

Caspar (00:00):

Peptides and supplements are all the rage right now from AG1 to Ozempic. Yes, it is in fact a peptide. People are turning to innovative ways to become healthier. Our guest today is here to share insights into groundbreaking science-backed supplements, including oral peptides that are designed not only to improve, improve cellular regeneration, but also restore the health of our cells. This is the Story of Healthgevity with Michael Antonelli. Michael, so happy to have you on.

Michael Antonelli (00:29):

It is great to be here. Thank you so much for the invitation. Looking forward to our conversation today.

Caspar (00:35):

You know, I, I saw this, you had 17 years in the supplement industry. You are a veteran by now. You're still a young guy, but you've been around this for a while. You've been in this industry. What, what are some of the things you've seen and, and kind of been a part of that most people don't know about this industry? 'cause I, I know it very little, a few years I've been in it and been around it, but you're an insider on this. Tell us what are like the secrets and, and some of the things you've seen in this industry?

Michael Antonelli (01:04):

I've seen it all. Right. I mean, and, and you see companies jump in this space with purpose and that slowly could change over time. And it's part of the why we started Healthgevity 'cause You, you're with some of these major brands and they start making decisions about the bottom line rather than the patient outcome. Yeah. And it frustrates you, right? When you look and learn about these ingredients, or you're reading them in, in research, you're like, where can I find these? And if you're lucky to find some of these ingredients, you're like, well, why are they underdosing them? Or why are these found in proprietary blends? And so, I know it might not have been the answer you were looking for, but you know, I think when you've been doing this, as long as we both have, you've kind of learned from the best and you learn what to do, what not to do, and, and how do you stay true to yourself and your mission.

Michael Antonelli (01:48):

And I think very early on, professionals like you start learning how to sniff out who's in it for the right reason and who are the companies that are forming for a quick exit. And you, you can, you could see right through the, you know, what the, the mission, vision, purpose is. Healthgevity really stands to be that extension of the healthcare professionals that really, truly stand for something greater. We stand and represent for the consumers and end end users who are tired of the five minute patient visit that are tired to walk outta that short visit with three to five prescriptions and know that there's natural therapies that they ought to be using as a first line of therapy. And so that's our short answer of, of a question we could talk about probably for the whole time we have here.

Caspar (02:36):

Oh, yeah. We could definitely get into it. And it is, the reason we connected, I was with my friend Dr. Ashley Salomon on the West Coast in LA and we were discussing like supplements in general, because I'll be frank that, you know, we've used Genestra, Thorne, other brands that are quite reputable or were quite reputable among integrative practitioners and practices. You know, I knew they were bought by Nestle, but I didn't think they were going to make many changes. But they are, they're, they're reducing their line. A lot of the products we had used in the past, they're being discontinued, pushed into other areas, maybe cost cuts, you don't know. There is no explanation of why. But then it starts to be like, okay, what companies are out there that aren't being bought out by pharmaceutical companies that are gonna cut costs, lower the quality, lower results for the patients. Of course, we understand when it comes to

anything health related, quality determines results. And quality starts with, you know, the in raw ingredients, the production process. So, you know, after 17 years or or however many before you started Healthgevity, what are the things that you took as, hey, here's how we're gonna be different and create a really good brand in this supplement space.

Michael Antonelli ([03:53](#)):

Yeah I, I think just having a unique experience of working with, for some of the largest nutraceutical manufacturers in the United States and, and probably the world, I learned a lot becoming a sponge. So, you know, for companies like Metagenics, just to name drop one mm-Hmm. <Affirmative>, seeing thought leaders like Dr. Jeffrey Bland, right? The, the father of functional medicine, Mark Hyman and incredible people within that world, both professional and provider based, their approach on how they interpret literature, how they get to a formula concept, how do they choose ingredients, how do they dose ingredients, how do they pair them together to put the end user in mind? So, very early on, that's really where I got a lot of my, you know, experience from right 2006 of, you know, a Long Island sales representative for Metagenics. And that was the moment, that was the aha moment for me when I saw what natural medicine can be.

