

## **How I Improve My Cholesterol Readings By More Than 30% By Pigging Out On Eggs and Without Taking Statin Drugs**

Hi there. This is Michael Senoff with [WholeBrainPowerCoaching.com](http://WholeBrainPowerCoaching.com). This is an exciting call. It's actually a three-way call with myself and Coach Michael J. Lavery and a gentleman who was interested in doing an alliance with us to promote Whole Brain Power Coaching to his radio listeners. During the call I had just received my cholesterol test results. These results were something I had been waiting for for 120 days after practicing the tenants of Whole Brain Power. So you're going to hear the news live as it unfolds. You'll hear me announcing the results from my cholesterol test, my LDLs, my total cholesterol, my HNLs and my lipids and my cholesterol ratios. I think you'll find it very interesting. So get ready and let's get going.

M. Senoff: News flash. Michael J, I'm looking at my cholesterol results. Let me just go back to 2007. Are you ready? HDLs in 2007 were 47, 2009 were 47, 2011 were 45. In 2012 are 59.

M. Lavery: Oh my God, what have you been doing, son?

Ron: Hey, Michael. Thank you very much for proving my theory.

M. Senoff: Now, do you want to hear the LDLs?

M. Lavery: Tell me.

M. Senoff: Okay. I've had about three eggs a day for the last 90 days. 2007 was 166, 2011 was 148 and 2012 133.

M. Lavery: Michael, that's good. You've proven that Whole Brain Power drives up the HDLs which is driving up your steroids which is basically making you younger.

M. Senoff: And my LDLs went down.

M. Lavery: Thank you, Michael. You proved my theory.

M. Senoff: Ron, this is what I wanted, was evidence on an increase in my cholesterol after 90 days of doing the program half-ass. I've done nothing different in the last six years except eat more eggs and do Whole Brain Power. Now, there's not a drug in the freaking world that will get your HDLs up from 45 to 59.

M. Lavery: And you haven't even been doing the program properly.

M. Senoff: Well, I'm doing it properly or I wouldn't have gotten these results. I'm just doing it enough.

M. Lavery: I'm a hard ass.

M. Senoff: No, that's okay. I get it. I'm not doing it to my full potential. I'm doing it maybe to 40%.

M. Lavery: You're almost at 60, and they'll even go higher. That means that you're getting younger. That's why the thing is the fountain of youth for the mind and body. I told you that would happen, didn't I?

M. Senoff: You did tell me. I'm looking at it right here. They just came in as we were talking. Ron, I've been waiting for 100 days for this because I wanted the numbers to prove it. I believed in Michael, I believed in the process. Of course there's doubt, but this is the confirmation I've been waiting for. I've been eating like - I don't want to say like a pig but I've been eating more than I've eaten in a long time because my appetite has been up. I've been eating two to three eggs every morning.

My wife's been giving me shit like you wouldn't believe. My kid's been taking more egg cartons into the classroom and the teacher says, "Where are you getting all of these eggs?" My wife just went to go see a number one New York Times bestseller doctor, Dr. Mike Morano, the 17 Day Diet. His book says, "Don't eat more than four egg yolks a week. Egg whites are okay. Egg yolks are going to raise your cholesterol."

Ron: The cholesterol thing, I've been eating eggs for years and I eat three to four eggs every day, too. I think if you believe in what Michael says, and I do, I think he's 100% right. I think the brain and how you've been using your brain and teaming up with Michael obviously is making a huge difference in your personal outlook in life, your dietary. Michael's understanding of how the chemicals work is creating, for you, a very positive result.

M. Lavery: What's happening - let me explain something to you, Ron and Michael Senoff. What happened in Michael Senoff's brain in the last four months is that he actually rewired it. He actually grew the mylon sheaths. He actually has had an elevation of his mood. It's been a constant elevation. He hasn't had any of the blues.

Prior to doing the Whole Brain Power training, Michael was experiencing mild blues occasionally. Isn't that true, Michael?

M. Senoff: That is true.

M. Lavery: So what happens in Michael Senoff is the first day I tested his memory and he didn't fare well. I can explain it very succinctly. If you take a five pound hammer and you bounce a ball off of it and you do it religiously for 30 days, something's going to happen to your brain. It's going to be a very good thing. And your forearms are going to have more vascularity, the muscles are going to become denser and the bone is going to become denser.

What you're going to do is you're going to cause a chemical actually to migrate into your brain. When that chemical migrates into your brain you're going to get smarter, you're going to become more alert, you're going to become less anxiety prone. And when someone says, "How do you know that?" I say, "Because I've got guys that are proving it. They go to the doctor; the doctor scratches his head and says, 'This is impossible. What are you doing?' He says, 'I'm doing this thing called Whole Brain Power.' The doctor goes, 'I don't believe you.' 'Well, I'm telling you the truth, doc.' He goes, 'This can't be happening because it's impossible. You cannot spike your HDLs by 100% by bouncing a ball off of a stupid hammer.' He goes, 'Well, I did.'"

So the guy takes another test and the test is even higher the next time. The guy's name is Brad Dugdale. If you talk to Brad he lives up in Coeur d'Alene, Idaho. When Brad Dugdale heard about this he laughed at it. He goes, "You've got to be kidding me, right? I'm going to spend \$500 bouncing a golf ball off of a hammer and doing my alphabet backwards?"

