earlier, if you're not turned on, if you're not horny, you're not healthy. Working out turns on your mitochondria. Planting your feet in the ground turns on your electric body. There's things that we can do throughout the day to have more energy. For me, working out first thing in the morning and fueling my body with protein one, you've, you do the same thing, but a gram per pound of clean, organic, grass fed, whatever I'm eating.

And I feel literally like I'm getting stronger, more tapped in more, better mental function as I'm aging now. I'm 44 than I ever have in my whole life. But it's just about clearing out the noise, the things that didn't work, and focusing on the things that do. So working out, creatine works. We know it. I mean, look at the efficacious studies around creatine now, especially over the past year. It's just blown up. You and I were probably taking creatine 15 years ago.

SHAWN STEVENSON: Yeah.

DREW CANOLE: Right?

SHAWN STEVENSON: Yeah. For me, I was like 20. So it's like 25 years ago.

DREW CANOLE: Yeah. I remember it vividly. My mom, mama Canole, I was in the kitchen. I was 16. I started training with a Navy Seal in the gym. I was lifting weights and this guy, his name's Kelvin, he was just jacked bro. Like he looked like Arnold's apprentice, you know, as a 16-year-old, I'm training with this 22-year-old guy.

SHAWN STEVENSON: Yeah.

DREW CANOLE: Loved hitting the weights. And he had me on creatine at 16. You would've laughed so hard. My mom thought I was like. Taking cocaine or something. She ran in the bedroom, took this big tub of creatine, monohydrate, I remember it like it was yesterday, dumped it down the drain. She's like, you're not taking this. This is not good for you. Like only if I could fast forward to today and say, mom, look at the news, like creatine.

SHAWN STEVENSON: I know about this El Chapo. I know about this. Yeah. Not my drill.

DREW CANOLE: Uhuh. Exactly.

SHAWN STEVENSON: It's crazy, man. What are, what are the odds? Because for me, the person who had me take the creatine was this guy who was like a bodybuilding Champion, natural bodybuilding champion is Nigerian guy named Eta Egong. Right. He worked with me at the casino and he could see that I was fit, but he is like, Shawn, you should come work, work out with me.

DREW CANOLE: You take it to the next level.

SHAWN STEVENSON: So he introduced me to drop sets.

DREW CANOLE: Oh.

SHAWN STEVENSON: So we were doing drop sets. Yeah.

DREW CANOLE: Oh man. Way ahead.

SHAWN STEVENSON: It was like, yeah, it was in Incre, but just to see. And, my wife will tell you too, like when she saw me on campus, I was walking around 'cause this was the big T-shirt days. Yeah. By the way, in St. Louis too.

DREW CANOLE: They're coming back

SHAWN STEVENSON: Nelly and, right, of course. Yeah. It's all things.

DREW CANOLE: Everything circles back.

SHAWN STEVENSON: But I was just walking around diesel. Alright. And it happened, I mean, pretty quickly by changing the way that I was training and also of course utilizing the. Thanks to the advice of, and shout out to Eta wherever you are. I know he's pro, he's gonna live to be too. What if he hears this?

DREW CANOLE: Let's send him whatever Organifi he wants.

SHAWN STEVENSON: Come on.

DREW CANOLE: If he's listening to this right now, we got him.

SHAWN STEVENSON: But you had the Navy Seal. I had the natural.

DREW CANOLE: We were trained, dude.

SHAWN STEVENSON: I think it was like Mr. Caveman, Missouri. He had won or something like that.

DREW CANOLE: That's hilarious. Yeah.

SHAWN STEVENSON: Yeah. It's, it's incredible. Like, it's so good. This is a great segue as well, because something I wanted to ask you about, and I've been thinking a lot about. And there's emerging data on this. I'm gonna do more work around this is the importance of having mentors.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: Is the importance of having people in your life who provide, who don't want something from you. But just want to support you and to provide guidance and insight

and to be able to answer questions. The value of having a mentor is so important, and this was something we just naturally had as a society. As we evolve, you know, again, centuries ago, whether it's like literally you are an apprentice in something or you're getting it to the family business, but you know, you're just kind of learning the steps that are gonna be coming down the way. But today there's so much, there's. Infinite number of things that we can do.

