

The Primal Blueprint Podcast – Episode #35: Interview with Elle Russ, Primal Blueprint Certified Expert and Personal Coach

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Brad Kearns: Welcome, listeners. Thank you very much for tuning in. Today we have a very exciting guest on the *Primal Blueprint* podcast. It is Elle Russ.

Elle Russ: Hey, Brad. I am so excited to be here.

Brad: For those of you who don't know Elle, she is right there in the epicenter of Primal Living working for the Sissons and managing all sorts of business affairs and personal affairs for them. So you have been around the primal scene for many years and have really taken it upon yourself and had some life-changing experience as a consequence, I suppose, of your proper job.

Elle: Absolutely. Well let me start by saying that for the first year I worked for Mark and Carrie, even though I had read the book, I still was resistant to really get into it and following the principles. I have been an athlete myself and sort of had my own preconceived notions of what health and fitness was. So I still was resisting eliminating grains and some other factors of the *Primal Blueprint*. What really motivated me was after a year of not having any progress with weight loss or health and being around Mark and Carrie who are twenty plus years older than I and seemed that they looked better than I did. I looked at them and wondered how is it that they, twenty years beyond me, look in a lot of ways, even younger? And so I picked up Mark's book again, in the second year of working for them, and re-read it and realized how I had been in violation of the principles and how that was affecting my health. I just went full-force and it changed my life.

Brad: I really appreciate your colorful language where you are "in violation of the *Primal Blueprint* principles."

Elle: It's true!

Brad: Very clever. That reminds me. It is funny. When Mark does his Q and A it often comes up about our background when we are talking. He used to coach me when I was a professional triathlete and he'd jump in and train with me and some of the other the top guys around Los Angeles who were competing on the professional circuit, and by that time he was a retired washed-up old guy. He was in his late 30s and he would join us on our cycling rides and be going off the front in lead and it was very frustrating for the full

time athletes to see this guy who was working in a proper job and personal training others rather than perusing his own competitive aspirations. He was still in good enough shape to perform at the highest level because he had figured out the stress and rest balance better than the average chronically training athlete. It reminds me of when you say, I am hanging around these folks who are older than I and they look better than me and that is a violation. That is offensive.

Elle: Yeah. That's not fair. This isn't right. I want to go back to what you were talking about with the training and overtraining of athletes. What I am an example of and what I think a lot of people are and just don't know is that being a sugar burning or living a non-primal life, can put you in a state of chronic cardio and cortisol production to the point where you can develop a metabolic problem. This is what happened to me. A lot of athletes who over train, can suppress their thyroid and really screw themselves up. It is sort of what happened to me. As sort of an amateur every day exerciser, going to the gym, doing the same thing, hauling butt up a mountain thinking that was the best for me. What I did is I gave myself a metabolic problem I didn't have to have in the first place. So my goal is to prevent anybody from developing the same thing.

Brad: Okay. So you came in to your fitness pursuits casually. You weren't trying to win any prizes or make the Olympics. Describe how you got yourself into such a bad hole to get actual serious health issue.

Elle: [00:04:43] Well, I back in the day never competed on a serious level but I did teach a lot of sports and I competed in basketball and tennis and a variety of other really fun play sports in my life. When I really took fitness to a new level about twelve years ago, I was of the mindset that Mark talks about: this social construction of no pain, no gain; the harder you work, the better the results are. So every day I was in the state of chronic cardio without knowing it. This means exercising way above 75% of my maximum heart rate and really creating a situation where cortisol got to a dangerous level. As you guys have probably talked about on this show and what the listeners don't know is when you are in a state of chronic stress, whether that is via exercise, poor eating, or just life stress, you are creating extra cortisol and it conflicts with thyroid hormones and other sex hormones and important factors that contribute to a disaster.