Then four months later he calls me up and says, "Michael, I have some incredible news for you. You're absolutely spot on with your theory." He was hitting golf balls on par fives that he hadn't been on in 20 years. He was playing golf at these really nice golf courses and he's getting on par fives with a rescue club now. Prior to the training he used a three wood and would still be 20 yards away from the green. Now he's absolutely convinced on Whole Brain Power and he keeps on doing it.

His friend named Eddie Hinen is a professional golfer and Eddie now is going to bring this into the golf world. The professional golfers are going to start doing Whole Brain Power. Once that happens it's going to go off the charts.

Now, there's a man named Mike Weir that won the Master's a number of years ago. Mike Weir is no longer playing stellar golf. Mike is now barely making a living at golf and he's frustrated and depressed. He lost his card and he wants to make a comeback. There's nothing he can do that's going to change his life. But if he gets on Whole Brain Power he'll start making the cuts again. I guarantee you. I don't have to hold Mike's hand. All I

have to do is give him Whole Brain Power. He'll start doing it and once he starts hitting the ball straighter and longer he'll know it works.

When Michael Senoff was tested by me four months ago he sort of scoffed at the idea, didn't you, Michael? Bouncing golf balls off of hammers? He said, "Come on, Michael. People are going to be intimidated by this concept of the hammer, man." Didn't you tell me that, Michael?

M. Senoff: I did scoff at it.

M. Lavery: What happened with Michael, he goes down to a local tennis court with his sons and he's bouncing this golf ball off a rubber mallet. His son was so embarrassed that he said, "Dad, you're embarrassing me. Stop that." So Michael started doing it out on the patio in his backyard. Every single day.

Michael couldn't bounce that golf ball off that hammer five times consistently. What's your new record now, Michael, with the sledge hammer?

M. Senoff: Did 2,000 straight with a four pound sledge hammer with no misses.

M. Lavery: So what happened to Michael Senoff, Ron, is Michael rewired his brain and myleonated it. When your brain gets myleonated it starts to produce the chemical called pragmatelone which makes your DHEA go up and makes your libido goes up. When the libido goes up all the men start kicking up their ears. They go, "What is going on?"

There's a guy over in Germany. I believe his name is Andy and he's a French horn player in a band. And so he's been getting hassled by some people in his company. He was getting bullied so he started to fight back and find out how he could override the anxiety and how to strengthen his mental acuity. So he stumbled across Whole Brain Power and he started doing the program. He just reported back now that his musicianship is way better than it's ever been. Plus his body's changing. His upper body is now getting nice and toned and his sex drive has gone through the roof and his wife is really happy about it.

So if we can prove that Whole Brain Power actually makes your sex drive go through the roof then we can sell this program to millions of men. If we can tell people you can get your mojo back and we can actually prove it and take a whole bunch of men and say, "Listen, if you guys do this program we've tested your HDLs and then we can tell you 90 to 120 days later it's going to be elevated," now we have something huge.

M. Senoff: These are the numbers. I know it's not thousands and it's not an official study, but this is good enough for me. My levels on the HDLs since 2007, the highest they've ever been which is the best they've ever been since 2007 is 47. Michael, how do you read this? The cholesterol high density lipoproteins were 3.9. That's the lowest they've ever been. What does that mean, the high density lipoprotein?

M. Lavery: It's your ratio between your high density and your low density. It's the lowest it's ever been, which is great. You're healthier now than you've been in ten years. You listened to my advice and then your wife told you you're doing it wrong. I'm telling you, you're doing it the proper way and that's why your mood's been elevated. And that's why your coordination's gone through the roof and your handwriting was chicken scratch and now it's really awesome. That makes a huge difference. That means that your brain's now sending more proper signaling from the central nervous system to the peripheral nervous system.

Now if you really start kicking up Whole Brain Power you can drive the HDLs, instead of 59 drive them up to 79. Which means that the HDLs now are efficiently repackaging the LDL, causing your heart to actually work better, so that means that you're actually protecting your system from cardiovascular disease.

M. Senoff: What's the stuff out on the market everyone's pushing that promises it?

M. Lavery: It's all bullshit. CoQ10 is CoQ enzyme which is created by the liver. But most people, they don't have enough ATP to actually make it work so it's not really working. It all comes back to the energy. You don't have enough molecular currency called ATP. What you did, Michael, theoretically was you activated your astro sites in your brain. You activated your myleonation process and you increased your ATP.

So when you increased your ATP you took the egg yolk and you brought it into the mitochondria and you cleaved it. You basically made the steroids so your body had more efficiency. So that means that you had more energy to go around and pull all of the LDLs out of the system that weren't being used. So now you have the HDL which goes back to the liver and to the gonads and to your adrenal cortex. It repackages it as your necessary steroids. That's how the system works and people don't understand it and I do.

I studied this stuff relentlessly and I told people, "Trust me on this one, get your cholesterol tested after you eat the eggs." Michael, did I constantly ask you, "Michael, are you feeling any stress in your heart? Are you feeling any pressure in your chest?" You said, "No." I said, "Good. Do you feel good today?" He goes, "I feel great." I said, "Trust me on this one. Get

your cholesterol tested.” I told him to wait and he waited. So when he waited for at least 120 days, then I told him that his HDLs would rise. I said, “Michael, I’m going to guarantee you this.” He goes, “Are you sure? My wife thinks I’m doing bad.” Michael, are you pretty happy about that result?

