

## VIDEO\_ Andreas Eenfeldt - Presentation (Breckenridge 2018)

**Dr. Andreas Eenfeldt:** So it's great to be here. It's really good to meet all the fantastic people here who want to make the world a better place, who want to change... you know, nutritional guidelines, make it so that people get better support and can have a better life. And I think really we can do that working together. There is a global food revolution going on and we can play an important part in speeding this up.

So let's start with the disclosures. Me and my colleagues in the back for example we run the health website DietDoctor.com. It's funded by an optional membership section and our goal is to empower people everywhere by making low-carb simple. So we take no money from industry, we show no ads, we sell no products. We're 100% funded by the people. I want to talk today about three things.

And the first one is the mistake behind the global obesity epidemic that is connected to the global diabetes epidemic and epidemics of heart disease, cancer and other metabolic disease. So... what the mistake is? And also now that we actually know a lot about this, how come that it's so hard to fix it? So number two is the surprising difficulty of fixing this thing. And number three is a possible solution, how we could all be a part of making this happen, making the world a better place. So let's start with number one... the mistake.

And there are many ways to start this story. I prefer to start it in 1984, the year that George Orwell wrote in his novel about Big Brother. Kind of fitting because in the same year the American government launched a campaign to tell people how they should think about food, what they should eat, what they should not eat.

They should fear fat, they should fear cholesterol, they should fear real food like eggs and bacon. There was no good evidence at the time and there still isn't that this would do anything good. And looking back with the benefit of hindsight, you can see the problem. If you tell people to fear real food and not eat it then people will be hungrier and will have to eat more of something else. And that something else is usually sugar and refined carbohydrates.

At least in our world. So what happened to the obesity prevalence after this piece of advice? I think we all know. Let's have a look at this fancy animation here. Obesity in

America from 1984 up until now. You can see these blocks going up by a lot, right? It has tripled in one generation. And if you missed the beginning, let's compare it. Three times more in one generation. So obesity became common in just a few decades.

Unfortunately it's not just about obesity, it's also about metabolic disease that comes along with this, like type 2 diabetes, cancer and so on. And so this also happens to kids, right? I know, we used to believe that maybe this has turned around and maybe at least kids are getting less issues with their weight. But it's not true. Unfortunately came a new report this week saying it's still getting worse for everybody including kids all around the world.

So obesity rates tripled in one your generation and this has made America great... at least in size. So you're the heavyweight champions, you know, leading the world, leading the rest of us, showing us the way as always. And Sweden, we are far, far behind, but we're working to catch up. We have 12% obesity, meaning that 88% of Swedes still look like this or something like it. I'm not sure it's a good thing, but, you know.

Anyway, obesity... Let's have this animation for type 2 diabetes. Same thing, right? It just goes up and up and up all around the world. It's not just the US. It's in the Middle East, it's in China, it's in India, it's all over the place. And it's connected to all these metabolic diseases, heart disease, cancer, Alzheimer's disease, blindness, amputations and so on. Diabetes is of course a disease of too much sugar in the blood, no matter which type we're talking about.

So where does the sugar in the blood come from? I mean most of you of course know this. Is sugar that comes from carbohydrates that we eat. And this epidemic is quite spectacular. In 1985 there were around 30 million type 2 diabetics around the world. Now there are 400 million or more. And pretty soon it's going to be 700 million or more according to the sort of prognosis. And this leads to all these diseases, Alzheimer's, heart disease, cancer and so on and it's just getting worse.

So this is going to be a complete disaster for humanity really and something has to be done to fix this, to turn it around, and we cannot really wait for that, we have to start doing something. The regular advice, as you know, is just tell people to eat less and move more. You also know that it doesn't really work. All doctors know that or have experienced it. It doesn't work very well. So what do you do? Well, common wisdom today is that...

Let's just operate on people, you know, gastric bypass surgery. If they can't do it, if they don't have the willpower, we'll make them do it by cutting away a part of the stomach, a part of the intestines. Which is kind of interesting to me. Is this really the

way to go forward? I mean for one thing is hard to operate on a large proportion of the human race, but there's also this question... is there really a disease in the stomach or in the intestines? No, right?

So we're actually operating on healthy organs cutting them away, throwing them away, trying to surgically adapt our bodies to the industrial food supply instead of adapting the food to fit our bodies, which would seem like the right thing to do. The common argument here is that, you know, the people who end up on the operating table they have already tested everything. This is the final solution, there's nothing else left. They've tried it all.

