

This week I'm going to give you an update on my experience at the Global Wellness Summit that I was at last week speaking, giving a keynote presentation on the idea of wellness and its intersection with optimism and listening to a lot of amazing people.

So we're going to do a little review of what I learned there in just a moment. After a quick word from our sponsors.

Before we go further into the podcast, quick ask for me to all of you. Could you leave a rating wherever you're listening to this podcast? Maybe leave a comment? And if you could perhaps share this with somebody who you think would enjoy what we do at super age. Ask them to subscribe. It would be really helpful to us.

As I mentioned earlier last week, I was in Saint Andrew's, Scotland, which apparently is where they invented golf. And go figure.

It's a rather cold, overcast, often rainy place. And they had invented this outdoor sport, which I don't really get.

Seems really pretty though. So we were actually staying in this hotel called. I think it was called Russell Building, and it looks like it's from, like the 17th century.

And right behind us was apparently, if you're a golfer, it's something quite famous called the Old Course, which I think is the perhaps original Scottish golf course, although there is some talk that the Chinese invented golf, I don't know. I'm not that deeply into golf, but if you are, it seems like sort of the place that you go.

okay, I don't really golf enough of that. This is the second global wellness Summit that I've been to. A man asked to keynote speak, and I was at one in Singapore in 2019 where I spoke. And I have to say that first thing that struck me about this year is the evolution in the whole wellness discussion.

It was a little bit, how should I say, I don't want to be disparaging And I mean, there's like a lot of talk about spa. And there were, you know, spa operators and such and I think that's sort of where the global summit came from. But it's quite different now. There's a lot of really heavy, serious people there.

Medical people, the CEOs of large hotel corporations and other people that are doing really interesting things. And they presented some data that wellness is now get this, the third largest industry in the world. It exceeds it, which seems crazy to me. So I heard a lot about that, and we heard a lot about, you know, how the demand for wellness and wellness travel is far outstripping supply.

And there's a, consequently, a huge amount of resources going into that. And I've always sort of thought that wellness and travel is a bit of an oxymoron. I don't know. Airplanes just seem sort of anti wellness.

Airports not really so great.

But

bit changed my mind on this.

I think that

going someplace for,

know, you can pull out of like a week or a couple of weeks and you go somewhere where you learn a lot of these things and you're exposed to various, I guess, modalities and treatments.

And

allow your nervous system to calm down. Maybe it's worth the travel.

at some of you know, I am a god awful traveler.

Mostly because the jet lag,

but this wasn't

so bad for me. So this was New York to Europe, a five hour change as a whole other world.

And go to Asia, which is a 12 hour change to just

blow one bad.

Okay, so

what was I there to talk about?

they had me come in to talk about the intersection of really mindset and wellness. And we did a study with a financial institution, a financial college actually back in June of last year.

And what we did is we interlace some questions that like, we're really good about understanding what questions you asked to understand people's

mindset about where they are, where they're going, how they feel about health, wellness, fitness, that sort of thing.

And we interlace these with some questions around financial behavior in people's financial outlook, whether they save money and things like that. And what we found was really rather stunning.

The first data slice was 180 slides and there was no disparity. It all said exactly the same thing.

To the point that I sort of didn't believe it.

And we did it with Professor Michael Thinky, who's an expert on data. And I said, Michael, like, there's got to be some outlier here.

let's slice it again. So we did it another like hundred slices. And it came back exactly the same.

so what we found was that, you know, not to bore you with the data details, but

essentially

mindset.

So an optimistic mindset is the key lever in wellness. It's not about

information. It's not about resources. And this is something that often gets confused that people say, well, we just need to give people more information or this is just about, you know, rich people or things like that. And

true.

need to be living sort of above subsistence level to

engage

some of these things.

But,

truth of the matter is, the vast majority of

these sort of behaviors are available to everyone, and

what we call the big rocks. Like,

figure out how to get yourself some sleep, get a certain amount of exercise, eat,

reasonably good food, try and reduce your stress and have a sense of

purpose and connection to yourself,

to those around you, and to something bigger than yourself.