Michael Antonelli ([04:47](#)):

Mm-Hmm. <affirmative>. And it excited me and also frustrated me because I saw the health of people I love. I saw at that point, I was 22 years old, I've never even had a blood test before. Forget about everything else about vitamins and where they were in my life. And so I saw very early on the differences that when you could be on the right supplements, what, how it put our bodies in the best position to thrive. And from there, I just became that sponge and asking doctors, becoming a patient of incredible people that are making a difference in their local communities. So I saw the art of the ideal patient visit. I saw when you can look at combining the right assessment from blood chemistry to all these specialty labs, to even bioenergetic to applied kinesiology, when you took all of this information to personalize that journey for that particular patient, what could be accomplished? And I haven't looked back since, right? So every step I've taken has been very purposeful to learn from the best and to really create this global collaboration from researchers to frontline providers, to influencers. So we collaborate to see, okay, how do we create the best positive change? And, and kind of then duplicate that, right? Create this blueprint and touch more lives.

Caspar ([06:06](#)):

Yeah. It's, it's, it's not always easy to create a supplement. I'm sure you know this I think a lot of people just believe it's okay. It's a bunch of people in like lab coats kind of putting things together, testing it, and of course that is R&D you could say. But I found that, especially in the supplement world that isn't very regulated and kind of has a wild west approach to it in many ways. You know, I, I've been in this realm where I've talked to formulating companies and others are just like, you know, you gotta make it cheap as can be. You know, the, it needs to have certain margins on it, and you gotta go with products that are being trendy right now. Right? And, and just kind of find those mixtures that sound good that are going to have some sort of reaction.

Caspar ([06:49](#)):

The body, we don't know exactly amongst everyone what that is, but, you know, just jump on the trend, market it and profit off of it. And they usually get people behind it, right? Whether it's it's, you know, a celebrity or a health influencer or anything like that. I find that not many people are truly understanding the synergies of what they're adding together, which is something I, I definitely saw in yours. And it is something I was speaking with a guest yesterday about this, that you gotta go in it with. It, it is an art. It is like putting together a meal that you can't just throw, you know, a bunch of whatever is cool and hot in

the kitchen, like right now together on a piece of meat and be like, wow, look at this. It's gonna taste good. No, it usually isn't. And so how, how did you, how do you start, let's say from a, a zero point of what's our next product to get to those formulations? Because all, all of yours are, you know, basically combined ingredient supplements, correct?

Michael Antonelli ([07:51](#)):

Yes. Yeah. And, and it is an art, right? Yeah. Just like if we lined up seven chefs right now to cook the same thing, and there there's gonna be minor differences where they're gonna have their own spin. So this is something we live and breathe. Hmm. So first off, when we identify a therapeutic target, whether it's metabolic dysfunction, heart disease, you know, big buckets that we see most people are looking or struggling to help naturally control or support we then start tapping into the latest research. What is that saying? What are those emerging ingredients, right? We try to take this very disruptive approach, you know, how do we create something that no one's been willing to do, because it's usually really expensive, right? So we take cost completely out of it. We say what's gonna be the best therapeutic outcome? And then we work backwards.

Michael Antonelli ([08:36](#)):

Yep. So from there we align with people that are very deep into the research, whether they're performing it themselves or reading a ton of literature, and we get that feedback. That's one bucket. The second bucket is aligning with different health practitioners from all different backgrounds, from various points around the country. 'cause people are seeing different things. And we say, well, what are you using right now in your practice that's making the biggest impact? Mm-Hmm, <affirmative>, right? Whether it's that patient feedback on what's making them feel better versus blood chemistry. Where are we seeing things move the needle? And then at what dose? And then we put that in a bucket, and then it's usually some sort of synergy where we take a little bit of each and create this unique stack. You know, part of our special sauce is creating this wide net within the body.

Michael Antonelli ([09:23](#)):

So we hit multiple pathways rather than just one ingredient, one target. It's a hit or miss. We may miss, we may hit, we try to do a little bit of, of incredible ingredients at the right doses, creating this synergistic advantage to help drive the body into a better position. And for the most part, right, we're seeing that trickle down effect where you may have been taking this for X, Y, and Z, but all these other things start evolving. Or when we start honing in on gut dysfunction, other things that weren't intended were also improving. And so it is an art, it's a craft. We may not always get it completely right? Right. So we're always staying nimble with our manufacturers, with our suppliers to be able to tweak things to get to the desired outcome. And technology's always evolving, especially in the longevity space.

