

Steph G (host): Welcome to Harder to Kill Radio, a top rated health and fitness podcast. It's Steph Gaudreau, your host. This show is all about finding out what it takes to build unbreakable humans and passing that knowledge on to you so you can unleash your inner badass and change the world.

We have another amazing guest on the show this week, so let's do this.

Thanks so much for joining me on episode 68 of Harder to kill Radio. My guest this week is the phenomenal Guillermo Ruiz of 3030 Strong. This guy is changing the face of medicine, he is ambitious and has a lot of very cool ideas about how we can optimize our health, and pay tribute to our ancestral roots.

Remember to hit subscribe on iTunes, and you can grab the show notes for this episode at stupideasypaleo.com, as always.

Thank you so much for tuning into Harder to Kill Radio this week. I'm super pumped, because I get to talk with a guest who has had me on his podcast, and I just had such an incredible time, and the time flew by, so I knew that when I was going to relaunch the podcast this season, I had to have him on because it was just such an enjoyable time. Please welcome to the show, Mr. Guillermo Ruiz. Welcome.

Guillermo R: How are you?

Steph G (host): I'm fantastic. How are you?

Guillermo R: My head's still spinning. It's been a pretty exciting month.

Steph G (host): Yeah. We're going to talk about all the things that are going on in your world and introduce people to what you do at 30/30 Health and your podcast that you ... You host 30/30 Health Podcast, your website 3030 Strong, and all the nerdy stuff, and I do want to remember to ask you about plants, or to tell you my plant story, because I told you I was going to talk about that.

We'll talk about my funny plant story from college. That'll be it. To be quite frank with the listeners and to be honest with you, I haven't known you all that long in terms of communicating and following you on Facebook and stuff like that. Man, I love your energy, and I think you're one of those people that I consider like an automatic awesome friend, which is part of the awesome part about doing podcasts, is you get to connect with so many amazing people.

I would love for you to share a bit of your backstory, to borrow from my friend Shawn Stevenson, from the Model Health Show, he always calls it your superhero origin story. Give us the highlights along the way of how you ended up where you're at, and what you do and why you love it so much.

Guillermo R:

My hero story is that I was born in a volcano, and I was bitten by a radioactive ape. No, I'm a first generation Mexican American. For your audience or anyone out there, if you haven't listened to the musical Hamilton, go out there and listen to it, because the opportunities that we have in this country are so amazing, and it's just so important to know that this is still the land of opportunity.

Born in the United States in Brownsville, Texas, my parents moved back to Mexico, they just foresaw, they had this thing that, that's the land of opportunity, that's where he's going to have his best chance. I lived in Mexico for 14 years, moved to the United States in my freshman year of high school, and I always knew that I wanted to be a doctor.

As a first generation Mexican America, my parents really didn't understand that, if you want to be a doctor in the United States, you basically have to train to be a doctor since kindergarten. You got to learn how to take standardized tests and all of this stuff. I have ADHD, I have never been diagnosed but my mind just runs. You know exactly what I mean. Not having my parents' support 100% everything I do, but it's hard to focus all of that energy if you don't know the actual path that you have to take in order to have a seamless transition from high school all the way to your medical education.

I floated around many places. For example, at 18, I moved out of my house and I was on my own, and because all of the financial pressures, I dropped out of school, became a telemarketer, got really good on the phones. But always in the back of my head, I want to be a doctor, I want to be a doctor.

The first chance I had to go back to school, I started, I came an EMP because I wanted to see if this is my dream. I have to go in and see it firsthand. Sure enough, I thrived in that environment, worked at a level one trauma center for kids in Orlando, Florida. At that time, my girlfriend's mom was diagnosed with cancer. It's a very rare form of [inaudible 00:06:08] cancer. My mind, ones and zeros, evidence based medicine, I wanted to have answers. I went to the library, the medical library, and print out all of this different research on this type of cancer.

It turns out that this type of cancer is associated with a gluten allergy. It makes sense, your jejunum, the first part of your small intestine, if you get

it aggravated over and over and over, the chances for one of those aggravated cells to turn into a mutation and develop in cancer is higher.

