

Caspar ([00:00:00](#)):

Living an active life full of vitality is within reach for all of us, regardless of our age. Today's guest is going to show us how it's done. He's a scientist, published author, podcast host, patent holder, and a mastery of comedy improv. He joins us to showcase how Nobel Prize winning chemistry can help us achieve a healthier and happier life. This is the story of Living Longer and Better with Chris Burres. Chris, so great to see you again. It's been a little while. I, I gotta start here, Chris, because I read that. I was like, all right. Which one was he first a scientist or a master of comedy improv? Oh,

Chris Burres ([00:00:35](#)):

That's a great question and, and it's an interesting answer actually. But Caspar, so great to connect with you. You know, this has been, been kind of been a long time coming. Yes it has, I'm glad we're connecting. You know, you joined me on my Longevity Summit. That was amazing. And then we bumped into each other kind of serendipitously at biohacking expo. I I the la like is biohacking something? This one was Expo, I

Caspar ([00:00:59](#)):

Think. Yes. Expo one. <Laugh> so many of them now.

Chris Burres ([00:01:02](#)):

And, and, and connected. Well, there. So I, I, I'm really glad that we're, we're here today. And I'm, I, I like that question. Even if it was kind of offhanded, you didn't intend it to be answered. I'll describe this. So I did comedy improv for five years. The theater is literally right down the street. The, the long and short story is my wife is involved in the program, Big Brothers Big Sisters, and she had a little sister. Interesting. Oh, yeah, yeah. Interesting point. Our, she kind of became our little sister. Really? My wife's little sister, runs my office. Oh, wow. Like, so, so, yeah. So we knew, started knowing her when she was 12. And literally on the smart days, I do everything she tells me to <laugh> <laugh>. And, and part of Big Brothers, Big Sisters is having activities with the littles.

Chris Burres ([00:01:49](#)):

And this theater just down the road called Third Coast Comedy, had this activity. And I went and, and, and, and I'm gonna be a hundred percent transparent, as ugly as this may sound they're like, yeah, they're gonna brainstorm stuff. I was like, I have stuff to offer. <Laugh> <laugh>. So I went to this thing, right? And so we go, and it was very interesting. And they were kind of marketing a free one day improv course. And I had literally, I, I'm not a, a theater geek. I didn't grow up, you know, doing theater. I wish I had done more now in, in kind of, in hindsight or some <laugh> actually. And so I did this free course. I really enjoyed it. And then I did the, the signed up for the class, right? And the graduation ceremony for the class is you invite your friends and family, they pay \$5 to watch you do comedy improv on stage.

Chris Burres ([00:02:39](#)):

Right? This is pretty daunting, <laugh>. And, and I remember for the very first skit I, I'll just never forget it. I, I, I was in the middle of it and I thought, you know what? If I'm gonna bother to do this at all, I'm gonna do it huge. It's just gonna be a huge whatever. And, and it came off really well. Coming off a stage. We actually kind of had a graduation with more senior improv artists, and they're like, wow, like, how long have you been doing this? It was like, ah, this is the first time on stage <laugh> <laugh>. Like, never done this before. Now, to get to the real answer, I think. One time my mom saw me and I went to my mom and I was like, well, what did you think? And she said, it felt like sitting around the table, the dinner table.

Chris Burres ([00:03:23](#)):

Hmm. 'Cause that's what we would do for dinner as a family. Like, throw out the word. Like, I, I told a probably inappropriate joke before we got started about liking, right? Like, throw it out there. Ooh, that was too much. Pull it back and reign in it. Or push. Usually we would push harder <laugh>. Yeah. And, and, and so that is a lot of improv. And, and I can tell you I couldn't recommend taking some improv training more. By the way, they ultimately ended up inviting me to be in the troop. And, and so I was performed with them for, for like five years. I think improv is, is a really, really valuable skill. It the, I mean, one of them is, and, and we all know this, right? We've all had a fight with a significant other or just another person. And we're like, you've heard that you shouldn't be in your head thinking about what you're gonna say next.

Chris Burres ([00:04:13](#)):

Right? And then waiting your turn to say it, you should actually be listening to them. And that makes perfect sense. Really hard to do. Improv kind of trains you for that. 'Cause when you're on stage, the first rule of improv is yes and, and so I can have, and and this is usually true, where you've got like, okay, you're in the middle of scene and there's a, there's a frog that's inhaled a bunch of helium, so it's floating away. And, and I've got like eight things in my mind. I'm like, oh, this is gonna be great. But then they pop the frog, right? And you can't go like, well, magically it heals and now it's floating again, and we're gonna go in the direction of my beautiful thing that I've worked out. You're like, okay, well, everything that I thought this was gonna be is no more.

Chris Burres ([00:04:53](#)):

And now you're going down a different direction and it's all real time. And, and so I, I, I really, I really do miss it. 'Cause I could have the toughest week and then I could go perform improv. And because you are so dependent on what the other person is saying, you actually are, there's a phrase, if you're in your head, you're dead. You have to be out of your head. And so there was nothing more kind of de-stressing than the stress of, you know, because, 'cause you know, it comes with some weight. But, and I'll also say, even in a business meeting you know, where, where, you know, it's awkward or whatever, at one point I can now say, well, these guys didn't pay money for me to entertain 'em, so this isn't that bad. Right? Like, I, I'm not really on the spot where, where with you know, at least being in the professional troop I was more on, on on spot. So I highly recommend doing improv, the wor, the, the, the Yes and lesson actually trained with them. We would go do corporate trainings with them, because those rules of improv are just really good to adapt. And yeah. So I I, I loved it. And it, it was, so I think if you go with that story and my mom's kind of isolation of the dinner table, I was probably a comedy improv artist first.

Caspar ([00:06:08](#)):

I I love that answer because I, I feel like if you went into the scientist portion first, you'd overanalyze ever going to something like Right. <Laugh> Turn it into a mathematical equation of some sort of the probability of embarrassment versus the risk reward <laugh>. Yeah,

Chris Burres ([00:06:25](#)):

Exactly.

Caspar ([00:06:25](#)):

And you did that first and then pivoted into the science, which probably helped you, right?

Chris Burres ([00:06:29](#)):

Yeah. I think well, you, you know, the, the, the way that I ended up, I, i was just good. I, I, I dunno, maybe I just think logically you've got, you know, a logically, I guess it's right brained. I can't, I can't remember. I'm wired that way. So I do think logically, you know, I have a 14-year-old twins, the boy/girl twins, and my son is just so black and white, logical. Mm-Hmm. <Affirmative>. And I remember being like that and, and being like, well, how can these people think of gray things? And then here we are, like, everything in life is gray, really. Right? Really. Like, you can, you should, you should have positions and you should defend them passionately. And then you should go like, well, I got new data and that's no longer true. Let me defend the next thing passionately. And, and it really does end up being in a gray and accepting and, and more accepting. But I, I was, I was wired black and white, right? Actually in, in, in this conference that I was at this week, when weekend we were talking about something, it was like I was, I'm just, some things are just very binary. And ironically they were like, well, you can't, you can't say binary anymore. You gotta be careful.

Caspar ([00:07:35](#)):

<Laugh>

Chris Burres ([00:07:36](#)):

<Laugh>

Caspar ([00:07:38](#)):

Saying that to a scientist, right? <Laugh>,

Chris Burres ([00:07:40](#)):

<Laugh>

Caspar ([00:07:42](#)):

Wording and the carefulness of what you use to describe certain scientific things now, right? Yeah. That's, that's, well,

Chris Burres ([00:07:49](#)):

And I just think you, you know, this is more of like a business lesson, and we'll talk health eventually <laugh>

Caspar ([00:07:57](#)):

We'll get there.

