

The Mojo Multiplier Blueprint Increase Testosterone Naturally

Become The Best Version Of You

Week Four:
Inflammation, Grains, Soy
Movement and Strength Training

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



MOJO
MULTIPLIER

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



In this module...

- Inflammation - the silent and unknown killer
 - Leads to most chronic diseases
 - Grains are a big contributor
- Soy - a feminizing nightmare!
- Movement
 - High Intensity Interval Training
 - Strength Training



Inflammation

- Immune response to deal with anything that it perceives as an attack that could lead to harm
- Normally the rapid and short ‘acute’ response is appropriate and results in no harm being done
 - Sprained ankle for example...
 - Cold or flu - your immune system reacts by producing a mixture of chemicals that will work to temporarily raise your temperature, making you feel ill - making you want to lie down. The idea is to protect you so you heal.
- Chronic Inflammation, however, is deadly. Literally.
 - Underlies every chronic illness and has dire consequences for long-term health



Inflammation - The Enemy Within

- Linked to depression, asthma, cancers, heart disease, diabetes, arthritis of all forms, increases sensitivity to pain, accelerates free-radical damage and suppresses healthy immune function so we're more susceptible to both acute and chronic diseases.
- Neurological diseases such as Alzheimer's and Parkinson's.
- **THERE IS NOTHING THAT CONVENTIONAL MEDICINE HAS TO OFFER TO DEAL WITH CHRONIC INFLAMMATION**
 - Anti-inflammatory drugs = band-aid solution
 - All have side effects like internal bleeding and dramatically increase the risk of deadly cardiovascular disease
 - E.g heart attack and stroke



Inflammation - The Great News

- BUT THERE IS GOOD NEWS!!!
- There is a mountain of evidence which has proven that a plant-based, vegan diet, will cure it.
- We are what we eat!!
- Buy a juicer - get nutrients.
- Herbs - garlic, rosemary, ginger and curcumin (an extract of turmeric)
- Lifestyle changes too can have a profound effect on inflammatory levels
 - Tai chi, yoga, HIIT and steady paced cardio



Inflammation - The Good News

- The way you cook and types of food you consume can cure and prevent inflammation
 - Cool foods including salads or dishes prepared at low temperatures
 - Conversely foods cooked at high temperatures have increased levels of advanced glycation end products (AGEs)
 - “FOOD MATTERS” - watch it
 - Compounds in our blood that stimulate cells to produce inflammation
 - We naturally produce AGEs at a slow rate (endogenous AGEs)
 - However, when food is heated to high temperatures and we eat it, we are taking in exogenous AGEs in high amounts and these are very harmful



Inflammation - Food For Thought

- Mount Sanai study showed that during 6 weeks, those who ate foods cooked at high temperatures had higher levels of AGEs than people who cooked the same foods at lower temperatures.
 - 6 weeks in levels of the inflammatory markers ‘tumour necrosis factor (TNF-alpha) and C-Reactive Protein (CRP) had increased among those consuming the diet high in AGEs
- Paleo-Mediterranean
- Extremely strong evidence shows that eating a plant-based, vegan diet reduces chronic inflammation
 - Reducing susceptibility to premature ageing and chronic diseases



Inflammation - Food For Thought

- Data from Adventist Health Studies covered 96,000 people since the 60s have conclusively shown that vegans live longer, were more healthy in every way and were largely protected from diseases of chronic inflammation
- Mindfulness-based stress reduction (MBSR) Meditation techniques such as Relaxation Response is one of the most effective ways to be tackle chronic inflammation
- Look up The Relaxation Response - it may save your life!



Grains

- We've been eating grains, refined or whole, only since the beginning of agriculture some 10,000 years ago.
- Problem is our genes were formed about 2 million years ago and haven't changed much since then, nor did our digestive systems.
- Eating structurally and chemically different foods is therefore more often than not asking for problems.
- Grains are miles away from what our bodies should be processing.



Grains

- Grains really aren't good for any mammal.
- We're better off leaving them to the birds, who have a digestive system adapted to them.
- Our food system is so skewed in the wrong direction that everybody now thinks that grains, especially whole grains, are healthy and nutritious.
- Grains, a food group that we didn't eat for 97% of our human existence, are now at the bottom of the USDA food pyramid with a recommended 6 to 11 servings per day. Scarily wrong!