Print out all of this research, hand it to her mom, she passed away. It's a very [forminant 00:06:56] type of cancer. Takes it to the surgeon and the surgeon says, "You know what, it's nothing that you did wrong, we're going to beat this." Which is a great message, up until she has DNA, walking around this earth, in the form of sons, daughters, brothers, sisters. This information is so important, in order to avoid this type of cancer to happen again.

Because they don't have a nutritional answer or sometimes they don't believe that nutrition affects everything, it got lost in the treatment. Even though it's evidence based. At the same time, I'm starting to looking into paleo, listening to [Kresser 00:07:39], listening to Rob. I'm thinking in my head, I wish there was this type of medicine where you can incorporate exercise and nutrition and habits in all of this, and if you need pharmacological agents, you can prescribe. If you need herbs, you can prescribe herbs.

It turns out, that naturopathic medicine was the system that had been doing this stuff way before I even imagine this existed. I like to say that naturopathic medicine found me, not the other way around. Ever since, I have this goal in that, I want to make sure that evidence based medicine, it's not exclusive to an allopathic model, because that's the only thing that works. We follow the evidence.

My goal is to apply as much evidence into this traditional methods of curing people, in order to make healthcare better.

Steph G (host): That's amazing. What a great story.

Guillermo R: It's a tiny goal in my life.

Steph G (host): Yeah. Without that big goal to drive you and to set that out, if the goal is too easily accomplished, it wouldn't be the same.

Guillermo R: It's like when you go hiking and you have this idea, I'm going to make that summit, and then you get there, and then you either start thinking about the next climb, or you can look up and you go, you know what, I can make that other summit.

Steph G (host): Right, for sure.

Guillermo R: It just pushes you.

Steph G (host): When you were growing up and you always knew you wanted to be a doctor, did you have an experience as a child or as a young adult, that made you want to pursue that even more? For me, I actually, when I was younger, wanted to be a doctor as well. I would watch these surgery shows on Discovery Channel, the surgery and you'd watch the surgical procedure and stuff, and I always thought that was so incredibly fascinating. I didn't end up becoming a doctor, as you know, but I did always been just fascinated with physiology and the human body and how things work, and I think that's really contributed to my love of what I do now.

I'm interested, did you have some kind of positive experience, or other curiosity about how things worked, that got you on that path, or was it just an idea that you had that some day ...

Guillermo R: It's part of an idea. I like science, and one of my first memories is my mom buying a Fisher Price stethoscope set. I remember grabbing it, and the yellow with the blue tubing and the red bell, and wearing it around my ears, and just feeling like, this is it. This is what I want to do. Super motivated.

In Mexico, the healthcare system is not ... It's very different. It's a completely, mostly cash based system. I remember in Mexico, getting sore throats or whatever, and we would go to this doctor's office in [inaudible 00:11:13], Dr. Martinez, I remember his name. He had a room full of people. I remember that sometimes, the people couldn't pay, and he was okay with it. He would just see the people, and they would go home with the treatment or whatever, and if they had a couple of pesos, they could give him that money. I thought that was like, man, this dude is so cool. He's helping people, he's making a good living, and if someone needs help, he can just offer help without having to ... Without losing who he is or putting himself in danger of financial deficits or whatever, because he's just a cool guy.

I think that shaped a lot of, at a very early age, of the things that I foresaw, or that I wanted to do.

Steph G (host): When you came to the US, and having that experience in that different healthcare system in Mexico, and then coming to the states and seeing how different healthcare is here, how did that play out in your mind? Were you like okay, now it's all insurance companies and ... Just the complexity of the healthcare system that we have here in the US. How did you rectify all that in your own training for being a medical doctor? How did you rectify those two different ways of providing care?

Guillermo R:

As a 14 year old Mexican kid coming in, we were broke as fuck. The reason we came to the United States is because we were super broke. I'm a product of welfare. I came into the United States, my mom was getting around \$350 a month in cash, and \$500 a month in food stamps, and free healthcare. I thought, whoa, this place is amazing. Having that free access to healthcare in the land of opportunity was amazing.

It didn't, the clusterfuck that is healthcare, didn't hit me up until I started working at the emergency department. Was working at the emergency department in Florida, where not a lot of people have access to healthcare. What ends up happening is that all of these years of training in catastrophic events that this emergency doctors, these trauma surgeons train for. Because people don't have access to healthcare and because the way the laws are, if you walk into the emergency department, which happens to be the most expensive place where you can receive treatment, you have to be seen. You might get a bill later, they might write it off, it doesn't matter.