But that's not true. I have met so many people... well, it wasn't true. Here's just one story of a fellow Swede of mine, Johanna Engström. She planned to do a gastric bypass surgery. She actually asked her doctor before, "Could I do a low-carb high-fat diet? Could that be something for me? It's popular in Sweden." And her doctor said, "No, don't do that. It doesn't work long-term, it's a fad diet, It's dangerous. Let's do the surgery instead."

But she decided actually that... She changed her mind and decided, "Let's not do the surgery. I'm going to try this low-carb high-fat thing anyway." And what happened? She lost more than 100 pounds in nine months... like this, with all her organs intact, feeling really proud as she should. And yeah, I just wish that more people would get the support to do this from their doctors, from their healthcare professionals, at least that they wouldn't actively work against it, to try this.

So why don't we? I mean doctors like me, I used to think the same way... Why don't we? It's because having an omelet for breakfast is way too extreme. It is, it's an extreme diet obviously. So really the scientific thing to do is operate on healthy organs, throw them away by the thousands. And not do this dangerous real food thing, let's not do that. But there's an issue, because what happens... you know, these surgeries are super effective in the short term, but after a year if you don't change your lifestyle, what happens?

You start gaining back often, right? A lot of people gain back all the weight. Maybe gain more weight... so what do you do? Well, there are more surgeries, of course. So you can actually put brain electrodes into the head to tell the reward centers of the brain that you don't want food. People have been trying this. And nothing really says 1984 like brain electrodes telling you what you want and don't want. But there is somewhat less extreme perhaps, but I have to apologize for this because this is a Swedish invention. And I feel ashamed about it.

But it's actually approved now by the FDA in the US. People are doing this, they are operating, putting tubes into people's stomachs. Yeah, so as you could expect the idea is you eat the food you want and then you go to the bathroom... pull up your shirt and pull out the tube... And you pour the food into the toilet. Which is like of course surgically encouraged bulimia. But what really gets me is why the hell are we putting a tube into people's stomach with surgery?

There already is a tube to your stomach. It comes preinstalled, you're born with it, called esophagus. And maybe it's because doctors are too ashamed to tell their patients to go bulimic. But, you know, this feels sort of scientific, but it's really the same thing. So how about... here's a wild idea. Why don't we test real food instead? Telling people to just avoid sugar and starch? Let's try that. Here's a friend of mine called... that his name is Ronnie and a few years ago he wrote on his Facebook page... "Can you lose 20 pounds in 10 weeks? Is it possible?"

And a friend answered him, "Sure, it's possible with low-carb... test it." And so he did. And he took a picture of himself-- it's kind of unusual. Took a picture of himself in his underwear before and after and then he sort of put these pictures into his computer and let it calculate how he looked in between, like a morph. So here's that what happened while he was eating all he wanted, but not sugar or starch. No hunger, and the fat sort of melts away.

You can see it from the side. Pretty cool, right? Melting away without hunger or counting calories. Now of course it doesn't work as well for all people, but it works pretty damn good for a lot of people and at least this should be an option I think. He did actually manage to lose 20 pounds in 10 weeks, so that was true. But this is not just an anecdote. The gold standard of researchers is randomized controlled trials.

There have been dozens of those made on a low-carb diet versus a low-fat diet for weight loss. So what does it show? There's an organization in the UK called the Public Health Collaboration. And they have a running, you know, a scoreboard of this. So the score at the moment is 31 wins for low-carb and a big fat 0 for low-fat. It's pretty interesting, right? And still we get articles like the one last week saying low-carb diets are no better than traditional focus on fat. There's no difference and I am sure a lot of you read about this.

Actually the low-carb people lost 17% more weight, but it wasn't statistically significantly different. So then you can say there's no difference. And actually there are a number of these studies that haven't really shown a clear winner. Often it sort of trends towards low-carb but you can't say that definitely it's not random. So there used to be 30 studies that were draws, and now after the one from last week we have

31 draws. But notice what's not there. There is no wins for low-fat. Low-fat never wins.

The question is just how badly does it lose. Is it statistically significant this time? And meta-analysis showed the same thing. If you bake all these data together, low-carb comes out as a winner. So to me at least it's pretty clear. Low-carb is way better for weight loss and also for metabolic risk factors. Really the only thing standing in the way of acceptance of this, or the big thing is this ingrained fear of fat. But we have the same thing there.

