

The Mojo Multiplier Blueprint
Increase Testosterone Naturally

Become The Best Version Of You

Week Five:
The Cow's Udder: You're a Human,
NOT A Cow

By Neil Cannon



Recap

- WEEK ONE
 - ESTROGEN - where it all went wrong
 - Sperm counts down, man boob operations up
 - Testosterone down, estrogen up
 - Sources Of Estrogen
 - Food supply
 - Water supply
 - Cosmetics, deodorants, shower gels, shampoos, conditioners
 - Fumes we breathe
 - Plastics
 - Psychology For Success
 - Pain & Pleasure
 - Need to avoid pain, desire to gain pleasure
 - Fat Loss Motivation; Know Your Reasons, Achieve Your Outcome



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Recap

- Daily cleanse alkalise and energise with Lemon water
 - Helps to regulate hormones including testosterone
- Week One Homework:
 - Read Mojo Multiplier
 - Read Fat Loss Motivation: Know Your Reasons, Achieve Your Outcome (really short and very useful!)
 - Watch GMO OMG
 - Go Organic!
 - Be mindful of your drinking water



Recap

- WEEK TWO
 - Hormone Cascade:
 - Testosterone
 - Oestrogen (US = Estrogen)
 - Human Growth Hormone (HGH)
 - Insulin
 - Leptin
 - Cortisol
 - Ghrelin
- Week Two Homework
 - Remove of grains from your diet: bread, pasta, cereals
 - Read bonus books
 - Watch 'Food Matters' on Netflix / Amazon
 - Think Insulin!!_



Recap

- WEEK THREE
 - Proteins, Fats, Fibres and Carbohydrates
 - Intermittent Fasting
 - Testosterone-boosting foods and estrogen inhibiting foods
- Week Three Homework
 - Continue grain-free and see how you feel
 - Read bonus books
 - Watch 'Food Inc_' on Netflix / Amazon
 - Include Testosterone-Enhancing foods in diet every day:
 - Zinc
 - Fats - eggs, avocados, fatty fish, nuts, seeds
 - Cruciferous vegetables
 - Mushrooms



Recap

- WEEK FOUR
 - Inflammation, the silent killer and mojo stealer
 - More on grains
 - Exercise
 - High Intensity Interval Training
 - Steady Paced Cardio
 - Weight Lifting
- Week Four Homework
 - Read The Truth About Exercise
 - Finish Mojo Multiplier if you haven't already
 - Continue grain-free



Recap

- Week Four Homework Continued
 - Include Testosterone-Enhancing foods in diet every day:
 - Zinc
 - Fats - eggs, avocados, fatty fish, nuts, seeds
 - Cruciferous vegetables
 - Mushrooms
 - EXCLUDE SOY!!
 - Strength train twice a week
 - Engage in sprints/ HIIT once a week (make sure the Doc ok's this!)
 - Watch 'Forks Over Knives' on Netflix / Amazon



The Cow's Udder

- Ever wondered who discovered the tastiness of milk?
- Do you ever consider the fact we human beings are drinking the milk from another mammal, that has a completely different genetic make up to we humans?
- I came across the absurdity of drinking milk, only 6 months ago. Used to drink it every single day, until I saw an interview with Paleo expert Loren Cordain
 - 65% of the population can't break down the sugar of milk, lactase
 - No other mammal on the planet consumes milk from another species



The Cow's Udder

- We're the only species of mammals that drink milk after infancy
 - And the only species that drinks another species' milk.
- Cow's milk is not designed for human consumption.
- Calves are about 100 pounds at birth and almost 8 to 10 times heavier by the time they are weaned.
- Why do humans feel the need to continue drinking milk after they are weaned from breast milk?
 - Human milk is very different in composition from cow's milk or goat's milk or any other mammal's milk.



The Cow's Udder

- Cow's milk contains on average about three times the amount of protein than human milk does
 - According to a study published in the American Journal of Epidemiology this creates **metabolic disturbances** in humans that have **detrimental bone health consequences**
- How is this possible when a glass of milk is touted to have 300 mg of calcium?
 - Beneficial for our bones and growth?
 - Shockingly, the answer is a resounding no, according to the Harvard School of Public Health.