You have these people that are highly trained in catastrophic medicine treating sore throats, treating fevers. It's very frustrating for them. Because, they have to see them by law, and these people don't have access to healthcare, so they have to be seen. It creates this dichotomy of a very bad system of healthcare. The doctors are frustrated because there's people that are dying, that need their help, but they also have to see people that don't have such acuity or such devastating illness, but they have to be seen.

It's very frustrating for both sides, because now, the person walking in, because they don't have any other access to healthcare, have to be seen later, it takes two to three hours to be seen because there's people dying in the other room. That creates deficits in healthcare and deficits in the way the economy of healthcare works.

At the same time, when you listen to Rob, you cannot escape his ideas on markets. They're ingrained in his philosophy when he talks on his podcast, when he goes and speaks at Paleo f(x) or whatever. I knew that in order for me to be as effective as I needed to be as a practitioner, for me to be able to dictate how long I get to see my patients, for me to be able to dictate how I want to treat my patients, I was going to have to be part of a cash based system.

Then, when that happens, with naturopathic medicine, I have the ability to do that. I have the ability to have a cash based system that bypasses the fake economy of insurance. It is the perfect profession for me, because I get to take care of people, I get to do whatever I want when it comes to prescribing a paleo diet. I get to use fancy labs. It's not as rigid when it

comes to standard of care. I get to spend a bunch of time with my patients, and the patients pay for the service that they get. It's transparent, and I think the patients benefit, and I benefit because I get to truly give good healthcare.

Steph G (host): That's awesome. Thank you for sharing all that. I think that's going to help shed a lot of light on the situation. One of the frustrations that I know that many, the people at least in the ancestral health community, paleo, primal, evolutionary medicine, there's a growing community of people who are more savvy about these different topics and nutrition and fitness and lifestyle modification and stuff like that. I know one of the frustrations is, poor folks, when they go and see their doctors, see their primary care physician, they're given either no counseling on, for example, nutrition or diet, and that's a source of frustration for a lot of people, because medical physicians in this country, it's not very common to have nutrition as part of training, as far as I'm aware, and from what I've read.

Yet, it's so central to human health. As we know. We have a frustration on one hand that doctors aren't trained in this, they're trained in assessment and treatment of disease states. Yet, on the other hand, we know just from such a fundamental level, that what we eat plays out huge in perhaps our development of chronic illness. All sorts of stuff, for a lifetime. Did that influence you to go more towards naturopathic medicine at all? Did that play out where you were like, you know what, our system is broken here, we're sending people to their primary care physicians and they can't even get basic nutrition counseling.

Did that factor into your path at all, or how do you deal with that in your day?

Guillermo R: 100%. Just imagine the scenario, you have a person who has a heart attack. You take this person who might be down for a couple of minutes, and the ambulance gets in, they perform CPR, they bring him back, they take him to the emergency department, they crack open their chest, they do a bypass on their heart to bypass the blocked artery, and then they close him up, and then might induce them into a coma to make sure that they don't get super excited and have reperfusion problems.

Then they bring him back, and they survive, and they walk out of that hospital like nothing happened. It's amazing what we can do with modern technology. Then, when they get discharged, they might get a paper that says, eat healthy. It's like, okay, so you have this person who has been eating a shitty diet for the past 40, 50 years, and you think a single line of discharge notes is going to be enough to change their whole mindset without education, without a completely detailed plan?

Now, there's people out there that don't want to listen to eat healthy. They just want to have their statins, they just want to have their antibiotics, and then move on. I'm okay with that, it's their lives. That's not true healthy, but first do no harm, I don't want them to stroke out or have a heart attack. That's the care that they want. They are their own individuals.

Then there's the other subset of people that are hungry. They're thirsty for this information. Then they go to their doctor and they don't receive it, or they go to their doctor and they say, what do you think about these specialty labs? What do you think about taking this supplement? What do you think about taking this herb? The doctor just roll their eyes, and they're like, "You're not a doctor, you don't know what you're talking about, you just continue doing what you're doing."

