

BigBrain Radio Show
5/27/06

(music)

D: Hey, good morning. It's Saturday morning. Welcome to the Big Brain Radio Show. I'm Dr. David Stussy, and you can call me Dr. D.

Z: And I'm Dr. Zena Xanders and you can call me Dr. Z.

D: And we are...

B: The Big Brain Radio Show!

D: Well it's Saturday morning again Dr. Z. Ready to have a BigBrain day in a BigBrain way.

Z: That's right.

D: We're going to... in fact today what we're going to talk about is a BigBrain in every day life?

Z: What's that about?

D: Well, the BigBrain philosophy talks about our experiences and our ability to map our own experiences on to what is being said, what kind of advice we're being given, and all the seven areas of life and so we're...

Z: So it's a point of view. BigBrain point of view?

D: The BigBrain point of view... well, the BigBrain philosophy actually takes in all points of view. It's your point of view and how it fits your lifestyle. So we're going to look at some articles and things from...that... you know I've collected a few things...

Z: Yeah, you tend to collect a few things.

D: But anyway, they're kind of interesting. And we're going to talk about some social things; some mental things; some feeling better; some

measurements people can use; some websites that people can have. Again, always to give them information that fits their physical brain's information, but they are metaphysical concepts that they have in creating their lifestyle or their healthstyle.

Z: You know I think we've all had this experience where you read a whole newspaper or you read a whole magazine and there's one or two things that really stick out. You know if you're motivated enough, you rip them out, right... which I know you tend to do.

D: Um hmm.

Z: But I think it's our intuitive metaphysical brain prompting us that those things are for us. Because not everything appeals to everybody... and different things appeal to different people.

D: Well, it's more like "ah ha! I've been thinking that. I thought that was true." But you can't find the information. All of a sudden you find something... hey that supports the way that I see life. And not only see life, but I experience life... for myself and the way that my life works.

Z: Yes. So you're getting feedback... hologram feedback.

D: Yeah, and some of the articles... you know we actually don't agree with. We might want to say where people can get misled; where they can be caught up in the context of media presentation... or that's what everybody thinks... and...

Z: Like a nice cultural idea, but it's not really true.

D: Yeah. So what we're going to do is kind of go through some things. Kinda... we're going to have a conversation today about the BigBrain and everyday life.

Z: Sounds good to me.

D: I think it's pretty good. And ... um... I know there's one on social, and you like social. And I've got some stuff on brain facts and I kind of like that stuff. So it should be interesting. So stick on... I think you're going to really enjoy it today.

Z: That's right. And there's always about health.

D: Always about ...

Z: Always.

D: Healthstyle...

Z: This is healthstyle show.

D; ... and having your life work.

Z: You're listening to the BigBrain Radio Show and this AM 950 Air America Minnesota.

(music)

(music)

D: Hey, welcome back to the BigBrain Radio Show. Yes... you want to have the path you choose... and we have stuff to help you choose... right?

Z: That's right.

D: So, you know we were talking about the BigBrain lifestyle – healthstyle we call it... because it's about evolving as human beings, using the information, our experiences and lapping them together so that we continue to grow out of our concepts that our mind comes up that are unique for ourselves, and for the people around us. So it really makes life a joy.

Z: Yahoo!

D: Yahoo!

Z: Yahoo! (laughter)

D: Things like that.

Z: Say more... say more.

D: You got the banjo...

Z: Yeah.

D: ... the banjo and the yahoo.

Z: (Laughter)

D: Um... you know our perceptions really guide our life. You know I've used the example before: Two people are walking in a shopping mall. Somebody will see the computer and the books, like myself. And other people will see the ...

Z: Shoes.

D: ...shoes, like myself. (laughter)

Z: (laughter) And then there's me.

D: And there's kids' clothes and all kinds of stuff. So you kind of see what your perception... so our perceptions really filter how we look at life and that's a good thing because we find things we like. But it can be bad in the fact that sometimes we don't see what other people see.

Z: A little bit limiting, perhaps.

D: Yeah. So we want to expand those perceptions because they are driven by our values and our values really are ... I think are pretty consistent with human beings. You know we want to be financially sound. We want to have a career. We want to have a family. We want to have love... all those things that really make life worth living. And those are all metaphysical. You can't measure them. You can't do anything. They're there though. They're the essence of life and if you look at civilizations past, that's been true for them also.

Z: You're so philosophical today. Civilizations past.

D: Well you know it actually...

Z: Don't get me started or else you're talking about Paleolithic diet. What is it that really prompted you to this specific topic today?

D: Well there was a page in the Star Tribune, on March 12th. It's called "What are you thinking?" ...

Z: By Randy Selles.

D: Not a lot of us start thinking about thinking. You know Heiteger wrote a whole book on thinking... I mean... and I don't think it's probably that well-read... that people know... but thinking is a process that goes on. We can't actually control it, even though we think we can. If you can, stop thinking right now. And you can't. You'll stop thinking about... You'll be thinking about not thinking.

Z: It's like the water to the fish... thinking to us.

D: Yeah, so where does it come from. And so sometimes we're not really sure about some of the things that are behind our thoughts. And they made reference to Malcolm Gladwell's best seller, "Blink", which I had read...

Z: Um hmm.

D: And in there he talks about thinking without thinking. And the way that works is we have a set of experiences and ways of looking at things so we look at something, we make an immediate judgment based on our own perspective, and then we make a decision. We think...

Z: Before you can even...

D: Before you can even think about it, right. And that always works except for two situations. And they used policemen as the example. When the heart rate gets so high... it means your heart's pumping, you don't have time... then you'll make... you'll come to conclusions that are inaccurate. That's when people end up getting shot.

Z: Well you mean that you can always trust that initial...

D: Yeah trust most of the time.

Z: ...perception, except for these two examples.

D: Yeah, so what happened with police chases... You know... you remember you hear about all these people getting shot at the end? Well, everybody's heart rate is... they're... they're so excited, even people they tell them to drop the gun and the guy won't drop the gun. He doesn't know what to do...