What happened to me is that I over exercised myself, over trained myself into a metabolic problem that manifests itself in lower thyroid function and adrenal fatigue ultimately. So I had the experience of knowing what low cortisol feels like, knowing what high cortisol feels like and seeing how my activity contributes to that. I just didn't know that I was doing anything wrong. I, at one point in my life, did Hot Yoga five or six days a week. Well that is seriously overtraining your system and as a result when cortisol increases, you usually get belly fat. That is kind of where I started to notice it manifesting. I am working out all the time yet I am getting belly fat. What is happening? That was one of the first indicators that there was a cortisol issue.

Brad: [00:06:35] I am glad you are bringing up this distinction. We can't talk about this enough. We have touched on it. To really get into what is happening with this primary fight or flight hormone called cortisol, we often refer to it in a negative context but, of course, it is extremely important for all kinds of energy regulation and energy production in the body. To get a basic framework to operate from, when we trigger the fight or flight response, cortisol becomes elevated and we function at a higher level, not only physically, but also cognitively. We are sharp. We are focused. Our respiration increases. Blood pressure and all of these things elevate to allow us to perform at peak physical function. This is wonderful because if we didn't have it, we wouldn't be able to go out there and run a 5K or complete a Hot Yoga class.

Elle: Right. Cortisol is what you need to wake up in the morning. One of the symptoms of low cortisol is if you wake up and feel like a brick just hit you. There is a problem. In our circadian rhythm there is a cortisol production window some time between 4:00 a.m. and 8:00 a.m. for people who have a schedule that they go to bed early and wake up early. Chronically high insulin and cortisol not only suppresses testosterone, GHA and other adaptive hormones, but it really messes with your thyroid that is the major gland responsible for your entire metabolism. There is a doctor up in central California who practices Metapath medicine. He has seen a lot of examples where patients who are stressed out, come to him. They have low thyroid function. They are gaining weight. Once he assesses their lifestyle and diet, those can be

reversed. You can sort of catch these metabolic problems quickly. But if you are not aware, it can go too far like it did with me.

Brad: [00:08:30] I have to say. You are tripping me and other listeners out with your total command of this whole process. It is so funny because here are Mark and Carrie hiring a business manager/personal assistant. She storms in to work and, of course, you can make the flight reservations and do all that. All of a sudden you are talking above and beyond what anybody can imagine. It is so exciting to see how you have gone through the years of starting out with just the ambition and trying to do the right thing by conventional wisdom, getting into the Hot Yoga class. If twice a week is good, then how about six times?

Back to your story and the chronic elevation of cortisol. This is a refresher from the book and a lot of listeners probably know it. You are suppressing your immune function and all those terrible things. Now here is the thing that I had to learn the hard way too. What happens is you hit that crash and burn point where because of the prolonged stress and the prolonged triggering of the fight or flight response, one day you wake up and that cortisol production is tapped out and then you are in deep trouble and you are in the burn out state.

Elle: It is totally reversible. I have been able to correct those high and low cortisol issues in my life but it is something that takes a lot of attention and a lot of research. A lot of doctors are not factoring in the adrenal glands to normal human health. My biggest fear is for these people who are out running every day, doing what I did and can really contribute to a serious problem. Not only can you contribute to insulin resistance that can lead to Type 2 Diabetes, but that also is aligned with adrenal and thyroid malfunction. If you are exhausting your adrenal levels on a regular basis, you are just asking for trouble. Your own thyroid hormones, your own hormones won't even be able to get to where they need to go to do their job.

[00:10:27] So the hardest thing for me in turning primal was to get rid of convention wisdom on cardiovascular exercise and get my health better. I really had to take the time to wear a heart monitor and slow down and see where I was. I am a fast walker from downtown Chicago. My life was just running around everywhere. I really needed to slow it down. It was really hard to get into my brain. The other thing that was tough was the idea of eating more fat. That is just something you have to get beyond once you go primal. The biggest joys of going primal, the biggest changes I have seen are (1) I had really a terrible issue with food. A lot of Mark's primal success stories say the same thing. That their mental and emotional issues of craving and always thinking about food went away. It is borderline food obsession. But when you are a sugar burner and you are over stressing yourself in whatever way, whether it is through work, or whether it is through exercise, you are eventually going to have a cortisol issue that is going to effect weight and could also turn into something serious.

