

Bret & Kristie Facebook Live

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SPEAKERS

Kristie Sullivan, Bret Scher

00:00

Intros and hellos

Kristie Sullivan 01:43

We have the most awesome members, they are very attentive. They pay attention to what we say, especially what *you* say [Dr. Scher]. And some of them have already noticed a few differences on the website. And so that's one of the reasons why we wanted to talk today. We wanted to give the members like that a sneak peek, to be like first ones to know. They've noticed a few changes on the site. And do you want to talk about what those are?

Bret Scher 02:17

Yeah, you know, it's interestingWhat we've been doing at Diet Doctor, is that our goal is to help as many people as possible, radically transform their lives and improve their health. And we've focused on ketogenic diets, as well as moderate low carb and liberal low carb diets. So it's very easy low carb nutrition to help people transform their lives...

Kristie Sullivan 02:44

By the way, we've talked about that as a track. It's like a keto track or a very low carb track, a moderate, and then a liberal, low-carb track. So we've had those various tracks.

Bret Scher 02:57

Right, right. So right away, we're saying that there are three different options of [low-carb] nutrition, that can really help improve your health, with different people fitting better into those different categories based on a number of different factors. You know, your preferences, and then your background medical conditions, and your medical history and your experience, and all those different things.

But that's not all that exists, right? We have to acknowledge that there's more than just that approach which exists. So what we're starting to do now is to add some other opportunities, some other recipes and meal plans and information about what happens when you raise your proteins and lower the fat a little bit in that type of diet.

And it's not a major tectonic shift. It is not saying forget keto, forget low carb as it does not work. No, no, no, we're not saying that at all. We're just saying, we're providing other options. Because, you know, we've heard from a number of our members and a number of people that maybe keto is great for some

people in the beginning. But then they may be stalled out or don't see the progress they were once seeing.

Or maybe it doesn't even work for some people as well as it would be like right in the beginning. So it's good to have other options and to present other options. Because if we want to help everybody out there radically transform their health, you know, it's going to help to have other options.

We can't pretend there's one diet that works for everybody. So I guess that's sort of my explanation of laying the groundwork of what we're doing. It's not like we're saying, *Oh, we've changed our minds, here is the best way to do it. Everybody has to eat tons and tons of protein.*

We're not saying that now. What we're saying is: "This is a great example of something that works for a lot of people. And so we're going to explore the science, we're going to come out with a number of guides over the next you know, few months to six months, a number of guides, exploring the science about [protein], trying to summarize it and in ways that you can understand what you can do right now to change your life and improve your diet, improve your life and come up with more recipes and those things. So, it's providing one more opportunity for people to learn and to experiment and to improve their health.

Kristie Sullivan 05:08

You said a lot of things in there. So one of the things I heard you say right away — and if anybody knows this, it's those of us who have struggled with their weight and needed to lose a lot — "One size does not fit all." And so really what Diet Doctor is doing, it's not, like you said, it's not a huge shift, it is a subtle kind of expansion. It's that there are a lot of ways of doing things, right?

And when you say higher protein, and maybe lower fat, actually, I think what you're sayingthe whole idea of higher protein is people, a lot of people, are not getting adequate protein. And, you know, when you come on board with keto, you're told to count your carbs. They need to be this percent, or they need to be less than seven grams per meal, or seven to 10 grams per meal and 20 net grams per day.

And so we focus on carbohydrate. And I think sometimes what happens, you have seen people post on social media things like "oh, I had this broccoli cheddar soup." Well, they had a ton of fat. And they had some carbs but did they have protein? So more than subtle changes that we made, is to the protein guide. And the moderators are watching, so they're going to link to that guide for you guys watching this, if you have questions about the protein guide. So you have bumped up the protein recommendations, the medical team did. Tell me about that, Bret. Tell me what's changed with that protein guide?

Bret Scher 06:50

Let's just take a step back .Let's look at the term low-carb, high-fat. Well what's missing? The protein! We're not even talking about the protein. It is like we ignore it. And if you look at what the general population is eating for protein, it's like 13 14% of the calories from protein. And then to keto and low

carb population is going to be a little bit higher. But still, it can be like 18 – maybe 20% of your calories come from protein.

Now the question is, Is that enough? And the next question is – So what are your goals? So that's why there's really sort of a wide range of acceptable values for protein. But the key is the protein is the one macronutrient that we really need to make sure we get enough, because we have essential amino acids that we can't make, we have to get from eating it. And it's protein that goes to our muscles and protein that maintains our lean body mass.

In the science, the literature is pretty conclusive that protein is the most satiating of the foods, so it makes you feel the fullest and can dramatically help with weight loss when you compare higher protein to lower protein diets. So I think it's clear that as a population, we would benefit by eating more protein as a blanket statement.