Chris Burres ([00:07:59](#)):

That you, you need to be, you, you need to decide what your business is about. And, and, and frankly, the more it doesn't conform to what everyone expects, the probably more successful you're gonna be. Right? Because it's when you get into this niche and you, and, and you have a particular mindset, and that mindset may go, may buck the norms. Like if it's just going with the norms, then there's lots of out there. But if it, if it bucks the norms a little bit or even a lot, then you start getting into niches and, and you can build a tribe and you can have a successful business in that space and, and just be okay. Like, people are like, that's stupid. Yeah. I mean, like, I'm sure somebody could say that. And that's, that's okay. That's the gray area. <Laugh>. Yep.

Caspar ([00:08:46](#)):

I'll say it's, it's, you know, you could say the gray area. I like to say it's the rainbow between, you know, the black and white and all the other colors that you're missing that really makes up so much of, of the world out there. Everything. And that's why having that open mind, you know, a lot of times in science you're usually very rigid about what you're probably, you know, studying. And you go down that rabbit hole and look at things in a microscope and find factual pieces, you know, that, that you believe so much and in the science of that, but to step away from that and hear something else and be open-minded is very, very difficult. And

Chris Burres ([00:09:20](#)):

I think I remember Go ahead. Being at con, 'cause you just kind of triggered a memory. Yeah. Being at conferences where you had a future Nobel Prize winner, this is related to, to the carbon molecule. Mm-Hmm. <Affirmative>. And then actually people who had the data that could have made the discovery first <laugh>, right? Like, so there, there's, there's, there's, there's a, there's a ego coming into this just like screaming at each other in an audience. And my first thought was like, well, but, but science is binary. It's yes or no, it's this way or that way. And then, but so what? But, but you start to learn more. You start to understand the actual process, and you do have debates. And sometimes they're vigorous debates, right? Because frankly, they'd be less vigorous if people would let their ego go. Yes. But the, but the debating and the, the digging into information is really important.

Chris Burres ([00:10:10](#)):

I think one of the things, and, and I I, I think I've said this in an interview before, we, we kind of, some group of people lost the fact that you can debate something and still have something be the most right answer. Right? And that, that, you know, even at the end of the debate, you may end up in small, I mean, just 'cause we can debate flat earth doesn't really make it debatable <laugh>. Right, right, right. And I think you, you that can get lost, like as soon as people see the debates, they're like, well, nobody knows. And, and that's not what's going on. It's testing the theories and then coming out of that with, you know, logical conclusions. But Yeah.

Caspar ([00:10:47](#)):

Yeah. And, and it's amazing how you had the opportunity to watch those debates and come to your own conclusions, which led you to a lot of what you're doing right now, know, led you to MyVitalC and, and the products you're utilizing right now. Can you go into what, what was that process of like, of working around Nobel Prize winners out there in chemistry taking tidbits probably from here, there and everything coming together with this product? Can you go into that and what led you to, to start the company?

Chris Burres ([00:11:16](#)):

Yeah. and, and that's a, that's a really kind of cool question. Alright, so, so what, what we're talking about, what we're gonna be talking about, I'm holding up a model of a molecule. Don't worry if you're listening just imagine a soccer ball where the lines on the soccer ball represent the bonds between the carbon atoms. You have a spherical molecule of 60 carbon atoms. The molecule was discovered in 1985 at Rice University. That's here in Houston. That's where we're based. And the three scientists who discovered it went on to win the Nobel Prize in 1996. My business partner and I started manufacturing it in 1991. Right? So, so what is that five years before they won the Nobel Prize? And, and frankly it's recently that I've come to the realization this is a possibility that, that we, because we were in the market selling commercial quantities of this carbon nanomaterial, the scientists had access to enough material to realize what a spectacular discovery this was ultimately leading to the Nobel Prize.

Chris Burres ([00:12:19](#)):

Right? So, so that we had some hand in it. Now, to get to your question, when we're, we're thinking about starting, so how do we end up starting by the way this, you know, Live Longer and Better? You can, you kind of referenced it. It's a book I wrote. It's about this whole story. So you can find all these details. I'm extremely proud of it. I'm, I'm, I'm, I think it, it turned out very well because I have a two time New York Times number one bestselling author as my, as my co-author. That's an interesting story in itself. But, you know, just to be a New York Times bestseller, like off the charts, crazy hard, two times, number one. So my business partner was working at the Texas Center for Superconductivity, that's a, an organization housed onsite, the University of Houston campus.

Chris Burres ([00:13:03](#)):

And that's where he and I met. And he was actually separating this molecule, right? So we call this particular one the soccer ball shape. We call it ESS60. And in order to get pure ESS60, you have to isolate it from some of the other fuller rings. There's a whole collection of molecules called fullerenes. And they're different sizes. 60, 70, 60 70 is the next predominant one 76, 84. So he was isolating this material and his professor a Dr. Paul Chu, really famous in the superconductivity world. In fact, that building on campus, we would, you know, call it Chu's castle. 'Cause like, that's why it happened. He came in one day and he said, you guys are young. And I wasn't in this lab, this chromatography chromatography lab, you guys are young kids. This material is selling for \$6,000 a gram. You should go start a business selling this material.

Chris Burres ([00:13:57](#)):

And my business partner, Robert, is from a business background, and he probably did a, you know, back of napkin calculation, which probably was the number 6,000 with a dollar sign in front of it and said, yes, we should do this. And, and actually his, his lab partner, Diego, started down the path of, of making this equipment. And then they brought me on 'cause they soon realized like, the process of manufacturing this molecules really is really tough. And it basically, you've got a vaporized graphite in an inner environment. And by the way, graphite is one of the hardest materials on the planet to vaporize. So you need local temperatures of the sun. You take two rods and you need local temperatures of the sun between those two rods in order to vaporize those rods. It has to be in a vacuum chamber and has to be devoid of oxygen.

Chris Burres ([00:14:43](#)):

So there's all sorts of constraints that make this really, really challenging to make. So we went and visited Dr. Smalley was really the lead researcher at Rice University. So it's kind of, his name is the, is the most predominant one on the discovery of this molecule. And and we're like, Hey, you guys are making small quantities. If you were to, this is a really neat machine, thank you for letting us see it, you know, drawing, making drawings as real time. If you were to make another one of these, what would you do different? And they were like, we would do this. Okay. And, and so that piece of equipment that Robert and I put together is still to this day, right? So we're 33 years later the best, most efficient way to manufacture fullerenes in general. And so the interactions, you know, in hindsight you're like, wow, we were interacting with the lab that made a Nobel Prize winning discovery.

Chris Burres ([00:15:37](#)):

'Cause when we were there, it wasn't a Nobel Prize winning discovery yet. It was just absolutely fantastic. And there was a lot of excitement. Just to share how much excitement, in 1991, that's the year we started, the company started delivered our first commercial quantities all 10. So they'll aggregate, you know, every scientific paper references another scientific paper. And then they aggregate which papers are referenced. All 10 of the 10 most referenced papers were about fullerenes. All 10. Like, so, so everybody

was writing. In fact, people would ask us, Hey, what is this molecule good for? And our initial joke was, it's really good for funding because if you write a proposal about fullerenes, you are gonna get funded.

Caspar ([00:16:23](#)):

It brings you money. <Laugh>, yeah. Oh, you, you cut out there.

Chris Burres ([00:16:38](#)):

Am I back?

Caspar ([00:16:39](#)):

You're now on the other microphone.

Chris Burres ([00:16:43](#)):

Still on the,

Caspar ([00:16:44](#)):

Just when we were saying technology works, you know, in our favor, <laugh>

Chris Burres ([00:17:10](#)):

Not even an option.

Caspar ([00:17:12](#)):

I think that's good now.