We look at all the evidence. There is no clear sign that avoiding fat does anybody any good at all. So if you can look at all the observational studies, there is no significant evidence for any benefit. If you look at all the interventional studies, same thing. So this is one of the latest ones from last year. It says that avoiding saturated fats and replacing it with unsaturated fats is unlikely to have any benefit at all really for your heart or mortality. Looking at all the studies.

And they say these findings have implications for current dietary recommendations. That's science speak, right? The implication is that they are wrong and they need to change. So it's time to do that and a lot of people know that. I mean Time magazine even a few years ago had this much more beautiful cover I think, saying, "Eat butter".

Scientists labeled fat the enemy, why they were wrong?" But still, you know, it's surprisingly difficult to make any progress it seems. I mean last year I'm sure a lot of you saw this. The American Heart Association said that the coconut oil is as unhealthy as beef fat and butter. So is that a bad thing? I don't know. I don't think so. And we had last week, you know low-carb diets they are not so much better, only 17 %, so anyway. It's really hard... how can it be that slow? Is there something wrong with people?

And it turns out that there is. There's something wrong with all of us humans, including me of course, you know. We find it very difficult to change our minds, to think differently, to see things from another perspective. It's not what we're built for, we get an opinion and then we fight for it, you know, us included, of course. So we have to be careful with this. There are any number of examples. You've probably heard this story, I think it's probably the most spectacular one. But there are hundreds of these stories, thousands.

So Ignaz Semmelweis, he was a Hungarian obstetrician in the 19th century. And there was a huge problem in hospitals in Europe at the time because women giving birth, they got a fever afterwards and they died from it. You know, 10%, 20%, 30% of women

giving birth in hospitals, they got this fever and died from it. And nobody knew why. They didn't know about bacteria back then.

So what Ignaz noticed was a correlation that at one ward, where the doctors were conducting autopsies right next to that maternity ward and then they went straight from there to deliver babies, they had even more problems there, you know, without washing their hands. So he thought maybe there's some sort of particles from these dead bodies that the doctors get on their hands and they infect... No, they didn't know about infections, but he made this sort of assumption, "Maybe there is something to it."

So he demanded that the doctors who entered his ward would have their hands in chloride. And what happened? Suddenly this problem almost went away. Amazing! And you'd think that everybody would say, "Ignaz Semmelweis is a hero. Let's give him the Nobel Prize or whatever." It didn't exist back then, but still... But they didn't, they really couldn't understand this "pseudoscientific", they said. There's no such things as particles on dead bodies or whatever.

So they kept doing what they always did and Ignaz Semmelweis ended up in a mental hospital where he died. And doctors kept, you know, basically killing women, without meaning to, of course for decades. And a number of women died because of that. Eventually people discovered bacteria, the sort of germ theory of disease and suddenly it all made sense and everybody started doing it. And for Ignaz, at least he got a stamp.

So that's something, I guess. But this is how it usually happens, it takes decades to make this sort of change. And one Nobel Prize winner, Max Planck, he said this, "A new scientific truth does not triumph "by convincing its opponents and making them see the light, "but rather because his opponents eventually die and a new generation grows up." That's kind of depressing. So if everybody has to die, what are we waiting for?

A few decades, right? 2030, 2040, 2050 maybe... that's not okay. I don't think that's okay. so we have to kind of make this happen faster than it usually does. We have to fight for it I think. And a lot of people are. Some are my heroes, I'm sure you're familiar with these people. Gary Taubes, Annika Dahlquist a doctor in my home country, Tim Noakes of course in South Africa, Nina Teicholz, who is going to talk... is talking here, fighting to change dietary guidelines in Washington. Good luck, that's a noble struggle. It's going to be hard for sure.

Gary Fettke, I'm sure you know him, an orthopedic surgeon in Australia who got tired of amputating the legs of people with diabetes and thought, "Maybe I can help them

by giving them better nutritional guidance so they don't have to amputate their legs." And he got reported and the medical authorities told him, "You have to stop this, you're just a doctor, you know nothing about nutrition. It's not your place to tell people what eat. Just keep amputating legs is what you're trained for."

But he refused to do that and he keeps doing what he's doing even though he may jeopardize his license. So that's a hero for sure. So these people are all spread out around the world. It's kind of hard to fight for this on your own. Same thing for all of us. Because there's such resistance, such a massive resistance, these huge companies they all want to keep the status quo, because it's so profitable to sell crappy food and then sell drugs to counteract the effects of the crappy food.

So they want to keep this, keep making profits just like the cigarette industry did 50 years ago. And only now 50 years later we're starting to make real progress, right? So this is hard, this is really hard. But maybe there is a way for us all to help make this happen faster, help empower people everywhere to revolutionize their health. There is another saying. "All the forces in the world are not so powerful as an idea whose time has come."