Michael Antonelli ([10:13](#)):

But our commitment to our frontline providers that we're gonna be that extension to do a lot, a lot of the heavy lifting for them. So Healthgevity's naturally becoming this brand that practitioners are turning to when they need to make a big difference. Everything we're doing is capsule based. We're, we're very conscious of pill fatigue and compliance and convenience 'cause these are really important things for the end user. The one that's listening on, how do we set you up for success day one, six months down the line, year two, year five? So, and, and people's health goals, as you know, are gonna change. And so how do we stay relevant? How do we, you know, identify movements or changes in their body today, but then keep that updated and relevant as as time goes on.

Caspar ([10:58](#)):

Yeah. I really love that approach because it is a holistic one. And I remember working with a company from Germany that's been around for over a hundred years, and, and they all said, you know, a, a true supplement, a remedy for the body should be more than the sum of its parts. You know, you could throw those ingredients in there, but they should all work together to uplift the body in a way that separately they would not. And I think that's what you're accomplishing here. One of the, the main things that that led me to your company and to you were, you know, the, the idea and the popularity right now, peptides, I was talking with Dr. Salomon, she was discussing how it's difficult in California to get certain peptides. FDA is obviously cracking down on compounding pharmacies about peptides. But, you know, a another thing that was very intriguing to me was, I know peptides, I've been on CJC, I've been on BPC-157 before.

Caspar ([11:52](#)):

But I've been on the compounded version. You have to inject every day, sometimes twice a day. Super annoying. Not that painful or anything. If, if people are listening like, oh my God, you gotta inject, no, just subcutaneously. It's very simple, but still annoying, you know, doing that over and over. And when Dr. Ashley said, you know, oh, there's this great company that's doing oral peptides. I was like, okay, I, I've heard of some trocious of something, but you're doing combination oral peptides. Like, tell me about that. How, how did you go? Because most people, as they know Ozempic and everything else is an injectable, and you're doing an oral peptide that's OTC. So how, how are you able to achieve that?

Michael Antonelli ([12:32](#)):

Yeah. And I was like, you, I was one of those injecting peptides and for a long time, I, I was under the impression that it's injectable or, or nothing, right? There was no backup plan. And it really set me into this 'cause I felt like if we can identify peptides that are orally bioavailable and can move the needle, combine it to the background I've already had with botanicals and different nutrients, and bring the best of both worlds together, we were gonna be able to help so many more people and be able to rely on these when needed. Right? So we take something like BPC-157, which was historically one of, one of the few peptides that were orally bioavailable, right? It's in our digestive juice. We're also tapping into a peptide absorption enhancer called SNAC which is short for salcaprozate sodium. This was brought to my attention back in early 2016 when there was a product on the market that was taking B12 bound with this SNAC to mimic injectable B12 results before and after blood chemistry.

Michael Antonelli ([13:34](#)):

And I was like, this is crazy. No way. Right? I've heard a sublingual B12, IV B12 injection, and there was many companies like mine at the time that had, you know, oral and B12, and this was this biohacking to improve absorption. That's when SNAC was on my radar. And I started looking deeper into literature, saw some other publications about the potential supporting this buffering effect, effect making peptides that historically were only able to be injected to now have a chance to be impacted orally. And so our first to market was the BPC-157 with low dose SNAC at the right ratio. And now to date, we've had, we've added SNAC to things like Thymosin beta 4, frag one through four, a bioregulator called Thymogen, and even KPV. So we're building on that. But that was just one piece of the puzzle.

Michael Antonelli ([14:31](#)):

The other piece was on a global scale, how do we identify incredible research and development groups that are identifying peptides naturally occurring in nature, doing things like self-GRAS or, or getting the paperwork and documents to get GRAS approved, and then investing in research to get it published on the impact orally their peptides are making. And so we now have the largest variety of oral peptides in the health practitioner space in the United States. And part of that is really unique relationships on a global scale that we're bringing innovation outside of the U.S. In here into health practitioners hands. So things

like DNF-10 for satiety, multiple human studies there. We were the first to market with a group in Ireland called Nuritas. And this is a group of researchers that have founded the first artificial intelligence software that is cataloging peptides naturally occurring in nature.