Chris Burres ([00:17:14](#)):

Is that good?

Caspar ([00:17:15](#)):

Yeah. Yeah, that's good.

Chris Burres ([00:17:16](#)):

Oh, good. Okay. Sorry.

Caspar ([00:17:18](#)):

No worries. I mean, we were talking about funding, so let's get jump back into that story.

Chris Burres ([00:17:24](#)):

Yeah, yeah. So you could get funding and the reality is, is basically if you did that research, you could get funding all 10 of the most 10 reference papers. And now they're blowing leaves right outside my window. <Laugh>, wave your hand if it, if it can you hear it?

Caspar ([00:17:41](#)):

Yeah. Not really. Okay.

Chris Burres ([00:17:42](#)):

You're okay. So all 10 of the 10 most referenced papers were on fullerenes. It was, was basically to kind of, to my knowledge, the first viral discovery. I'm sure like you could go back in history and there are other things. But, but so absolutely amazing. The, the, the people might ask, why was it so popular? I describe it as being the a material that performs as well, or better than the current best material in almost every application. So it makes better inks, it makes better batteries, it makes better tires, it makes better photocells. And this is when people are like, wait, okay, so we haven't talked about health yet, <laugh> Yeah. But now you're talking about inks, batteries, tires and photocells in the same breath of something that we might consume. Yeah, that, that, that is this material. And then I can let me transition and, and then hand this back to you.

Chris Burres ([00:18:35](#)):

So they actually thought the molecule would be toxic, right? So they, they thought because it makes great inks, batteries, tires, and photocells, that man would be working with it on a regular basis. When man works with something on a regular basis, you gotta understand its toxicity level. There's a shape on the exterior here of this soccer ball shaped molecule that looks like benzene. Now benzene is a necessary component of modern society. It's ubiquitous. If you want to have some sort of understanding, just imagine all the pla look around wherever you're at, all the plastic gone. 'cause benzene is the foundation of plastics, a lot of medicines, a lot of detergents. So we don't, we don't have modern society without benzene. But benzene on its own is known to be toxic and known to be a carcinogen. And for that reason, because that shape is on the exterior of this cage, they thought it would be toxic.

Chris Burres ([00:19:25](#)):

They put it in a toxicity study. And remember I mentioned that our lab provided the material to that original study and were mentioned in the original peer reviewed, published paper. instead of being toxic, the test subjects that they gave it to, in this case it was Wistar rats lived 90% longer than the control group. So yeah, that's the single longest longevity, experimental result on mammals in history. And it's peer reviewed, published research. And so, and, and there's actually a lot of other aspects of of that study that are pretty phenomenal. But that's what really kind of changed that publication is what changed my business partner and I the trajectory 'cause it took another five years yeah, about five years to, to get us to the point where we were comfortable with this, like ingesting this on a regular basis. But that changed our trajectory from just being, I like to say happy go lucky carbon nanomaterial scientist into getting into the health space. Ultimately, I did a longevity summit that you participated in. Ultimately, I wrote the book Live Longer and Better. And, and my podcast just came out. And so I'm, it's really, I don't know, iv I never expected to be in this place and, and I honestly couldn't be happier 'cause I get to hang out with people like you and learn things like what, you know, and then what all these other people around us now know. It's it's pretty spectacular.

Caspar ([00:20:51](#)):

No, it really is. And it's interesting, Chris, because throughout my years of traveling around going to like expos and events and all these things all around the world, really, you, you hear things about fullerenes and C60, you learn about shungite, right? Which is a very interesting rock. I wear it on my bracelet here and it's seasick because it's, it's almost like they, they can't understand it was in Russia first found, and you know, it, it's composed of these fullerenes and everything. Then I learned about plasma light that took two rods of graphite and pushed them together and heated them to create full spectrum light that can heal the skin and other things. And it was like, oh wow, that's interesting. And then I heard about hyperpolarized light. We even use it here at the center that shines something through C60 in the lens and creates hyperpolarized light. And it's like, wow, what, why aren't we talking about this more, this, this element, the C60 as you call ESS60? Like, why is it, Chris, that, that more people aren't jumping on the

bandwagon that you have and be like, this is amazing. 90% you're saying it's gonna make you live little healthier. Like then why isn't, you know, massive amounts of funding coming in for the health side of it?

Chris Burres ([00:22:02](#)):

Well, so, so I think the, the bo both answers are, are really pretty easy. One of 'em does land. I mean, we're the oldest and longest manufacturer of this molecule. When the study came out in 2012, it took till about 2013 for people to start calling us and saying like, how much should I take? And you gotta imagine Robert and I, conservative nanomaterial scientists, you're, wait a minute. You're asking us how much of this material that we sell to research institutions around the world to put into inks, batteries, tires, and photocells. How much should you take? And and we actually wrote not for human consumption on our labeling in 2013. So from 1991 when we started selling it all the way to 2013, there's no "not for human consumption" on our labeling, it just wasn't a concern. Right? Right. Now let me just be clear.

Chris Burres ([00:22:53](#)):

The literature was clear, it's safe, right? But we're just conservative nano material scientists just like everyone else who thinks about inks, battery tires, photocells. Like, no, that's not really something that I'm probably gonna consume. That's, that's where we sat and we were, we were getting phone calls and they were probably two phone calls a week and, and people would be like, Hey, my knee pain is gone. And we were like, you mean the knee pain of your rat? 'Cause It literally says not for human consumption on the labeling. And they would go, yeah, yeah, yeah. If my rat weighed 270 pounds <laugh>, how much should my rat take on a daily basis? And could they take more than that? Right? and, and that was going on for, for some period of time, really until about 2017, my business partner and I would get together and say, do, do we want to get into this market? Right? You're, you're in the space and you know, we will call the supplement health supplement market challenged. We'll just, we'll, we'll call it challenged, right? Nicely putting it <laugh> <laugh>.

Chris Burres ([00:23:52](#)):

And it's, you know, potentially the antithesis of selling commercial quantities of carbon nanomaterials to research scientists. 'Cause as soon as they get that black powder, they're giving it to a grad student. They're giving it to a research associate who has an HPLC who's making, confirming that we shipped them what we promised them. And that's not happening, right? Nobody's got an HPLC, you know, who buys supplements and is testing to make sure it's ascorbic acid or, or whatever. But, but so, so every quarter we were like, okay, we're still getting these two calls a week. It's amazing testimonials. We're still not, it's not something that we want to get into. I actually, in that kind of timeframe, found a peer reviewed published research paper that showed 50% of the supplements that this research group had purchased did not have in them what they said they had in them.

Chris Burres ([00:24:38](#)):

Right? Mm-Hmm. <Affirmative>, again, not the kind of industry we want. That's a challenged industry. <Laugh>. Yeah. Fast forward to 2017, a guy with a big YouTube following starts talking about all the benefits he's getting, taking it on a daily basis. And our phone went from two calls a week to 10 calls a day. And now my business partner like, okay, we're, we're happy go lucky carbon nanomaterial scientists, but we're also entrepreneurs. And one of the things, if you go back to that research paper where 50% of the supplements on the market didn't have in them what they said they had in them. Like, I, I try really hard to be very altruistic. And, and a lot of that is probably 'cause they just don't have the skills to like, to confirm that they have in 'em. Right? We've got the lab, we've got the skills, so we probably should be leading and providing this material to keep people safe.

Chris Burres ([00:25:25](#)):

And, and by the way, subsequently we tested 22 of the products that are on the market, woefully low in concentration except for one and ours of course. And, and, and so that's where we really kind of created this, this difference where we say that C60 is for industrial applications and there's peer reviewed published research that proves when it's improperly processed, it's harmful. ESS60 is C60 that's been processed for safer human consumption. Our goal is twofold. One, so that you get a high quality C60 product, ESS60 product, and two, that it's made correctly, right? That it's got the right concentrations. I mean, there's, there are people, there's one group that's selling a C60 product in like a Listerine strip. Hmm. Right? Yep. A standard serving is a teaspoon. I don't know how many Listerine strips you would have to take to get a teaspoon of Listerine quite a bit, but it's at least the whole container <laugh>.