That's very frustrating. Me, by the reason I have a podcast, the reason I have a website, I want to select the patients that come and see me. I don't want to see the general population, because the general population is not interested in changing their diet. They're not interested in the cool stuff that we are doing with health. If I have a person who is interested in the paleo diet and they're looking for a practitioner, I want to be able to give them the care that they want. By creating this model, what Cresser is doing, training health coaches and doctors with the Adapt program, by the work you do just educating us on how to work out, how to eat, how stupid easy paleo can be, by doing that, that's how we're going to enact change.

By changing whole mentalities in communities. I can only as a one person practitioner, I can only change one person at a time, which is not very efficient. Being able to provide that service is the most important, to me, at this moment. Thankfully, there's people writing books and there's people putting out bunch of cool information out there, to change mentalities.

Once we hit that mentality, once we change that, and people are demanding with their money that their doctors know about nutrition and they sit in front of you for more than five minutes, explaining why sugar might not be the best thing for you, they are demanding that. Things are going to change. Then that emergency department is going to go from a 40 bed emergency department to a four bed emergency department with a trauma room, and doctors are going to be happy because they're going to be catastrophic medicine and people are going to be taking care of preventative medicine without bastardizing the actual meaning of the word preventative.

Steph G (host):

Right. I think you hit on something so important there is the hunger, the thirst to know more, or at least cracking the door open and having the

curiosity to think, hm, the way I've been doing things doesn't seem to be working very well.

Guillermo R: Wait a minute.

Steph G (host): What else is there? I think that's so important, because I hear from so many people, and these aren't necessarily medical professionals, but just concerned family members and friends and stuff like that, and they're like, my whatever in my family, my sister is just, I wish she would just change her ways. She's hurting herself with what she's eating and doing to herself, lifestyle.

My first thing is always, has she been asking you questions? Because if that person's not even curious, and to just get a lecture about ...

Guillermo R: That's the easiest way of turning someone away.

Steph G (host): Yeah, for sure. I think what you said is so, so important, in giving people that space. Just listening to this episode, people might've been surprised to hear you say, if you're not ready, you're not ready. That's fine, go somewhere else. Live your own life. I think so many times, that that's a frustration that people in this community bump up against, is the ... When is it okay to let people go do their own thing? Not just proselytize and be the zealot. When to be ready. Obviously, be ready when they come and ask you questions.

Guillermo R: It's really difficult, because the toughest people to convince are your family. These are the people that are most important to you. I remember that, imagine, I've been doing this paleo thing for quite a while, 2009, 2010. I read Good Calories, Bad Calories in 2008. I've been at it for a while. I've been telling my mom and my family, you need to stop eating wheat, blah blah blah. Of course, they just roll their eyes or whatever.

Then last year, my mom got an IGG food allergy panel from her allopathic endocrinologist, and it said that she's allergic to wheat. It was one of the happiest moments of my life.

Steph G (host): Yeah, right, data. Evidence based.

Guillermo R: Yeah. I was like, I've been telling you this for so long, mom. Still, she's not completely gluten free. It just breaks my heart, because the toughest people to convince are the people that love you, because they know you. My mom knows me since I had diapers, and she knows that I'm just an asshole that thinks he knows everything.

It's just so hard to convince the people that you love, and the fastest way to offend them, the fastest way to make enemies, is to impose, just think

about it as religion, even though nutrition is not religion. If you have a predetermined set of beliefs, and you have someone knocking at your door, telling you that you're wrong and you should change your ways, how are you going to accept that?

Steph G (host): Not very well, I'm guessing.

Guillermo R: Yeah.

Steph G (host): Not very well.

Guillermo R: Not very well. Unfortunately, the way that we eat has been ingrained in our mindset for a very long time.

Steph G (host): For sure. So good. Thank you for that. Switching gears here, I want to ask you a little bit more about your podcast and your website, because you're kind of a busy guy. You've got a lot going on. You just finished school and got your degree. Congratulations on that.

Guillermo R: Thank you.

Steph G (host): Full time student, doing research as a research assistant, and then just decided to launch this blog and podcast on top of it. I'm curious to know why. You sort of alluded a little bit to that earlier, but why did you feel so compelled to put a podcast out in the world and offer an online space for your thoughts?

Guillermo R: Survival. If it comes down to something, it's survival. There's 80 students graduating once a year from my school, there's five schools. I needed to be able, because as a student, you cannot give medical advice, you cannot ... You're a student, you're not a doctor yet. I wanted to make sure that I had A, people waiting for me as soon as I graduated, to be ready to see me, and B, I wanted to lay down my philosophy of practice. People that want to see someone that practices like me, can identify me, and people don't get, they show up they're like, what do you mean you're paleo?

