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Gut health and the immune system have been hot topic as of late. And with good reason. The better off our immune system is the healthier we are. So, it only makes sense to want to do everything we can to give it a boost. And while eating quality meals and drinking water is great. Our bodies need more. Unfortunately, so many of us become overwhelmed when it comes to the choices, we make every day. We're unsure of what we can do to help our bodies thrive, of which foods specifically to incorporate and how often. And today we want to help with that. Today, we're breaking down one of my favorite health hacks and how it can boost the immune system to help you thrive.

(00:31):

Welcome to a bit of a mama bear podcast. I'm Shelby, a certified strength coach nutrition coach, mama to two and all-around health nut. This show is about a little bit of everything healthy fit and natural related. So, if you're striving to smash goals, eat better, feel better and enjoy the occasional mom rant. This is the place for you.

(00:49):

Welcome to today's episode. I really appreciate you letting me jump in your ear. And I promise this is one you won't want to miss out on. For everyone who subscribed to the podcast. Thank you. It's both humbling and energizing to know how much you all value this little creation of mine. And for anyone who's brand new here, welcome! if ever there was a podcast to bring you on board, this is it.

Hit that subscribe button so you never miss another one, grab some tea and settle in for an awesome chat. Today we're talking about the immune system and a specific tool you can use to boost it.

Algae.

Now, before anyone's face cringes, hear me out. I've been using some sort of algae for the last six or seven years, and I love it, but it definitely took me a while to get started with it.

(01:28):

I began using it just as a potent antioxidant, but algae are so much more than that. However, for most people just the word algae raises some eyebrows. So, with me here today to chat is Catherine Aaronson.

Catherine has a 30-year career as an international attaché for the Canadian and British government. She's a publisher of an international magazine and founder of three start ups. But in 2009, when her younger sister was diagnosed with breast cancer, Catherine put her career on hold to help her.

In the process she discovered algae, the most alkaline, nutrient dense plants in the world that no one seemed to know about. She knew it would be a game changer. And so, energy bits were born.

So, Catherine, welcome to the podcast. Why don't you take a minute, tell our listeners a little bit more about yourself, your personal story, and what brought you into this business?

(02:17):

Thank you first of all, for having me as a guest. I'm particularly delighted to speak with you because you're in London, Ontario, and that's where I did my MBA at to good old school, Western Ontario.

Anyways, I, I live in Boston and have been here 33 years since I graduated and I had a corporate career, as you've mentioned. Then out of the blue, about 12 years ago, my younger sister developed breast cancer. And of course I love my sister and her oncologist advised her to change her diet to an alkaline

diet because it would help her with her healing. Now they didn't tell her what it was or why it worked. So, when she got home, her first call was to me. And I said, well, I have no idea what an alkaline diet is either, but I will find out and we will make this happen together.

[\(03:07\)](#):

So, onto the internet I went and basically an alkaline diet is a diet that is plant-based because of the phytonutrients and the chlorophyll that are in plants. And we can talk, we'll talk about that later on about how chlorophyll particularly builds your immune system.

So, I gave her lots of tips of foods to eat and ones to cut out. She changed her diet. She did go through chemo. She completely healed 12 years later, she's still cancer-free.

But in the process of helping her, I started reading about plant-based nutrition and the importance of greens and chlorophyll for your health. Now this was 12 years ago and plant based nutrition was not mainstream like it is now. So, I thought, and nobody was talking about it.

[\(03:54\)](#):

And I had no nutrition background whatsoever. So I had to give up my corporate career. I went back to school to study nutrition. I got a one-year health coaching certificate from the Institute for integrative nutrition.

And after I graduated in July 2009, I thought, well, now what? Well I'll put a curriculum together. I'll teach plant based nutrition. So I did put a curriculum together. I taught it at hospitals, corporations for a year, anywhere anybody would let me in. And this is the turning point.

But really what got me into algae was because I realized after teaching all these people that everybody knows they should eat more greens. However, it's a lot of work to carry them home from the grocery store. It's a lot of hard work to put them away. It's a lot of work to clean them, to cook them, to eat them.

[\(04:43\)](#):

Their husbands won't eat it. Their kids won't eat it. So I thought, okay, how am I supposed to help people be healthy with more greens? If I can't get them to eat greens at that?

Okay. Back to the drawing board, I've got to find something that's alkaline green, nutrient dense and doesn't require any work. Maybe it doesn't even taste green. And yeah, well that'll be impossible, but I just kept going.