So you gotta get those five things together. And for the most part,

there isn't a lot of cost associated with those things. And

there isn't a whole lot of contrary information out there. Like nobody is telling you less sleep is better. Like I just I haven't read that. I haven't read the study out there that says that four hours of sleep a night is really the thing.

Nobody seems to feel that way. So for most of this stuff, there's consensus on it. There's plenty of information. And as I said during my talk,

mean, all of you probably know this particular kind of person. And

he or she,

is not male exclusive here at all.

They will have access to all the information they want.

They have resources,

but yet they sort of refuse to take care of themselves. And you ask yourself, well, why is that? What's

going on with that?

why is this person behaving in this way when

they seem like

they should have all the information to,

take care of themselves better? And why do we care about this?

Because,

you know, conservatively, 70% of your health outcomes are due to your behavior. And some people say that's like 80 or 90%. But we'll say 70.

So you have agency, you have control over that.

And therefore your mindset, which if that's the key lever here that becomes so important.

that's what I

wanted to bring out there.

That

so much of the conversation in the health and wellness world is



It's all about information. But

yeah, there's something in the more fundamental there that it's how do you feel about the future? You do you feel optimistic about the future? If so, you're probably going to behave in a way that causes a better outcome for a whole lot of reasons.

And we saw this in that study. The connection really between everything from

like wearing a fitness tracker to reading the labels on cans to how much money you save, retirement, to how much effort you

put into,

expanding your social group. And it all, every single bit of it pointed the same way. It's all about mindset. So that's

what we

had me come over to talk about and

what I wanted to bring out was

on a,

individual level increasing mindset.

Well, there's, you know, sort of the basic tools there. We

practice gratitude. We envision a better outcome. We give ourselves a break when things don't quite go our way.

Acts of service. I mean, there's a few sort of well known ways we can practice

this having a positive mindset, because the truth is, we're surrounded by negativity. And I'm in the media business.

So I can tell you negativity really works out there in the world. We don't practice it, but a lot of other people do, and we all have this built in negativity voice that says like, oh no, don't go there. The the bear's going to eat us. You know,

from prehistoric times.

optimism is a it's an action.

Like we have to take action to continually keep ourselves in that mode so we don't slide back into pessimism.

And then

what I suggested in my talk was that

to spread optimism, the best thing we can do is to show others the best version of ourselves and to become that person who we were born to be, to essentially fulfill the promise of our potential and show that to other people, which is sort of the Aristotle

eudaimonia

thing, which is

essentially,

become the best version of yourself and then use that out in the world and let other people see this, and this inspires other people, because guess what?

We learn by example. So

I encouraged everybody there to

walk the talk,

to get out there and really,

where can you level up to become the best version of yourself to really embrace your greatness, whatever that is, whether it's becoming a great friend, a great mom, a great

whatever,

and let other people see that and it will expand their imaginations of what is possible.

So that's basically why they had me come over and

talk in Scotland. So some of the other interesting things that I saw there just want to sort of go through them. So as I mentioned earlier, the wellness economy is just growing by leaps and bounds. And these numbers come from the Global Wellness Institute, which is associated with the Global Wellness Summit.

It's a research organization. And they

trawled data and they put together these big charts and reports. So get this,

manufacturing \$16.2 trillion global

health expenditures, \$10.6 trillion. And then coming in at number three, the wellness economy, \$6.32 trillion, which exceeds

the IT industry at \$4.97 trillion. And then it sort of goes down from there, which is astonishing to me.

So it's the third largest industry in the world currently.

And they break this down by sector,

sector with the fastest growth is wellness, real estate. So those are places that people go to feel better about themselves.

Mental wellness had a huge growth,

and then personalized medicine. And then we get to healthy eating, nutrition, weight loss, all a lot of growth.

There. Physical activity,

traditional medicine, personal care and beauty, wellness, tourism,

the spa industry, these are all,

single digit growth, but still significant.