Michael Antonelli ([15:28](#)):

They've been doing this for almost a decade now, and they've cataloged over 6 million peptides. And then they're able to do a pharma-like model through the AI algorithm. And, you know, I jumped on this very early for age related muscle loss when it was just invitro studies. Now there's two human studies on this particular peptide matrix naturally occurring in fava beans. To show that it's outperforming milk-based peptides, four to one for activating muscle protein synthesis. By this coming summer, we're gonna have six different peptides or bioactive proteins that are AI discovered within our portfolio. So this is an area we're gonna continue to invest in and scale up with some of those other more well-known peptides and, and really just in our view, build out this toolbox for practitioners to count on when they need to make a great difference with their patient care.

Caspar ([16:20](#)):

That's an interesting use of ai, right? <Laugh>, I mean, using it for supplements because you're, you're looking at all this research and then you're still using the artfulness within it. You know, people either go one way or the other. They're like, it's either you're a true artist and never use anything like AI ever and just go completely on the art side, or you're all in AI and you, you don't even have any say, you just let it rule you. But you're, you're using AI to then come up with creative skills kind of versions of supplements and formulations.

Michael Antonelli ([16:50](#)):

Yeah, I mean, I think if it, it can't be all in, right? It's more of a guidance. So it's a predictive algorithm that allows you to focus on next steps when you're evaluating so many different ingredient options or peptides that's naturally occurring. So it's not to say it's the end all be all, but in a guiding measure to then say, okay, let's look at this peptide group, right? Or multiple peptides naturally occurring together, and let's invest in the next steps in evaluating the effectiveness or oral potential that these peptides have for that given target.

Caspar ([17:25](#)):

For someone that's familiar with peptides as far as taking them through an injectable subcutaneous route, how would you compare the effectiveness and results of an oral peptide to that type of, you know, route?

Michael Antonelli ([17:39](#)):

Yeah. Well, I think the oral route is becoming more and more popular. Even semaglutide is available as an oral option bound by SNAC, right? So people are, researchers are starting to take notice of the advantage that the, the right enhancers can make. It's a very hard question to say that an oral's gonna respond as good as an injectable, right? Nothing's gonna be as good as a direct a subq injection or muscle muscle injection. But what we're finding for some particular conditions, the oral could be as good, or in some cases when we're dealing with the gut, could provide a better outcome. Hmm. So, and, and I have plenty of doctors that are using protocols that contain injectable and oral to cover both angles. So again, it just comes down to comfort level availability, right? I think is another big one. And I think once patients start, or, you know, the end users or consumers listening are even aware that there are some oral options available, many would be willing to start there, most likely have better compliance and could then get better outcomes because of that.

Caspar ([18:45](#)):

Could you utilize both? Can you do an injectable BPC while doing the oral BPC?

Michael Antonelli ([18:51](#)):

We have many doctors that are doing that. Mm. We don't provide anything injectable. Everything we do is supplement status. So we're the arm that is the oral option. But we have plenty of doctors that are doing protocols tapping into a variety of different deliveries. So they'll tap into the compounding pharmacy world when mm-Hmm. <Affirmative> when that's needed. But I've seen firsthand impact in, in case studies and, and testimonials with these combinations being the, the secret sauce for many patients.

Caspar ([19:20](#)):

Let's talk about the line, the Heathgevity line that you've created, because it's, it's a it's a comprehensive line, but it's not this kind of, you know, listing of hundreds of different products that a lot do. You've been able to keep it quite kind of reduced and, and manageable. So you know, we talked about the oral BPC, currently taking that one. Another popular one that I think you could say is, is up there is the Ignite one. Correct? That's right. Can you talk about that one, what's in it and how you, you created that formula?