This is a lesson, a life lesson. It sounds like it's impossible right? And one of the things I started looking a little closer at was algae because it was one of the many things, I'd recommend it to my sister. So I don't want to take a little closer look at this stuff. I was like Alison Wonderland falling down the rabbit hole because algae are the most alkaline food in the world box checked.

[\(05:27\)](#):

Algae has the highest concentration of chlorophyll in the world. What makes plants green, box checked. It is the most nutrient dense food in the world. And that's a quote from NASA. NASA says one gram of algae has the nutrients of a thousand grams of fruits and vegetables. So nutrient dense box checked.

It's been used for thousands of years, most notably in Asia for the last 50 where they take it every day, they don't take vitamins or supplements in Japan. They only take chlorella algae. So we know it's been

safely. I sold in Canada and the United States for 50 years, but nobody really knows what it is or why it works. And yes, it is food. We're going to talk about that. It's a crop.

[\(06:11\)](#):

It's not a supplement. It's no different than kale or broccoli. It's the most studied food in the world and there's a hundred thousand studies and I have access to about 2000 and I've written about 200 papers about the different benefits. And we're going to get into some of that as well.

But the problem has been that this knowledge of the science of algae has not moved beyond the scientific community. And the fourth thing really was the problem was that most algae was, most of it in America, came from China. It's really low quality, very questionable, in terms of what's in there. So, when I learned about it was how, how nutrient dense, safe it's endorsed by the United Nations and has been since 1974 as the answer to world hunger.

It's got all these endorsements, great pedigree, great science, but no one's ever explained what it does, why it works, made it safe or packaged it in a way to make it really friendly. So I decided 10 years ago, I was going to spend the rest of my life to bring algae to outside of America, outside of Asia, rather so that people could enjoy all the same benefits of health, longevity, skin, you know, immunity that they do. And so that's how I got here.

[\(07:28\)](#):

I love it. I love that. You mentioned that everyone knows we should eat more vegetables, but we don't. My mentor used to say that to me all the time is, you know these habits it's just you're not doing them. So, they're ineffective.

And the thing is people just want the easiest way possible. And I get that. I'm a busy mom, I run two businesses. I want the easiest way possible too. But you're right, algae have been around for so long and it is the exact same as any other green, but it is not talked about except for like the crazy face when people mentioned algae to you.

[\(08:03\)](#):

It's known by the home homeopath community and it's known by vegan trainers, but that's a very small community. And what I try to explain to people is algae, isn't new. It's just new to you. And it's in the same place at 20 years ago.

None of us had heard of Stevia except it'd been used for hundreds of years in South America. Nobody until recently five, 10 years ago heard about chia seed, but it also had been used for thousands of years in Venezuela.

I drink a drink called Yerba Montay. It's relatively new here, but it's been it's the national drink of Venezuela. So, the thing that people need to understand is that around the world, there's a real, amazing medicinal healthy. And these are, I'll just call it a superfood. I call it a super-duper food because it's way beyond being super, have more than just nutrition.

[\(08:57\)](#):

They have medicinal qualities to them. But that's that that's the problem. When we don't grow up with something, we think it's strange. But it's not strange in the place where it originated. So, I've done everything I could and continue to, to take the strangeness out of algae so that people really understand it and love it as much as I do. Because it's a game changer for your health, for your immune system, for your energy, for your children, for the environment.

And I just want people to understand why, because it's not smokes and mirrors. It's just nutrition. I love it.

Okay. Well, let's dive right in then. Why don't you give us a bit of a background on kind of what algae is so that people aren't scared of it and are there different kinds? What kind should we be looking for that kind of stuff?

[\(09:45\)](#):

Perfect. Well, first of all, as I'd mentioned, algae are a food. It's not a supplement. And the reason why I draw attention to this is because supplements are made in factories using extracts. So basically, artificial ingredients and they're put together with high heat.

Those extracts don't exist in nature that way. Your body has a hard time absorbing them. And they use high heat to make them which kills some of the nutrients. So, you're always better to get your nutrition from food. The way mother nature intended us to because your body recognizes it and knows what to do with it.

When you take algae it's 99.9% bioavailable compared to supplements, which are about 5% absorbed, by the way. So algae is a food crop. Now there's different types of food categories. You have vegetables, which we've already talked about.

There's fruit, but algae aren't either a vegetable or fruit. It's its own food category. And then within algae, as a food category, there are two sub categories. The first one is called macro algae. Now this is seaweed, kelp, you know, big stringy stuff that you see on the ocean.