M. Senoff: I’m ecstatic. It’s validation because when you’re out doing these hammers for 30 minutes or an hour, sometimes you feel like an idiot. You don’t know. You don’t fully believe. You need that confirmation of the numbers because it is anecdotal until you prove it to yourself. There’s nothing more to do to prove and understand that the way I feel and these numbers validate everything I’ve been doing, all the hard work. I just took a leap of faith and did it. I had to test it for myself.

M. Lavery: It’s almost like saying, “Look, if you make this investment in this company I can guarantee you you’re going to be very happy. Your income will have increased by 25% if you make this investment.” You go, “Come on, you have no proof.” I said, “I have an intuition that this will work.”

I have too many people now that are coming back with the same results, Ron, and that’s why I’m excited about this. Not one person’s come back and said, “Michael, you son of a b, you, my bad cholesterol’s through the roof and my good cholesterol is really low.” Not one person has done that to me, and that’s exciting.

That’s why this could turn into a documentary film. It could turn into an infomercial. You could have an egg company say, “We want this information. We want to actually promote the study.” Because the egg companies have been getting hammered by these people with the 17 Day Diet because they don’t know what they’re talking about. The whole system is literally having a problem.

Most of the men in this country have really bad cholesterol readings. And most of them have problems with their memory. So, Michael, guess what happens when you have HDLs rising? And your LDLs are being cleared properly? That means that your memory is getting better. If your HDLs fall then your memory goes down with it.

Michael, do you remember those articles I was sending to you about memory and cholesterol?

M. Senoff: Yeah, absolutely.

M. Lavery: What happens to us, Ron, is our HDLs fall and the men have mild cognitive impairment. Ron, if you got your HDLs tested and your LDLs tested and then you started doing the program of the hammers and the

memory exercises and it rose for you and you started hitting the ball on the golf course up there in Valencia 20-30 yards further, would you be now convinced?

Ron: Yes.

M. Lavery: Right now the FDA is coming down hard on all the companies that are making the statin drugs - Lipitor, Crestor. All these companies that are making these cholesterol blockers, they're now starting to run for cover. You know why?

Ron: Why?

M. Lavery: Because if you're on a cholesterol blocker you're going to increase the probability of getting diabetes by 50%. It's not good. If you're on a cholesterol blocker then your probability of having memory loss and leading into mild cognitive impairment goes up logarithmically. That's not good. They just did a study that proves that if you're on a cholesterol blocker which is blocking the natural CoQ10 enzyme production out of the liver -

Ron: **[Inaudible 00:14:58]** that did the study?

M. Lavery: Oh, the FDA.

Ron: Oh, and you want to believe the FDA, the Federal Drug Administration?

M. Lavery: Are you kidding me? I know countless people that are on cholesterol blocking drugs.

Ron: To me, I don't like generalizing.

M. Lavery: Do some research on cholesterol medications.

Ron: There are studies and tests for everything, Michael J. There was a study yesterday that drinking beer made you more focused. I mean, come on. There's studies for everything. It's who you want to believe, I guess.

M. Lavery: When you block a natural production of the body it's not a good thing at all. It's a bad thing.

Ron: I'm not a scientist. I don't know how a car engine works. All I know is a little bit about human nature. That's about it. I know a little bit about human nature. Being an ex-coach and currently an athlete that would do a beat up on you on the golf course, proper repetition of the right idea **[inaudible 00:15:58]**.

M. Lavery: Don't intimidate me about being on the golf course and beating me up.

M. Senoff: Ron, you complete your thought and then, Michael, you can respond.

Ron: One of the reasons you're doing better, Michael S, is you angsted about your sons growing up. They're at an age where you feel that at least if something happened to you, first of all they remember you, they could maybe take care of themselves. You've got a great wife; your business is doing okay. And you've met this incredible Michael J who is actually helping you.

So one of the reasons your cholesterol stuff is good, stress causes the elevation in your ADLs and your cholesterol. So you probably, through meeting Michael, have lowered your stress levels. Meeting Michael you've increased your mood elevation because you have something to believe in greater than yourself. When you can believe in something that's greater than yourself, this is why people who tend to believe in God or pick something tend to be a little bit happier. So the fact that your belief system is in a positive direction helps all of your bodily functions.

M. Senoff: Look, I've got my numbers since 2007. I've been up and I've been down. I've had a lot of belief and a lot of joy over the last years. That's wishful thinking, what you're saying. I don't buy that personally.

Ron: I'm not selling anything; it's just my take on it. Aren't you a little bit happier?

M. Senoff: I feel great.

Ron: Okay.

M. Senoff: But because I feel great, is that the causal effect of my increased HDLs and lower LDLs?

Ron: Well, I'll shut up and let Michael comment, but you can ask most cardiologists that if you reduce your stress, if you don't have a lot of stressors, yes it's going to help lower your cholesterol. Stress will cause cholesterol levels to rise.

M. Senoff: I don't believe I'm any less stressed or more stressed than I've been over the last five years. I mean, I've been pretty much doing the same thing. I've had a little more success financially since 2007. But it's been pretty even keel. Michael, you can comment.