Chris Burres ([00:26:22](#)):

Yeah. Right. Yeah. So, so, and there's com companies selling gummies that don't even say how much C60 is in each gummy. Right? And, and so it's, it literally is just, you know, fallen into this chasm of standard supplements and, and, and ESS60 we do to, to help that. Now let me get to your actual question. Why, why isn't funding getting thrown into it? And, and you probably know the answer to this, which is big pharma, there's no room for IP at this point. So big pharma doesn't see the value in it. And, and probably will never see the value in it. And there's nothing to protect. I mean, they may see the value in it and they may be actually scared of the value in it. And, and then the other really does, like, it's my role to do the marketing.

Chris Burres ([00:27:06](#)):

We did our first event last year. Well, I, the, the one we met at was the first biohacking or health conference I ever went to, right? And so we're behind, I'm behind on this. And you know, we're going, this year we did Dave Asprey's event we're going to A4M think I just got talked into Mindshare, like we're, we're gonna be doing a lot of stuff. And, and, and so that really does fall on me as kind of the, the scientist and marketer trying to get this out. And so I'm gonna be working a lot harder to, to get this information into more people's hands.

Caspar ([00:27:41](#)):

Yeah. It's necessary. You know, people have a, a weird concept of supplements and that, you know, if it has C60, just gimme more or less or whatever it's branded, you know, not understanding quality at all, not understanding differentiation. It is such a saturated market and there are a lot of people just looking at cut cost and make something trendy and flip it quickly and VCs and sell it. You know, it's, it's, it's given it a bad name in many ways, you know, and, and it, you, you can't tell what is what. That's why it's great to have people such as yourself. I will say, look for supplements where, where someone's talking about knowledgeably and explaining why it's better. Yeah. Because if you just go and it just says more vitamin C than the competitor, it's like, okay, what kind, what is it doing? Is it more bioavailable?

Caspar ([00:28:28](#)):

What is the unique part of it? Do they put all their money in marketing, cut cost on the actual, you know, starting raw material? Like where, where is the unique selling proposition except for more money into the marketing? Yeah. Which seems to be the way of like, top supplements now. So I really appreciate that, that you are so available and sharing this information because that's what makes the conviction in people at least what it should be in the supplement world. Yeah, I agree. It's not just a singular product too. Like you have a whole line, it's, you know, better sleep, great stuff and energy. Like how did that come about? You had this ESS60, right? You had this, this purified almost or or formula of the C60 that's available, and how did you start to then basically position it for other health needs? Yeah.

Chris Burres ([00:29:18](#)):

Well, I, I think you, you ask, I I think what you're asking is a lot more challenging than you realize what you're asking, right? Because I think what you're asking is like, what, what did it look like to try and start marketing this stuff? Right? Like, we, like, and, and I could tell a fun little story way back when we were manufacturing raw industrial C60, the internet didn't exist, right? So I think if you were to just go to an entrepreneur today and it was like, Hey, they just discovered this Nobel Prize winning thing and everybody wants it. Like, what do you do? You make a website <laugh>, right? And, and maybe may, I mean, it's science. So you probably don't even need to do social media. You probably need to do LinkedIn. Maybe you need to do like ResearchGate, you know, where you can collaborate with other scientists.

Chris Burres ([00:30:03](#)):

It's just a, it's just a no-brainer. And then if you were to ask that same entrepreneur, okay, pretend the internet didn't exist at all. What do you do? And I don't think they'd have an answer, right? I I, I, the thing we did is we, our first kinda real endeavor into marketing was we drove up to, to, to St. Louis from Houston 'cause we're broke college kids, right? So we drive, we, and we drove straight through the night and we went to a symposium, Electrochemical Society Symposium. And then we did things like, well, let's get the Electrochemical Society Symposium list and let's call every professor on that list. And just like, are you doing research in fullerenes? Why not? What are you doing? And so I made those phone calls, right? Like we, it was just like the old school marketing, you know, it's old school, it was pro it was all new at the time, right?

Chris Burres ([00:30:56](#)):

And then when you start, so, so that, I think that's just an interesting, and that is, that is in my book. When you start thinking about this molecule, the the first thing is, hey, it extended their lives. Why? So people wanna know why. And, and, and I can address that in, in a couple of ways. One is that the medical community often thinks about longevity as a, as a oxidation and inflammation issue, right? And so we can say we check both of those boxes. We have to be very careful. There's an ad hoc study out on the web that shows our product to be 172 times more powerful than vitamin C. Another one peer reviewed published research 125 times more powerful than vitamin C. So antioxidant, absolutely check. The next is inflammation. You gotta be really careful with inflammation. The FDA has equated inflammation with the diseases of inflammation.

Chris Burres ([00:31:49](#)):

Mm-Hmm. <Affirmative>. And so basically, if you're talking about mitigating or managing inflammation, you're talking about curing a disease. And so you can't do that, right? We need a lot more research to be able to do that. What we can say is we address inflammation as it relates to exercise induced inflammation. Mm-Hmm. <Affirmative>, right? So we've all had a, a tough workout or even just walked one day longer than normally. Woke up, felt that inflammation in our bodies. And for sure we we can address that inflammation. The other types of inflammation, and, and I'm gonna share this, my director of research once said that, that the original paper could be five separate research papers, right? So you've got this longevity component. The next kind of fascinating component is that all of the Wistar rats died without tumors, right? So a typical Wistar rat lives 32 months and has a known amount of tumor mass.

Chris Burres ([00:32:39](#)):

So the longer they live, the more tumor mass they have in their body. Even though the, MyVitalC rats lived out to 62 months, none of them had any tumors. Right? That has, you know, it certainly has A lot of people are like, oh, cure for cancer. And I would say no. And I do say no. There's a big difference between managing a cancer that's metastasized, right? And being a cancer preventative, which is certainly

what this kind of implies. Mm-Hmm. <affirmative>. And we know things as simple as good nutrition, good sleep, good exercise are are cancer preventatives. But that's a pretty phenomenal result. There's probably a tie in with inflammation that, that I, I can't make <laugh> 'cause of the FDA requirements. Yeah. And then I'll, I'll just wrap it up that our product fits perfectly in with an anti-inflammatory diet, right?

Chris Burres ([00:33:26](#)):

Mm-Hmm. <Affirmative>. So this is the diet of this blue zone people, the people who tend to live longer tend to have reduced incidences of stroke, reduced incidences of heart attack. And so, so that kind of, kind of answers that, that piece. Now when you start to, you know, you gotta take what you, your theories and then you gotta couple them with what customers are sharing with you, right? And customers are most consistent testimonials. People take it in the morning, they report mental focus and energy during the day, and then better sleep that night. And so you're like, wait, wait, focus and energy. Those sound like different, even different products, just those could be different products. And then sleep, that can be a different product. And then you start lumping this all together. And our, our original packaging kind of says all of the things that our customers put together, but as soon as you're like, yeah, it's good for sleep and, and lifespan, ostensibly and energy and eye health and joint health, and it's, you know, it's a oil and you're like, yeah, I know what kind of oil that is.