It has a lot of fiber and has iodine because it's grown in the ocean, but not a lot of nutrition. Then you have micro algae. And that's what we're talking about today.

It's called micro algae because it's microscopic in size. You cannot see this stuff. It's teeny tiny. This is what feeds all of the animals all around the world, especially in the ocean. So, from whales to fish, this is what they eat.

When people tell me that they use fish oil, because they want the Omega three, I tell them, where do you think the fish get the Omega three from?

Speaker 3 [\(11:34\)](#):

They get it from algae. So go to the same source that they go to. And fish oil goes rancid. It's killing the oceans, blah, blah, blah.

So, so we have macroalgae and we have micro-algae. We're talking about my microscopic algae. It has a thousand more nutritional benefits than the macro algae.

Within micro algae, you have two other subgroups. You have blue-green, and green. Now the green one's easy to understand, because it only has one pigment, which is chlorophyll.

The blue green algae have two pigments. It has chlorophyll and it has another one. That's blue, no surprise. And it has some healing properties. Maybe we'll have time to talk about later on.

So within my garage where you got blue-green, and green, now there are tens of thousands of strains of blue-green, and green algae growing in the ocean, growing in swamps, growing in lakes, growing in your swimming pool, growing in your aquarium, growing in the soil. Those are all fine for the animals, not for humans.

[\(12:41\)](#):

There are only one blue-green and green algae that is safe for humans. And these are the one's that we grow. And these are the two that you want to know about: the blue green one is spirulina and the green one is called chlorella.

Now, the reason I mentioned about all those other strains that are toxic is because if anybody goes on the internet and they Google blue green algae, they're going to find articles about toxic blue-green algae.

And be like, Oh my God, I'm going to die by this stuff. Yes. If you ate it, if you're putting your hand in a swamp and sucking it back of course you would get sick. But you will not get sick from the two I'm going to tell you about it.

In fact, they will probably be the best thing to prevent you from getting sick because they are the most nutrient dense food in the world.

[\(13:25\)](#):

So yeah, very strong. Spirulina is the blue-green algae, and it's called that because it has the two pigments. And what does blue green algae do? Well, it has the highest concentration of protein in the world times three.

The amount of protein in steak is 64% protein, animal protein is about 22%. This is one of the main reasons why the United nations had a global conference on spirulina in 1974. And by the way, anything I tell you, you can Google.

We'll have all sorts of notes. We don't say anything if I don't have the medical pub med NIH documents to back up what I'm telling you. So I'm not just talking out of my ear, I'm talking about true science. So, anytime you see pictures of children with distended stomachs, that's indicative of a protein shortage.

[\(14:15\)](#):

Because spirulina has the highest concentration of protein in the world, that's why they endorse it. It's so good for you. And the great thing about the spirulina and chlorella, because they both have very high protein, is that the proteins already in amino acid form.

Now, if you're not knowledgeable about nutrition or how your body works, your body cannot absorb protein. It has to break it down into what's called amino acids. And there are 20 of them.

And spirulina has 18 of the 20 is a complete amino, which means it makes the ones that your body can't make. Now, the reason why and the importance of it, having all this protein and amino acid is that makes it 99% bioavailable. Within minutes, when you eat animal protein, it can take up to three days for your body to break that protein down into amino acids.

[\(15:02\)](#):

And then you always end up on average with absorbing only 10%. With the spirulina you absorb 99% of it within seconds, or minutes if you chew it. So, it's very available protein.

Now, what the other thing that it does is it has a high concentration of B vitamins, B vitamins are what convert the amino acids into glucose and energy. So, spirulina is known as an energizing alga, which is why we call our energy bits.

Because we thought that was a whole lot easier to say and spell spirulina. But spirulina also has a very high amount of essential fatty acids, Omega three, that I mentioned, which is really important for your brain health. It releases nitric oxide, which opens up your blood vessels.

It allows your blood to flow faster, which brings oxygen and nutrients to your brain and your body and a very high number of antioxidants.

(16:00):

Overall spirulina is known for satisfying hunger because the high protein essential fatty acids, great for intermittent fasting, great for weight loss, great energy for workouts. Have three or four tablets.

It's extraordinarily nutrient dense with over 40 vitamins and minerals in spirulina algae. So, it's a food-based replacement for your multivitamin, for your snacks, for your kids, for your calcium potassium, for fish oil, for sure.

I call it efficient nutrition because it's a one stop shop for everything.

So, that's spirulina blue-green algae. It gives you energy, satisfies your hunger. It also builds your skin and hair health. And we found women weren't attracted to our blue packaging. So, I made a second package and called it beauty bits because the high protein builds your skin and hair. And I started the company because of my sister.