M. Lavery: Ron, what Michael Senoff did was he stimulated his motor strip in his brain, his frontal lobe in his brain and his hippocanti structures and his basal ganglia and all the parts of his brain by doing the program that I designed. So Michael did the memory exercises. But Michael fired his motor strip thousands upon thousands upon thousands of times with a hammer and a golf ball. Michael, you were averaging at least 2,000 hits a day every single day for four months, weren't you?

M. Senoff: That is correct.

M. Lavery: So Michael, what he did was he theoretically stimulated his neurons in his brain and caused the mylon sheaths to actually physically grow and in the process he changed his chemistry of his brain and his body, and that's the end of the story.

Ron: I'm not arguing anything, I'm just listening.

M. Lavery: If we have people that do Whole Brain Power and they tall take a test on day number one and day number 120, I know if they do the program and they can demonstrate the ambidexterity factor they're going to have elevated HDLs. I don't care what kind of stress levels they have.

Ron: I'm not arguing anything. I'm just listening to you guys and I'm just making a comment as if we were sitting at the bar talking, that's all.

M. Lavery: This is applied neuroscience and this is a very interesting phenomenon because how many people think about going down to Home Depot and getting a rubber mallet and start bouncing a golf ball off of it every single day? Well, I did many years ago and I started to teach other people how to do it. And they started hitting the golf ball 30, sometimes 40 yards further. And then I said, "It's really bizarre, buddy. I'm hitting the ball way further now." I know, because your brain's working better now.

How can this make all the difference in the world? I've been playing golf for 30 years and all of a sudden I had this incredible spike. There are many cardiologists out there that have no clue about Whole Brain Power. I can't hold that against them. It's not their fault. I just happened to serendipitously stumble across this information and I started to apply it. It worked for me really well and it's working for other people.

Michael Senoff believed in it and I told him it would happen for him. When he interviewed a man named Brad Dugdale whose cholesterol levels went from 48 up to 91, Brad was jumping for joy. But not only was the blood serum different but his ability to drive a golf ball was 30 to 40 yards further. And that was huge.

When he was going from 270 yard drives to 320 yard drives he started to jump up and down on a golf course. His friends didn't know what he was doing and Brad kept a secret. His friends just kept on kidding him, "You hit another sprinkler today." He said, "No, I didn't. I'm just doing a program." "Really? What's your program?" "Well, I can't really tell you." "Is it hypnotherapy?" "No, it's not hypnotherapy." "Did you get a new driver?" "Nope, same driver." He didn't expose this information to anybody but he exposed the fact to me and his buddy Eddie Hinan. And Eddie Hinan now wants to do a huge email blast with us.

The bottom line is you can prove this both anecdotally and clinically. Michael, in a very archaic way, proved it clinically to himself. Now, there could be all kinds of other factors. Maybe Michael is less stressed out. But maybe Michael doesn't have the anxiety because certain parts of his brain are working better. Maybe his amigdala isn't working overtime anymore. Maybe his short term memory is functioning better. Maybe he has more confidence. All that is connected.

There's a huge market out there, gentlemen, for men and women that are in the baby boom generation that are seeking the fountain of youth. They're coming out with all these different supplements. There's a new company called Provada. They make a supplement that guarantees men to boost their testosterone levels. They're making all these claims. All the women are taking estrogen replacement. HGH supplementation, the testosterone patch, the Andril patch, these companies are coming out to appeal to the need of the baby boomer that wants the eternal elixir. They don't want to age the way their parents aged.

The World War II generation was content with aging gracefully. Well, the baby boom generation is spending billions of dollars on cosmetic surgeries, billions of dollars on supplementation, self help books; all of the things that they believe will help them stay young. And on top of that you have the information now coming out on mild cognitive impairment, diabetes and Alzheimer's and dementia and every single day there is a new headline about the increase and the incidence of dementia and Alzheimer's disease.

The world now is going, "What are we going to do about this? What can we do?" Could Whole Brain Power be now marketed as a natural way of stemming and causing the slowdown of this progression? I believe it could. And so does Michael. When you listen to some of the interviews of Mark Langdon - Michael, have you sent Ron Mark Langdon's interview of Nathan Thompson's interview?

M. Senoff: No, I haven't. Ron, do you have an interest in listening to more stories.

Ron: Sure.

M. Senoff: I can send you those.

M. Lavery: There's a young man named Nathan Thompson. He's 26 years of age. He started posting pictures of himself on Facebook and his friends started going, "Dude, what are you doing? You're looking really jacked up these days. Are you going to 24 Hour Fitness?" He goes, "Nope, I have a special program I'm on." They say, "What are you doing?" He goes, "Well, I'm bouncing balls off of hammers. I just set a world record of taking two and a half pound metal balls and reciting the first 200 digits of Pi." What? "I'm reading the dictionary and I'm memorizing -

Ron: Hold on, hold on. Hey, Michael, congratulations on getting that HDL difference.

M. Senoff: Oh my God, this is so huge.

M. Lavery: I want you to get it up to 69.

M. Senoff: All right, I will. I'm going to go even harder.

M. Lavery: Michael, I want you to start doing more memorization and get the peg system wired.

M. Senoff: I will.

M. Lavery: Michael, now that you know that this is working, are you going to just be casual about it or are you going to up the ante?

M. Senoff: No, I'm going to up the ante.

Ron: Sorry, you guys. Go ahead. Are you there?

M. Lavery: I appreciate you getting back with us, Ron. So when you listen to some of the testimonials you'll say, "Come on, this doesn't make sense." But it actually is real. There's this man named Nathan Thompson and his body radically changed without going to the gym whatsoever.