Z: Because biochemically he's gone.

D: Yeah. And the police do the same thing, even though they've been trained for that. And they found that when people were trained for something... really actually trained... then they were less likely to do it.

Z: When's the other exception?

D: When you don't have enough time. When you have to do something where you haven't got enough time to do it. It's too fast. Like if someone said something to you and you weren't prepared for it. Or if there's something that happens out of nowhere. So you don't have enough time.

Z: All right. So that's the book "Blink".

D: Yeah. So in this, he gave us... So he used... he made reference to this and then he went to about... one, two, three, four, five websites that give you different ways to look at yourself. And some of them would be interesting. Like the first one... by the way, you do not have to write these down. We will be posting these on our website. We're going to go and talk to our BigBrain galactic internet neurosphere specialist. He's plugged into the cyborg and he's got his solar station going. He should be working pretty fine.

Z: You mean Larry?

D: Yeah.

Z: Oh, yeah Larry.

D: Yeah, you know with the glasses on that shiny thing? You know what that shiny thing on the top where the glasses are?

Z: Yeah, what's that.

D: That's like he's beaming up to the mother ship.

Z: Ah, yes... I see.

D: Okay. So we know he's on top of it and he's going to put this in.

Z: Okay. So check the website for these. But I like this one at the end, but I'll save that. I like that.

D: Well why don't you start with that?

Z: www.queendom.com.

D: Okay.

Z: And that is a website that you can go to to take a self-esteem test. So you're talking about different ways of looking at yourself and your perceptions of life. So I just thought that was... he took a test... this Randy Selles and said he had pretty good high... pretty good high self-esteem, but there's room for improvement. So... he knew he couldn't be perfect.

D: Well, remember nobody's perfect?

Z: Yes.

D: My name is Nobody.

Z: (laughter)

D: Anyway, it also... it looks like there's some other tests in there. Free premium tests that you can scroll down on. There's another one called www.webtickle.com. And that lets you look at inkblots... you know those Rorsch tests and stuff like that?

Z: Yes... yes.

D: So that made me stop to think. I had this book called "The Big Book of Big Secrets". And in that book on page...

Z: Uh oh.

D: ... 117, they give all the answers to the Rorsch tests.

Z: You mean there's answer to them?

D: Yeah there is. But I'm not...

Z: What's number 20?

D: I'm not going to read them...

Z: Just tell me. Just tell me. What's number 20?

D: Let's see, I gotta find it.

Z: Or how do they do it?

D: Shoot. I lost my other webpage. I'll find it later.

Z: All right. All right.

D: But anyway, they're kind of explicit. Okay?

Z: Yes.

D: So somebody...

Z: Aren't they based on Freudian concepts?

D: There's a lot of sexual content...

Z: Yeah. So anyway...

D: So if you're interested in that...

Z: Talk about the Mensa one.

D: Well everybody I think knows that Mensa is the organization of geniuses. And you can take a test just to see how your IQ compares to the so-called geniuses.

Z: To humble you to know where you really stand in the evolutionary line up of intellectual genius.

D: Yeah... now this is geniuses... this is geniuses... I think everybody is a genius in some format, okay?

Z: Um hmm.

D: We're all created... we come up with ideas. That's what the metaphysical and the BigBrain is about... our ability to be geniuses. But in terms of intellectual standards that they use, they would measure you that way. Okay? And he did pretty good actually. (laughter)

Z: He's the smarty-pants, huh?

D: Kind of confronting, huh? Anyway, then there was www.star.com and they let you know ... let you look at strangers and decide if they were actually smiling at you or they were just faking.

Z: And you can tell the difference?

D: Yeah. There's that whole professor... that guy from Kansas that has a whole thing where you look at people's faces and make all kinds of conclusions. It's quite good. We should actually do a show on that. That would be good. We could actually interview him.

Z: That is a great idea.

D: He'd be great. He'd be great.

Z: All right.

D: He'd be wonderful. And then www.implicit.harvard.edu is the power... let's see what was that one about... Oh, to see if you were prejudiced or not... or biased towards blacks, whites, whatever.

Z: Hmm. Interesting.

D: So... and there's... that's about it.

Z: Okay. What else you got over there?

D: Why don't you pick out one.

Z: I was just reminded ... let me just say something... When you said you think everybody's a genius...

D: Um hmm.

Z: One of the things we're talking about today is the difference between men and women and how that's determined by different hormones.

D: Yes.

Z: And men, having more testosterone... women say "How come you can't iron at the same time you're watching the game?" And the response is always that women are multi-taskers are men are uni-taskers, but the word they like to call it is focused geniuses. I thought that kind of...

D: Well what's the answer? Why can't you... well let's give the answer.

Z: Okay. Go ahead.

D: Well these come in an article that's called "The Battle of the Sexes; It's Not My Fault"... so you can give answers next time that explain why you are... why... it's mainly male... for guys to give answers...

Z: Yeah, I think this is out of *Esquire Magazine*, actually.

D: Well, we didn't have to tell them that.

Z: (laughter)

D: Actually this is the British *Esquire*. That's a...

Z: Oh, British *Esquire*.

D: That's a much better magazine, okay?

Z: Why can't you iron while watching the game? Because of my neural pathways. Right?

D: Yes, that's the answer ... because of my neural pathways.

Z: Why can't you ever say how you feel about me?

D: And I would say it's because of my corpus collosum.

Z: So what is... so... did you know the emotional side of the brain and the language side of the brain are in opposite hemispheres?

D: Yes, we've talked about that in this show. And women...

Z: And so the reason women can articulate their feelings better is they have a better connection between the two hemispheres.

D: They have a bigger corpus collosum. They have a bigger one.

Z: If you ask a man that, he has to go get it on the other side.

D: He can't find it...

Z: There's not many connections he can't find it. He said it's like just a plain old brain ache. The man has to go find words on the other side to what he he's trying to say.

D: That's why guys go "huh".