Brad: [00:11:32] Well it is also when you talk about food obsession, it feels like there is a legitimate reason because you are addicted to sugar and so why not be obsessed about your next meal because it is thing that fills you? To break free from that metabolic pattern of sugar dependency, we believe strongly that that is kind of the portal to truly healing from all sorts of food issues and of course you can't comment on medical diagnoses like anorexia, bulimia, and all those things, however, if you are addicted to your next meal in a physical sense, you are going to have trouble and expectations of trouble.

Elle: Yes and your brain is also craving that sugar because you have made it crave it. So you getting a mental signal that you almost have to eat the sugar. It is like you are compelled to. Once I got out of that cycle and became fat adapted, the biggest difference that I noticed was that I already had great energy and mental focus but my mental focus for a sustained period of time increased like tenfold. On top of that aside from really great wonderful fat burning and weight loss that I am so happy about, the mental energy along with the biggest triumph was really over the food obsession. Constantly thinking about food on a regular basis makes you kind of crazy. I understand that treadmill, that hamster wheel. I have been on it. The other thing is really energy. People shouldn't have to take a Jamba Juice and 3:00 o'clock in the afternoon and be exhausted. I never take naps now.

Brad: Back to that low cortisol story. First of all, you are pumping out, pumping out; your body is managing through. It is really sort of a crisis situation for however long it takes for you to bomb out. One day you wake up, like you describe, among many other symptoms, is that you just don't have that normal

baseline energy to sit at your desk and continue working through the afternoon or even do half of your normal day workout.

Elle: [00:13:38] Exactly. One of the things that assist with adrenal health is something as simple as sea salt and things like B vitamins. I am not suggesting that people go out and buy a bunch of supplements but understanding how to support your adrenals from a nutritional and mineral/vitamin level can really help people who are going to be the triathlete or who is going to go train for two months. I am not going to be that person. But I worry more about those people who are in a state of just over exercising.

Brad: [00:14:09] So that takes us to your evolution of your interest in this and your personal healing. And now you are open for business doing coaching, huh?

Elle: I am. You can go to my website: paleoprimalcoach.com or email me at paleoprimalcoach@yahoo.com. I am really excited about spreading the word to others. This course is so great for just anyone who is interested in really achieving ultimate health. I have read all of the paleo/primal books out there. But taking the course was almost at in depth graduate study level for me. It is quite difficult actually. Not impossible but it was tough. I think the course is probably about 450-500 pages of serious science and history and information. It refueled and re-inspired me. By being primal myself, and living by example, so many friends and family members around me have achieved amazing results. My brother has lost 40 pounds. I have another friend who lost 40 pounds and cleared up a skin condition. Living by example is really the way I have been able to do it and now after being certified, I want to take it to a different level. I want to help somebody who is clueless about this. I do offer a free 15-minute consultation so anybody who does have a consultation with me is going to get enough information to go out there and investigate it themselves before deciding whether they really do need or want a primal coach.

[00:15:41] As far as the course goes, I just feel that anyone who is on this paleo/primal path should really look into it if you have the ability to take it. It is a level of knowledge that I can also now spread to others. I have science and history backing me up when I do make claims to friends and family members and people that I meet. It gives me a level of credibility on the subject.

Brad: I think that is an important point because you do encounter challenges in everyday conversations at your latest cocktail gathering or wherever someone is nice enough to engage you in your new passion and your dietary philosophy. You often get pushback on many of the main talking points so it is important to be armed with a little bit of background for statements like saturated fat is actually good for you and not at all harmful.