Ron, you claim that you're a gym rat. I can tell you if you do Whole Brain Power the way I designed it, you will have better muscle tissue and you'll be better looking and you will carve off the excess triglycerides.

Ron: You haven't met me. I can't get better looking. I've got issues now where I am chasing women away. You can't get better looking. Wait till you meet me. You'll be shocked.

M. Senoff: I think that absolutely it would be a prerequisite that you try it yourself and decide if it's something you want to believe in, just like I did. So if we're going to invest the time in you and coming up and doing a radio show or spending time on the show and organizing and working together and putting all our energy in this, I think you have to try it and decide for yourself if you're getting the results from it before really anything happens. And if that takes 30 days or 60 days I think it's important that you invest time and do it yourself, just like I did.

Go get a hammer and start looking like an idiot to your family and friends, but really push through it and make the commitment like I have and like some of the other students. I wanted to see some of these results and test it before I really got behind it. I wanted to see for myself and I think it would be important for you to do the same thing.

Ron: Well said. Let me share with you conversations that Michael and I had at great length I think on Tuesday, in that I am practicing some of the things that he has doing and I have been doing for many, many, many years. We agree tremendously on a lot of these things but take different approaches. So taking a different approach using the same concepts is understandable. I don't have his understanding or knowledge or background or study or discovery of some of the things he has.

I am open to learning from Michael as much as he wants to inform me as to everything that he's doing. I am completely open minded. All I'm doing is staying focused on the end result and that's monetizing how we do things and all I want to do is create a culture in which we don't come across as hustlers. I don't want to put myself in a position of ruining whatever name value that I have in the marketplace. So that's all I'm saying to you.

M. Senoff: Well, I can understand that about you because we've had this discussion and I know you're uncomfortable using your radio show as a platform to hustle stuff that you're not totally confident about or that you totally don't believe in. But if you actually really believed in the results of what Michael's Whole Brain Power did for you you wouldn't feel like a hustler. You'd have that belief and you know the result and how you made you feel and you would naturally want to share it with anybody you come in contact with.

When I see these results with my cholesterol I think of my brother-in-law. I've got to share this news with him because the guy's got stents. His LDLs and HDLs are just - they're so whacked out. He's on all the drugs and he can't get them to move. He's starving himself not eating any meat. He's doing all the stuff that conventional medicine is telling him. It would

be selfish for me not to share this information with him and show him these results and at least put it in front of him.

I think if you did the Whole Brain Power and you experience whatever the results - better sleep, more confidence, better memory - all the benefits that Whole Brain Power offers and whatever benefits you're experiencing and you're going to naturally want to share it and your confidence will be up that you're not hustling something that you don't believe in.

Being a hustler is a state of mind. There's a lot of con men who actually may be selling crap but they actually have convinced themselves that it's not. So in their state of mind they're doing a favor to the public that they're hustling stuff to.

Ron: Michael J. I agree everything you're saying. There isn't anything that either one of you are saying. But - and I have to go, I have to get ready for a 10:30 conference call. But here's the thing about business, is that - I'll use the word partnership as a bridge word. What you guys don't want is a yes man. If I can challenge us, you, Michael G, you, Michael J and myself, if I can challenge, if I can question, if I can ask questions, if I can explore.

I was telling Michael J the other day what I try to teach myself, and it's worked out pretty well the last 20 years, is to do the scholarly acts. And that's what I'm doing. I'm trying to research, discover. I just started. So I want to try the Whole Brain Power. I'm absolutely open to it. I have no agenda other than to learn and to grow. If this is something that is a life changer and it adds to my life I am 100% for it and I'll do everything in my power to promote it.

The question - and none of us have an answer today - how do we work together, how do I monetize the relationship? All of these things are -

M. Senoff: I already have a formula that turns into money. I've proven it to my small lists. I've got evidence of it. I have a formula that if put into action we've turned it into about \$15,000-\$16,000 in gross sales. Other than the upfront energy that Michael and I put into - and some upfront costs and some editing and additional costs, that's all in the past. From here on out it's just about 100% profit because it's all a digital product and it's all automated.

Ron: I'm all in, guys.

M. Senoff: So if you want to do a test - you don't have to do a long-term commitment because if you did a test for one week I can determine if the test has legs. And you could even test it with one station and we can - it's just mathematics. And then we add another zero if it's ten stations. And we add another zero if it's 100 stations. Because that's how math works. It'll

work. If it'll work in one market it'll work pretty much in every market. We make a small test and we measure the test. Does the test produce more profit than what we spent?

Ron: I'm ready to do the test. I want to do the test. Tell me how I can do Whole Brain Power. I'll talk to you guys, to you after lunch. I'm willing to do the test.

M. Lavery: Michael S, why don't you send Ron the \$67 product page so he can start diving into it?

*I will. If this interview has been interesting to you and you'd like more interviews like this, go to <http://www.WholeBrainPowerCoaching.com>. That's <http://www.WholeBrainPowerCoaching.com>. Thanks for listening.*

I hope you found this interesting. If you would like to call me personally to discuss a potential joint venture alliance in becoming and partnering with us to market the Whole Brain Power Coaching system plus the powerful audio promotional recordings we've done and packaged, please contact me personally. You may reach me on my cell phone. I am at area code 858-692-9461. This is my personal cell phone. You can call me anytime or text. Again, the phone number is 858-692-9461.