So that

was really,

super interesting when

I started to understand the scale of this

is really unbelievable. And

they had a gentleman there who runs a large investment firm and he's putting, I think what he said was \$1.5 billion and a half a dozen facilities in Italy.

and you hear about

these like crazy huge numbers

because as they say,

the demand is far outstripping supply. And so I think about this,

it's this intersection of age and wellness. These two things seem to go together. And these are, from what I can tell, the big up escalators of our time. And the money folks are getting in on this.

So that was really interesting. I saw a number of presentations from people like the folks at Rancho

La Puerta down in Mexico. They're

just one example because they come top of mind how this idea of sustainability is now

essentially table stakes in the wellness industry, that you have to be involved in sustainability. And

at Rancho, they're getting I think about half or three quarters.

Their water now is entirely recycled. We had Neil Jacobs from Six Senses talking about how they removed,

all plastic. Imagine that, like all plastic, including like the stretchy film you put over food, things like that, completely from their facilities, which I thought was super interesting. A lot of talk about water and water's impact on our humanity and how we feel better around water.

We feel better in water, and how water is a resource that we really need to conserve. We don't,

take it that seriously.

one of the more interesting presentations I heard

was by Anna Bergstrom, and Anna's with six senses. She's fascinating person.

think she's like up

for a neuroscientist and also has an MBA and has been with six senses for a number of years as sort of their

I don't know what to say, sort of like

She's an explorer, essentially,

an explorer of senses and humanity

sort of where humans can go in all senses of this.



she talked about pleasure and how the wellness industry, the health industry, it's set up in this sort of negative loop, like,

why is so much of health and wellness all about self-flagellation and why can't it be more about fun and pleasure and comparing it to industries that seem to do that really well, like

gaming industry or retail or things like that?

But wellness is all about, you know, sort of removing things that feel good for those giving us things.

that was quite interesting.

Martin Palmer, who is the theologian to the King of England,

one of those guys who you just realize,

he's the smartest guy in the room, and that's just the way it is.

there was a lot of that there.

And I want to say going to conferences like this where you have these kinds of people,

it just expands my mind of what's possible, expands my imagination. We talk a lot about that here at Super Age, and it just about how

our biggest problem is humans, each one of us is the limits of our imagination, of what is possible.

in a room with 800 people like this, we're all doing amazing stuff. They're not just talking about stuff, they're doing stuff which I find tremendously inspiring and opens various doors in my imagination of what is possible. And then finally,

Wim Hof, I got to meet Wim Hof. So a little story about Mr. Hof.

So the first time we see him, he's staying in our hotel and I see this sort of wild haired guy in t shirt and gym shorts, and I think he had a pair of sneakers and he might have been barefoot.

And it's Scotland, right? It's like 50 degrees and gloomy and rainy and and like, who's this guy? And he seems like a real character. And he's sitting there with

all I can describe. This is a sort of like an entourage from, like a Wes Anderson movie. Like they were all sort of dressed in character. And I thought, who are these people?

Like,

what are they wandering in from? And so I stopped for a couple of days and

I was just thinking disparaging thoughts like, oh my God.

another one of these sort of famous people who have surrounded by other sort of goofy people and

but then on the last day,

always think badly of people before I meet them.

It's his character

defect, my part. So I'm having breakfast and whims there. And he's got, I don't know, five other people at the table and they all look fabulous. And they're just

these sort of characters

I walk up and I say, hey, Wim,

I'm David,

really admire your work. How are you doing?

And we had this nice chat about what I do. And I said,

what we do here is we try and help people become a better version of themselves and tell them that they're,

stronger, braver and more capable than

they may have thought. And when I said this, Wim just lights up and he's like,

me too.

That's exactly what I do.

And then what happens is,

what I found out later is two of the sort of fab people who is with him are his daughters. He travels with his daughters, who are both

beautiful and brilliant. And then there was this,

a tall, blond, sort of movie star looking person who turns out to be this neuroscientist who's been working with Wim and suddenly the conversation turns into deep neuroscience.

I'm sort of peripherally around some of this stuff, so I can generally understand it just went into areas I had no idea what they're talking about. And I had to,

bring them back and,

something about the reticulated operating system in this parts of the brain and changing belief systems and this stuff.