Elle: I have heard other objections. I have heard everything from "grains are in the Bible," to "I have Hashimoto's. I can't be paleo," which, by the way, that is sort of the reverse. If you do have Hashimoto's, you really do need to consider going paleo for a variety of reason which you can look up on the web right now. I have heard so many objections. It is really nice to have, not only certification behind me, but also this really vast base of knowledge that I never had, that I could not get from all the books that are out there right now. The objections will come up but it is nice to be able to add some science and facts to the responses.

Brad: Did you say that your website was primalpaleocoach.com?

Elle: Paleoprimalcoach.com.

Brad: Paleoprimalcoach.com wasn't taken?

Elle: It wasn't. I was very lucky with that.

Brad: Paleoprimalcoach.com. Wow.

Elle: Paleoprimalcoach.com and paleoprimalcoach@yahoo.com. You can check out the website and contact me.

Brad: [00:17:36] I think that credibility factor of your having been down this road and your having healed yourself is strong as a coach. There is nothing you can compare to it. It is like someone with all the knowledge in the world but not that practical experience of actually living through, not only the struggle, but also the positive results. That puts you in a perfect position to help others.

Elle: I really have suffered. I cannot tell you how much time in my life has been spent inside feeling so uncomfortable in my own skin and body. Whether that was because over exercising in a non-primal way gave me a thyroid problem I had to fix, which I did. It is still is something that you have to watch on a regular basis. It is very easy to fall down the chronic cardio staircase. It is so easy to go on a walk with someone who is walking a little faster. I pick up my pace and next thing you know we're starting up hill, and I'm sweating and now I am burning glucose. These are the things you just have to sort of train yourself...go slower. To look at the exercising movement of being primal because that is what people are missing. This isn't just a diet. This is a way of life and how you are moving. The way I moved really affected me in a negative way because my diet seemed to be somewhat clean at the time but I was still a grain eater and not eating enough fat, etc.

Brad: [00:19:00] I think the common pattern that we see is people doing that excessive cardio, taking it a little bit too difficult like you describe on the walk, not crazy, going out day after day. But on the flip side coming up short or disregarding the importance of the brief high intensity workouts that also contribute to hormone balancing, and efficient fat metabolism and all those great things. I see that so often that people just go to the gym and do their elliptical and go home and, of course, that is way better than just sitting around. But you are missing two of the three *Primal Blueprint* fitness attributes if you are just doing heart work.

Elle: I set my alarm every week to remind myself to a sprint session every seven days. Doing that is one of the things that really changed my body around almost immediately. The other side of that is that there are people just doing sprinting and then they are going do that three to five days a week. I think pace is so important and everyone's pace, if you look at it, is probably way faster and way harder than they realize that they are going whether that is on an elliptical at the gym or whether it is on a hike. I can't tell you how many times I see people running up a mountain.

Our ancestors who wanted to get to the top of a hill were not going to exhaust themselves to do so because if they did, they'd end up being prey and exhausted at the end of that hike. Not only does it not make sense in terms of our history and our genetics, but also it is also more meditative and enjoyable. I don't want to hate hiking because I have haul butt to the top of the hill because that just isn't fun. Now my workouts and my hikes are so much more fun and relaxed and I am not stressed out about working out, nor am I ever sore after working out. Whereas when I was in a chronic cardio pattern, I was sore all the time.

Brad: Not a good sign, huh?

Elle: [00:21:01] And also another thing is that people don't realize the excess stress in their lives. Not even just exercise stress but also just stress really affects the adrenals in a negative way. You can be pumping out extra cortisol even if you are not an exerciser, just by being stressed out, lack of sleep, too much coffee, etc. You don't have to be an exerciser to give yourself a problem. Maybe you can talk a little bit about this. Elevated cortisol and how it affects insulin and glucose is a problem. Elevated levels of cortisol will contribute to glucose in a negative way.