If you have a list, an email list of students or buying customers and you think you'd like to possibly participate and promote Whole Brain Power Coaching please contact me personally at 858-692-9461 to discuss a possible joint venture alliance. I hope to hear from you soon. Thanks for listening.

Hi, this is Michael Senoff. Here is a short conversation between myself and Michael J Lavery. This was after the three-way call that you just listened to. In this recording you'll hear Michael explain to me personally what was going on in relationship to my bloodwork and doing the tenants of Whole Brain Power. This short recording offers a bit more detail into the science and will give you a better idea of how doing Whole Brain Power could possibly lower your bad cholesterol and increase your HDL good cholesterols. I hope you enjoy this and I hope you find it helpful. Let's get going.

M. Lavery: Essentially what it comes down to, everything starts with the brain. So when the brain starts to malfunction and our energy levels wane from the brain itself, because the brain does a million functions per second, the way neurotransmitters are repackaged and the way the glieocell populations operate and the way you're taking your glucose via the astrocytes and the astrocytes are actually metabolizing and synthesizing the lactate, the spoon feed neurons, all of this is regulated first and foremost in the brain because it all starts with the brain.

Essentially your regulation of ATP is also connected with the brain performance. So ATP levels are - falling ATP levels and available ATP is essentially associated with a malfunctioning brain and body.

M. Senoff: What does ATP stand for?

M. Lavery: ATP stands for Adenizen TriPhosphate.

M. Senoff: And what is it in a nutshell?

M. Lavery: Adenizen TriPhosphate is essentially molecular currency manufactured in the mitochondria in which Adenizen DiPhosphate gets the extra phosphate and it turns into ATP, three phosphates, tri-phosphate. And so this is now the molecular currency. Molecular currency is basically what's necessary to run the cell. Without the molecular currency the cell doesn't run properly.

M. Senoff: You absolutely need it.

M. Lavery: You absolutely need ATP. ATP is involved in muscle function. It's involved in neuron function. It's involved in testosterone production. ATP is the molecular currency that runs the whole ship. Out of the mitochondria comes the ATP. When you have mitochondrial demise then you have waning ATP.

M. Senoff: Where are the mitochondrias?

M. Lavery: Those are called organelles. Organelles are located in all cells. Many cells have multiple organelle structures called the mitochondria. In the nucleus of the cell there's also another form of mitochondria. What we have now is the ATP phenomenon actually wanes as we age. Essentially the money supply is falling but we're not able to increase the money supply.

M. Senoff: And that's in every cell of our body, ATP?

M. Lavery: ATP is manufactured literally by every cell of our body. So every cell in the body has a mitochondria structure. Muscle cells, neurons have mitochondria. The molecular currency is falling because it's called age-diminished mitochondria. So age related mitochondria demise is really one of the roots of aging. We have also free radical damage of the cells and we have less delivery of oxygen and glucose. Essentially the cell becomes old and decrepit and dies.

Each time the cell has to replicate itself the cell is no longer as efficient as the previous generation of cells. I want you to just imagine that you have a pair of shoes and you're wearing the shoes out. Then you get to a point

where you put the shoes in a box and a replicated shoe comes out of the box. But it's not a new shoe anymore. It's an older looking shoe. You continue to wear that shoe until that wears out and then you have to replace it again. So that's a real basic metaphor that I'm using.

What happens to our cells is that as they age half of the DNA that's called a telamir, that telamir cap gets shorter and shorter. Eventually when it gets down to the end of that cap then the DNA unravels and the cell can't replicate itself anymore. Once the last chip of the telamir is no longer available to keep the end of the DNA tight and wound. Essentially it's an unraveling of the DNA.

The situation is that if our brain is anesthetized, if our brain's not firing on all eight cylinders, if our frontal lobes of our brain are not becoming engorged with blood because of thought, then what we have is a shrinking brain.

I want you to think about the brain as a computer system. If you had a computer system that was slowing down, most computer systems slow down because we don't defrag the computer properly. Our hard drive wears out so we have registry errors. We essentially have problems with dust collection inside the computer. We have major moisture build-up. Essentially the hard drives are going down. The computer can't read the hard drive anymore.

In many ways the brain is similar to an organic computer. This computer isn't working nearly as efficiently as it was when we were younger. One of the reasons being is because of lack of blood supply. If we don't have the proper cholesterol manufacturing system working, such as the way the body produces its own low-density lipoproteins from the liver and from the intestines and from the skin mantle, then our body isn't working efficiently.

What happens to us is our steroids drop. I believe what happened in your particular case with your own blood analysis is that the reason that your HDL spiked by 30% is because you initiated Whole Brain Power training. You initiated the fine motor controls with the handwriting. You also initiated the hammer training. Essentially you grew your procedural memories. You also grew your working memories. You also stimulated your hippocanti structures on both sides of your brain.

You've been learning a tremendous amount of new information and growing your random access memory. You're now more alert than you were, say, 120 days ago. Not saying that you weren't already focused and staying on the rails with your business, however this type of training has required a lot more thought.

Essentially your brain is reconfiguring itself and theoretically you're growing the myelin. You're causing activity in normally dormant neuro fields. You weren't using your left hand as much as you are at the present, isn't that correct?