Grains

- Chronically elevated insulin levels is a big problem we now have as a society.
- As you now know, blood sugar has to stay between a very narrow range, otherwise you would die.
- Insulin's main job is to lower blood sugar levels after you consume any form of sugar or carbohydrate (they're converted to sugar anyway).
- When insulin has to deal with so much sugar that it doesn't know what to do with it anymore, it stores it as fat.
- Also, when insulin is always high, inflammation begins and cells become resistant to insulin, so your pancreas has to produce even more of it. When your cells have become resistant to insulin, you've become diabetic. This is the new epidemic of westernized countries.



Grains

- Main food sources of carbohydrates in our diet come from grains (wheat, corn, rye, oats, barley, rice).
- Breads and pastas are mostly made of wheat. Without grains, people wouldn't get (as) fat and wouldn't have high insulin levels.
- Bread, cookies, cakes, crackers, rice, pasta, pastries and breakfast cereals are all staples and are consumed at almost every meal by almost everybody.
- This leads to a high carbohydrate load at every meal and this is why people get hungry all the time and have so much fluctuation in their energy levels (blood sugar levels are unstable).



Grains

- Gluten is a harmful offender. Gluten is in wheat, rye and barley.
- Wheat is absolutely everywhere today.
- Celiac disease is an intolerance to wheat. They can't have even a tiny bit of it or else they're in for big trouble.
- 30% of the population has noticeable amounts of anti-gliadin in their stools. Unless you check people's stools, you probably don't know this!
- Anti-gliadin are antibodies secreted when the body sees gliadin, one of gluten's constituent, as an intruder. Having the antibody in your stools means that your body is actively fighting an intruder and that you already have a low level of chronic inflammation, the source of all modern diseases.
- Gluten can also mimic certain proteins and makes its way into your cells, wreaking havoc and making you develop autoimmune diseases where the body attacks itself (Crohn's disease is an example).



Grains

- Lectins
 - Lectins are other toxins present in all grains that cause load of problems.
 - First, they damage the gut lining and a damaged gut lining is an inflamed gut lining that will have difficulty absorbing nutrients. This also leads the way to colon cancer.
 - Lectins also cause leptin resistance, which means that your hunger signal is suppressed and that you'll be hungry even when your body has had sufficient calories.
- Phytates
 - Another other set of toxins which bind to nutrients and rob them from your body.
 - You can then think twice when you think that eating grains will feed you loads of nutrients.
 - Phytates make nutrients less bio-available. The list of nutrients on a bag of sliced bread is only a small portion of what your body will really be able to get.



Soy - a major source of Estrogen

- Stop eating it
- It's a genetically modified phytoestrogen that will play havoc with you now or later in life
- 90% of US soy is genetically modified. It's like the devil
- Consume in small amounts when it's organic and fermented.
- Otherwise take a wide birth