DREW CANOLE: It's insane

SHAWN STEVENSON: ways that we can think and it can be, it can manifest in what we're seeing today, more and more paradox of choice and paralysis, basically. Not knowing what to do because there's so much to do.

DREW CANOLE: Yeah.

SHAWN STEVENSON: And I think that's another spot for having a mentor. And so can you speak to, because this ties back to our earlier point about helping to support that feeling of safety. Right. What about the feeling lack of safety when you don't know what you're gonna do in your life or how you're going to make a living, or you know your purpose.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: And this is where mentorship can be valuable.

DREW CANOLE: 100%. I've had mentors my whole life. I've been blessed to meet people that are of the frequency that I need at the time that I need it. You probably have too. You, I like to call people like us, the shiny ones. So when we're lit up, when we're enthusiastic, even when I first met you, when you're on be well buzz, like doing that, I'm like, this guy's going places. I knew you were gonna be massively successful. And you're like, just touching it right now. Like, there's so much more room that you're going, man. You're like a rocket. So, I talk to people, I ask 'em questions. I meet people and I'm interested. So I met one of my mentors that I've been meeting with every two weeks for the past 12 years.

He's a Christian scientist, but he's got a beau. He's 93. He's got a beautiful mind. And he looks at the Bible and he looks at life and he looks at reality through the lens of a scientist. He's literally a scientist. So it's the deeper meaning of absolutely everything. And I get on the phone with this 93-year-old guy, you'd never know.

It sounds like he's probably in his forties. He's so enthusiastic about life. He's got so much love. I've seen him and I've witnessed it. He'll walk into a room and the whole field shifts. It's like he creates safety in every single person that's in there just by being there. He doesn't even have to say anything. So having people like Frank, like I have my 93-year-old Sage. Other mentors that I've had in business that have just come along and said, Hey, you're doing, you're doing great, but there's a lot of untapped potential here. And I started this company X, Y, Z, whatever it is, and I just wanna help you, for free.

Right? Sometimes the best people in your life, like you said, they don't need anything. They don't want anything. They've already arrived. And just being in the field of somebody that's already arrived is completely different than somebody that's trying to go, trying to do, trying to get to that next thing. 'Cause they're really gonna give you. What you need in that moment, and it's beyond words. It's just an energy. Your nervous system feels it before you do, you know?

SHAWN STEVENSON: Mm-hmm. Can you provide maybe some insight on if somebody's like, well, I would love to have a mentor.

DREW CANOLE: Yeah.

SHAWN STEVENSON: You know, so can you provide any insight, like how did you get connected to Frank?

DREW CANOLE: I followed the golden thread. Like we all have this golden thread going throughout our life and it's leading us and guiding us. And if we just get still enough, we can start to see the un where it's headed next. So, for me, at the time I was working with a mentor who had, he started dollar rent a car back in the day.

Brilliant guy, like super spoke five languages, classy. And I just wanted, I helped him. I'm like, Hey, I'm gonna help you for free. I don't need you to pay me. And at the time I was probably broke, you know. Not where I'm today, but let me help you. And I just volunteered my time and he poured into me and he was like, I actually want to introduce you to Frank.

He's my mentor. So there's, you'll always meet somebody if you come with, what can I give? Not, what can I get? I think that's the big thing. And also find the energy that you're aligned with. So if you're listening to Shawn's podcast and you're like, I need more people like this in my life, the more you listen to this podcast, the more your frequency is gonna shift and the more opportunities you're gonna have in your awakened reality to actually meet those people. It's like waking. I've been a lucid dreamer since I was five, waking up in dreams, and I learned at five to start to wake up in reality, lucid living. So the more you wake up in this reality, the more you start to see people, experiences, situations that maybe you weren't open to before will just show up naturally.