Michael Antonelli ([19:52](#)):

Ignite was one of the first big areas that we wanted to focus on. You know, the literature showing 85, maybe even higher, 90% of Americans are metabolically unhealthy and unfit. And we saw that really trigger with people handling covid differently. Yeah. And so we took a step back and really wanted to analyze what is the most comprehensive formula we can fit into three capsules. So very easy to fit into, you know, people's willingness of what they're wanting to take but looking at the best way to go under the hood and hit as many pathways as possible that are responsible for the underlying cause of metabolic dysfunction. And so Ignite features now seven trademarked ingredients, all with human studies behind them at the right doses. And that's what's so key. This isn't a proprietary blend that we're spiking some of the cheap stuff. These are all premium ingredients.

Michael Antonelli ([20:43](#)):

I like to start with our satiety peptides, 500 milligrams, over a hundred people in this published study where we saw over eight weeks, not only modulation of ghrelin and leptin, but the average person in the study consuming 600 less calories. So when we think about what is that big patient complaint, they can't achieve their health goals 'cause they can't control their cravings, right? So that was a critical piece. Well then from there we look at things like berberine, but the next generation berberine, which is dihydroberberine, big complaint, what berberine is in order to get the dose that's really being shown in the literature, many people have some GI issues. Well, berberine in the gut transforms into dihydroberberine. And what we're seeing is that it's five times more better absorbed, double the half-life and no GI issues. So that's the next piece in here.

Michael Antonelli ([21:32](#)):

Another ingredient that I love to talk about is L-BabA. And if you're listening, and you haven't heard about this yet, L-BabA is a metabolite of L-valine. We only produce it during high intense workouts. And so it's coined as an exercise mimetic. So when we think about being white fat, right? Activating that tricky fat in the body, this is one of those ingredients that's doing it. Then from there, we look at activating AMPK levels increasing thermogenesis without stimulation. So you're seeing a very unique form of bitter melon at a significant dose. Actiponin and InnoSlim or other botanicals that have some really impressive data on it. And Grains of Paradise, which is gonna help the body burn a hundred calories a day at 40 milligrams, which is what we have with no stimulation. And then also enhancing that being of the white fat.

Michael Antonelli ([22:23](#)):

So this is that wide net we're talking about. You could take all three at once if you want to feel that, or some that are taking it as a goal of just modulating blood sugar or wearing a glucose monitor. You could spread the capsules out throughout the day to keep that body balanced. And so this is a great way to activate or start your wellness experience if you don't have any background of taking supplements. Because what this is doing is when you balance blood sugar, your energy's increased, brain fog is gonna be lifted, and your body's in motion to make other significant changes.

Caspar ([22:56](#)):

Well, speaking of brain fog, you have another great one that you had sent me. It's the Brain Boost one. Right? So, you know, let's go from weight loss, which obviously everyone, it's one of those kind of vanity type of measures everyone wants, which is great with ignite to what I consider probably the, the most important organ for what we do every day, which is focus on work and all these multitask your brain needs to be optimized. So talk about Brain Boost and what you placed in there as a formula.

Michael Antonelli ([23:24](#)):

So this was one that for doctors, they're dealing with this every day. Yeah. Fatigue, we're gonna hit on brain fog again, crashing in the afternoon. And so many people are turning to drinking coffee all day, energy drinks, energy shots. And what we're finding, and this was a big area, a big ask by a lot of our providers was, give me something that's gonna make a difference, but avoid caffeine. Mm-Hmm. <Affirmative>, because genetic tests are showing that many are not doing well with caffeine. Many people don't metabolize caffeine, whether it's slow metabolizers, fast metabolizers 'cause there's many people that, that could drink coffee all day and go right to bed when they want, you know, so they're, you're not getting any of the benefit. And there's those people, my wife included, they drink coffee after 10 o'clock every day. If they do, they're up all night.

Michael Antonelli ([24:11](#)):

And so we worked with some of the latest research an incredible group that found a way to look at the metabolites of caffeine. And an ingredient called persantine is one of those three metabolites. So caffeine converts 80% of it into persantine, and it's responsible for all the benefits associated with caffeine. But that other 20% it converts into is what can lead to some of the issues, jitters, heart issues crashing all these issues that people could experience with caffeine. And so the data, and some of it's not even published yet that we had early access to, is that by delivering the body ready form of persantine, you're getting this jolt and focus and drive and energy both in the brain and the full body without any of those other issues associated with caffeine. That was the big aha moment. So we can come out so that had a caffeine free claim, mimic some of those things that are desirable about caffeine and then build around it.