Maybe the time has come for this idea. Not even these people are strong enough to stand against an idea. They can be swept away by this change from the bottom up when the public demands it, right? So how can we fuel this change and make it happen faster? I mean we do have a pretty damn good solid scientific evidence to support what we're doing with low-carb for metabolic syndrome or obesity. There are any number of anecdotal stories, I mean on our website we have 500 or more stories that people sent us.

I'm sure on the Internet there are hundreds of thousands of these stories, if not more, right? And really, all we need for this is real food. And may not be perfectly available everywhere, but there is real food to find if you really want it. And with the power of the Internet we can spread these ideas for free all around the world. So it should be possible, but it's still hard. It's hard for people to do low-carb. You all know it... when you've tried to help people do it. It's not simple even for me or the people here I am sure. So how can we make it simpler?

Can we build and provide everything that people and their doctors need to make low-carb much simpler? All the knowledge, all the inspiration, all the recipes, all the guidelines, all whatever people need. Make the organization behind it trustworthy, make it inspiring, delicious and put everything that people need online for free. And then translate it to every major language of the world. That would be kind of cool.

Maybe that could accelerate this paradigm shift by a decade or at least a number of years. So then we would only don't have to create this resource, because distributing it is free. And the good news is I think creating this would only take the work of a few dozen or a few hundred people. And another piece of good news is I think there's a way to fund this. And we're getting started on making it... making doing our part at least to support this.

So while there may be massive resistance with this trillion dollar industry selling addictive products, nobody can stop an idea whose time has come. And even investment bankers know that, if you read this report, "The future is going to be higher fat low-carb." That's where they recommend their clients to invest their money. So the smart people know. Here's something else interesting. Here's a truck driver getting arrested for smuggling butter into Norway.

Why would you do that? Well, because they were out of butter, completely. Talking about an idea whose time has come. This ended up on the Colbert Report. And there was a newspaper ad here, "Buy an Audi R8 for \$300,000 and we'll give you a pound of butter for free." Pretty good. And that's Norway. It happened in Canada recently, butter shortage. Last year it happened in Australia a butter shortage.

Also in France, butter shortage in France. Actually the entire continent of Europe suffered somewhat of a butter shortage. So if that is not an idea whose time has come, I don't know. And if you've seen the growth of this keto as a trend... it's really big. Yeah, so we all have our stories how we ended up in this. I'm just going to tell briefly my story. I got really passionately interested in low-carb in 2002.

I read a few books and I thought, "This is really fascinating. If this is true and it seems like it's true, then everybody, "like 99% of the people in the world are wrong about something really important", right? You can get to persist with things like that. So I read these articles by Gary Taubes and I really started to talk to this... and only to my friends and my girlfriend and everybody got tired of hearing me talk about this.

So my girlfriend said, "Andreas, you have to stop talking about low-carb for a while. I can't stand it anymore. Let's find other things to talk about." So that didn't work out. But my love for low-carb is still strong. Anyway in 2007 eventually I found another lovely lady who could stand me talking about this. Anyway, in 2007 after reading "Good Calories Bad Calories, I decided to write a book in Swedish, something simpler, and in Swedish and shorter.

And to start with, I started a blog called KostDoktorn, that's Swedish for DietDoctor, and this has been an interesting journey because as a doctor, you know, you don't really know how to write. I didn't know how to write, lots of people write better than



me. And clearly a lot of people dress better than me. Which can be important because blogs are often about the daily outfits of the person behind it. This is Kenza, she is the most popular blogger in Sweden.

And I thought if I did this, I would get tons of traffic. Obviously this is how blogs are done. It didn't quite work out. I had to change my approach a bit and go back to writing about more boring things like science and health and stuff. But still in a month suddenly there were 500 visitors a day on this website.

Pretty fantastic, I thought. Instead of talking to one person at a time you could talk to 500 people. A year later 5000 and pretty soon 50,000. And then I launched an English site me and my colleagues and I started working part-time and some other people could work part-time on this and then I had sort of a decision to make. Because I was working as a family doctor at the time seeing one person at the time, seeing some amazing miracles really what people achieved on low-carb.

But it was still one person at a time. If I really believed in this that it was possible to help 10 people in that time or 100 or in the future maybe thousands of people in that time, can you still do it done then? I decided eventually that I believe in this and I would have to quit as a doctor to devote all my resources to this, all my time. So I did that and I think it was the right choice. I haven't regretted it a single day actually, even though I... anyway.