Z: The Scooby Doo...

D: They don't even get the question.

Z: The Scooby Doo look.

D: You know that was the... the fact that they have a bigger colossus ... they're more connected to their right brain. That's why women are more in touch with their feelings and they actually take care of problems better. They actually...

Z: And they can articulate it better because they've got the language for it.

D: They don't miss... guys who are still waiting and the problem happens and it kind of goes right over their head. And then there was another one... this was all testosterone. She says "Why don't you ever ask for directions?" Well the answer is, "Testosterone." Because we can't multi-task... we just want to keep it on the same thing all the time. And "why do you have to be so aggressive?" What is the answer?

Z: Testosterone.

D: Testosterone. And then she also says, "Well you've only got one thing on your mind." I told you, I'm a slave to testosterone. So you can answer all those with the same word. Just remember "testosterone". And then... I don't think we'll give the next one.

Z: No, that's a little controversial.

D: That's a little too controversial. We'll let that one go.

Z: But it's the same way for women, you know, because they're filled with estrogen...

D: Oh gosh.

Z: So when women's estrogen levels are the highest, they'll perform the best in verbal tasks. You know that's the thing that they're the best at.

D: But see we've learned that. We know... we've learned one thing and we've learned it well. Okay? We know that one. Right?

Z: We are just big biochemistry sets... with chemicals running us.

D: In looking through these articles there was one that said there was like a helpful hint for men...

Z: Yes.

D: And that was for them to mark down actually a woman's cycle so that they would know when it is and learn how to respond to it. That was by a woman's choice.

Z: And also, they said, is your girlfriend or your wife or your partner looking especially attractive today? Well, if you don't want to get pregnant, you may want to stay away... because women are usually their most attractive when they're ovulating.

D: Ohhh...

Z: See those hormones are flowing. It's attracting the guys.

D: Their bloom is flowing. That's pretty good. You got any... what's the next thing you want to do there?

Z: Oh, I don't know... I got tongue-tied over all this hormonal... hormonal experience.

D: Well, we want people to know that there's reasons for what goes on all the time. Okay? Why don't you talk about.... (music)... oohh...

Z: I guess we'll have to wait. I know. When we come back we want to talk about this software for brain mapping.

D: Oh yes. That's a good one.

Z: I love this idea. And also about journaling. A lot of people are using journaling... but they're using the internet for journaling.

D: Why don't you get those two out...

Z: Some of the up and down sides of that.

D: ... and then we'll talk a little bit about how that brain functions underneath that.

Z: All right. Stay with us... here on the BigBrain Radio Show, with Dr. D and Dr. Z. And we'll be right back.

D: Brain waves to radio waves.

Z: AM Minnesota... AM 950 Air America Minnesota.

D: Come back for the BigBrain and everyday life.

(music)

(music)

Z: (laughter) That's hilarious! Who is that?

D: Flat... what is ...

Z: Justin, do you know?

D: The Flat... something... They're popular.

Z: What do you get when you rewind a country-western...

D: No, when you play a country western in reverse.

Z: You get your wife back, you get your house back, you get your car back, you get your dog back...

D: That's how you make your brain wired, right there. (laughter)

Z: (laughter) Oh, that's funny.

D: I thought you'd like that one.

Z: I gotta get that one later. Okay, well anyway... as we were talking about being organized and mind mapping, and using software... Dr. D can't find it...

D: No, I've got it right here.

Z: Yeah, right. You might need this software Dr. D. This might help you. Anyway, there's a new soft... well...

D: Are you picking on me?

Z: There's one software for organizing thing, kind of in a linear way... like lists. But then there's another software I was really excited about that lets you kind of organize in a more visual way with circles and spokes and... in a more creative way. That's how I think and draw.

D: Well, one is to organize ideas... the other is to organize actions. Okay?

Z: Well, I don't know about that.

D: That's how they're...

Z: I think the more linear is one is Note Map and the more creative one is called Mind Manager... if I'm reading this correctly.

D: Right. Mind Manager is the one my friend Jim uses all the time.

Z: So... say more about it.

D: Well, it just takes your ideas and it puts them in ... in... the comparison he said is the difference between laying out ideas in a kind of map and just writing them in a list. It's like when you at, the white space can be as important as the words...

Z: Like in an advertisement. Yeah.

D: ... and he said it's kind of the intellectual opposite of a Powerpoint... which I kind of liked...

Z: Yes.

D: Because you know I've been doing the Powerpoint lately and I that's... I don't... that doesn't really go the way I think so it's hard for me to do.

Z: It's not how your brain works.

D: Yeah. So anyway, the Mind Manager is a computer software that allows you to create your ideas and put them in such a way that they're very expressed. All right? And it... kind of the way you think. The one you were talking about before called Mind Jet, it will create outlines for you. And he has used both in creating a book. Okay?

Z: Oh, okay. I see. And the interesting thing is you center in the middle of the screen... and you put the main idea in the middle of the screen. And then you put other ideas, like spokes... the software creates spokes out. So you get more of a holistic program.

D: Well you know Jim. He was a manager of these huge multi-million... million dollar projects for IBM and he would use this all the time to help get created... and he would come in and get these people thinking straight. And he turned around some very huge projects and this was the basis that he used for ...

Z: Yeah, and Mind Mapping goes way back. You know people used to do that before we had software. But the nice thing is now we have software for it.

D: Yeah... then there's another one called Results Manager. And again, we're going to list these on the internet... or our website for you...

Z: Which is...

D: Well this helps you...

Z: www.bigbrainradioshow.com

D: ...managing tasks and obligations. Getting them done in such a way that it feels not just linear but it encompasses the way you look at things.

Z: Oh, I like this. And the idea is you take all of your life and integrate it together. Your work, your personal, your exercise... everything you have to do in your life... and then organize it together as one holistic piece.

D: Yeah he said... this guy said that the climbing anxiety of modern working life is that you have too many commitments to keep track of and this kind of puts them all into perspective of what is important in his life...