I think that's powerful. I'd be nowhere without the mentors and Frank and the people that have helped me 'cause I didn't have it. My dad was a truck driver. Like I told you. I didn't know anything about business. Frank started JC Penney in Italy, like in the seventies. Like so to get that perspective through another human being is super valuable. So being open, tuning your field, working out. 'cause I believe even the non-physical benefits of lifting weights and pushing your body and demonstrating like what are the characteristics and qualities of pushing yourself beyond limits that you thought you could do before.

SHAWN STEVENSON: Yeah.

DREW CANOLE: You know?

SHAWN STEVENSON: Absolutely. And, being in these environments that you're mentioning. It's so amazing how these good things, these seemingly synchronistic things happen, just happen. Right. Being at a gym. That's where I met one of my like all time heroes, like when I was a kid.

DREW CANOLE: Yeah.

SHAWN STEVENSON: In St. Louis. Growing up in St. Louis. Two heroes.

DREW CANOLE: Wild.

SHAWN STEVENSON: Michael Jackson Uhhuh. Who's everybody's hero?

DREW CANOLE: My hero too.

SHAWN STEVENSON: All right. Yeah. I wore a thriller jacket to school.

DREW CANOLE: Not a good decision.

SHAWN STEVENSON: And Ozzy Smith. All right. The Wizard of Oz. Shortstop for the St. Louis Cardinal. Yeah. Multi, multi, multi-time gold glove winner. All the things. I met him at the gym.

DREW CANOLE: Of course.

SHAWN STEVENSON: You know, and he was one of my guests back in St. Louis, you know, like to be able to speak to my heroes.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Because I was in the environment.

DREW CANOLE: Yeah, the environment.

SHAWN STEVENSON: But also as you mentioned, is the focus, right? These top of mind for me, you know, still aspirational in thinking about. Ozzy Smith. It was like a, one of those like, points, like he was like a point of reference in my life for excellence because of not just what he was doing on the baseball field, but the way he went about it, his energy. And just doing something unique. Right. And so all these little things really kind of, you know, just stay with,

stay with me and the same thing holds true. You just mentioned a great opportunity as well. Listening, truly, what are you immersing yourself in? Because those, that energy and it's gonna tend to show up in your life in some form or fashion.

And so today, more than ever, we have the opportunity to have virtual mentors, like access to the greatest minds in whatever respective field. You know, and oftentimes they have, you know, a podcast or they're doing interviews or whatever the case might be, and you can immerse yourself in their world. I'm a big fan of like picking, you know, one, maybe two people to really kind of focus on your teachers.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: For a certain amount of time. You know, I, I'm a big fan of that.

DREW CANOLE: Yeah.

SHAWN STEVENSON: And I've, and I'm saying that from experience as well, because there's so many amazing people. But, you know, for me it was Michael Beckwith, you know, just, I just, legend spent so much time with him.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Virtually. And bro, like.

DREW CANOLE: He's in your field, for sure.

SHAWN STEVENSON: When I first, I saw the DVD, you know, I saw the Secret. I was. I was in Ferguson, Missouri, like, wow. My mattress was on the floor in the other room. The couch I'm sitting on.

DREW CANOLE: No, like no way during the secret. Yeah.

SHAWN STEVENSON: Yeah, yeah. And then when I ultimately met him, it was in Portugal and we're both speaking at the same event.

DREW CANOLE: What?

SHAWN STEVENSON: Like how that's, that's impossible odds that something like that can happen.

DREW CANOLE: Impossible.

SHAWN STEVENSON: But I, I was there, I was like, this was the days of.

DREW CANOLE: But also undeniable.

SHAWN STEVENSON: That part.

DREW CANOLE: Cause of who you were.