Chris Burres ([00:34:26](#)):

It's called snake oil. Like that's what, that's where your mind goes right away. And so I kind of knew that I needed to separate these out and at, in terms of packaging, but I also like, I just want to be as transparent as possible. And, and so I thought, well, we gotta figure out a different formulation for each of these things. And then one day I just said, you gotta get over yourself. Right? The reality is, is that to have the right conversations with people, you've gotta have the packaging that focuses in on what they're trying to address. So it turns out those exercise recovery, focus and energy, better sleep party recovery are all exactly the same product. That's just what our customers. In fact, it's what our customers were telling us when it said not for human consumption on the labeling. So you wanna talk about placebo effect.

Chris Burres ([00:35:18](#)):

The opposite of placebo effect is not for human consumption, right? Like, this will do nothing for you. And then that's what our customers were saying. And, and, and from a business perspective, the hesitation is, I just don't want somebody like Casper goes on and he buys one of each and then he gets 'em home and he is like, oh my God, they're, they're the same. I've been ripped off. Okay, that's gonna be a small percentage. One of the things we're very mindful is we would never, you know, cross sell or upsell another of the same thing. Like that's, that's, that's where I think you bump into challenges. And then and then, you know, we, our customer service says like 850 Five Star reviews. It's gonna be, Hey, Casper, we understand it was never our intent. You wanna send it back. You wanna keep 'em like your refund. Like whatever it is, what do we need to do to make you happy about this miscommunication that we try very hard to, to avoid? So I I I think that's probably the, the, the answer that like, it's a challenge <laugh>.

Caspar ([00:36:13](#)):

No, definitely. You are absolutely right Chris. It's incredible challenge when you talk about something that is going to be healthy in numerous different ways from numerous systems of the body and react slightly differently in everyone else. You know, I've seen those supplements where for some it's like, oh, my digestion improved. And it was like, oh, but it was pitched as a brain supplement, right? <Laugh>, it's like, how could that be? Because things act that way. Everything works holistically in the body. And each of us takes that element that is therapeutic and, and can help in different ways. Yeah. But people are always defined by what is bothering 'em or system, like, you know, symptoms, what they have. Whether

it's, oh, I have brain fog, I have to look for something that says it is against brain fog, right? Yeah. Yeah. Common focus and concentration 'cause otherwise, you're right. It seems like snake will be like, well, this'll help in any way, you know, whatever you want it, you know, that's, yeah. That's

Chris Burres ([00:37:06](#)):

Step right up. Step right up.

Caspar ([00:37:08](#)):

That's really how so much of, you know, health works, how much good diets work and good food works as well. So I I completely get that. Now, I also understand that any supplement can't make medical claims, but medical doctors use supplements to help their patients with medical, you know issues. Anecdotally, what have you been hearing from practitioners using this with patients?

Chris Burres ([00:37:33](#)):

Yeah. well, I, I'll start with the, our first and, and then maybe I can get into a, the theory that kind of explains our head to toe, toe testimonials. Again, most consistent testimonial, people take it in the morning, they report mental focus and energy during the day and then better sleep that night. And, and so I'll throw this out there because I already talked about the fact that they don't have, didn't have any tumors, right? That kind of goes us down this kind of cancer path. Not, can't make any claims, not making any claims, just sharing some, some pieces. We actually have kind of three late stage cancer groups that buy from us on a regular basis. It is part of their regular protocol. One of them is actually just down in Mexico. And, and he comes in and fairly regularly and have really cool long biohacking conversations and, and they're, you know, they're specifically targeting, targeting cancer.

Chris Burres ([00:38:30](#)):

There's actually a patent related to treating cancer in pets with the molecule. And so there, it really does have a lot of promise in, in that space. And, and maybe it's as simple as the, the, we'll say the potential anti-inflammatory effects, or maybe it's this, in fact here we can jump into it. So yeah, I'm, I'm always trying to adjust the theory and we literally have testimonials from head to toe. And let me throw this out. The FDA has not evaluated our product. It is not intended to treat, diagnose, cure, or prevent any disease. People may think that it's a pain in the butt to say that. I'm actually glad it exists because it really, like, we're really talking about a beta supplement, like it's early stages and, and we're figuring things out. And so I've, I've lost my train of thought.

Caspar ([00:39:24](#)):

You didn't take your ESS60 this morning?

Chris Burres ([00:39:27](#)):

Actually. Yeah, I, yeah, but it's, it's not done. I put a little bit in my coffee for sure. Well, well, we can talk. Okay, so, oh, this one, so late stage, right? We've got the four four, actually it's three clinics that can serve late stage. Yes. Cancer, there's patents related to it actually managing cancer. And then, hey, we've got head to toe testimonials, head to toe testimonials are you know, my hair's growing faster and it's coming in original color. The, the toe literally is we, we have his influencer whose toe was bitten by a crab. And so his toe nail was split his entire life. At one point he was a Navy seal. So his entire life he is got this split toenail. It healed at 65 after he started taking our product. So we literally have this head to toe kind of amazing testimonials.

Chris Burres ([00:40:21](#)):

And people were like, what might be causing this? And so now we have the BOSS theory - Buffering Oxidative Stress System. And that theory goes like this. We know that this molecule, this soccer ball shaped ESS60 molecule gets into the mitochondria. And we know that from peer reviewed published research. We also know from way back in the nineties, right? When, when it was the most talked about molecule on the planet, that it can hold up to six negatively charged particles, right? So you can get six negatively charged particles on the exterior of this cage. And so I, this this BOSS theory, again, Buffering Oxidative Stress System says this, well, first off, we know it's in the mitochondria. Real short history. Everyone in your audience knows this already. Mitochondria is the powerhouse of every cell. It's the thing that kind of converts the food we eat that's gotten through your gut lining.

Chris Burres ([00:41:12](#)):

That food gets converted into ATP, the energy source of your cells. Every cell has between 50 and 5,000 mitochondria. Hemoglobin has zero. Brain cells have 2 million. I don't like 50 and 5,000 is a very common number that's shared. But your nerve cells and your brain cells have 2 million. 'Cause that's how much energy they use. Like every energy source, there's a negative byproduct, right? Your car going down the road has exhaust, your power plant has a smokestack. And those are negative byproducts that need to be managed. In the case of mitochondria, they are reactive oxygen species. And just like all of these things, right? Your car has the has basically a scrubber in it. And then it uses iridium in the name catalytic converter in it, right? And your smokestack has scrubbers in it. In the case of mitochondria, it's got resident antioxidants, glutathione, and melatonin.

Chris Burres ([00:42:06](#)):

But we know these can get depleted in any part or in any cell from time to time. And this is where this theory, where we believe this is holding the reactive oxygen species. So my analogy is it's Mardi Gras, right? Mardi Gras is over, we're on Bourbon Street, and you've got these drunk reactive oxygen species running around smashing windows and doing the, the, the causing ruckus. And the police, the glutathione and melatonin, come in and handcuff themselves to these reactive oxygen species and get them off of Bourbon Street. But when they get overwhelmed, what do they do? They throw 'em in a paddy wagon. This ESS60 soccer ball shaped molecule. So now this paddy wagon is holding onto them so that they can't break windows and they can't cause problems. And then when that mitochondria replenishes, it can come and ha you know, handcuff them to those reactive oxygen species and again, get them off of Bourbon Street.

Chris Burres ([00:42:58](#)):

And this we know it's a, a, an antioxidant 125 times more powerful than vitamin C, we know from, and that's peer reviewed, published research. We know that it gets into the mitochondria. So this is the thing, the theory that can potentially explain these head to toe improvements. And now if, if we, if we are seeing improvements in cancer, this might be that thing. If we are seeing improvements in any of these kind of good diseases of aging, if you're improving or reducing the negative impact of mitochondria, which it will have from time to time when it's overwhelmed, then you're gonna see systemic improvements.

Caspar ([00:43:37](#)):

I love that analogy as someone that's been to Mardi Gras and has seen <laugh> the debauchery there. And there definitely aren't enough cops for those drunken people smashing things. So <laugh> need more paddy wagons.