Z: Which is what we always talk about.

D: ... which is priority. One of the BigBrain things is priority. Because if you don't prioritize your action life will prioritize them for you, and it's usually not what you want.

Z: And if you're not capitalizing on your values, and having your priorities inside of your values, it really makes it stressful.

D: Yeah, so this is a very ... you know I think I tore this article...

Z: I think we should have a BigBrain software. BigBrain Healthstyle software.

D: All right.

Z: Write that down.

D: We'll get Larry...

Z: Note to self.

D: We'll get Larry working on that right away.

Z: All right. Oh, you never... and you didn't hear about that...

D: Okay. Both of these are visually oriented and therefore the right brain program gets used to tinkering... because a lot of software is so left-brain. So it really lets people take action a lot better.

Z: That's good.

D: I like that.

Z: All right. Good. So we'll file that one. Techno file.

D: And you had another one you ...

Z: Well there was an article about journaling. And you know I don't know if men journal so much, but a lot of women have used journaling for kind of therapeutic...

D: Well we try. We start.

Z: It's hard for you to go over to the other side of your brain and get your thoughts to put them over here.

D: Oh, I can't find them when I'm done.

Z: (laughter) You make the notes, you just can't find them.

D: Haven't you seen all my notebooks?

Z: Little scraps of paper everywhere.

D: Dr. Demartini said I have the largest collection of notebooks in the world.

Z: Oh, this is interesting. Well this is journaling for therapeutic reasons. And there are several websites they refer to. One of them is www.myselfhelp.com. You have a password protected service that... they say they have a thousand subscribers from 31 different countries. It's an online journal aimed at supplementing professional therapy. You pay \$15 a month. But I think some of the controversy... Well some of the benefits are people getting their thoughts out... is therapeutic. But some of the controversy is yeah, if you put those negative or harmful or hurtful or

unhealed thoughts out, you're kind of generating... you're ingraining the pattern.

D: Well that would actually be... In BigBrain we actually think that's true... that you have to balance all your negative thoughts with positive because they're both there at the same time.

Z: There you go. I just had another idea. BigBrain Journal.

D: We're hot.

Z: Balanced perception. I'm so glad we're having this conversation. Yeah because most journaling is kind of one-sided. You know you're going over and over your problem. Hopefully you're going over your inspirations as well.

D: Well that's true, but I think people tend to associate journaling with ... maybe not in the past because you remember you used to read about all those famous writers... they would keep journals and they would write about their day-to-day activities... and have some very insight... I went through a phase in my life when I was a sophomore in high school where I read a lot of those type of books. They were very good.

Z: Oh, like "Dear Diary" or "Travel Journal".

D: They all were written by men and they would keep a journal of their every day activities.

Z: Oh.

D: That was just kind of the thing of the time. They were usually probably based in the 18th... 19th century.

Z: Well one of your main mentors, BigBrain, Bucky Fuller...

D: Oh Bucky Fuller...

Z: He logged his whole life.

D: You almost had my heart pounding there. Buckminster Fuller. Right. He was the perfect example...

Z: Yeah, he cataloged every... didn't he catalog every day, everything he did, every experiment.

D: Everything. Yeah. He called it his "chronofile".

Z: Chronofile.

D: Which is time file.

Z: Yeah.

D: And it was actually very helpful. You know I have kind of a chronofile of many, many things... that tends to be a little disorganized... but it's very interesting to go back and see things that you've written. It's almost like 'Geez, who wrote that. That's really good.'

Z: Did you say Jesus wrote it?

D: Jesus...

Z: I thought you said Jesus wrote that.

D: No.

Z: Where did you get those documents (laughter)

D: I try not to use my formal name, okay? It's a joke.

Z: Oh, you're going to get some emails on that one.

D: Hey... but you go back and read things and you're inspired what you've written at a very early age... that was quite... quite brilliant actually... or looks pretty brilliant.

Z: And you found it in the drawer... and said "Hey that's a good idea."

D: And you continue to make that mistake ten more times. That's very interesting. So if you're going to have journals, you gotta read them.

Z: Yeah, and there's some sites that you can go on and you can interact. Sometimes you just write things but then other times people can interact with you about your journal entries.

D: Yeah... www.tellmeaboutit.com, www.myselfhelp.com. One of the problems was some of this become public information... some of it.

Z: Yeah and one of the thoughts I had is how does this overlap with blogs... and people having... I mean, isn't a blog kind of an online diary? Not exactly?

D: Well in a way it's more opinions.

Z: Opinions. It's more personal?

D: Yeah, the internet is knowledge and the blog is opinions.

Z: Then what's the diary?

D: Diary is your personal record of your life, per se... Opinions, ideas, knowledge... everything...

Z: Okay. So people...

D:interactions, thoughts, conclusions... so I guess a blog is kind of a public diary.

Z: It's a public diary of maybe your more public thoughts.

D: Yeah.

Z: This is more personal I think.

D: It's usually... yeah, I would have to say you're right in a way.

Z: All right. Good.

D: I think that's actually been said someplace or another.

Z: All right.

D: All right so...

Z: BigBrain Blog, BigBrain Diary.

D: ... Let's talk a little bit about health, because this is something we've talked about.

Z: Yes and this is a health show.

D: And this is an article from *The Wall Street Journal* that says "Choices Grow for Wheat-Free Diets".

Z: Oh, we're talking about some of my favorite things.

D: Yeah. So wheat has... and I didn't believe this for the longest time, but I actually had a personal experience of it. And wheat can be very aggravating. And you know our bodies change as we get older so sometimes you might not be allergic to something, but we consume so much of it we actually create an allergenic result.

Z: Well there are people who cannot eat wheat or they could die. Those are Syliac ... they Syliac disease. It actually destroys the vili in their small intestine. But for a lot of the other people, millions of people are cutting out gluten, which is the reactive protein in wheat because they are having autoimmune reactions to it, or they're gaining weight. It might even be associated with autism at this point. If anybody is listening from locally here, you know we just had this new supermarket open, Trader Joe's, which was a big splash. But between Whole Foods, Trader Joe's... these specialized audiences for gluten-free products have grown 18% in the last 52 weeks in the supermarket world. So it's really making a huge inroad.