16:55):

Women's health is really important to me.

Isn't it interesting about the packaging. That's some fun AB testing there.

Well we, for the first two years that women weren't buying this one. So I asked my girlfriends, why do you think that is? And they said, you've got to make it pink. And you've got to give it a cute name. So, because it builds your skin and hair, it's crazy.

But you know what? I personally prefer this one too, because I'm a girl and I like pink. So, there you go.

I am just terrible on the marketing side of things like that. I'm like, just eat the thing

But people need to be to be assured, they need to be comfort level. So that's spirulina, the other algae is chlorella.

Remember I said, spirulina has the highest concentration of protein in the world, chlorella, which is the green algae has the highest concentration of chlorophyll in the world. Well, why is that important?

Remember chlorophyll is alkaline and always chlorophyll in plants. Your mother's always said, eat your greens was mostly because of the chlorophyll. That's really good for you and very cleansing.

And I used to wonder, well, what exactly does it mean when someone says chlorophylls cleansing? Well, I'm going to tell you what it means.

So, chlorophyll is a fat-based pigment. And the reason why that's important is because your health, everything to do with your health starts at the cellular level. So, your cell walls have to be healthy in order for the nutrients to get into the cells and the mitochondria. And they have to be healthy enough to let the toxins get out.

(18:29):

And if they aren't healthy and they need healthy fats to be healthy, then that's when you have a problem. You can't get the nutrition in and you can't get the toxins out. Chlorophyll effectively heals the cell walls.

And the best analogy I give to people is, if you have dirty windows, you can't see out and sunlight can't get in it's particularly difficult. If your dirty windows are on your car and you can't see out that's an accident waiting to happen.

Think of chlorophyll as the window washers for your cell walls. And that starts to help people understand how important chlorophyll.

Chlorella has a thousand times more chlorophyll than even Chinese greens. It has 200 times more chlorophyll than spinach. It has 25 times more chlorophyll than even liquid chlorophyll. And just to give you, I'm going to give you two things about how important chlorophyll is during world war two.

[\(19:21\)](#):

When they ran out of blood for the injured for blood transfusions, they used to give them liquid chlorophyll because they would heal just as fast as it is as if they'd had a blood transfusion. So, chlorophyll is known to be a blood clotter, a blood builder and healer of your body.

And here's another cool thing. I don't know if you can see this, the chemical composition of chlorophyll is virtually identical to your blood. The only difference is in your blood your hemoglobin has an iron atom in the middle and that's what carries oxygen. And chlorophyll has a magnesium atom in the middle.

This is one of the reasons why chlorophyll is so important to your health, because if you don't have healthy blood, they can't carry healthy nutrients. And so your cells, your organs, your brain, aren't getting what it needs.

[\(20:08\)](#):

Chlorophyll is what it needs. And almost everybody is short of it. Spirulina or chlorella has the highest chlorophyll in the world. And as if that wasn't good enough, chlorophyll chlorella has the hardest sell on the plant kingdom and that hard wall cell wall attaches to toxins it carries them. It pulls out heavy metals, lead, mercury radiation.

It will also pull out alcohol. It pulls out lactic acid. We work with biological dentists who take it because when they pull out the anagrams of their patients, there's mercury and they don't want their patients to have the mercury and they don't want to inhale it. So, the chlorella will pull out the mercury.

We work with athletes who take the chlorella, the chlorella recovery bits after a workout because it pulls out lactic acid. So the muscles aren't sore.

[\(20:57\)](#):

That's why we call our chlorella recovery bits because it helps you recover your health. It helps you recover from your day or from your party or from your sports. And there's so many toxins in our world.

There's been to something like 20,000 chemicals released since definitely more than 20,000 since world war two. And our BAS are the toxic load on our immune system is just too much. And it's damaging our brain.

Glyphosate is getting into our brain, kicking out important minerals like boron and replacing it with aluminum, which contributes to Alzheimer's. So chlorella gets rid of all that. And one more amazing thing about chlorella is it has the daily requirement of vitamin K too.

Now, most people are not familiar with K2 and K almost everybody in North America is deficit in K two, and K2 is, was only discovered about 25 years ago.

[\(21:56\)](#):

So it's relatively new. It's related to K one, but humans cannot convert K one to K two only animals can. K2 moves calcium out of soft tissue, like your blood vessels, your skin, your brain, your organs, and into

your bones, where, where the calcium should be. But what's happening is we're all taking calcium supplements and we're taking dethrone to absorb the calcium.