I just was like,

who are you? Oh, what is this? It was just this remarkable experience.

so women, I,

sort of bonded,

he's also just to be clear, and I've been around a number of these sort of people who have

profiles of his scale and,

are in it for sort of questionable

reasons, I should say,

and whims.

Not like that. Like Wim is totally the real deal. He's not really selling anything.

it's just about breathing. Breathing's easy.

Sitting on top of ice. That's easy. You can just go out and, like, swim in the lake in the winter. Okay.

And this is what it does to you in the

people around him, like, sort of explain to me all

the neural chemistry around these things that he does

and Wim terms to me and he's like,

it's not crazy to be madly in love with your life.

That's what we're doing here. And I thought,

wow, that's

super cool. So

I have since been invited to London, where he is releasing a record with this musician to hear who I met there, who's also lovely. So,

hopefully. And in December I can go hang with Wim again. And

just one of those guys, like, I just feel better about the world when I'm, sitting talking to him.

So yeah, I want more of that anyway. Wim Hof, super cool guy.

The real deal. Absolutely. The real deal.

Again, unlike some sort of the influencers you see out there in the world.

Really impressive.

Oh, and a quick heads up. I'm going to have his daughter Laura Hof on in a couple of weeks. We're just working on a date on that, and we're going to talk about neuroscience and changing belief systems in the brain and different techniques for doing that.

So,

I mean, super excited about that, right? So that'll be coming up in a few weeks if you're interested in watching any of these talks that went on at the Global Wellness Summit, I believe they are going to be releasing them on video.

soon. Right? I got some kind of notification on that.

So if you go to the

either Global Wellness Institute, a global summit, and they'll probably be a link there where you can watch them all.

I do encourage

if you can, to see some of these.

there was some pretty amazing people talking there.



One quick thing before we get with just try this – I met so many fascinating people that I can't even tell you about it, and my brain is packed with stuff, but I just want to share this one thing.

So I met this guy, doctor Mark Cohen, and he's worked with Wim Hof, and he's done a lot of research on various foods and herbs. And then he called thing. So I'm talking to him and as you guys know, I often quote the

Finnish sauna study, which is like 2400 men size men over about, I want to say like a 20 year period, 40% reduction all cause mortality.

The sauna 180 degrees three times a week.

that's I sort of blow my mind. So this guy comes up to me and he's like, well, you know, there were some issues with that that weren't true. And by the way, I'm going to have him on the podcast, too. He's on his way to Thailand. So it's a little time zone.

We're we'll get that figured out. So anyway, this is what he tells me. He says there's something that they left out of that study. And I said, okay. Like what he says the cold. He says they don't talk about the cold.

and I'm a little puzzled by this. And he says, the whole thing in Finland, it's not just the sauna, it's the cold.

They're alternating hot and cold, and nobody talks about that. But that's really a huge part of the health benefits of this. And apparently so for some reason, they don't mention this in the study. And I haven't heard this mentioned anywhere of people talking about this study.

So I'm just going to quickly give you the Mark Cohen hot cold protocol.

This is according to Mark. And he says what you do is

you want to take a shower first and you sort of clean all the grime off yourself, and then you go and you get hot. And it doesn't really matter whether you use

whatever technique of steam, a regular sauna, infrared, whatever you just want, it gets a little hot enough that you sort of can't stand it anymore.

And then you leave and you go into the cold, and the cold is generally cold. Water. And he said, the trick is you want to stay in the cold

until you think you might shiver.

if you start shivering, you went too far. So you want to get out before then. And then he said, you don't go directly back into the heat.

You want to just sort of hang out, dry yourself off, and just sort of, I guess if you're outside, this gets a little more difficult. But

sort of want to hang out. And he said, what happens is

vaso dilate in the heat so your blood vessels all open up, all the blood goes to your extremities.

And then when you go into the cold,

it's like your body goes into this rapid reverse and it sucks all that blood in and it pulls it into your organs to stay warm.

and part of what happens there is it goes into your kidneys, in your liver.