I wanted to make sure that it's all out there. This is how I practice. I practice on evidence based naturopathic approach to health with ancestral or evolutionary diets. For me, that was very important to put my philosophy of practice out there. You used to be a teacher, and you decided that high risk, higher reward, is just so much more fulfilling. I have the same thoughts, it's like, okay, I could go to this prefabricated allopathic medical model where I go in and they give me these rubrics on how to treat a person, and it's very specific and it's very detailed, and this is what you do.

You make pretty good money, but your knowledge is so much bigger than what you're doing. There's very low risk, and there's reward. Maybe you're not fulfilled with that career. When I decided to go to a naturopathic medical school, hey, I'm going to do a cash based system, I'm going to be, I want to treat people that are interested in the type of diet that I'm suggesting, I want to be utilizing all of my knowledge, botanical medicine, pharmacology, physical medicine, supplementation, labs, I want to be able to use all of my medicine.

There's this other track that the problem is that you are not treating insured people. People are not opening a book looking for who has a availability, and then oh, there's Guillermo, I'm going to go see him. No. It's high risk and higher reward. The only way for me to ensure that I was going to be able to have this foundation, I needed to promote myself. Remember when I said I used to listen to Kresser, I used to listen to Rob? I still do I guess. I thought to myself, Rob and Kresser have a podcast, so I guess I'm going to do a podcast.

I decided to do a podcast. Then, my girlfriend is a graphic designer, so she does motion graphics for TV and stuff like that. She's the one that edits all of my podcasts, and she sits there and she cuts them, and then she does my graphics. That's why my graphics look so good. It's not me.

Steph G (host): Nice.

Guillermo R: You stand on the shoulder of giants.

Steph G (host): Yeah. Absolutely. I think that's again, you hit on something so important, which is the power of the internet for all of its pros and cons, the being online now is so important to really be able to reach people and to find that, for a lack of a better term, that tribe and that group of like minded people who can all get together across the distances and say, hey, I'm really interested in what you have to say, let's get this done. I think that's increasingly important.

I see more and more doctors, not just in the naturopathic space, but just more practitioners having that online base to reach more people with similar interests and values, and similar curiosity. I think it's awesome. Your podcast is super fun. You've got some really super smart people on the show.

Guillermo R: Steph Gaudreau gave me an interview not long ago.

Steph G (host): I was going to say, then you've got your space fillers like Steph here.

Guillermo R: Oh. But, it's about entrepreneurship and survival, and wanting to help people in the right way. Now, I want to tell your audience right now, you do not have to be a doctor to be a healer. You can be a mom and heal your whole family. You can be a health coach, you can be a crossfit coach, you can be ... There's so many ways to heal. You don't have to go through the four years of formal education plus four more years for post graduate and then receive a title. Then licensing or whatever.

That was the scope that I wanted. But, anyone out there listening that has this drive, that they want to go out and change the world, don't let the letters after your name stop you. You have the power with the internet, with networking, with how inexpensive it is to put your thoughts out there in the blogosphere.

Now, you're putting your stuff out there, and there's going to be detractors and there's going to be trolls and whatever. Be ready, but if you have that drive to help the world, don't let letters after your name stop you.

Steph G (host): Love that. I think so many people get worried about ... It's the imposter syndrome.

Guillermo R: Tell me about it.

Steph G (host): Right? Oh, I'm not qualified, I have no experience. One of the people who's really influential to my journey is Marie Forleo, because I knew nothing about business, and I did her online business program called B School four years ago, and it helped me to get started. She's always talking about the fact that your story is your experience. Your life is your experience. That's very important when it comes to conveying the genuine nature of how you want to help people, and understanding the depths of what they're going through.

Certainly, there's technical knowledge and stuff like that along the way, depending on what you want to do. I think so many times, we just think, I couldn't possibly be worth listening to, and yet it's so important.