M. Senoff: That's correct.

M. Lavery: As a consequence of being stimulated and trusting that this would work and hearing the testimonials of others, you dove into the training and now you're having some of the first clinical evidence as it basically supports your own journey. This is giving you more incentive and you're more excited.

Excitability is one of the aspects of this. So what happens to us is we raise our available elixers, our pragmatelones, our DHEAs, our estrodiolar, testosterone or progesterone, our estrogens. As we increase the production of our endocrine system and our indigenous steroids are increased, we're literally having more available energy and we're having a greater production of the cell performance in terms of how the mitochondria is functioning.

It's possible and it's almost verifiable that your brain is producing new neuro stem cells. This is what Norman Deutche is talking about in The Brain that Changes Itself. So we now know that we have a situation of synaptogenesis. Because you're forming new memories within your hippocanti structures, what you're doing is causing a form of steroidogenesis, synaptogenesis and neurogenesis.

This is in the part of the brain called Amen's Horn. So Amen's Horn is located in the two hippocanti structures. What you're really doing is making more blood flow into these structures of the brain, just as the London cabby drivers did. So when the London cabby drivers have functional magnetic resonance imaging tests done of their brains they're seeing conclusively that they're having an increase in the size of certain parts of the hippocanti structures bilaterally.

This is confirming neurogenesis. This is confirming that the brain's way more plastic and that this type of active stress, of remembering the names of 25,000 streets and having a visual map in the hippocanti structure itself is allowing for these people to actually physically grow these anatomical features in their brains.

Taking Whole Brain Power methodologies, we take three simple tenants. We're going to increase our motor skills ambidextrously, using the hammer drills. And then initiating other forms of gross and fine motor controls of throwing an object, say a baseball or a football or sinking

basketballs or swinging a racket with either hand or swinging a golf club from both sides of the ball.

This is a new form of procedural memory. This is causing activity. So what's absolutely happening is that there's a re-routing of neurotransmitter activity, re-routing of neuro fields being activated and literally re-routing of blood supply. We now know that the brain actually can manufacture new capillary systems just as a person can experience vascularity in their forearm muscles and see that these vessels are now starting to bulge out. We're now seeing that the body's changing from active stress.

So, Michael, you've already experienced that you have greater vascularity. Nathan Thompson has expressed his vascularity improvement. Plus his body is changing and he's not lifting weights. He's doing the three tenants of Whole Brain Power exactly as prescribed. When he has his mood elevation and he has greater muscle density in the striations in his muscles, then theoretically he's increased the amount of ATP that he has available to himself.

It's as though we give you a shovel and a screener and a pan and you go up into the stream, you go up into the mountain and you start to look for gold and then you find it and you go, "Wow, this is incredible." I just found some new currency and now you can use that currency in the form of a precious metal called gold to go out and trade it for currency in terms of dollars and go out and buy things that you want to add to your existing material collections.

I use metaphors often. And I tell people if you train your brain and you exercise it and you have positive volition and you tell your hemispheres of your brain that you're going to memorize certain things and that you're going to stay focused and you're going to improve your functional strength by taking the hammer drill training and staying with, in your case, 2,000 hits of a sledge hammer and a golf ball without missing, that is causing an incredible increase of blood into your brain.

When you're doing the juggling and you're doing your recitation of the different disciplines, you can feel the lightheadedness. You can feel the rush in your brain. And this is because you're flooding the blood into the brain and you're getting this high. Just as Chuck Mellick would express, "When I was done doing the juggling and the powers of two up to the 50th, I felt as though I was literally drunk." What happens is you change the chemistry.

M. Senoff: Why does the blood flood into there? Because the exercises are really taxing it?

M. Lavery: It's so intense. You keep on repeating it and you're firing these neuro fields and they don't even have a say in the matter. You keep on staying after the ball. And you have to fire and repackage and it becomes more efficient. Through the process of repetition you're strengthening the connections. You can actually feel it in the brain.

I have people that tell me, "Gosh, I can feel tingling on my scalp." Listen to Frank when he expresses himself on the interviews. What it really comes down to is you're flooding blood into areas where your brain has to have blood. It's revving up like an engine. You're just feeding it fuel. It has to do it. It has to get more efficient, too. It's not going to go the other way. It's going to get stronger.

This is what the act of stress is doing to your brain. It's strengthening the connections. You're building new protein sites. This is part of the whole concept of synaptogenesis. We're so fortunate at this time in history that we have electron microscopes and we have laboratory conditions where we can actually see the budding of neurons in this laboratory condition.

You can take neurons and keep them alive. When you do an autopsy on an animal such as a rat, you still can take those neurons that are still functioning, we can literally keep the heart tissue of a chicken alive and a man kept a chicken heart muscle alive for I believe something in the neighborhood of 28 years. He gave it the right ingredients to keep that muscle tissue alive.

We now know through the use of spec scans and positron emission tomography scans and **[inaudible 00:47:58]** that the brain is a very plastic and growing organism. It literally changes to the environment.

This type of Whole Brain Power that you've been doing, Michael, for the last 120 days has been so intense that you now were given the verification through the blood analysis that you drove your HDLs from the low of 45 to the high of 59. And you did it in a very short period of time. If that was an economy that was growing by 30% that would be the greatest growth of an economy ever in the history of the world.

What you're doing now is you're taking the economy of your brain and your body and you're changing it. And you did it really quickly, too, which is fantastic information.