D: You know just before we get out, I just want to finish. There's an article in *US News & World Report* that cutting out the fat won't cut it. A major new study discounts the protective benefits of a low-fat diet, which is what we've been saying. A low-fat diet is actually dangerous to you. It

doesn't support your brain's function. And here's another study that says that that's true. Low-fat diets do not help you. They're very...

Z: And mostly when people stop eating fats, they fill in with carbs, which makes it just all the worse. Okay. Hang on... hang on tight.

D: Come back to the BigBrain everyday life.

Z: AM 950 Air America Minnesota.

(music)

(music)

D: Hey, welcome back to the BigBrain Radio Show. We are creating a life healthstyle for today's life and tomorrow's life. And we were talking... I kind of rushed at the end there... sorry... about the nutrition. You wanted to say something about that?

Z: Ah, well all I wanted to say is there was a fallacy in our cultural eating program here that it was good to eat a high carb, low-fat diet. And that's how most people got fat in the '80s and '90s. And now in the 21st century, we now know that fats are really important and vital for making hormones, for your skin, for your cell membranes, for your brain ... is 60% fat.

D: Your brain is 60% fat, right.

Z: Right. So the thing is, not to have a no-fat or low-fat diet, but to have a healthy fat diet, which consists of monounsaturated oils like olive oil, or really purified dairy products – whole milk.

D: And fish oils.

Z: Fish oils. And staying away from trans fats and damaged fat is the main situation.

D: Right. It's the bad fat... it's the French fries and the food ...

Z: And when everybody stopped eating fat, they all started eating Snack Wells because they're looking for a treat. Well then everybody started eating all this sugar and carbs and that really made us fat. So anyway, eat healthy fat. Eat real carbohydrates, which are fruits and vegetables and some whole grains... and you'll be a lot healthier.

D: You know when I was researching this article, they were talking about a company... it was from Europe... that's taking protein and making it the coating for things that most people are fat coatings now... but it's a protein coating. It actually reduces the bad fats and increases the protein intake. And they're trying it in Europe. It should be in the United States soon. But again, I'm always a little ... I'm always a little leery of new products and what they're supposed to do.

Z: Yeah, like Olestra, was a fake fat that you weren't supposed to absorb. Well then it's going right through everybody's intestines and they're all having neurological problems because the coating on their nerves ... the myelin isn't working correctly because they're not getting good fat.

D: And they were going to the bathroom at the wrong time.

Z: Yeah. So anyway...

D: Let's talk about...

Z: Eat your healthy fat.

D: Okay... so let's get back to the brain. Should we?

Z: Okay.

D: So there was an interesting article in *The New York Times* about say the right name and your brain lights up. And it's based on the different parts of our brain. We have our frontal cortex, which if we put our hand on our forehead that's where our executive brain, that makes our decisions... keeps our life organized. But the problem is it's always in conflict... if you put your hand on the back of your head, those are all your sort of parts of your brain that developed along the evolutionary pathway and they are more reactionary. And those are the ones we are constantly fighting our whole life... because they react. And there's a particular one called the amygdale,

which reacts to fear or certain input or sight. And so it also reacts to things and makes us act in...

Z: Well it's the emotional brain.

D: ... a certain way. Yeah. It's the emotional...

Z: The amygdule... and the hippocampus.

D: yeah, but those are very ...

Z: Powerful

D: ... They're very old, okay?

Z: Yes.

D: So our cortex is always fighting that. And that's... I guess that's really what life is about... is to develop our cortex so we inhibit some of those...

Z: Well it's like our higher self... informing our lower, more radical...

D: Yeah, you remember when I talk about money, I talk about the amygdule. It goes off... Well it as the reaction with fear as it does with money... when you lose money. So it kind of drives you crazy.

Z: So this article, they talked about actually using the brain and sections of the brain, like neuro markers... for neuro marketing. So these particular companies knew that if women or men liked certain brands or certain stores, if you said that to them or showed them images of that, certain areas of their brain would actually light up.

D: Right, especially when it came to particular products or stores.

Z: They have an emotional connection in the amygdule to the company or the brand or that item.

D: Right, it's almost like an addiction, which is where this part of the brain, the amygdale and the basal ganglion...

Z: The addicula... (laughter)

D: The addiction... That's a new BigBrain...

Z: Whoa, addicula... Anyway, companies want to know how to reactivate this in people's brains because they know if they can emotionally connect and have a reaction, they'll buy that product.

D: So let's talk about that a minute. What do you think about that? I mean people are going to react and say well I don't want them knowing what I like. They're going to use that against me. What do you think? Is that true or not?

Z: Well, I was just... this is... I'm sorry I'm not answering your question, but the thing that I was thinking when you were asking that question is you know typically we created customer loyalty and brand loyalty by the emotional bond with customers and salespeople. You know that face-to-face contact.

D: Right.

Z; But where my brain went when you were asking that question is you know I do my business virtually, over the internet and over the phone and we do this radio show over the radio waves. How do you create brand loyalty and customer loyalty when you don't have a physical face to face interaction?

D: Well they still react... that's what's called branding... that whole name... get that name recognition that ...

Z: But you have to create an emotional... commercials I guess are good at that.

D: So you create visual pictures, right?

Z: Visual pictures for people.

D: It would be interesting to look at that. They could stick their hand little electrode thing and it will tell you...

Z: (laughter) Tell if you're connecting or not.

D: But answer my question. What do you think about them using the brain and the brain scans...

Z: I think it's brain control. I think it's impossible to avoid.

D: But isn't it also they're looking to see that they have products that actually meet people's needs and not trying to ...

Z: Their desires?

D: Yeah.

Z: Yeah.

D: So there's... I mean there's a positive side to it also.