Guillermo R: There's an audience. The world is pretty far and wide. Then at the same time, have a purpose, like if you do want to start your own podcast, why? Not because Kresser and Rob will ... It's good to have people that criticize you too. In my school, the Southwest Scholarship of Naturopathic Medicine is such a lovey dovey environment and everyone's so supportive, that if I was to show people hey, listen to this, they would be like, oh, it's great, you're so awesome. It's like this fake, they're really happy for what you're doing, but it's not good criticism.

If you want to do something, and you have the idea and you what you want to do, get six of the closest people to your life, get some family member, people that truly love you, and have them tear you apart. Because that's the only way you're going to get better. People are constantly patting you on the back and telling you that was great, without giving you good advice, they're going to polish your craft. You got to get people that are going to be real with you and tell you, you know what, you say a lot of ums and ahs, you need to cut that shit. Or, one of my good friends, he told me, you need to, your mind is going way faster than your mouth, and before you think about it, you're at a different subject talking about something else. You end up bringing it back, but you need to calm down and just chill.

That has been, that's true advice.

Steph G (host):

Oh, absolutely. It's hard to take sometimes, but you're right. When it's from people you trust and people who you know want to actually see you do your best, it's way better than when it comes from an internet troll, or from the iTunes ratings when it's just actually somebody who has never listened to your show and just wants to be mean.

Yeah, get it from the people in your life that are trustworthy and that want to see you succeed. I want to ask about plants, and why you decided to ... Why plants? I'm just going to ask, and then I'm going to tell you my story. Why did you study plants?

Guillermo R:

Okay. I went to Paleo f(x) 2014, as a student, it was right before my second year of school, and I was sitting down in the audience, and Rob and Mark Sisson had the Rob and Sisson show. They said, you know what guys, we're getting old, we're getting tired, it's your turn. Turning to the audience.

I was sitting there, and I was like, yeah, I'm next. I'm carrying this torch. I came back to the school and I was like, how can I make a dent into this environment, into this space, and break. I can't just be like, hi, I'm a naturopathic student, listen to me. I guess you could but why would anyone listen to you?

I decided to get really involved with research. When I go into something, I try to give it my all. We were doing some research on botanical medicine, and the antimicrobial activity of botanicals. We were able to decipher the mechanism of action of about five different botanicals. That has spanned into, I think I'm up to nine peer reviewed papers. I've presented at oncology conferences, I've presented at the American Association of Naturopathic Physicians, which is the biggest naturopathic conference.

I've presented in Spain and this year, I was invited to present at Paleo f(x), I'm presenting on the ancestral health symposium.

It's just amazing, all the doors that have opened for me. Then, through that, I just love plants. It ties into evolution, and how they have to create certain compounds to defend themselves, just like you have an immune system, plants have an immune system, and we can tap into that immune system and help ourselves through them.

What's your plant story?

Steph G (host): I was going to say, this is going to be quite eloquent, but I think plants are smart as fuck. There's so much intelligence there that we do not give credence to because we think, oh, you can't speak, you can communicate, you can't talk. You can't move in most cases. We just look at them and take them for granted sometimes, but they're so intelligent.

Guillermo R: Diana Rogers makes this assertion, she says, they are moving, they're just moving way slower than us. They do have ecosystems where roots connect with each other and when something happens to one tree, they can communicate to another tree.

Think about it. Let's say there's a super alien race that is looking at us, and they move closer to the speed of light. To them, we're moving really slow, and they're probably looking at us like we're plants.

Steph G (host): Look at those shit humans, they can barely move around.

Guillermo R: They are so, they don't even have hyper fusion, hahaha.

Steph G (host): Right? Exactly.

Guillermo R: We look at plants the same way, even though they have language and they have ecosystems and they have immune systems and they have all of this cool stuff that they're doing, they're just doing it slower than us.

Steph G (host): The story is that when I was in college, I had to declare a major like everybody does and decided to be a biology major, but then at UMASS, we could pick a concentration, where we had to do a certain number of credit hours in a specific field of biology. I picked, of course, human physiology, which is probably not shocking, and just thought, I'm going to be on the path to being this physiology nerd and I love it, and I get to study the human body and everything else.

You can imagine my dismay when I saw that to get your concentration, your specialty in human physiology, you also had to do a course on plant physiology, with a lab. I thought, you've got to be kidding me. Plants are

so lame, they're so lame. I'm here to learn about the human body, and all this other stuff, and I was so peeved about having to take this class. Yet, when I finished that class, I was so fascinated, and I just had so much respect for plants.