Anybody that's listening to this interview should be totally excited about at least investigating how a person can raise their HDLs up to 30% in a four month period when it was completely a straight line. It was actually a straight line that had a slight downward decline.

- M. Senoff: Explain the benefits of why someone would want to raise the HDL cholesterols.
- M. Lavery: HDLs, theoretically, are the high density lipoproteins. When HDLs are measured usually as a person ages it's almost predictable that the HDL levels will fall over a given period of time. There's now statistics that show that the optimum levels of HDLs for, say a 29 year old male, should be at 60 or higher. If these types of levels are maintained then it essentially is saying that the person is going to be protected from cardiovascular disease.

We now know that if the HDLs of an aging person drop below 40 the person is in the danger zone for succumbing to arterial sclerosis and eventually from having a heart attack. What happens to the aging person is the LDLs rise and the HDLs fall. And that is a bad combination.

Combined with that the triglycerides also rise. Essentially we have more fat deposit along the body and the brain isn't working properly. The intervention by the system says that you must get on some type of statin drug so that we can actually block the natural production of cholesterol by the body by blocking the CoQ10 enzyme. So essentially the low density lipoproteins will only be coming through the food that you're consuming. Usually the HDLs are not going to rise under those circumstances.

They're trying everything they can to create drugs that will actually artificially raise the HDLs, because they know that HDLs are responsible for repackaging the LDLs. If you have LDLs that stay in the blood stream for an extensive amount of time then what happens is you oxidize and they become the plaques that form, the early stages of arteriosclerosis.

So it's really imperative for people to understand that they can control their HDLs by proper nutritional habits, by proper exercise and by proper brain training. When people such as Brad Dugdale report that his HDLs at age 53 spiked as high as 91, the doctor scratches his head and says, "Literally there's no drug in the world that can do that. Whatever you're doing, keep it up."

- M. Senoff: Can we talk about the eggs? I've been eating over 100 eggs a month for the last three months. How come my cholesterol wasn't sky high like everyone thinks?
- M. Lavery: Well, because you've been doing the brain exercises. Your brain and your body and all of the cells that are requiring the cholesterol to maintain the integrity of the plasma membrane is basically being utilized to peak efficiency. You could even take Whole Brain Power to the next level now.

I think now that you've got a reading of 59 on your HDL and your LDLs fell from last reading, and your triglycerides literally dropped by almost 30% -

M. Senoff: 32.8%.

M. Lavery: I think now there's a sense of motivation that's going to be added to the equation because prior to this reading that you got from your doctor you were still having reservations about what the end result would be, isn't that correct?

M. Senoff: That's correct.

M. Lavery: This is either a mistake or it's verifiable. And I think that you're motivated to actually increase the training so that you can improve the numbers even higher. Because you have the HDLs, what you're doing is you're taking the low density lipoprotein, repackaging it into a high density lipoprotein. And then from there you're able to bring this type of packaged lipid, HDL stands for a high density lipoprotein, so that's why the protein word is used there.

Your lipids are being transported by a complex protein suitcase. Water and oil don't mix. Blood is pretty much made out of water. It's a matrix. The lipid needs to be carried around in the suitcase of the protein. You can't just have the transport of the lipids without it being carried and encased in a protein. That's why they call it a high density lipoprotein.

So what happens now is this high density lipoprotein gets carried back to the liver to be recycled as bile. And so what happens is this high density lipoprotein actually goes back to the testicles and is made into steroids. It goes back to the adrenal cortex and is manufactured into steroids. So this is part of the steroidogenesis process. You've got steroidogenesis that comes from the actual cleavage of the LDL within the mitochondria from an enzyme that creates the pregnenolone. But you also have the high density lipoproteins that go back to be converted to steroids as well.

It's an incredible process how it works. And this is all being regulated by the brain. It all comes back to the brain. And so when I tell people to practice these drills it's almost like, "I don't understand. How can bouncing a ball?" I say, "Think about it. You stay focused for an hour a day sometimes. Some of my best students are doing it up to an hour a day. A lot of people go out for an hour bike ride. Other people will do the hammer drills for an hour."

M. Senoff: Do you think there's a correlation between the drop in the triglycerides and the cholesterol? Is that all related, too?

M. Lavery: I think it's all related to what you're doing with your brain, Michael. I think what you're doing by doing this training is that you're taking the glucose into the brain and your adrenal cell population and your neurons and your mitochondria is functioning more efficiently because you're making your brain do a lot more work than you've ever made it do. Not that you weren't already making your brain really function to the top efficiency in terms of running your business life and running your family and such.

But I think that going back to the concept of the hands, hands grow the brain. The Homunculus Theory essentially states that the hands have more real estate on the brain surface than all of our other limbs combined, that this activation of the hands and the knowledge that you're able to have greater motor skills in an ambidextrous fashion has literally caused a rewiring of your brain. So you're using much more sugar efficiently.

What happens is when sugar doesn't get cleared properly by the brain and the body then the glucose is carried in the blood stream back to the liver where it gets converted to a triglyceride, which is a form of fat, which then is detrimental to the body in excess.

*If this interview has been interesting to you and you'd like more interviews like this, go to <http://www.WholeBrainPowerCoaching.com>. That's <http://www.WholeBrainPowerCoaching.com>. Thanks for listening.*

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