Brad: What is happening is you are feeding that sugar-burning engine. You are going to do two things. One, is you are going to find a meal and continue to consume around the clock whenever you are slightly hungry. The second thing is if you happen to miss a meal, that is when you get cranky, start getting foggy, you can't concentrate and what you do is you actually the kick start or trigger of the fight or flight response again and your body will convert your lean muscle tissue into glucose through the process of gluconeogenesis which, when you trigger this over and over throughout this pattern of high carbohydrate meals and then high insulin production followed by the crash, the hunger and the fatigue and all that, you exhaust the fight or flight response just as you do when doing chronic exercise.

I am glad you brought that up because this is like there is the executive track where the person who is flying around on jets a lot and not sleeping and working hard with work pressure barely any exercising at all can fry those adrenals in the same manner as the professional triathlete who sleeping twelve hours a day and eating wonderful food and balancing all the other forms of stress except for that excessive exercise. There are many roads that lead to burnout.

Elle: [00:23:03] And sometimes chronically elevated cortisol can feel good temporarily in the sense that you feel like you have all this energy. I am on fire. What is really happening is you are stressed out. One of the things I want to point out, (You can look it up on line.) if you feel like you are stressed in a way, whether the adrenals might be taxed, the symptoms of high and or low cortisol can be sort of a pounding pulse on your way down. It feels like your heart is pounding out of your chest. You feel overwhelmed by small tasks and a sensitivity to light, or feeling defensive or just sensitive to certain things.....any sensitivities....

Brad: Are you accusing me of burnout, Elle?

Elle: Yes. (ha ha) but really those are the sort of symptoms you need to look at and supporting your adrenals in a better way. But even a bad diet can lead to chronically high levels of cortisol. So honestly, if were to say, the most important things I would want to impress on anybody are insulin and cortisol. The management of those is the key and the Primal Blueprint, whether you took the certification program or just adopted the lifestyle, will completely reverse and change that over time. You just get more and more efficient at burning fat, which is what I noticed.

Brad: [00:24:15] We are talking to a broad audience here. First of all if you are a coach, you can already pick up here where this is heading. If you get this education and arm yourself with the blow by blow strategies of how to turn this stuff around but for the individual enthusiast.....we have received a lot of requests from people who say there are not a personal trainer, I am just someone who loves the *Primal Blueprint* and wants to learn more. It feels like the course would be a great experience just to have your entire arsenal filled with knowledge and ways to respond and react to the various shortcomings and goals that you are pursuing and are having difficulties with.

Elle: In fact, the certification course saved my life a little bit. I was on the section where they were talking about pulse and I realized that it had been seven or eight since I took track of my heart rate during exercise. Upon doing that test I realized that my pulse was a little bit higher than it should be and it also reached a little bit higher too fast. One of the things that helped with resolving that situation was the addition of B-12 in my life and some salt, which I had been really lacking. Sometimes that can resolve it. But what it did is let me know how hard I had been working too hard. I had gotten a little off track and started to work out too much at a higher pace. I had to slow myself back down. So even though I know what I know, you can fall off track easily and you have to check in with yourself every now and then. "Am I doing the right level of heart rate with my exercises? Am I going over? Am I going under?" Check in every few months. So the course really saved me from getting further into a stressful situation. I was monitoring my heart rate. [00:26:07] The course also is really fascinating. It is so fun to learn all of the history and the science behind these principles. It just sort of refuels the dedication when you are seeing how steeped in real science this is. I just can't ignore that part of it. I know you can't either you can't and apparently Mark can't. The science is overwhelming and it is really fascinating. I am not a math/science person per se. I have always been the creative type. To learn the details behind the principles in the way that the course presents them is really fascinating and interesting.