That's my story about hating on plants, and then coming to realize how insanely amazing they are. Insane.

Guillermo R: One thing that I've been thinking about, is that Daniel Vitalis says, paleo people, you think that you're paleo? Look at plants. We haven't even tapped at that resource. I don't know what space this is going to be in, but maybe in a conference, when we have breakout sessions, I want to have a course on how to extract medicine from plants. How cool would that be?

Steph G (host): Oh, that'd be awesome. I think you should do it.

Guillermo R: Yeah. Everyone comes in, 10, 15 people, and we do it, and we will do it with blenders and cheese cloth. Then they leave, and they actually take medicine with them that they've made. How cool would that be?

Steph G (host): That's super cool. I see all the apothecaries and medicine men and medicine women, and all of this really ancient knowledge, that we've almost all but lost, except for the most ancestral, most traditional living cultures that are still on our planet, and I just think, we've really screwed this up. We've really messed it up. We're losing it.

Guillermo R: To think that they did all that research by trial and error, where we, and now, one of my goals with my research in plants, is to justify their methods. A lot of my papers are on quality control, and how without microscopes and without double blind placebo controlled trials, through process of trial and error, just like evolution, survival of the best medicine, they were able to identify what plants do what. That is super amazing, because this is like, at some point, it was just spoken word, and then they wrote it, and those texts remain somehow or maybe through oral tradition, these methods were kept.

Finally, someone wrote it in a book, and those books ... To think that over these thousands and thousands of years, because the Chinese had been doing it for 3000 years, these methods have persevered, and now, we can prove them with microscope and double blinds. It's pretty amazing.

Steph G (host): Yeah. I hope we get back to the point where we've reclaimed some of that, because I think it's incredible knowledge. It's sad to see it being lost along with so many other things.

Guillermo R: What's more paleo than that?

Steph G (host): I know, for sure. I want to give you a chance to tell us your super exciting news and then we're going to do a little rapid fire question and wrap this thing up. You just had some really, as I mentioned earlier, you finished your degree, you've graduated, and you've got some exciting stuff on the horizon. What's coming up for you?

Guillermo R: When this episode airs, I'll probably have presented at AHS. Maybe the news are going to be out by then, but I just got super amazing news, that I was selected as the resident physician at Dr. Alan Christianson's practice in Scottsdale. I'm going to be getting extra training after finishing my naturopathic doctor degree, with one of the best naturopathic endocrinologists in the world. I'm going to be learning right under him, I'm going to be just, he sent me a bunch of his courses already, so I'm already training. It's just going to make me so much more useful for this movement, to be able to take all this knowledge, 20 years of knowledge, and learn directly under him, and just help as many people as possible.

That is just the dream job.

Steph G (host): That's so exciting.

Guillermo R: Yeah.

Steph G (host): Congrats. That's awesome.

Guillermo R: Thank you. It's going to be so great.

Steph G (host): Yeah. You've got some talks going on. More podcasts, yeah?

Guillermo R: Yeah. I got a bunch of podcasts in the pipeline. I got talks. Then, now that I'm not in school and research and clinic, I'm going to probably have a little bit more time to do some blog posting. I have something on the pipeline that talks about iron and iron deficiency and hemochromatosis. If you want to be harder to kill, I'm writing around 6000 words on how to talk to your doctor about iron and how to test it and how to supplement it, and it's going to be a game changer.

Be on the lookout for that.

Steph G (host): Awesome. Will do. That's something that does come up pretty often when I speak to folks, both on the hemochromatosis side and the low iron side, is how do we manage that. That will be super valuable for people.

Guillermo R: Yeah. I'm trying to imitate our friend Chris Masterjohn and go completely crazy on the topic and just write a bunch of information on it.

Steph G (host): Cool. We'll be looking forward to that. We do have this little rapid fire section of the show at the end, where I throw some questions at you and you say the first thing that comes to your brain.

Guillermo R: Awesome.

Steph G (host): Okay. No pressure, you ready?

Guillermo R: No pressure.

Steph G (host): Okay. We'll give you an easy one to start. Coffee or tea?

Guillermo R: Coffee.

Steph G (host): I was going to say as a med student, I would imagine you would say coffee.

Guillermo R: Listen, I roast my own coffee.