The Cow's Udder

- Milk Myth: Over time, a flawed belief that humans are required to consume three glasses of milk daily to sustain bone health and strength
- And now, everything we were lead to be believe about milk is being debunked by studies ranging from those published in reputable scientific journals, such as the **Journal of Nutrition** and **The American Journal of Epidemiology**.
- Milk has become a cultural phenomenon. Celebrities with the white milk mustache in the *Got Milk?* ads sensationalize this beverage.
- Mountain of evidence is showing a variety of detrimental effects that are **directly linked to milk consumption**



The Cow's Udder

- Milk is thought to increase calcium loss from our bones.
- How? When humans consume any type of animal-derived, protein-rich foods, including milk, the pH in our bodies become acidified, and this sets off a biological reaction.
- Calcium actually neutralizes acid in our body, and most of the calcium is stored in our bones.
- When acidified animal protein is ingested, the calcium from our bones is drawn out to neutralize the effects of the toxic animal protein.
- After the calcium does its job cleaning up the mess, it is then excreted through the kidneys via urine, thus leading to a calcium deficit.



The Cow's Udder

- Pasteurization and homogenization of milk alters the natural proteins making it harder for people's bodies to digest.
- Pasteurization process also destroys a majority of enzymes and vitamins and minerals.
 - These crucial enzymes aid in the digestion process.
- 75% of the world's population is actually lactose intolerant.
 - Further proves the point that humans are not intended to consume cow's milk.



The Cow's Udder

- Cows are given antibiotics and injected with rBGH, a **genetically engineered Bovine Growth Hormone**, which is a synthetic hormone - created to artificially increase milk production.
- A devastating side effect of rBGH is an increase in IGF-1 (insulin growth factor) - linked to many cancers.
- Cows are routinely given steroids and other hormones to plump them up. These potent synthetic hormones disturb the delicate human hormonal balance, leading to a lot of medical problems - including raising estrogen and lowering testosterone!!
- Toxic pesticides from food that cows ingest also make their way into the milk, which humans unknowingly consume - and the beef of course
- Many cows live in confined and inhumane conditions, not being allowed to freely roam and graze the natural green grass they are intended to eat. They're fed antibiotics to fend off disease.
 - Though organic milk may be free of antibiotics and rBGH, all the other negative attributes of milk are still present.



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The Cow's Udder

- Milk and dairy products are pro-inflammatory and mucus producing.
- Milk increases the risks of respiratory conditions and allergies.
- Milk has been linked to the development of arthritis due to joints becoming inflamed.
 - Our bodies are not designed to naturally tolerate animal derived protein, and seeing it as foreign invaders jolts the immune system to overreact in order to protect - so inflammation ensues
- Is all dairy is bad? Unsweetened cultured or fermented dairy such as kefir or yogurt are actually acid neutral.
- Ghee, which is clarified butter that originated in India, is known to be very beneficial to the body.



The Cow's Udder

- Consider milk substitutes such as almond, rice, coconut and hemp milks. Don't drink SOY milk!!!
- Avoid artificially sweetened milk substitutes as they are not healthy for the body and can lead to a number of medical issues down the road, including obesity and diabetes and heart disease.
- Watch Forks Over Knives - did you watch it?
 - It unravels and discovers the truth that many degenerative diseases, cancers, type 2 diabetes, obesity, and heart disease are linked to diets high in animal protein, such as meats and dairy. WATCH IT!!!



ACTION STEPS

- If you drink milk, replace it with coconut or almond milk, or rice milk
- Limit the amount of cheese you eat - or avoid completely / make it a rare treat
- When you have yoghurt, make sure it's unsweetened.
 - Full fat Greek yoghurt is good!
- Watch Sick, Fat & Nearly Dead
 - Juice Dieting, cleansing, micronutrients (vitamins and minerals)
 - Reversal of obesity, type 2 diabetes, inflammation, high blood pressure, auto-immune problems