Michael Antonelli ([25:11](#)):

And so other things like N-acetyl L-tyrosine, alpha-GPC, low dose l-theanine, and things like lion's mane, functional mushrooms creates this net in the brain, in the body that you could take this whenever you need that edge, or the more you take it, the better it is to put your body in a better position to be at its best. And it has a short half-life. So many are, are taking one capsule in the morning, that second capsule midday and just feeling more productive, more awake, more aware, and then that sets our bodies into a better position to create more of that positive change. And so you hit right on it, starting with Ignite for that metabolic issue. Brain boost is what we call this formula to put our brains, our minds in a better position to thrive at its best. And and so yeah, great one, two punch as a nice starting point for what Heathgevity stands for.

Caspar ([26:14](#)):

And there's even a, a third punch to this. The, the hook, hook jab sort you and it would be the second brain your gut with prime gut health that you're doing because, you know, so many people have gut issues and it is the, you know, the starting point of everything. People say, look at the microbiome, look at the gut, and you'll understand why so many people are sick. Is where you host so much of the immune system so many hormonal thing immune also just an incredible place to start if you want to be healthy. Overall, what was it that you looked at and placed into your formula for the gut that makes it different than let's say a probiotic or a prebiotic?

Michael Antonelli ([26:57](#)):

So this was a really important area for us. You're hitting on all the major buckets here, but leaky gut, gut dysfunction. It's hard to repair a house while it's still on fire, right? So to look at things that are making a big difference in our doctor's dispensaries, a couple of 'em that come up consistently, serum bovine immunoglobulins, that was one that every practice I went into had this in there. And so looking at, okay, what's that right dose for long-term and acute, we settled on one gram and then looking at more emerging things like butyrate or tributyrin and we have the only patented tributyrin that has been shown to reach the colon. So improving short-chain fatty acids, complimenting the immunoglobulins that will bind to pathogens that you don't want there, and start that elimination process. Then tapping into, ID-verified probiotics in the form of spores that withstand different pH levels, different environments and at the right dose.

Michael Antonelli ([27:58](#)):

And the triback combination are three different ID strains that together showed a really nice impact in acute situations with patients that were published. And the last piece is estrogen, right? Astragalus. This is not only reducing intestinal wall inflammation, it improves bioavailability and improves the environment of the gut and the flora. And creating really these four ingredient combinations together replace three to four different products in our doctor's offices. So again, hitting on compliance and convenience and this synergistic advantage, this is a formula that many doctors have told me this has changed the way they practice, this has changed their protocols because by helping mend the gut, it made everything else that they were doing that much more absorbed, utilized, and impacted. And so prime gut health to me is not only incredible early on in your journey, but then taking that one capsule, long-term to address the role of the microbiome as a key target for longevity was another secondary goal of that formula.

Caspar ([29:07](#)):

Yeah. What I've noticed also with practitioners are owning ones I speak with you, you gotta do two things before you could start really, you know, getting treatments to have their full effectiveness. Number one is of course, improve the gut health. You know, clean it up, make, make sure it's optimized. And number two is remove toxins, right? Detoxify the body and, and get rid of those things that are always gonna hamper it. And that alone is gonna put you in such a better position for anything you do afterwards. One of the, the supplements that stuck out for me, I've been hearing a lot of buzz, I've never tried it myself as a peptide, is the TB4 that you have. Can you talk about what TB4 is and how you were able to get that into a oral and a effective supplement?

Michael Antonelli ([29:52](#)):

Absolutely. So again, looking at different peptides, we look at small chain amino acids. In this case, the fragment that we have used here as a four amino acid chain, that's the one through four fragment in the Thymosin Beta-4, which is one of the more popular peptides. So the one through four frag is bioavailable. It's easy to break down and utilize. This formula also contains the SNAC we talked about earlier, right? The salcaprozate sodium, and then the thymogen, which is a bioregulator dipeptide or two amino acids. Again, very easy to break down and utilize. We looked at dosing this correctly. So 500 micrograms of

each in per capsule. It's in a delayed release or acid resistant capsule to further enhance the absorption potential. And really that's, that's where it ended. There. We were looking at from our providers, our healthcare providers, what was making a big difference in their practice.