Z: There's a Darwinian, evolutionary thing involved there. The product... fittest products survive.

D: But here we go with the BigBrain philosophy. Things are always a balance of 50/50. There's 50% there's an upside and 50% there's a downside. But inside of that you get a growth that takes you up to another level of confrontation...

Z: What do you think about this.

D: Just what I just said. 50% of it's probably good...

Z: Oh.

D: ... and 50% of it could be bad.

Z: Oh, that was your point.

D: By knowing that, you're going to get whatever the value is to take people to a better... a higher unit and using it...

Z: You evolve.

D: Yeah, evolve with the cortex and our ability to evaluate our choices.

Z: All right. Good.

D: So I'd have to say I like it, I guess. We're going to talk about the young mind. This is part of an *Esquire Magazine* I think or a *Men's Magazine*. It talks about the brain as we get older and that our brains actually shrink in our memory centers and our wiring... the way it's wired. That means the way the little receptors connect. But alas...

Z: It shrinks up... it shrivels up... our brain starts to shrivel.

D: Didn't that make you feel a little...

Z: That sounds terrible.

D: But alas you can do a lot of things about that. You can do... by taking cognitive exercises. Now genetics plays a good third to a half of this. Okay?

Z: You have to flex your brain muscle like you... you work out a bicep.

D: But you have to have good genetics to start with. So you see people who stay _____ -... you'll see it in their family. Like you know... my mom, you've... is ... still does crossword puzzles and she's 88... and she's very sharp. She plays cards and... I'm so happy about that because I know she's sharp. My grandfather started painting at age 80 and started playing the violin at age 75.

Z: You're just getting started.

D: Yeah, I am just getting started.

Z: Genetically, you're just finally getting on the map.

D: I'm finally getting going.

Z: (laughter) Oh there's hope for you yet.

D: Yes. So anyway, there's hope for all of us. Just take a look at your grandparents, your parents and the things they did. So you want to follow through that but you have to have a lifestyle... because your environmental influences are going to change the way your brain ages... and that means what you put in and what you expose it to.

Z: Yeah, because two-thirds of it is under your control. One-third might be genetic, but two-thirds of your brain health, and not shrinking, you have direct control over with the lifestyle choices.

D: yeah, and a lot of it is stimulation. So there's a lot of controversy about TV and video games and stuff. And there's been enough arguments put out to say that there's an upside to all those things. You're exposed to something and it makes your brain change. But if it's the same old thing, you do the same old thing every day and you don't change and don't vary... the brain loves variation. That is the key.

Z: Right. It wants to do new things.

D: It wants new things...

Z: It wants to be challenged.

D: ... challenge it... it gets excited about new things. Even using that brand thing... you know it's kind of one brand for a while and then it's going to be another brand. So you have to be on top of that. And you can... but you can reduce your risk of Alzheimer's... Some of these studies have been in controversy but high cholesterol, hypertension, things like that are going to affect the brain. But the ... one of the biggest things is meditation, relaxation and just taking a few moments to let your brain and let your thoughts kind of meditate.

Z: And in the future, we will be looking at our brains and measuring the size and activity of our brains and the health of our brains like

we do our hearts now. You know there didn't used to be all this heart testing before.

D: There are brain testing....

Z: Yeah and we talk about that on this show. We've talked about Dr. Amen's work.

D: Well there's other measurements too, because the brain actually puts out an electrical field, which believe it or not actually ties into the earth's electrical field, which believe it or not actually ties into the universe electrical field. So we're very cosmic... very connected...

Z: It's like we're all connected.

D: But they didn't used to be able to measure it so it sounds kind of strange, but it's not. So our electric conductivity is the same as our neural activity. It's very connected.

Z: Right.

D: We are electrical units and...

Z: Let's make sure that Larry, the intergalactic internet guy has something about Dr. Amen's work on there too for people who are interested in that brain scan.

D: You know I just want to say one last thing. The whole thing... you know we talk about brains, but they're connected to is breathing. The essence of life is oxygen on this planet. We have to be able to breathe and relax so when you mediate, it isn't so much the meditate... it's sitting still and breathing and actually taking time to take deep breath. Because when you're under stress you tend to hold your breath. When you're excited you tend to hold your breath. When you're in pain you tend to hold your breath. And you're cutting off the oxygen. We can live without water; we can live without food; we cannot live without oxygen for more than a couple minutes. So breathing and taking your time to relax. So breathing exercises would be one of the biggest things for the brain because the brain takes up about half of the oxygen you put in your body. It's got to get there.

Z: Very good.

D: So, it needs stimulation, which is what you get from your daily activity. We just talked about that you know... to make it variety.

Z: It needs glucose.

D: It needs glucose from the food and we've talked about that with you...

Z: Good food.

D: Good food. And it needs oxygen. And so that's why you want... they want you to do activities, like walking... but I find that people just aren't taking time to breathe deeply and breathing exercises.

Z: And we cannot go without saying the brain also needs an electrical current, which is what chiropractic affords.

D: Right, that's the stimulation of the nervous system. Right.

Z: Well as well as thinking... you know... doing puzzles. Chiropractic turns on the brain.

D: Oh yes. Well they have actually found that that sometimes is actually more effective than the actual cognitive exercises, because it... the... anything that you do that's...

Z: Motor response.

D: ... acupuncture and the adjustments, stimulate the brain very, very powerfully. Very, very powerfully. And just kind of like the whole thing, it shoots right through. And I can't tell you how many people tell me their thinking gets better; their organization gets better; their executive powers are better.

Z: And to build on what you said, you know they say you can go 40 days without food, 4 days without water, 4 minutes without oxygen, but less than 4 seconds without the electrical impulse.

D: You got it.

Z: Without the electrical impulse, you're dead. So there's really four things your brain needs.

D: Actually that's what they call death. Right.

Z: That'd be called death.

D: When you're brain dead...

Z: That's why we adjust people.

D: Well that was good.

Z: Yeah. Very good

D: I like that.