SHAWN STEVENSON: That part. Right. 'cause you don't, he shared with me, you don't attract what you want. You attract what you are.

DREW CANOLE: Yeah. Where you're vibrating.

SHAWN STEVENSON: Right. And so I was listening during the days of conference calls. Right? You call into the line and you listen on the auditory.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Right. And maybe you could push a button and then get on live. Remember that? And that's the question, right?

DREW CANOLE: Yeah.

SHAWN STEVENSON: And so just following along in my journey and along with him, and to have him to be one of my greatest friends and mentors and you know, somebody who's really helped to affirm what I'm doing and even that sense of worthiness that you and I we just talked about. You know, he's that person that just really helped me to reframe and to accept that I'm worthy of the blessings that show up in my life. I don't have to have everything be so difficult because I come from difficulty.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: And so I always would find a way to have another challenge so that I can rise. Ah, to the occasion, you know, instead of having more ease and grace and acceptance. Yeah. Of the blessings. And so that mentorship was, again, I spent a significant, it was like my biggest focus as far as my education.

DREW CANOLE: Yeah.

SHAWN STEVENSON: Not to say that I wasn't learning from other people, so if I can make a recommendation. Choose somebody to really follow, follow their guidance and their work and you know, just whatever access that you can get. But as you mentioned as well, if you do ever have that in-person connection, how can you add value? Not how can I take, Hey, can you fix me, fix my life? What can you do for me? But it's this, how can I add value.

DREW CANOLE: Yeah.

SHAWN STEVENSON: And oftentimes even better than that with people who have a lot of stuff going on, save the value that you can add.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: Right. Here's what I can do. Yeah. There you go.

DREW CANOLE: So Beckwith secret days, you were sleeping on a mattress.

SHAWN STEVENSON: Yeah, on the floor. My kids slept on a air mattress.

DREW CANOLE: How many times did you watch The Secret?

SHAWN STEVENSON: I'd say probably, probably three times.

DREW CANOLE: Three times.

SHAWN STEVENSON: In the, in those early days? Yeah.

DREW CANOLE: Wow. Yeah, I watch The Secret. I feel like I watch it every day for a year, dude. I had every word like memorized in this thing. And the more I practiced it, how my thoughts create my reality, the more my life started to shift. I even before I ordered the DVDs, 'cause this was not streaming, this is what you know, it was way back in the day.

SHAWN STEVENSON: Pass around on the streets, man.

DREW CANOLE: I was like, I wish I ordered two. And then two showed up. 'Cause I wanted to give one away to a friend that was on the same thinking pattern. Yeah. So I sent it to my friend Julie at the time, and I, that was revolutionary for me. And, the fact that you had Beckwith like that as a mentor, that golden thread man. That's amazing.

SHAWN STEVENSON: Yeah. So one of the things that I did as well, like from that I read the books of the experts who were on there, whether it's Michael Beckwith and his life visioning process. It was Joe Vitale as well. So I picked up, you know, a couple of his books, Bob Proctor. Who I had the great blessing of having on the Model, show Pro. Show pro a couple of times. You know, just people who figured some things out and they are willing to share because it's not just about this kind of micro mission that we feel we might have. It's about, you know, living a good life and also finding a way to be of service.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: And the people that I've really resonated with, including you.

DREW CANOLE: Mm-hmm.

SHAWN STEVENSON: Are the people who are always giving. Yeah. And finding a way to go above and beyond and. They also have, because you're, you tend to be very selfless, but you have your self care practices where you're filling your own cup. It's like this unique formula that I saw pretty consistently.

DREW CANOLE: Yeah, you need 'em, man, like filling your own cup up first. Do you know what your human design is? Have you ever taken a human design test? So it's important. Especially I'm a projector, so if I don't fill my own cup up, that's my nervous system will just tank out and then I'll end up. You know, not feeling well for days on end or whatever else. So.