Brad: Well, thanks. I think we should distinguish your participation. You weren't a regular old certification participant. You were one of our Beta testers and probably the shining star of the Beta testing process. You took this thing on before it was released to the public and really went over every single question, especially as you completed your test results and you did exceptionally well, right? You came out with 27 out of 30 correct. But then on the three that you missed, you came back with your challenges the reasons why the questions were unfair or ambiguous. It was a wonderful experience and I think all of the future participants will benefit from this. We really have to work through making a fair question but still challenging your knowledge of the material. You made a tremendous contribution on that level of really picking out what are

the best things to test on and always thinking from the perspective of the participant to have the best experience and to also have a fair testing process to get really high caliber graduates.

Elle: That was really fun for me too. I am not a big fan standardized tests. I, of course, have taken the SAT and ACT to get into college. I actually took the LSAT as well to apply to law school at one point. I decided against that, but I did take the LSAT. I find those test questions....the whole idea of standardized testing really interesting. I also often had issues with those tests. For me it was exciting to go through and try to break the test, try to look at it from the perspective of what can I find wrong with this. That is really kind of the Beta tester that you want. So I just really tried to monitor that and it really was fun for me. I am glad I helped you guys but I just had fun going through the test questions.

Brad: [00:28:39] One thing that Mark and I were talking about yesterday was that we should mention here. We really appreciate how you helped. Mark is always making a point to say the Primal Blueprint is flexible, open-minded, always looking at the latest science, and so we are constantly updating this course and revising, in many cases, the official Primal Blueprint position. Of course with Mark being the thought leader here.

[00:29:07] One of the things you challenged us on was the take on alcohol and how red wine is always touted as the great choice because it has resveratrol. This is now being second-guessed about just how beneficial that resveratrol is inside that red wine. In a general sense, if you look through the books and what Mark said about red wine, things are evolving now. You really called that out and said, "Wait a second. People are trying to lose excess body fat. They are trying to live a healthy lifestyle." You called us out to really revisit that position on consuming alcohol in general, and red wine in particular. Let's talk a little bit about that. Where do you stand? What did you say to us?

Elle: Well, I have never been a big drinker in my life because I have always been affected by it in a way that is never positive for me. Also I have seen the effects of alcohol on people. Throughout my life I have been able to pick out, sort of out of nowhere, a big time drinker. You can usually see it in the skin and level of bloat. I have always sort of been turned off by what being a heavy drinker would represent anyway. Here is where people take it to a different level. On the resveratrol level, I could be wrong here, but isn't the amount of red wine you'd have to consume in order to get the levels your would want kind of crazy? It is not just a glass of wine. It would have to be a gallon. I have heard that. I could be wrong on that. Do you know what I am talking about?

Brad: Oh, sure. Absolutely. I am a non-drinker so you and I are kind of not the most biased people to talk to on the podcast here.

Elle: What I have seen with other people who do drink wine is that they are taking that resveratrol health benefit and using it as an excuse to sort of justify their daily bottle of wine habit, or even daily two to three glasses. It is almost like the 80-20 rule. I am sure you guys have talked about this many times. 80-20, to me, meaning 80 being primal; 20 don't worry about it. People misinterpret that as well just like they do wine and alcohol consumption.

They take that 20 percent to mean, "I'll fill that with grains and the other non-primal foods. I don't think that is really what Mark intended. I don't think that is what anyone intended. I mean, yes, you have to be a human. You may be at a party and have a chip now and then with a piece of cheese or piece of cake, sure. People take it to a different level and I have heard people say, "Oh, I'm 60-40, or I'm 70-30." but that 30 percent is heavy sugar, heavy dairy, heavy wine. So I just think people take the red wine health claims to a level that is justifying kind of over drinking. Now only that but looking at the facts about it, I just don't think that anything present, in fact, I think there are statistics that if a woman drinks a glass of wine every night, it increases her chances of breast cancer by 40 percent. That could be changed as a statistic, but I believe in the past few years that came out as a statistic. Do you know anything about that?