Z: All right. What about... what about these little health tips?

D: You really like this...

Z: Yeah, I thought there were some interesting points in here.

D: Well, this again is done... another article... I don't know why they're all coming out of Men's Journals...

Z: Yeah, really. What have you been reading lately? At least it doesn't say *Playboy*.

D: Well I actually do... you know I do read women's journals. I don't know why there aren't any articles here. Let's just... but these are facts you didn't know about your body. Some of these are true and some of them I don't think are true. So we should probably take a look at things people are being told.

Z: Some may be questionable.

D: Questionable. Yeah, like the thing that you needed to drink more milk, etc. There's been arguments about that. A lot of people are intolerant of that. And milk is not shown to be the most beneficial to people's health in many, many ways. And they really don't produce the calcium that they say it does.

Z: And many people are either lactose intolerant, which they know pretty quickly... or they have a problem with the casing ... the protein in the dairy.

D: Right.

Z: So I know people think milk is good for them, but I have... I beg to differ. I prefer people stay away from dairy, and got their calcium from things like broccoli and healthy supplements.

D: Well here's... now this one I actually... it's by Dean Ornish who's famous for working with the hearts and reversing heart disease. He said you don't have to be a complete a vegetarian, you just want to try and have more fruits, vegetables, whole grains, fish and lower saturated fats. And I told you I went back and did that study... the study on hypertension... and the one thing they found out is red meats are really contributing to hypertension because there is so much fat in them.

Z: Um hmm. And it's the kind of fat that creates an acid called aracadanic acid, which is an inflammatory marker, which you don't want more inflammation if you have heart disease.

D: Here's one: Power Lifting Over 40... that you should lift weights over 40. I think that's very important because you want to build up muscle mass. We tend to lose muscle mass as we age... and you want to keep that going. The other one that we've talked about is the fast, which muscles doing sprinting.

Z: Mm hmm. The burst training. The reason the weight training is so important is to build the lean muscle mass for a couple reasons. One, so your metabolism stays high, because it's the lean muscle mass that burns the calories. So people get older, they lose their muscle mass, they're hardly eating anything and they're gaining wait and the weight they're gaining is fat weight. The fat is infiltrating the muscles.

D: Right.

Z: And the other thing is when you work out with weights, you increase growth hormone.

D: Yes.

Z: And that will keep you young and vital.

D: Yes. You look like you've been lifting some weights...

Z: So weight training. I've been doing my burst training.

D: You look younger.

Z: Yeah, thank you very much.

D: You know... here's one that says "When you can't seem to get your legs moving faster, move your arms." This is true.

Z: (laughter) You mean, like when you're walking?

D: Yeah, do that, because the arms... your brain is cross coordinated for arm activity and leg activity.

Z: All right.

D: And so if you move your arms faster, your legs will move faster.

Z: Okay.

D: And you can see in those little race-walkers... you know how they move their arms boom, boom, boom, boom...

Z: That's good.

D: That's to make their legs move faster.

Z: Well you know I like to play tennis. I think that I'm you know Maria Sharipova, but... I wonder if works in the opposite then. If I'm not moving my arms fast enough... you know I'm not doing my feet work correctly. That's why they like you to kind of stay... keep on your toes and keep your feet moving...because then you keep your arms moving too.

D: That's probably true.

Z: Vicey versa.

D: Anything here that you see that you...

Z: I got so excited about my tennis, I thought my track... do you want to ask me how I'm doing with my tennis?

D: I wasn't going to, no.

Z: Oh, okay. We love almonds, okay? Peanut butter... peanuts have aflatoxins... a lot of mold. A lot of people have trouble with peanuts. But almonds are fantastic... especially raw almonds are great. And if soak them, it's even better. Did you know if you're eating a raw almond you can't really... your digestive system can't really break through the coating very well. So if you soak your almonds in clean water overnight, almonds are amazing and they actually help inhibit the body's absorption of fat.

D: Didn't you tell me they were sprouted that way?

Z: They have sprouted yeah. They have sprouted seeds and nuts. It's a lot easier on your digestive system.

D: Before we go to the next break, they have like about 30 things under sex and I thought most of them were pretty general. Because they're all about touching and they really didn't talk about the mind. Because I think the most powerful organ in any kind of sexual interaction is the brain and the mind itself.

Z: The thoughts are the aphrodisiac.

D: Beauty and poetry.

Z: Well, I want to hear more about that.

D: And the right words.

Z: Come on back for stuff that works. This is the BigBrain Radio Show. AM 950 Air America Minnesota.

(music)

(music)

D: Okay. Welcome back to the BigBrain... Stuff that Works. That was Prince.

Z: I was going to say... was that Prince?

D: Yes. The other group is Rascal Flats

Z: Ah, Rascal Flats. Okay, thank you.

D: So we've had Prince and Rascal Flats here today.

Z: Rascal... Okay.

D: So we were talking about little tricks that help people work better. And one thing we were talking about was exercise. And so I know that one of the things that you've really found to be helpful for individuals is the Ex-ciser. All right?

Z: Right. And if you were listening last week, you heard a replay of our show about the Ex-Ciser. I just wanted to give a shout out about some of the questions I've had. The Ex-Ciser is a little stepping machine designed specifically for burst training, which is like interval training, which we've found to be the most effective for fat burning and metabolism boosting... not that there isn't some of that inherent in long distance running and training, but this is really effective. You can do four minutes, three times a week for a total of 12 minutes, to be pumping your metabolism and burning fat. But I had people ask me a question about first of all how much can the Ex-Ciser hold... I weight a lot... was the kind of question. So we know for sure it can take a 350 pound NFL player, because they use it in the

NFL to train, with two 25 pound dumbbells... because you can use your arms to even up your heart rate even more.

D: So it's another 50, so 400.

Z: So we know 400 for sure. And they haven't done studies about 400 pounds. So if you really have a weight issue... but if you're 400 pounds, we're good.

D: But isn't the product guaranteed so if does...

Z: It is guaranteed for five years.