And then the calcium is going into the wrong place. Have you ever been to a parking lot? The guys waiting with the red flags telling you where to go to park? Well, it's like you say, I don't want to follow him. I'm going to go park wherever I want. And that's what's happening to the calcium.

[\(22:46\)](#):

It's not going into your bones. If you don't have K2, it's going into your heart, your blood vessels. And they're realizing that almost 50% of heart disease is calcification of your blood vessels. That's what arterial sclerosis is. It's hardening of your arteries and it's the calcium that's hardening it.

They're realizing a lot of Alzheimer's is the hardening of your brain. Kidney stones are calcium stones. They're hardening. Why do we have no K2 in our diet? We did until the early seventies and up until then, all the cattle and chickens grazed on pastures.

They were eating green grass and animals have a bacterium in their gut that allows them to convert K one, which is in anything green into k2. When we ate the animal protein, we would get the K2 because it was in their system.

[\(23:40\)](#):

And then in the seventies, the farmers realized that if they fed all their animals corn and put them in closures, they would get fat faster, and they would make a lot more money. So that's what they did.

And instantly the supply of K two in our diet disappeared because no longer were they eating anything green. No longer was there any more K2 in our diet. And that's when heart disease just started going through the roof.

Now you can buy K2 supplements, but they're made from a fermented chickpea and the kind of K2 that's in it cannot get into your brain. The only kind that can get into your brain comes from food, which is either the animal protein grass fed animal protein, or the algae chlorella has twice as much as spirulina. So, it has your daily requirement.

[\(24:34\)](#):

Pretty cool. Huh?

That is actually really interesting. You know, I remember the first time I started with spirulina when I first kind of got onto the algae train. I will never forget the first time I tried it because I did get a powder. And I made the mistake when I opened the tub of sniffing the powder to see what it would smell like, which for anyone who is thinking about trying a spirulina powder, do not sniff it. It is not a smell that is going to make you hungry at all.

And I don't think I tried it again for a few weeks. I had to get over that smell. Then I became an algae addict and I kind of started adding it to everything. I used it with smoothies and no bake balls.

My daughters second birthday cake, she wanted pink and green. So, I used beet crystals and spirulina to dye the coconut milk icing. I started using it like a crazy person. That's basically what happened.

And even now she still knows the word algae. I think she's the only four-year-old that knows that we eat algae

[\(25:38\)](#):

I'm interested in the tablets more though, because I understand from a busy perspective and just from a taste perspective, getting the powders in can be difficult. They do have a funky taste. There's no way to get around that.

You do have to kind of counter that when you're using it in products like no balls or smoothies, especially if you have a sweeter palate. With your energy bits, first of all, you have a lot on your line there. How would we know which one we should be taking?

[\(26:10\)](#):

My goal is to help everybody be healthier in the easiest, fastest, safest way they can. The powder is like you said, it just, it's messy. You can't travel with it. You can't take it to the gym. I mean, if the lid opens up, then you got frigging green stuff all over your shorts and your bag and on your suitcase. It's just not compatible to our busy lifestyles.

In Asia, I mean, I CA I get it in powder, but when I found out it came in these little tiny tablets that are about the size of a baby aspirin I thought they were cute. And because they were a little bit, that's what we called them. We called them bits because they're actually bits of food.

[\(26:57\)](#):

I'm going to show you some pictures. Here's a picture of an algae farm. These farms are like five times the size of a football field. This is not a small industry. This is why I'm trying to help people understand the algae industry in Asia is as big as the beef industry is here. It's huge, it's normal there.

But and they do have powder, but the tablets, you could carry them. When you buy a large bag on our website with a thousand tablets, we give you a little tin that you can carry the tablets around with you.

We also make them in single servings that are have 30 tablets. They're all premeasured, easy to throw in a handbag, briefcase, gym bag, travel bag. I read that somewhere like 20% of the population has a swallowing disorder.

[\(27:51\)](#):

It's higher than you think. They did come in horse sized pills, which I didn't want. So, we decided to make them in the little tiny tablet form, because easy to carry around and you can swallow them. you taste nothing, nothing. There's no aftertaste, there's no burp up like with fish oil, nothing.

The fish oil is terrible because of that reason.

You get none of that from the algae, because it gets so absorbed so quickly, especially spirulina. And if you do happen to like the flavor, but I will admit not many do, some people do like the chlorella, but the spirulina because it has very high protein and very high essential fatty acids it's really chewy.