Brad: Not specifically. But I do know that the reason you feel a buzz is because you are ingesting a toxin into you body. It is worth sitting back and thinking. I think Mark did a great post a few weeks back where he said that he does enjoy that glass of red wine as a way to de-stress from the stresses of his busy day of running the empire, right? Then he decided to second-guess that saying, "Why do I need a substance to de-

stress? Why can't I do some of the healthy methods of de-stressing that are written about on Mark's Daily Apple like meditation or doing light activity or something besides reaching for a substance that is toxic upon ingestion?"

On the weight loss question as you strongly emphasize, too, alcohol is known as first to burn. We get into this in great detail. When you ingest alcohol all the other metabolic calorie burning is on hold while your body immediately processes that alcohol.

Elle: Not only that, but the chemical component contributes to your craving food, getting the munchies.

Brad: Yes on a chemical level what is happening is your blood sugar is dropping as a consequence of ingesting the alcohol therefore you are getting that appetite. And furthermore, if you consume either carbohydrate or fat calories with that alcohol, in the case of a mixed drink, you are consuming the carbs and the alcohol together. What happens is those carbohydrates are more likely to be converted into fat because you are not burning them right away in the bloodstream because you are burning the alcohol first. That is what the first to burn distinction is all about. First the alcohol and, by the way, if you are doing a mixed drink, those carbohydrate calories will be converted into fat.

Not the alcohol itself. That is a common misconception. Alcohol is fattening because it converts into fats in the body. No true. It converts into other things which we won't go into but the key takeaway point is, yes, it can compromise your body composition efforts, and secondly, the 80-20 thing.....every time someone is spouting the 80-20 thing to me, my red flag goes up because as Mark wrote in the *Primal Blueprint* with that nice John Wooden quote at the bottom of the page. The idea behind this is to strive for 100 percent primal compliance but accept an 80 percent success rate. So if you are striving for 100 percent that means you are not going out of your way to find a grain to contribute to that 20 percent accumulation. That is absolutely a misinterpretation of the 80-20 rule.

Elle: You'd be surprised how many people do misinterpret that for their own purposes because they want to continue to.....they almost can't control it because they are in this sugar-burning state so they need to kind of keep that up in order to satisfy their brain.

Alcohol thing is very interesting. I love that Mark is so transparent and honest about it and talking about it on his blog. I think that is great. One of the things you mentioned earlier about Mark being a human being and just like us is that he is striving to be open about any new evidence that comes in that would say otherwise to something he claims. He is very open that way and I think that is why people resonate with him and why I did as well because he is a human being who talks about the tests and the mistakes he's made himself. He's not perfect and so he is the first one to admit. "I tried this. This happened. I tried to take a piece of bread here. This happened to me." He's honest about his testing his primal abilities over the years and he shares that with his readers. It is awesome.

Brad: To finish that thought.....the post was several weeks back and he was talking about how he had been six weeks experimenting and also test health because he is a sensitive person with the leaky gut and dropping the grains changed his life and he also believes that the alcohol was a contributing factor. Now he is up at nine, ten, eleven, twelve weeks experiment and it is nice to read about. And, in fact, in the Cert, thanks to you calling attention to this, we revised the position to further emphasize the fact that this is an option. If you insist upon drinking, of course, red wine is going to rank higher than beer because beer is made with gluten and red wine has a bit of nutritional benefit. But it is not really anything to say, "Hey, this is part of the primal plan," and you should go out of the way to pour yourself a glass of wine.

Elle: Exactly. Just abusing the 80-20 rule or the claims of the resveratrol benefits in red wine is just keeping people on a bad train. I am just glad that he is sharing his experience with others.

Brad: Well, Elle. We have had a wonderful talk here and so much appreciate your detailing your experience with the certification and also the great things you are doing as a coach. Give us that website once again and we'll have people get over there and check it out and also hopefully check out the *Primal Blueprint* Certification website at primalblueprint.com.