SHAWN STEVENSON: Not feeding the chickens.

DREW CANOLE: And you not feeding the chickens not present with my wife and my baby girl. So the more I fill my cup up, the more presence I actually have. Super important to have self-care rituals and practices. Taking a bath every day is one of mine. So Epson salt, baking soda, borax a little bit too. You sitting there 25 minutes, I swear it's even better than a sauna. So you don't need to buy an expensive sauna, even though you and I both have saunas, probably cold plunges, all the things, but just a bath, man. Just sweat it out. It creates the electro current on your skin. Your liver starts priming the pump and flushing out toxins. Yeah, I think that's a radical act of self-love. More people need to do it.

SHAWN STEVENSON: Mm.

DREW CANOLE: Bubble baths. Oh, let's go.

SHAWN STEVENSON: This is revolutionary stuff being said.

DREW CANOLE: And it's easy. It's easy.

SHAWN STEVENSON: Tough guys take baths too. I love it. You know, ice Cube is taking a bath.

DREW CANOLE: Oh, for sure. He is the biggest proponent of bubble bath time. Probably had a rubber duck too.

SHAWN STEVENSON: Amazing, man. You know, I could talk to you forever, man.

DREW CANOLE: Likewise.

SHAWN STEVENSON: I appreciate you so much. Again, can you let everybody know where they can get more information, where they can follow you?

DREW CANOLE: Sure.

SHAWN STEVENSON: Just get more for your world.

DREW CANOLE: Drew Canole on Instagram, Facebook, YouTube, TikTok, all over the place. We'll drop that. And then also Organifi.com.

SHAWN STEVENSON: Organifi.com/model.

DREW CANOLE: /model. Get the family discount.

SHAWN STEVENSON: Yeah.

DREW CANOLE: We have a bunch of new products you guys do. Have you even tried the hydrogen tabs yet? Oh, the testimonials we have coming in from the hydrogen tabs, energy. A lot of people with acid reflux out there. I've seen that time and time again. Hydrogen water helps with that. Feeling better in your body.

SHAWN STEVENSON: Boom. My guy, I appreciate you so much.

DREW CANOLE: Likewise.

SHAWN STEVENSON: Thank you for leading by example and yeah, can't wait to do this again.

DREW CANOLE: I could literally talk all day with you. It's easy.

SHAWN STEVENSON: Yeah,

DREW CANOLE: Let's go.

SHAWN STEVENSON: As it should be.

DREW CANOLE: We're in this together.

SHAWN STEVENSON: The one and only Drew canole, everybody.

DREW CANOLE: Let's go.

SHAWN STEVENSON: Thank you so much for tuning into this episode today. I hope that you got a lot of value out of this. Yes, yes. I've known Drew again for 15 years and one of the most generous, thoughtful, and kind human beings that I've ever met. He truly is about that life and. If you haven't done so already, definitely check out the incredible products at Organifi, they do things the right way. They're third party testing, all organic ingredients, and just staying on the cutting edge of what the nutrition world is really looking for. And so access to things like Shilajit to their saffron.

Happy drops as well. They're classic green juice blend and their red juice blend. All easy to use and to travel with and things that I've been utilizing for many, many years myself and for my family as well. And you get 20% off, 20% off. That's a nice, nice little grip there when you go to Organifi.com/model. Again, this is about education. It's about application, and there isn't. I'm so grateful that Drew shared this. Qualify yourself. It's not about jumping onto any of these supplements. It's about doing the foundational things. That can create an environment to where health is automatic for you. And so hopefully you got some great insights and some inspiration from this episode, and I encourage you to share this with the people that you care about.

You could share this on social media, of course, or share this in the real world with your family and friends and connect, and that's what it's really all about. I appreciate you so much for tuning in. We've got some epic masterclasses and world class guests coming your way very, very soon. So make sure to stay tuned. Take care, have an amazing day, and I'll talk with you soon.