[\(28:40\)](#):

And it sticks to your teeth a little bit, which grosses people out. It also has a very kind of earthy smell. 90% of our customers swallow them. The great thing about spirulina is compared to the chlorella, which remember I said had the hardest cell wall in the plankton, spirulina has none. It's technically a bacterium.

And the reason why that's important is it gets absorbed into your bloodstream almost instantly. So that's why, when we first started years ago, our first customers were marathon runners, ultra runners, Olympic athletes who needed steady energy.

And they liked our algae because it gave them the energy and the focus, but it didn't upset their stomach. They got access to it right away. In the morning, the best time to take the spirulina, even if you have just four or five tablets has the equivalent nutrition of probably four or five plates of vegetables.

[\(29:43\)](#):

Some people need to get the visual. Each one of these little tablets has the nutrition of a heaping plate of vegetables. That by the way, you didn't have to go to the grocery store to buy, carry, clean, cook or eat.

So, it's what I call efficient nutrition. That's why it's great for kids. Actually, the children love to chew them because it turns their tongue green. They don't mind the flavors very funny. Generally you'd have the spirulina, as much as you'd like if you're doing a workout, we certainly encourage you to have at least 15 or 30. But we've had people that are anemic and they only took two tablets and they said they felt the best and have the best workout of their life. So, because it's food, you just need to monitor what you need, and it'll take the edge off your hunger within minutes.

[\(30:32\)](#):

If you're busy, get up in the morning, you have your tea, you toss back four or five tablets. It'll take the edge off. If you're doing intermittent fasting, and then maybe at 11 or 12, you're still hungry. You haven't had time for lunch yet, take another five. It'll get you going. Maybe mid-afternoon, you're starting to get foggy and tired. Take another 10.

Like I said, you can have as much as you want, you can't have too much salad. That's why you would take the algae anytime you're hungry, tired, fatigued, or going to do a workout or need some focus.

And they're safe for pregnancy, I'm assuming they're fantastic for pregnant women.

Oh, my nutrient dense. So nutrient dense. Now that you mentioned that one of the other nutrients, I want to mention this only the spirulina is an essential fatty acid called GLA gamma linolenic acid.

[\(31:22\)](#):

The only place that has more GLA than spirulina is mother's breast milk. And the reason why it's in mother's breast milk is because the baby's brain doubles or triples in size within the first couple of years. So, this isn't a very important nutrient for brain development, but we all need brain health all regardless of what size we are.

And we can't drink mother's milk when we're 25 or 30. So this is your next best shot. This gives you the GLA that would be in mother's breast milk.

I once saw the nutrient profile of mother's breast milk but tailored to the amino acids. And I thought, gosh, that looks awfully familiar. Sure enough. I checked back on our spirulina, exactly the same aminos in exactly the same proportion. Because algae, by the way, I didn't mention this, but algae were the first life on earth, 4 billion years ago.

[\(32:15\)](#):

I consider algae mother nature's breast milk for us. Seriously it is as nourishing as breast milk. It's great for mothers for your children, whether you're pregnant and when you're nursing.

In Japan, this is the only thing that keeps the newborns alive. If they can't digest mother's breast milk. And I've discovered it's probably because of the nutrient profile is so similar.

Now that's spirulina.

Chlorella has a lower concentration of protein, lower concentration of essential fatty acids. So that makes it really dry and hard to chew. It tastes more like a soy nut or sunflower seed as particularly if you put sea salt on it, and eat it with a macadamia nuts or almonds, it is delicious.

If you close your eyes, you have a handful of this with some sea salt.

[\(33:14\)](#):

I swear you think you're eating potato chips. It is unbelievable.

I'm going to try that and hold it, hold you to it.

Please do. I know you will not be disappointed. And the reason I mentioned that is because if you can start to learn to like the flavor now, it's not such a burden. And quite honestly, I have about a hundred of these a day because I love it. It's my favorite food in the world.

I have it in the morning. I have it in the afternoon. It doesn't give you energy, but it builds your immune system. It gives you really great skin and hair. It helps with your digestion. It helps with elimination. We have a lot of customers who are keto or paleo, or they're, you know, big meat eaters and they have constipation. And this solves the problem.

This has been used for decades for IBS Crohn's disease. It stimulates chlorella stimulates peristalsis. And because it has that high chlorophyll, it's very cleansing to the colon, to the liver. So, it makes everything move.

So, if you know anybody who's having any, any constipation issues, and I know pregnant women have an issue with that, this should be on everybody's plate. Not only because of the detox and the chlorophyll and immune support, but also the health and digestion benefits. And it tastes darn good.