So this English site now has a quarter of a million people visiting every day. It's pretty amazing. There is also available in Spanish now, if you know Spanish-speaking people who want to read about it. The number one low-carb and keto site in the world actually. We have tons of recipes for free, this is the most popular one on the website, the keto bread. It figures. Second most popular one is fathead pizza, if you're wondering.

So we have hundreds and hundreds of success stories, visual guides, written guides. If you are a doctor and you want to treat patients and you don't know everything you need to know, we have a guide for doctors to help their patients on low-carb and keto. All this is free and we also have a 16 part video series with Dr. David Unwin for doctors to learn how to do this in the right way, in a safe way.

We have like a folder you can give to your patients. These are free. You can pick up some in the back of the room or you can find them on our website to point them. We have meal plans, we have a shopping list. Pretty cool, you can decide how many people you're cooking for or you can like skip meals, change meals and the shopping list adapts... so it's a way of trying to make it simple.

A lot of video material, courses, movies, interviews, documentaries and so on. So how do we fund this? Because we didn't want to have any ads, we don't want to take money from any industry and we don't want to sell any products. So what we decided to do is we put everything that people need online for free, but then we have like a bonus level, with extra meal plans, extra video materials and so on and you could try that for free for a month and after that is like Spotify or Netflix or something. So a small monthly fee.

And people said, "Hey this is hardly going to work, because people don't pay for stuff online." But it turned out that they were wrong. A lot of people seem to be able to do that. And in 3.5 years we actually went up to 45,000 people supporting us. So I want to thank everybody in this room who have done that, because that's the only reason that we're able to be here today with our full team of 10 people, recording all these presentations, putting them online and so on. So thank you for that.

So 18,000 members last year turned into 45,000 now and a few people working full-time has turned into 20 people working... A few people working part-time has turned into 20 people working full-time and many freelancers. That's what we do. Use all of this to accelerate to try to make low-carb simpler. So we have this huge epidemic, right? Crazy disaster happening all around the world.

And we have all this resistance and paradigm shifts are so slow. But still it can be ended by an idea whose time has come. And these people fighting alone, if we can help support them in any way, I think that's a great thing. And all the people in this room and all the people fighting for this in other ways... I mean there are many organizations now, right? We can all work together. Virta Health doing amazing things, KetoConnect, Megha and Matt, I met them for the first time now. I mean just one of many really successful groups of bloggers.

And HEAL Clinics with Eric Westman Ruled.me, Diabetes.co.uk, Ditch The Carbs, KetoDietApp... Tons of these organizations and blogs, all working together I think we can make something amazing to happen. There's also this Public Health Collaboration in the UK, collaboration of doctors who want to spread awareness about this. And I think that's... ..also an important thing. So if we all work together to accelerate this thing and this is what could happen to hundreds of millions of people.

**Stephanie Dodier:** My energy increased, I was able to sleep.

**Stephen Bennett:** I got off the medications that I've been on for 20 plus years for high blood pressure.

**Antonio Martinez II:** 2014, beginning of 2015, I was off all my medications.

**Kristie Sullivan:** That hunger that I had for my entire life wasn't there.

**Larry Diamond:** Her energy level and much like mine, our mental well-being has improved as much as our physical health.

**Lynne Ivey:** I went from 374 pounds to 139 pounds.

**Tommy Runesson:** I lost 200 pounds in roughly 18 months.

**Karen Thomson:** The real freedom was the emotional freedom, you know, not having to crave and not having these blood sugar dips and spikes.

**Chris Hannaway:** I now take zero medication and I was on four different types of tablets maybe six tablets a day.

**Desi Miller:** I feel like workwise, I can be more focused on projects and get through projects better.

**Caroline Smale:** I feel absolutely free of IBS now, it's good.

**Paulo Hughes:** My life was transformed by it.

**Elena Gross:** I would have never believed that within my lifespan I would have my life back like this.

**Dr. Andreas Eenfeldt:** Together we can make this happen, make this simple for people all around the world. We want to do our part to support this. We want to work with the most talented and motivated and fantastic people in the world.

So maybe that's you or someone you know. If you check out our website at the bottom, there's a careers page. We have some positions we're looking for. Maybe you don't see something that suites you, but send an email to us anyway, maybe we don't know what we need.

If you have ideas, feel free to send them to me. So I really don't think this has to take decades. It can't. I think working together we can make it happen much faster. We can change the world much faster, so let's do that. Thank you.