Chris Burres ([00:43:49](#)):

<Laugh>, my trick was always, don't, don't go down Bourbon Street, go across Bourbon Street. Right? True. So you go on the side. That's very true. Yes. But 'cause once you get, and, and, and it may not be

that bad 'cause once you're going down the street, like you, the crowd just carry, like there's not much, you don't have much choice. You're like, you're going this way at this pace because that's what the crowd's doing.

Caspar ([00:44:08](#)):

You're just surrounded and yeah. And that's when the craziness happens. And that's what you don't want happening inside your body. <Laugh>. And that's why exactly like ESS60, I totally get it. The idea of just detoxifying, lowering that oxidative stress and improving mitochondrial health and that theory of aging is the way you increase longevity. Yeah. Let me ask about the olive oil that you, because is that a preservative? What, what is the use of that within that ES Because it's ESS60 in olive oil, correct?

Chris Burres ([00:44:38](#)):

Yes. And, and we do, we have three oils, right? Olive oil, avocado oil, and MCT oil. And I can, and kind of wrap this up with that the, the powder. So when you isolate the powder and you have a pure ESS60, it's just a black powder. Like a, like a, so imagine it's a, just a bunch of crystals like salt crystals or sugar crystals. And you can consume it. It's very safe. Like they've done all sorts of stuff to test it. But you'll just excrete it out 'cause it turns out that powder is not water soluble. Hmm. So you'll just consume it and excrete it out. Now, when you dissolve it in olive oil it breaks down and it literally is, it's, it's a solution. So it's dissolved and you're down to the mono molecular layer of the ESS60 molecules floating around in this olive oil.

Chris Burres ([00:45:24](#)):

And, and you, in terms of surface area, like it's infinitely more just, there is a number, but it feels infinitely more right than a crystal. And then the individual molecules. Just to share, 'cause this is a fascinating number. You can do the calculation and understand how many molecules are in one drop of our olive oil product. And it turns out to be 460. Actually I have the number here, 475 times more molecules in one drop than you have cells in your body. Yeah. So it's a super small molecule. And then when it's dissolved like that, it can, can readily, well, it can be taken into the mitochondria. Like that's, that's where we think it's doing all, all of this good. So so we've got the three oils. People will often ask like, which oil do we, well, why is it olive oil? Because that's where the original study was. That study out of the University of Paris was in olive oil. People ask, well, why'd they choose olive oil? It turns out that you can get significantly more of the ESS60 molecule in olive oil. I'm not sure that's the reason they chose it. I think it was probably, you know, their Parisians and they have a high quality Tunisian olive oil around and like, let's choose this. And so they use

Caspar ([00:46:39](#)):

Prevalence. Yeah. Ease <laugh>.

Chris Burres ([00:46:42](#)):

And so they use that and, but it, it, you know, when people ask which product would I recommend - olive oil, avocado or MCT oil? One, we actually, I bumped into a guy who was allergic to olive oil and MCT oil, which I would've never thought even possible. It's such a small fraction. But he needed avocado oil. So if you're happen to be allergic, take the one you're not allergic to. And then we always recommend olive oil for, for two key reasons. The first is all the research, all the literature is on ESS60 and olive oil. And then next you can get the highest concentration of the ESS60 molecule in the olive oil. You can get about 0.8 milligrams per milliliter in olive oil, 0.6 in avocado and 0.3 in MCT.

Caspar ([00:47:26](#)):

Got it. No, it makes total sense. And, and you know, a lot of people always question why isn't, why aren't things just always in capsules or anything like that? I mean, you have to look at the compound too and understand that fat soluble, you don't want that in capsules. You know, and people sometimes don't realize those things, the delivery systems and mechanisms for bioavailability matter, they matter a lot. And that's, they do where you get sometimes gimmicky things that tell you to take this and it's in a cap, but it's not gonna be bioavailable. 'cause You're not taking with some sort of fat soluble, you know product. So I, I totally get that.

Chris Burres ([00:48:01](#)):

I think, I think gummies are are gimmicky thing too. Oh,

Caspar ([00:48:05](#)):

They're incredibly gimmicky. <Laugh>. Come

Chris Burres ([00:48:07](#)):

On. Yeah. Right. And, and especially gummies that don't even tell you how much of the component is in them. Right. This, this

Caspar ([00:48:14](#)):

Starts that's a piece of candy then. Yeah,

Chris Burres ([00:48:15](#)):

Exactly. Right. Well, they, people have done a really good job of making a zero calorie piece of candy. Like, good job.

Caspar ([00:48:22](#)):

Again, Chris, this is the marketing of supplementation. It's not the health of like, you know, outcome of supplementation. Yep. It's how do we sell this to, to placebo them into thinking they're doing something healthy in a gummy that has, you know, net negative probably ingredients within it. And yet it's convenient, it tastes good. They, and they think they're getting what we're telling them they're getting. So let 'em be, and we're gonna make money off it. But it harms the whole industry. And that's why we need people such as yourself to go out there and speak about why these things. Yeah. Because again, I know lots of people, I'll just say, oh, I don't like taking the liquids and everything that I have found that most supplements actually are usually more bioavailable or more efficient in a liquid format. Mm-Hmm. And that goes back hundreds of years to European biological medicine and Paracelsus and all what they were doing in tinctures. Yep. And so I'll say like, don't be afraid of those things just because it's not, you know, just some pill you go to a gummy or something that's, you know, suddenly a a, a delicacy of sorts <laugh> that that's not what you should be looking for. Efficacy matters, number one. It

Chris Burres ([00:49:29](#)):

It's, it's interesting 'cause right, you know, one of the things that we talk about regularly is the, this highly processed SAD diet, Standard American Diet. And like, like step one, I don't know, maybe movement. Step two, get off the diet. Or you could easily reverse those or just do both, right? Like get off that diet and start moving if you're not moving. But then, then, you know, our first thing gimmick is like, and, and it's not ours. We don't, we don't have any intention of doing gummies mostly 'cause you can't get enough in there to be of any viable quantity. But, you know, some companies have opted to go down this gummy path. I'm like, that's ultra pro. Like it doesn't get more ultra processed than gummies <laugh>.

Caspar ([00:50:11](#)):

No. It, it, it really is a processed food that you're taking not at all supplement anymore. You know, you're, you're obviously keyed in on longevity. I, I gotta ask the first question. This is a two part question, but let's start with do, what is the longest you think humans can live? Is it, are you seeing it as that like 90% over where we currently are?

Chris Burres ([00:50:36](#)):

Yeah, I think well in, like, in the case of my product, we've got more research to do. No one's ever gonna do a human trial on, on on that longevity. I think that, you know, the longest lived human is 122. And I, and I like to break this down into two questions, which is what, what's possible today with what we have access today. And I think it's in the 125 to 150, and then we have what's possible in the future. And then you have the debate of how, how much further in the future. I do sit in the camp, this kind of revolutionary camp that I think eventually we can live forever. I think that we can put together the science and I think that it's gonna happen a lot faster than, than we realize. I love the stat that medical in 1950 medical information doubled every 50 years, every five zero years.

Chris Burres ([00:51:31](#)):

Today it doubles every 73 days. So what that, what that means in this year, at the end of this year, we're gonna have 16 times more information than we had at the beginning of this year. Now you and I both know it's not all great information <laugh>, it's a lot of repeat information, right? Like this is just kind of an assessment of the papers. But it is a lot of information. And I think the reality is, is that, that that number doesn't even really include AI. Now you can write papers faster with AI, right? Like you can just dump in the data and AI will spit out a report and you can tweak it and great, you can, you can publish a lot faster, right? And I think that's a good thing. But I don't think that's gonna be the big advantage. I think AI is just, these large models are just so valuable from the perspective of, hey, you've got these 55 chemicals that you might wanna look at for a cure to cancer, you should probably start with this one, right?