Steph G (host): Next level.

Guillermo R: I'm the next level of coffee nerdiness.

Steph G (host): I love it. Favorite or most underrated plant?

Guillermo R: Oh, that's a good one. The most underrated plant would be sarracenia purpurea. It's the pitcher plant, it's a carnivorous plant from the northeast. It just does some amazing things when it comes to anti cancer and anti viral activity.

Steph G (host): Awesome. Best book that you've read recently?

Guillermo R: Oh. I'd have to say, it's right on my desk, give me a second.

Steph G (host): He's actually going to get, real time.

Guillermo R: It's call Hunger Makes Me a Modern Girl by Carrie Brownstein. She's the lead singer of Sleater-Kinney. She's just amazing.

Steph G (host): Cool. Favorite recovery practice that is not sleep?

Guillermo R: Oh man. Meditation.

Steph G (host): Do you have a specific, do you use an app, do you have a certain way you do it?

Guillermo R: My friend just convinced me to download Brainspace.

Steph G (host): Oh nice.

Guillermo R: I don't have a meditation practice, because I'm crazy and I should. That's my next goal in health and recovery. If I can say a second one, sauna, but I think at this point, I need meditation so much more than detoxifying.

Steph G (host): I love it. We'll link to that app so people can check it out. Then the last question is, what is the number one ingredient in building an unbreakable human?

Guillermo R: I think the number one ingredient, it's going to be love. Because you can add it to your medicine, you can add it to your food, you can add it to your meditation. It's free. That's the best.

Steph G (host): That's fantastic. It's interesting, I ask all the podcast gets this question, I think so many people if they're new to the show, they think it's going to be vibration tables or ...

Guillermo R: [inaudible 00:50:43]

Steph G (host): [inaudible 00:50:43] acids or something. It's almost always something that's just so much higher level than that, and so great. That was awesome.

Guillermo R: Oh, thank you.

Steph G (host): You passed with flying colors, so thanks.

Guillermo R: Thanks.

Steph G (host): Thanks for being up for that. I would love to close the show by just having you share where people can connect with you, remind us of your podcast name so folks can check that out, and all the relevant details there.

Guillermo R: Okay. My podcast is 30/30 Health, and you can go to 3030health.com, and that's where you see the repository of all my interviews. My website is 3030 Strong, and you can see my blog posts, what I'm up to. I need to update it with some new information. I'm going to be practicing in Scottsdale as soon as my license clears. I'm going to be able to see patients right away. I'm going to be at Integrative Health, and you can check out the website and learn a little bit more about Dr. Alan Christianson, who's going to be my mentor for the next year.

Then, all the handles for FaceSpace and all of that stuff. 3030 Strong, you can find me on Instagram, Facebook, all of those cool places. Except musically.

Steph G (host): Okay. We'll definitely link all of those things in the show notes, your podcast, your website, the place you're going to be working with Dr. Christianson and all the great stuff, so that folks can connect with you and if anyone's in that greater Scottsdale area, or wants to go to Arizona to hang out with you, they can do that, and see how amazing you are, and give you a hug and get all of your medical knowledge.

That'd be awesome.

Guillermo R: Yeah. Hugs are part of the plan. Give me a hug.

Steph G (host): You got to get that oxytocin, right?

Guillermo R: Yeah.

Steph G (host): Guillermo Ruiz, thank you so much for being on Harder to Kill Radio. It's just such a pleasure to always chat with you. Sadly, I won't be at AHS in the States this year, because we're going to be going to New Zealand again for AHS there in October. Wishing you all the best with everything. I'm just so pumped for your journey and to see how you're making change in the world.

Thank you so much for being on the show.

Guillermo R: Hey, thank you for being on my team.

Steph G (host): Any time.

Guillermo R: Thank you. Bye bye.

Steph G (host): Episode 68 is a wrap. I hope you've really enjoyed my conversation with the wonderful Guillermo Ruiz. Remember, you can grab everything we talked about at the show notes for this episode on studyeasypaleo.com.

Remember, take a moment and go to iTunes, hit subscribe, or you can do that very easily if you type in stupid easypaleo.com/review. Your subscription helps other people to find the show and enjoy all of the incredible human beings that I am bringing on for you to hear from.

All right. I'll see you next week, and until then, stay healthy, happy and harder to kill.