[\(34:35\)](#):

Now you have two there. You have the chlorella and you have the spirulina ones. For a busy mom who just wants to be healthier and a little bit more energized, which one would you recommend taking? Do you take some of each and every day? Is there a combo tablet? What do we do here?

[\(34:53\)](#):

Again, remember spirulina comes in two brands: energy bits, and beauty bits, but they're exactly same. Just packaged differently. And they're the ones that give you energy, satisfy your hunger with your skin hair.

For most people if you can, we encourage you to buy both of them. Because they do completely different things. Spirulina is the energizing algae that satisfies your hunger, keeps it going great for your kids. Once they finally get back to playing soccer or something, don't give them a Luna bar, which is loaded with sugar. Give them a few of these. I promise you; they will have the best game of their life.

Give your kids the chlorella because it builds their immune system. I promise you they'll probably never have a cold; it gives you more control.

[\(35:40\)](#):

Maybe if you feel like you are getting sick or, you currently are sick or you have more digestive issues or elimination issues, then you might want to double up on the chlorella. You have more control when you buy them separately.

However, if can't buy two bags and it's too complicated for you to think those things through, we do have a brand called vitality bits. There is a combo we've blended it for you. So it's 50% is blended. So, it's

not like there's half spirulina tablets and half chlorella bits, it's blended. You get a little bit of the energy and a little bit of the immune system build., This makes it simpler for people. We find people who are older or retired or have a pretty predictable life.

[\(36:30\)](#):

this is what they like. And by the way, when you buy any of them, particularly this one you can get rid of about five or six of your, your supplements, or maybe all of them.

I would still take the D3 here in Canada in the wintertime. And there's not a lot of vitamin C. So other than that, and you can get rid of just about everything else.

Fish oil, multi because your body isn't absorbing them anyways. And this is food. Just to give you another visual, because we have that quote from NASA that says one gram of LG has the nutrition of a thousand grams of fruits and vegetables. And this is about a half a pound. So we did the math and we figured that one bag doesn't matter which one you buy has the equivalent nutrition of 551 pounds of organic produce, because this is organic.

[\(37:24\)](#):

This one's certified organic that would have cost you at \$3, a pound \$1,500. So, it's very efficient to get your nutrition from the algae. Now I know a lot of people they're worried about making changes in their life. And we say, look, it, you don't have to change anything. Just add.

There's five or 10 of these tablets a day to your new routine, to just add them but change nothing. You will still feel better. And what will probably happen is you'll start to feel better. So you'll be more interested in maybe making a few other changes, but we're not asking you to make a big change, just add them. If you don't eat your vegetables, it is just too much work. This is your answer, chlorophyll is so important for your health.

[\(38:13\)](#):

There's nothing in the world that has more chlorophyll than algae, particularly chlorella allergy. That's Greenland.

They're literally your quick fix.

Literally. I start my day with water and lemon. Then I do a tea and then I have my chlorella, and then I wait about five or 10 minutes. We have a beautiful little movement in the bathroom and we're good for the day.

Now, how is it from an intermittent fasting perspective? What are the calories on the tabs? Are they going to cause you to break your fast? Do you know what I'm trying to say here?

Absolutely fantastic for intermittent fasting. I speak at a lot at metabolic health conferences, and low carb conferences, because there are zero carbs in the algae. There's one calorie, but it's mostly from the fat and the protein does not interfere with your intermittent fasting.

[\(39:10\)](#):

It's ketogenic. We're endorsed by people like dr. Dominic D'Agostino, we're well known in the keto community. So, it's fantastic.

You don't get hangry. Especially when you start keto, you're switching over from being a sugar burner to a fat burner. It's hard on your body and you can get headaches. The spirulina will help stop the hunger and the chlorella will help pull the toxins out. Now, if you are keto, once you are keto again, what

happens is people aren't eating many greens because they don't want the carbs. This is your answer because keto people are notorious for being constipated. This is your answer. And remember, it's a gift from mother nature. We just grow it.

We grow carefully and triple filtered, spring mountain water in Taiwan, we're world renowned for having the purest safest algae.

[\(40:09\)](#):

That's why we don't actually sell through retailers. We only sell through doctors, functional medicine clinics chiropractors. Now we're starting to work with spas, but we were we're sold by them because we do third-party lab tests for them to show those that the nutrition is exactly what they say. What we say it is.

There are no metals, no neurotoxins, nothing. So that's why we know we can give this to babies. We can give this to pets. We can give this to your granddad.