Elle: I cannot express enough how exciting the course is and how much fun it is to take. It is a little bit challenging, of course, but it is really interesting so anyone who is interested in furthering their own lifelong anti-aging brand and just their own primal health or considering being a health coach, I think it is a wonderful course and the first of its kind. There is no other certification training currently in the world in primal/paleo health, is there?

Brad: That is true. We were apparently in a race to develop for the few people spouting off for the last two and a half years saying, "I am working on my cert course but nothing has materialized yet and so we are really happy to finally have something organized and accessible to everyone. I think the best part especially for busy people that have trouble, planning a trip to Primalcon, which is a wonderful life changing event, but you got a get your butt to Oxnard or New York or whatever. Here you can study in the comfort of your own home online and we absolutely bombard you with educational material. It is not like you have to watch a three-hour video of Mark doing a transformation seminar but guess what, if you have time to do that in the evening for 20 minutes or something and then tackle one or two modules on the weekend or you are busy and you leave it sitting there for a week, there is no rush and no pressure. It is all at your own pace. You bookmark you progress and you proceed with the test taking one at a time.

Elle: You can take your time with the test. You don't have to complete it within a certain period of time. This is great.

Brad: Oh, that's right. Maybe we should put a timer on there for the people who are googling every answer. We are talking about how can we keep the security tight here and, of course, you cannot copy the material out of the cert. It is copy protected. I suppose if you googled every single line and every single question, and you spent four hour, you probably could pass the test.

Elle: You might get some misinformation regarding those answers if you googled them.

Brad: That is right. It has to be coming from a proper source.....the same website. So Elle Russ, thank you so much for taking the time. You are one of the true queens and leaders of the primal movement at the epicenter in Malibu, California. So again, you are obviously coaching locally in Los Angeles, but also taking remote clients. What is the website again?

Elle: paloprimalcoach.com

Brad: I think I am going to remember that. It is pretty easy.

Elle: I hope so. You can also contact form on the site or you can email me directly at paleoprimalcoach@yahoo.com. Most of my coaching is phone coaching so you don't have to be in Los Angeles in order to benefit from it. I do offer again, a free 15-minute consultation where you are going to get a lot of information from that phone call so that you can go out and do your own research a bit and if you find that coaching is right for you, great. If anyone would like more information on the course, or wants to hear my experience about it, I am happy to share that, too.

Brad: Well, thank you, Elle. I know the way you talk, in 15 minutes, you are going to get a lot covered because you don't waste time. You are going at it every time we talk. Especially on this podcast it has been a wonderful show. Thank you listeners for listening to Elle Russ, our guest. This is your host Brad Kearns signing off for the *Primal Blueprint* podcast.

Brad: [00:41:21] We are so pleased to announce the release of the long awaited *Primal Blueprint* Expert Certification program. The *Primal Blueprint Certification* is an online educational program consisting of education course with examinations along with the robust package of multi-media educational materials including instructional videos from Mark Sisson, audio books and digital books. The certification package is designed to deepen your knowledge of the primal/paleo evolutionary health principles and become empowered to teach others to live primally. The online course consists of thirteen separate educational modules, text and video instruction that align with eight key concepts and five action items of the *Primal*

Blueprint 21-Day Transformation book except for it is about five times more detailed. This is the real deal if you want to take your knowledge and professional expertise to the next level. After each educational module, you will take an on-line exam consisting of true/false and multiple choice questions and receive an instant score. It is great fun and it is a great challenge. When you pass all thirteen modules, you will join our elite group of certified experts helping to promote the *Primal Blueprint* with Mark Sisson. You will get an awesome completion kit of goodies, including a pair of Mark's books, and we include your profile in our online certified expert directory to tell the world about your elevated status. This is a first and surely to be the pre-eminent on-line certification course in the primal/paleo evolutionary health world. It is a great opportunity to invest in yourself and step up to the next level with your knowledge and commitment to primal living. You can learn all about the *Primal Blueprint* Expert Certification and register for immediate access to the course and educational materials at primalblueprint.com.