And so

that's where all the cleaning happens.

And then he said you want to rest. And he said this is the error that a lot of people make that they don't rest. They just go immediately back into the heat. But he said, you know, you want to hang for like, you know, about

how long you were in the cold. So, you know, five, six, seven minutes and then you go back in the heat and you repeat cycles of this.

But he said,

that's the ticket. And he started to explain all this sort of bioscience around this, most of which I

clearly all of it I have forgotten. So I'm going to have him on the show. But I thought that was just so interesting that this study that I can't tell you how many thousands of times I've heard this study quoted, how many thousands of I've talked about it and they laughed at this critical thing, which is in Finland, they don't just do the heat, they combine it with the cold.

They're cycling it back and forth. So anyway,

we're going to get with just try this in a quick moment after a word from our sponsors.

So this week on just try this. And I'm sort of rolling around how to present this

cold. Let's talk about called.

Now what I'm going to suggest here is sort of the easy way to do this. And having been in Scotland and hung with Wim and heard all about the heat in the cold, what I have been doing

I think I live in one of 2 or 3 buildings in all of New York City that has a cold plunge, like in the building.

And so I've been sort of building up. And so my routine is

first time I did it, I got myself like really hot. So I don't know, like the sort of like 20 minutes. And then I did a minute in the cold. So my cold is

50 degrees circulating water, which is,

impactful, I can tell you that.

And then the next day I stayed

a little less in the heat. And so I was two minutes in the cold water and then three minutes and then kept building up.

yes, I did it for six minutes.

so what I found is that,

first of all, I keep my hands out because it just like, hurts too much with the hands in the water.

And the other thing is, the first 15 seconds are really unpleasant. It's just really unpleasant.

Nobody will tell you that. That's like a lot of fun, but then that sort of goes away and then it's just moderately unpleasant. And then after about a minute and a half, it's kind of okay. It's like weirdly okay. And

I'm up to like six minutes now,

and it's like, fine.

my body's able to warm itself up without going into the sauna. So my suggestion for all of you this week on just Try this

I'm assuming that most of you don't have a cold plunge, and you're not really into filling your bathtub with ice or going out and

with an ax and breaking a hole in the

the neighbor's pond or something.

Try just cold water.

way I've heard that this works best is

Like the first day, just splash cold water on your face just by, you know, straight up cold water on your face. And like, do that for like a minute or two. And then the next day, towards the end of your shower, start turning the water colder.

And I will tell you, one of the downsides to doing the shower versus the whole body

is that

your body sort of never gets used to the cold.

Because

it's just like half your body is always out of the shower, right?

but try that, try that for like, you know, if you can do like 15 seconds 30s a minute,

know here in New York City where I am today, the cold water isn't that cold.

I'm going to take a guess.

it's maybe 60 degrees, maybe 55 degrees. When I go back to Utah.

This time of year, that cold water is going to be

somewhere in the 30s. So it's pretty cold. But just try that and see how you feel afterwards.

And this is what I love about this kind of cold exposure

I just feel awesome.

Fun fact before there were SSRIs, which are

a class of pharmaceutical that they give people who are experiencing chronic depression the only treatment they had like this back in the 20s and 30s is they would immerse people in cold water, and they found that that had a dramatic effect on improving mood and having their depression go away.

And

and that's what wind told me. That's how he originally got into all this cold stuff. So this week on just try this if you can

try the cold shower thing. And then if you feel like it, you know you can work up to cold immersion of your body.

I don't like to do the head that just gets really uncomfortable.



I don't do the head and the hands, but I do everything else. So just try this, a little bit of cold.

That's it for the Super Age podcast this week. Thank you for your time. Thank you for joining us. If you can share this with someone else, please ask them to subscribe. We have a whole list of amazing people coming up on the Super Age podcast. Over the next few weeks, folks that I met in Scotland at the Global Wellness Summit, experts in their fields, people who have really different novel ideas about different things out there in the world.

So looking forward to bringing them to you in the future. This week everyone have a wonderful rest of the week. Bye now.