Chris Burres ([00:52:28](#)):

Because it's j just the model can assim assimilate so much information that we can't. And, and I think, I think it's not just that we're <laugh> that we're doubling medical information every 73 days. It's that the information we're gonna get out of it, as AI gets applied to it, more and more is gonna be the most va it's going to be even more valuable. Like how long does it take to discover this next new thing, right? That you think, you know, you talked about things having other side effects. You know, Viagra, I believe was originally supposed to be a, a a heart medication, right? A blood pressure medication, right? And then they find this other, like, how long does that process take? You start throwing that into a language model, right? A large computer model. And it was like, Hey, by the way, like, we've noticed this thing faster than you did. Right? Like, it becomes something that can be beneficial to society a lot faster. So I'm, I'm, I'm pretty excited. So I, so, so the first is like 125, 150, and then the next, ultimately I think it's, you know, forever.

Caspar ([00:53:32](#)):

Oh, it's, it's an amazing like thought process to, to see that we could potentially, like even just bringing that up into the awareness field of people's, like, what do you mean forever <laugh>? You know? And it's like, but it, it, it is something I, I believe in, in the right conditions and environment. We, we can extend it to a point of, we, we won't see a limit to it in a sense. I, I believe that we have that ability within us and potential, right? The potentials there. You just have to, yeah, it's not gonna happen right away right now. Now my next question is because alright, how do we get to the 150 marker, right? What is your stack a aside, obviously ESS60 as part of that. Yeah. But what, what are your recommendations and

lifestyle and stacking other supplements? Like what, what would you tell someone, here's how you have your best shot of making it to 150.

Chris Burres ([00:54:24](#)):

Well, I think so, so I, I was very fortunate that that longevity summit that you were on, I put together questions and I did it, it was one of those things, like, I didn't know what I was gonna do with the information afterwards. Af in hindsight, I was like, oh, that was pretty brilliant. It was not brilliant going in. It was just like, I, I feel like I should do this. And that is, I asked everyone that same question you asked, how long can humans live? How long, well, how long do you intend to live? How long can humans live? What are two to three protocols, habits, mindsets about longevity that you would share? And so we aggregated all of that data and, and it was kind of fascinating. The first number was something, so, so it broke down to like, the main ones were mindset, exercise, nutrition and sleep, right?

Chris Burres ([00:55:13](#)):

Mindset, exercise, nutrition, and sleep. And then some community, right? Mm-Hmm. <Affirmative>. And they had mindset I, I don't remember the exact number. So usually I've had that piece of paper. I need to print it out again. They had mindset right at about 30%. The exercise and nutrition were both right at 45%. And then sleep was lower than mindset. And, and I thought originally, actually, no, it was a little bit higher than mindset. And I thought originally, man, maybe these experts got it wrong 'cause like, you, like if you read Dr. Matthew Walker's book about sleep, right? Like, and, and you're, you're working with patients if the sleep is off, like it doesn't, it doesn't matter what you do, right? And I thought maybe they got it wrong. Sleep is so very important. And and then it took me a couple days and I was like, wait a minute.

Chris Burres ([00:56:02](#)):

Right? If you need to make an adjustment to your exercise regime, right? Even if that's like start moving, right? And you don't have the mindset, it's not gonna happen. If you need to make nutritional changes and get off the SAD diet, you don't have the right mindset, it's not gonna happen. You just need to put your phone down before you get in bed, right? Two hours hopefully. And hopefully you've already had the blue light setting on the phone on before even then. But you don't have the mindset, it's not gonna happen. So I think mindset is really key. And I, I'm actually kind of in the process of putting together a six week longevity kind of starter course. Nice. And, and I, I do <laugh>, I do this kind of cheat before we start this first week work on mindset, right? Mm-Hmm. <Affirmative>. So like, it's, it's the, it's the throwaway week.

Chris Burres ([00:56:47](#)):

'Cause it really is, is that important? And then I would say get your nutrition right? My focus today and you know, I spent the weekend with a group of people and, and one of the guys in the group has a focus on fat. And I think he's probably gonna change in the future. I certainly could. But right now my focus is protein. My focus is you know, staving, sarcopenia. Like how do you push off any sort of sarcopenia? I love what Peter Attia says when you're at what age, and maybe it's 80, what do you wanna be able to do? You wanna carry a couple bags of groceries? You want to be able to carry your, pick up, your grandkid. I love this kind of mindset. Well just know that traditionally there's a trajectory down as you age. And so it's not that you can carry, if let's say you're 60, if you're 60 and you're carrying three bags, you probably won't be able to carry three bags at 80, right?

Chris Burres ([00:57:38](#)):

So you gotta be higher at 60, right? And I think you could actually work out through that. So protein and, and really the workouts, right? You really wanna focus on four things. I I don't know if we want to get

into all of this, but you know, you've gotta be doing strength training. You've gotta be doing some Vo2 max training. You gotta be doing balance training. And you gotta be doing flexibility training. And there's actually some things that can do three of 'em, right? So you can get into like Tai Chi, they, that they actual do a couple of those. So you can not, it's not that you have to dedicate an hour to each. And then so, so nutrition, really protein, just whole foods. Like I think if you just go whole foods, I don't care. I, well, I think ultimately what we see is people who get strict vegan fall off of it and, and they don't fall off of it.

Chris Burres ([00:58:25](#)):

They decide that that's no longer healthy for them. <Laugh> even I think it's Saladino, right? With the carnivore diet. Like he's fallen off of the straight strict carnivore diet or has decided it's no longer healthy. So, so I think do those, if that's what's your calling is the biggest value I think is that you're off in order to do those, well, you're off the SAD diet, right? You're off of, you know, any diet I think is one of the big reasons that they tend to work upfront is 'cause you're off of these processed foods. And then sleep, you know, get to sleep at the same time. Make your sure, your, your room is cold. Make sure you got the blackout shades. Put your devices away. Don't drink or don't drink, you know, two hours last drink or one, the one drink that you do have two hours before you go to sleep.

Chris Burres ([00:59:14](#)):

And I think those are gonna go a really, really long way. And I, and I had so many interviews and even subsequent to, to, to finishing that longevity summit. I've had another 12, 14 interviews. And, and it's very interesting that, that people are addressing the individual problems, the individual challenges, the autoimmune challenges that they're having. And they're all basically addressing it the same way, right? Like one, get gluten outta your life, right? Like I, I, I just had a a pre no, an interview with a lady who trains functional medicine, I think functional nutritional practice practices. And the phrase that stuck out was like, there is no mostly gluten-free diet, like it's gluten-free, or it's not. And then, you know, just it turns out wheats and grains, you know, are not good for you, right? Stay away from soy, stay away from wheat, stay away from corn.

Chris Burres ([01:00:12](#)):

Those things tend to cause a lot of inflammation. And you, the last thing I'll throw in, and this is probably the most important one, Dr. Tom O'Bryan, he wrote The Autoimmune Fix and he says, you should, and, and he's kind of more traditional, like as the man of the house, you should carve out one hour per week focused on health, focus on learning about health, right? And I know for you and me, it was like, if I did one hour in a week, something went wrong. Like <laugh>, like even on vacation, I'm doing probably an hour a day of like absorbing information. But to have that one hour a week, that commitment to one hour a week of you getting better, listening to your podcast, listening to a good book on health, I think that is,

Caspar ([01:01:00](#)):

Oh, mic went out again right as you were finishing that up. I think it's back. Oh no, still not. No. Oh, there it is. No, it was for a second there, but it stopped again. That good? Oh, is that you? That good?