Michael Antonelli ([30:47](#)):

These were two different formulas that they were using. They were like, hey, if you could streamline these both together, you can improve the dose and make these more affordable. Because what we're seeing is this immune resilience being a prime focus for a lot of the doctors that consider themselves functional, integrative, or regenerative. And so how do we fix a broken immune system? It's not that easy, right? It's, you know, where do peptides fit in? Whereas lifestyle changes clean up the gut and then introduce more of those nutrients that, that are healing that help the body put it in a position to actually respond to when something's coming in and, and invading it, right? Or, and insulting it. And so these two peptides, again, were orally bioavailable showed an advantage of pairing them together. And a lot of that was already done with individual work that they were doing with the other formulas within their practice. So we just looked at a way to make it better, make it more affordable to get in more people's hands and improve on the bioavailability component.

Caspar ([31:46](#)):

Yeah. Which is always big. You gotta find it to be bioavailable for it to truly work and start with the high-quality ingredients there. You know, a lot of what we are talking about here with peptides, with these innovative, you know, advanced supplements, people feel they're either for biohackers or bodybuilders or like kind of wellness geeks out there that are really, you know, trying to optimize their health. But, you know, a lot of what you've done in the, the, the world I live in is chronically ill people. Again, that's the majority, you know, 60 plus percent are living with a chronic illness. And that's only going up. How do you see these or, or let me say this, are there any cases that stick out to you from your practitioner that you've heard on chronically ill patients who are taking these supplements and oral peptides that saw great improvement?

Michael Antonelli ([32:36](#)):

Wow, where do I begin? Mm-Hmm. You know, I think you hit on the backbone of, of the why of Healthgevity, right? Our idea, and this is, you know, if you're listening, if you haven't read David Sinclair's book yet, or Tony Robbins Life Force, or even Dr. Mark Hyman's latest book, these are incredible people that are talking about or raising awareness on aging being one of the biggest influencers of chronic disease. Yeah. And so how do we harness the hallmarks of aging? How do we reset the speed of how we're aging? And it starts with our health of ourselves. And so, you know, we look at things like cellular senescence and telomere and autophagy and geroprotection, all these big words. A couple of things that really hit on is immunosenescence, cellular senescence. We've had some providers looking at these things like senolytics, right?

Michael Antonelli ([33:25](#)):

Cellular senescence our product's called Rejuvenate. But doing this two days on, two days off non-responders to biologics and steroids and autoimmune cases, this was a big difference, right? It's resetting our immune system, for lack of better analogy, right? So I think a lot of it's unknown of why these unique stacks are impacting the level they are. But I think what we're seeing is an advanced healthcare practitioner adding in these on top of what they already were doing, it's upgrading the outcome, it's speeding along the results. Or once we've, or once they've gotten somebody healthy in a better place, well, how do you maintain that long term? I mean, it's it's, it's a constant struggle, right? We're always looking at how do we just better equip somebody to stay where they're at when they've achieved the health that they've wanted or been seeking for so long. And so it's never like, let's, let's move something happy it

goes, and then get back to what you were doing. Right? That's why a lot of diets fail. Yeah. You know, people are happy where they're at and then they go back to those old habits. So it's again, looking at equipping ourselves short-term, long-term with nutrients, peptides, and other activities, long-term to keep us where we're at.

Caspar ([34:39](#)):

Where do you see the future of this going? Like what are you excited about next? I'm sure you, you're producing new products as we speak. I'm sure I saw you kind of launched a, a new one recently that you're excited, but where, where, where do you see this kind of extending to you? And are you a little bit concerned that they may wanna regulate this more and more as they've done with compounding pharmacies?