You know, I had a call yesterday from a customer. God bless her. She's 97 years old. And she's been taking our vitality beds and she knew she wanted to order four more bags, but she's older and didn't want to use the internet. So, I placed the order for her, but I said you're 97.

[\(40:55\)](#):

And you're you found us, first of all, I can't believe that. Because I'm only on podcasts. She said, this gives me so much energy. I'm old, I don't like to cook. I don't go out grocery shopping. This takes all the burden off me and I had an epiphany. I thought, man, this is the perfect food for everybody's parents and grandparents.

Because we know they don't eat well. We know they aren't getting proper nutrition, but they should have energy too. They deserve mental clarity. They deserve to be able to hang out with their grandkids

And perfect for my husband, it's perfect. Who classically eats little vegetables.

[\(41:34\)](#):

There you go. I rest my case. He's off the hook on the chlorella. The toxins in men are the highest candidate for heart disease. And this will clear out the K2. The things that this stuff does.

I was on shark tank and they made fun of me. Of course, I knew they would, but they said, "you know, we don't think you're in love with being an entrepreneur. You're just in love with algae".

And I said, well, if you know about as much about algae as I do, you would be in love with algae too. That's

[\(42:02\)](#):

Not the worst thing to say. Actually, I would take that.

While, I am a firm believer that boosting your immune system and health needs a holistic approach, There's no one perfect system.

However, there are a lot of nutrient dense immune boosting options to help you along the way. And algae are definitely one of the things. It can do so much more than what I originally thought way back when I tried it, which was, that was just a great antioxidant.

So my goal for you this week is to step outside your comfort zone, head on over to energybits.com and read through the awesomeness of algae or hit the show notes because I'm going to drop all the

links that we chatted about today. And for anyone who is listening right now, we do have a coupon code to give you so that you can try it. The energy bits, I believe it is mamabear, but I will throw that in there.

[\(42:58\)](#):

It's just mamabear. And it works on everything on our website, energybits.com. We do ship to Canada every day. So again, the spirulina is the energy bits or the beauty bits. The chlorella is the recovery bits and the vitality bits are a blender combo.

And if you're not ready for the full bag, in America, we sell through Amazon single servings that have 30 tablets in them for \$4 each. Unfortunately, we're not on Amazon CA but if you know anybody, then you want to try the single servings. Maybe somebody in the States can get them for you. But yeah, mamabear is the coupon box. It's just in the checkout easy.

[\(43:50\)](#):

You will not be disappointed, I promise you, I've been doing this for over 10 years. And I'm more excited about algae than ever. The world is discovering algae. So, it's going to be bigger than CBD oil and it's going to be bigger than anything.

I really encourage you to start learning about it now so that you can see what makes us special. Because you want only the cleanest purest for your body. And also, we didn't go into the COVID-19, but on our website there's some very deep scientific analyses about that. I wrote about why this helps protect you from it because it builds your immune system better than anything else, but it's all there.

[\(44:32\)](#):

If you want to read about it.

And so, anyone else who has questions about energybits, where can they find you?

You could email us@customercareatenergybits.com. We're also very active on socials. Our Instagram, Facebook and Twitter handle are @energybits. We do lots of contests and giveaways.

It's a great place to come and hang out.

That's initially where we connected first was Instagram. I am just so excited that there is an alternative to the powder to be perfectly honest. That sounds so lame but trying to work powders into all of your energy balls and smoothies and to get it in makes it a big job.

And I will do that big job, but a lot of moms are just not going to take the time to do that because we're busy and it's chaos and it tastes a little funky.

[\(45:22\)](#):

So, I get it. So, having the tablets is just so much easier. It's one of the things off your shoulders.

Also, the chlorella tastes really good when you put sea salt and eat it with almonds or macadamia nuts. So now it's like a bedtime snack for me and your kids will be healthy. They won't have colds; you'll be protecting them and yourself from viruses. If you have a glass of wine at the end of the evening, it will pull the alcohol out within an hour and a half. You'll be sober. I mean like, like what? Sorry, what's not to love about that.

All right. Well remember if you're in need of fitness tips, workouts, and amazingly healthy recipes, check out my website at fitasamamabear.com as well as my YouTube channel for exact, at home workouts as to stay fit as a busy mom.

On that note, check back soon to catch the next episode of the Fitasamamabear podcasts. And if you took one lesson from today's episode, I hope it's how important boosting our immune system really is. And that sometimes we need to step outside of our comfort zone to do it.