Chris Burres ([01:01:55](#)):

It went away. So it's coming and going. What I'm gonna do is just leave it in this position. I think we're gonna push it down. How is that?

Caspar ([01:02:05](#)):

I think this is your other microphone. We're

Chris Burres ([01:02:09](#)):

Back to

Caspar ([01:02:09](#)):

The other one. Oh, no. There it is. Okay.

Chris Burres ([01:02:11](#)):

I'm not gonna touch it. That's

Caspar ([01:02:13](#)):

What No, it's, it's gotta be a connection, right?

Chris Burres ([01:02:15](#)):

Yeah. I'm I think the next thing I'm gonna do is check the cable or

Caspar ([01:02:19](#)):

The No worries. I mean, the, these things happen and it, it's like health. You gotta be a, you know, there are curve balls. Yes. Even in your own, when you're doing all this. I mean, I, I love the answer there because it's a holistic viewpoint and it's one that's empowering. I think that's it in the end, Chris. It's like, when I hear people, it's like, what should I do? It's like, become your own best advocate. Like I, I, I appreciate the question I'll give you all like, but it's like, at the end of the day, you need to make the decisions that are best for your own health. Take in the information, become a sponge, feel it out, use your intuition and go from there. So it's like, you know, everything you were saying is this holistic viewpoint to what health is and to how to live a long, healthy and happy life, right? Because it's not enough to just tr constantly try and be healthy and sacrifice happiness, which will lead to unhealthiness again. <Laugh>. It's like that, it, it can't be one without the other. I say, if you're healthy, you're happy. If you're happy, you're healthy. Right?

Chris Burres ([01:03:20](#)):

Yeah. Yeah. And, and I like that, you know, the quote like, "A man with his health has a thousand dreams and the man without his health has, but one, and that is to be healthy." So, so yeah. I i is so important. And, and the other thing that I think kind of came out of this, which I I think you and your audience will appreciate, is this concept of what is the best model for kind of getting into old age? And if we, we haven't solved aging and we're still dying of natural causes, is is this model of a, a candle flame, right? Mm-Hmm. <Affirmative>, because that candle flame, which by the way also produces the ESS60 molecule, 'cause it is a naturally occurring molecule, but that camel candle flame burns bright and brilliant until this like last fraction of a percent. And I know I, I read some data point that said, you know, we spend about 20% of our lives in some sort of decline.

Chris Burres ([01:04:13](#)):

And that's why, that's why people aren't typically interested in living longer. When I share the story of the rats living 90% longer, a lot of people are like, well, why would I wanna live longer? Yeah. Yeah. And if you change that, right? Like if it, if it happened to be you, it was like, well, Caspar. But if you had the same mental capacity that you have today and you had the same physical capacity to that you have today, would you then be interested in living longer? And, and almost universally that switches it 'cause currently we can't separate living longer from living in some sort of state of debilitation or, or, or being infirmed. I I will say there's a small percentage who even if they had the same mental and physical

capacity, don't wanna live longer <laugh>. Yeah. And I was like, well, they, you know, there are things they spend some time figuring out where you find joy in your life, make some, make some adjustments, reinvent yourself so that you do have that joy in your life. But y yeah, I, this is a fascinating time for healthspan. It's a fascinating time for longevity. I'm just excited to be here and participating and, you know, sharing some fantastic research.

Caspar ([01:05:19](#)):

I'm excited too. I mean, and, and it sounds like you got exciting things coming up. You got this course coming out. What, what are you, what are you excited about? Like, what's new coming up for you and MyVitalC

Chris Burres ([01:05:29](#)):

Yeah. First I'm excited about the podcast that came out about two months ago. It hit a top 10 alternative health podcast, a top 50 and is, and is riding right there. So I'm really excited about that effort and getting more and more information to people. I actually bumped into people at a, at Dave Asprey's conference who were like, Hey, you're Chris Burres, which is kind of cool, right? <Laugh>, and, and I guess it was like, I listened to your entire summit, right? The Longevity Summit. I don't know what you do, right? <Laugh>. And I was kind of proud of that because the summit wasn't about MyVitalC it was just about me getting this opportunity to interview amazing people and then sharing that information with as many people as as possible. And so, so yeah, the podcast is similarly structured. There's, you know, some little ads for, for MyVitalC but it's, it's structured to deliver a lot of value. Just like you, like you've done, obviously done a lot of work for this podcast. I love to do that work. It, it is a lot of work, but I love it's a lot to do that

Caspar ([01:06:34](#)):

<Laugh>

Chris Burres ([01:06:35](#)):

To do it well. And you have, yes. It's a, it's a lot of work. And so you know, I'm, I'm getting to learn more that's gonna get, you know, kind of play out in, in that actual kind of longevity course. And in, you know, whatever books are are coming out in the future. And, you know, I've got one that's already, I think three quarters of the way done. Oh, nice. So, so I'm excited about all of those things.

Caspar ([01:07:02](#)):

Yeah, no, super exciting time, right? Obviously for yourself and all these things, but like you said, I think it's just an exciting time in general. I know people could look at this time and be like, it's chaotic. It's this and that. It's like you could always look at it half empty or half full, that glass, right? And I think for, for the possibilities and opportunities we have and amazing products that are now available to really help us, it's, it's, it's a great amount of things out there that we should be excited about and that could help us live healthier, longer, and happier. So thank you so much for coming on. Where can people connect with you, buy the product?

Chris Burres ([01:07:39](#)):

Yeah, so we actually made a landing page for your audience. So it's <https://www.myvitalc.com/YHYS/>, right? Nice. And and so they go there, just like I said, if you're just looking for one of the oils, go for the olive oil. We also do offer, I think it's about a 20 to 25% discount if you go on subscription. Even if you're planning on just getting one bottle, go ahead and take advantage of that discount. Most people stay on subscription. But don't worry, you can cancel at any time. Our customer service team has like 850 Five

Star reviews, so they're not trained to talk you out of canceling your subscription. I wanna share a little bit. The book is available, so Live Longer and Better. It's available on Amazon, it's 20 bucks. You can buy it on our website. It's also 20 bucks for an extra 10 bucks.

Chris Burres ([01:08:26](#)):

I'll sign it. And that full \$10 goes to OUR Operation Underground Railroad. You may remember the movie the the Sound of Freedom. Yes. Which is about child sex trafficking. I happened to see him speak before the movie came out. The movie is moving for sure. Obviously solving child sex trafficking would be amazing. And so the full \$10 fee, it's \$15. If you want Jerome Corsi, he's my two time New York Times number one best selling author. The whole \$15 goes to Operation Underground Railroad. And then the podcast. You can find the podcast at livebeyondthenorms.com. I gotta throw one more. I need to grow my Instagram account. So anybody who could help me grow my Instagram account would be amazing. And that's Instagram. And the handle is MyVitalC - C as in carbon.

Caspar ([01:09:18](#)):

You heard 'em. Go over to Instagram and give, give them, give 'em a like and to follow because you, you do great work. You're sharing a ton, which is really necessary these days. You obviously understand what it takes to live longer. You have the science behind it, and you got the humor behind it too, my man. So, <laugh>, thank you for putting those two together. It's very hard to laugh and be scientifically, you know, factual on things and you're doing that. I think that's the key to living longer, laughing more. So I love it. Thank you. Thank you so much for your work, for coming on. I hope we see each other soon and bump into each other at a expo very shortly.

Chris Burres ([01:09:54](#)):

Very cool. Same here. Thank you so much, Caspar.

Caspar ([01:09:57](#)):

All right. And you heard it here, go check out Chris's awesome health products at MyVitalC.com. Head over to Instagram and follow him there also [@MyVitalC](#). And until next time, continue writing your own healing story.