Michael Antonelli ([35:01](#)):

Yeah. Listen, I, I, I hope they do. I hope there are guidelines that are clear that can be followed because we're all for that. 'cause there's, there's some people that are out there marketing certain things that, you know, not really backing it up. So yeah, we're always for better policies, for quality control. That will definitely help clean up some of the bad actors in this space that give us a bad reputation. Mm-Hmm. <affirmative>. But where I see things going, there's so much tremendous technology right now outside of the United States that we're trying to bring in incredible technology, incredible ingredients, you know, where do we see AI fit into this long term? Where do we see these biological versus chronological age clocks or new specialty tests, right? There's, our doctors are being inundated on all these different ways to assess. When, is it to be when, is it too much? Right? How do you, or how do you interpret all these, the role of genetics, the role of your CBC, CMP and glucose and lipoproteins or CRP? You know, we can talk about all these biomarkers, but at the end of the day, it is incredible where we see the natural products industry going, and its role long-term into health. And I'm excited to be part of it. I'm excited to have to be back in the future sharing some, some new updates and and with your listeners for sure.

Caspar ([36:25](#)):

Yeah. Awesome. And what's your favorite product? I gotta put you on the spot here. You gotta have a favorite in your own line, right? What's the one you're you're most excited to use every day?

Michael Antonelli ([36:35](#)):

It's hard to say one. You know <laugh>, we have small portfolio as, as you, you spoke about every one of our formulas has a, a very unique why and story behind it. So I would say it's never just one, but if I had to be put on the spot and say, one, right now I'm leading heavily on the brain boost. Mm-Hmm. Now we have some major decisions happening over the next, you know, that's impacting the now and the next three to five years of Healthgevity. So to have some extra firepower in the brain to make sure we're making the right decisions juggling a lot of incredible opportunities that we're grateful for if, if I just had to pick one, it's that one at this point today,

Caspar ([37:15](#)):

I, I am with you on that. I've often said this, that time is not our most valuable resource. That's a resource. We all share the same amount of, it's, it's our ability to focus on the vitality we have. If we have 24 hours and we can't really focus with it, and we don't have the vitality to enact what we want to do and be productive and see through amazing things, what does it matter? Your 24 hours won't be used. It's how efficient you could be. And that really comes down to that organ in your head. The most you know, complex you know, object in the known universe is the brain. And how do we optimize that? So I'm, I'm with you on that. You know, out outside of supplements, which you're obviously an expert on, what are

some of the health things that you are doing? What would be your tip for people out there trying to optimize your health outside of taking the Healthgevity supplements?

Michael Antonelli ([38:06](#)):

Wow. So where do I start there? I, I mean, I think what's really important is movement and movement can mean different things for different people. So weight bearing exercise, going out for walks paired with eating, right? You know, what we bring to market is what they are. Supplements. They're not the magic pill that mm-Hmm. <Affirmative> somebody might be looking for. I don't wanna disappoint you, but if you're not doing all these important things behind the scenes every day, right? You know, eating as clean as possible. And sometimes that means not going out, it means, you know, cooking and sourcing as much as possible so you can control that. And it's, it's moving right. It's breathing right. Those are what I think drives my health day in and day out. And then secondarily would be, you know, identifying the right peptides and nutrients as needed to support the secondary goals I have.

Caspar ([38:57](#)):

No, they say sitting is the new, or, or yeah, sitting is the new smoking. And it, it is true. We don't move nearly enough, we don't get outside nearly enough. So I, I think that's incredibly important. And it doesn't matter how many supplements you take or peptides or anything, if you're not gonna move, if you're not gonna do other healthy actions around it, it won't have that impact that you're really looking for, for your health. So Michael, I, I mean, we could go on and on, you know, for forever, but as I told you, people have a very short attention span. They need some more brain boost in their lives and everything so they can listen to three hours of us doing this at another time. But, you know, thank you so much for coming on. I'm really glad we got to connect and talk about, and I'd love for you to come back and talk about all the new things you're doing sometime soon.

Michael Antonelli ([39:42](#)):

Thank you so much for having me and looking forward to part two.

Caspar ([39:45](#)):

Absolutely. We'll have you on soon and until then, go check out Healthgev.com for all the Healthgevity line. And until next time, continue writing your own healing story.