D: So you could try and send it back.

Z: That's right. Another question I had, if you go on my website, which is www.keepthezestforlife.com, go to the shop section and click on "learn more" under Ex-Ciser. There's two models. There's the commercial model and then the basic or standard model. Someone asked me "Why would I want the commercial model? Should I get that one?" And it has to do with the transference of heat. The commercial models are made with a little taller, wider cylinder and it would be if people are on it a lot. You know, if you have it in a gym situation... or we talked about even having one at your office and having your employees pop on it.

D: Very good.

Z: Or your patients.

D: Yeah, they could do that.

Z: Then you'd want a commercial one, which is I think \$50 more. Or if you're a marathon trainer and you're going to be on the Ex-Ciser 30-45 minutes, you might want the industrial version. But again, this is specifically hydraulics... you have to use force up and down. Whereas the stairsteppers at the gym, you push down and the machine brings you up.

D: Really you're trying to get speed. You're trying...

Z: You're trying to go as fast as possible.

D: You're trying to produce what sprinting does, okay?

Z: Yes. So anyway, if you're interested in the Ex-Ciser, I've ordered more. They're on the way. So email me at drzena@keepthezestforlife.com. Go to my website, www.keepthezestforlife.com.

D: I think this is one of those pieces of equipment that will not become a clothes hanger. It's very good.

Z: That's right. And there's one supplement I'm recommending for sure, if you're looking for weight burning. It's called carnatine... it's elcarnatine... called "Carniclear". It's a liquid, raspberry mint flavor. You take 1-2 teaspoons a day. And elcarnatine helps the fat get into the cells and metabolism and burn faster. So if people are looking at weightloss or fat burning, are loving this elcarnatine product.

D: Yeah, the studies show it's excellent.

Z: Yes, along with the Ex-Ciser.

D: You know... and we were... when I was researching for this we can across that really good article about Dubuy...

Z: Dubuy.

D: Dubuy... see I don't even know how to say it. A lot of people actually... you know you think they know where it is, but they don't. It's ... it's in...

Z: Do they have Ex-Cisers there, or did we just segue?

D: We segued because ...

Z: Oh we segued.

D: ... I wanted... we only have so much time... we're moving on.

Z: (laughter) Okay, moving on. All right, we're in Dubuy now.

D: Well... that's in the United Emirate, is that right?

Z: United Arab Emirate.

D: Yeah.

Z: Yeah.

D: And it is the richest country in the world, and the fact that...

Z: Except for Bahran... and people know about Bahran because Michael Jackson's hanging out there.

D: Okay. Oh, that's right. But things they are doing there are incredible. And the reason I thought of it is because what I call cultural expansion. It's ... they're taking western ideas but they're doing it in the east... and things we can't even afford to do because they don't have a formal elected government, etc. etc. And they can spend money.

Z: They have a monarchy and they're sitting on top of a lot of oil.

D: Yes.

Z: (laughter). They can do what they want.

D: They have that hotel that's supposed to be...

Z: Oh yeah.

D: ...so incredible...

Z: It's like a sailboat. Looks like a sailboat.

D: So anyway, we were going to do a little bit more about it some other time. But anyway, so I came across this other article that talked about cultural expansion. And it's called "Securing Virgin Territory." Well everybody knows Richard Branson owns Virgin Airlines, and Virgin this and Virgin that. Well Richard Branson has inked a deal with the State of

New Mexico to build the first dedicated commercial spaceport. And they've already started building...

Z: It's like an airport for spaceships, right?

D: Yeah, it's got big... it looks like a big... it looks like something out of James Bond. So it's dug down into in the ground and it's got a big opening in it for spaceships to come down to. It's got runways there. And the reason they picked New Mexico is because there's lots of space and I'm sure it wasn't all that expensive.

Z: And there's probably been a lot of UFO sightings there too.

D: I don't think that's part of it.

Z: If you build it, they will come. So if he builds this maybe they will come.

D: Well you know Buckminster Fuller used to talk with... as we become more and more accurate where we can carry our energy around us in a little black box and take it from electromagnetics...you can take water out of the air... we can go live where we want. Well people are going to go where the land's cheaper. They can fly domes in and all kinds of stuff... so you get me going on that. But I think it was incredible because they show a whole breakdown of how it's built... and it's actually started to be built. And Richard Branson is the example of cultural expansion of the BigBrain ... of the people who take us to the next areas are not the ones who are going to be in agreement. It's called the law of the one and the many. When everybody agrees on something, it's the one who is speaking about the next thing that's going to tell us where to go. And so whether you like it or not, whether you'd even want, we will be going into space.

Z: Mmm.

D: And we'll be doing it in... just like we fly around in airplanes right now.

Z: Yeah.

D: Because everybody's sick of airplanes, so let's go on something...

Z: Really, I'd much rather take a spaceship at this point.

D: You know they have those brand new airplanes they're making... they're all going to be made out of plastic... those Boeing planes. And they're going to be really light and big. And they had this really cool seating arrangement, which they actually patented. And all the airlines are debunking it and shoving seats back in so they can have more...

Z: Oh, you mean after 9/11? Or what?

D: No, because the new airplane is supposed to be so more efficient they can have a little more room for people. But the airlines are... and they patented this seating thing that would give people more room and so they could get lots of people in, but the airlines are taking and twisting it around so they can shove more people into it... the new planes when they've ordered them.

Z: They're changing the plan.

D: Yeah. It's a great plan for the future, but they're thinking in the present.

Z: Oh. Doggone it. Doggone it.

D: So that's stuff that works that I got.

Z: All right. Well thanks for the conversation. It's been fun talking about these BigBrain ideas with you.

D: BigBrain in everyday life, because that's all there is anyway folks.

Z: We'll be here, next Saturday, 11:00... that's our timeslot. We hope you join us. We appreciate you listening in. This has been the BigBrain Radio Show. AM 950 Air America Minnesota.

D: Brain waves to radio waves.

(music)

(end of tape)