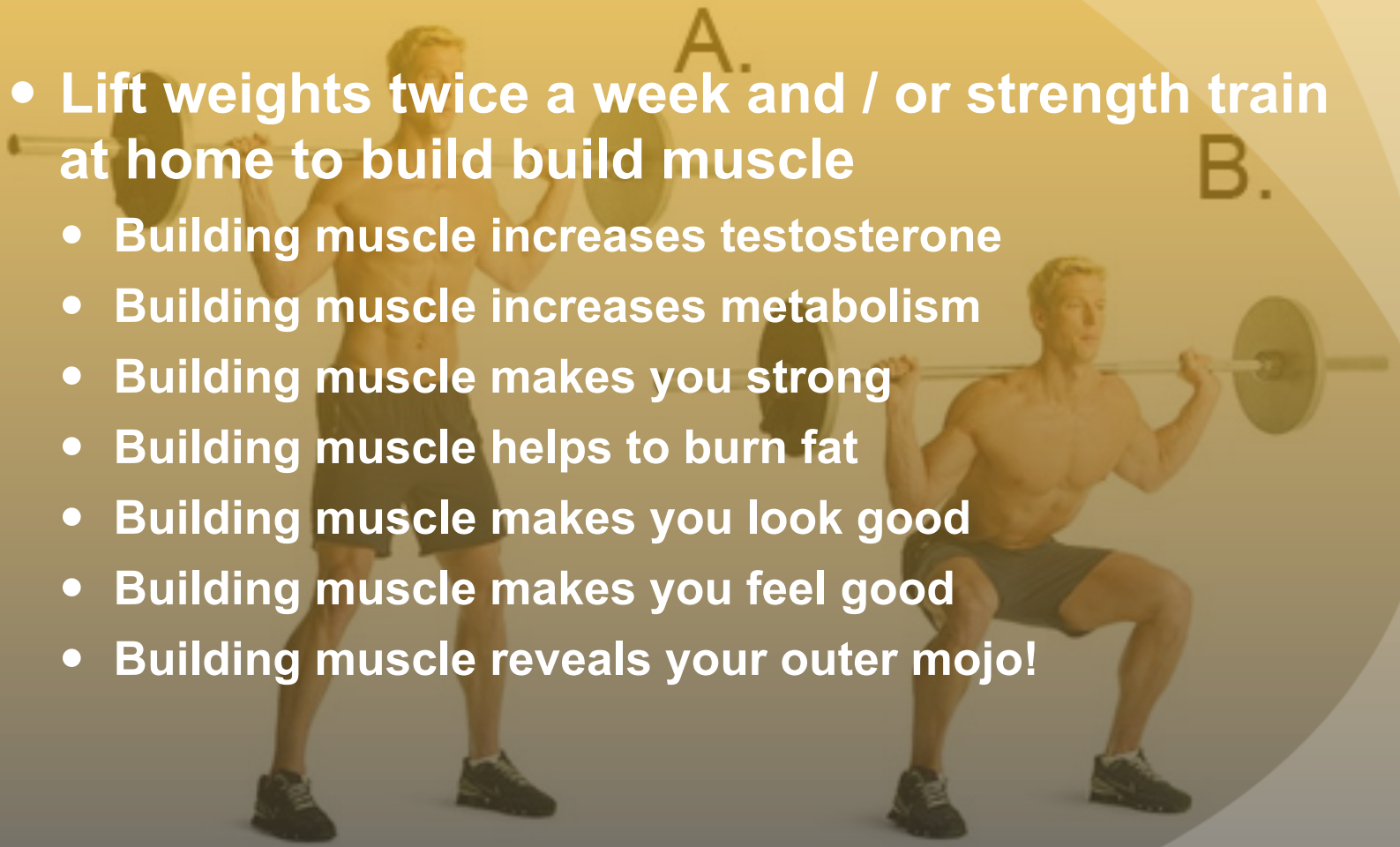
Exercise & Movement

- We were born to move
- Whatever we don't move and strengthen weakens
- Steady-paced cardio
- HIIT
- Strength and resistance training - twice per week doing compound exercises
- Yoga
- Gym classes
- Dance classes
- All ESSENTIAL for our immune system and to keep us strong: Lymphatic system doesn't work without movement!!



Strength Training

- Lift weights twice a week and / or strength train at home to build muscle
- Building muscle increases testosterone
- Building muscle increases metabolism
- Building muscle makes you strong
- Building muscle helps to burn fat
- Building muscle makes you look good
- Building muscle makes you feel good
- Building muscle reveals your outer mojo!



Endurance Cardio vs HIIT

- Consider steady paced cardio and engage in sprints/HIIT once or twice a week
 - Endurance cardio leads to the release of the stress hormone, cortisol
 - Cortisol breaks down muscle tissue
 - Breaking down muscle tissue slows down metabolism
 - Breaking down muscle tissue **LOWERS TESTOSTERONE!!!**
 - Breaking down muscle tissue make you look weak and feeble!

Quick Tips I Promised

- Who would you rather look like, age aside?



HIIT summary

- **Ditch endurance cardio and engage in sprints/ HIIT**
 - **HIIT builds muscle**
 - **HIIT increases your heart stroke volume**
 - **HIIT increases your pulmonary performance**
 - **HIIT INCREASES testosterone**
 - **HIIT INCREASES your metabolic rate / metabolism so you burn fat whilst you're not working out**
 - **HIIT makes you look like a MAN and not weak and feeble**

ACTION STEPS

- Read The Truth About Exercise
- Finish Mojo Multiplier if you haven't already
- Continue grain-free
 - Think eggs. They're eggstremely great for testosterone production, regulating cholesterol and keeping insulin flat
 - Include plenty of veggies and think green, raw plant-based food
 - Include healthy fats like avocados, fatty fish, nuts, seeds, coconut oil and olive oil every day in your diet



ACTION STEPS

- 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
- Email me at support@mojomultiplier.com if you have any questions.