So what is higher protein or more protein? Well, of course it depends on where you start. We used to say that getting 1.2 and 1.7 grams per kilo is our range. And that is a little hard for a lot of people to understand, if you want to do the calculations, that's the right calculation, although now we've increased that up to 1.2 to 2 grams per kilo.

But again, the question is, well, what does that mean? What does that look like on a plate or whatever a percentage of calories? So if you want to talk percentage, now we're talking like the 25 to 35% of your calories from protein is probably a great place for people to be. Or making sure for the 70 kilo male that you're getting 120+ grams of protein per day. For the 60 kilo female, you should be trying to get like 100 grams per day, those numbers are higher than what most people are getting.

And so we think we need to turn the emphasis instead of low carb, high fat to low-carb, higher protein. Yes, it's still reduce your carbs – we absolutely still agree with that, you know, we don't want to start eating 300 grams of carbs, like the standard American diet. But after you reduce your carbs, you prioritize your protein, you make sure you're getting protein, so it's not just reduce your carbs and add on the fat. And that's the only part of the equation because that's what the term low carb high fat seems to imply. When instead it's lower your carbs, prioritize your protein, make sure you're getting the appropriate amount of protein for you to maintain your lean body mass to increase satiety and to help with weight loss, and then the fat is the extra fat or calories, and we need that to enjoy our foods.

We're not talking about eating low fat cottage cheese, egg whites and dry chicken breasts. I'm sure pretty much everybody has tried that. It does not work, nobody's gonna enjoy that, nobody's gonna stick to that, everybody shudders when you think that. And that's where the fat comes in, right? Keep the chicken skin on, eat the ribeye, eat the full eggs, add fat to enjoy your meals but that's different than saying purposely go out of your way to get as much fat as possible, because that's a whole different shift. So hopefully that kind of addresses that.

Kristie Sullivan 10:21

Yeah. And I think you said something really important, I think, when you said the focus, we're keto focus on carbs and keeping them low. And then we said, "High fat! High fat! Low carb, high fat" and nobody ever talks about the protein.

I know that I have been one of those people, you can increase the fat and you can have great satiety and you can lose weight. But what's happening with muscle or is there muscle wasting that going on, like just because you're losing weight doesn't mean it's healthy. And I think one of things that Diet Doctor really wants to emphasize is *healthy weight loss*, healthy weight loss.

But I've been trying this new plan, to see how it works and to see how it works for me, and how we might be able to help other people do it. And I'm weighing and measuring — for a long time I have not done it. And that has been stressful for me. What I'm hoping is that after a week or two it's easier — I've now memorized that eggs have six grams protein — a large egg, I kind of memorize that. We human beings, we tend to eat a lot of the same things over and over again.

So visualizing what that looks like on my plate, because you know, we've been told to eat like a palm size of protein. And that's about three ounces, or 100 grams, or three and a half ounces, 100 grams. And we know that has, depending on the protein, it has roughly 20 grams of protein for that serving size, right? So if I'm trying to get, I think when I looked at the little calculator, I should have about 115 grams per day minimum. So if I'm going to do a meal, I need to have maybe a palm and a half.

Bret Scher 12:16

Yeah, yeah, I think that's right. That is a good reference. But the problem is, people are taught one palm, and that's inadequate for the majority of people. So yeah, I think you're absolutely right. And that is, we're going to come up with some graphics to help people. You know, the exact grams of protein is going to be different if it's chicken or fish, or if it's steak and what cut, you know, to some degree.

Now, one thing I definitely want to address is your comment about weighing foods and counting foods and, like another part of our mission is to just make this easy, we don't want you to have to weigh and count, because that's stressful. And that just kind of wears you down. So many people will just give up, myself included.

But here's the thing, I think it would be really helpful for a lot of people to weigh and count their protein, at least for a week or two weeks, knowing that it's a short-term deal, just to learn, right? Because how do you know how much protein you're actually eating if you're not quantifying it in some way? So, you can use the palm method, or you could get a food scale or do your best to approximate what it is and track it for one or two weeks. And I think people will learn so much.

And the majority of people that we work with, say, Wow, was it really eating that little bit of protein? I thought I was getting, you know, 80 grams and here I was getting 55 or 60 grams. And that's it. I mean, that's awesome. That's the biggest lesson many people are getting out of it. So this might be a deterrent for people who have done keto for years. And it's secondhand nature to them now and they know what to eat. They don't have to measure it. It's so easy. And now we're complicating it. We're sort of asking some people to complicate it when it was so easy when they started keto.

Kristie Sullivan 14:03

It's bait and switch -- you told me it was easy!

Bret Scher 14:06

Right? Right. But when you first started keto, it probably wasn't that easy either. Right? Like eating that much fat is a hurdle for a lot of people too and they have to sort of get used to that. And so now it's just *if* you are looking for something new, *if* you're not getting your health markers, *if* your weight isn't progressing the way you want to do, this is another option. It doesn't mean we're telling everybody to switch to this is better, and one is worse. No, no, no. This is for people who need another option. We're looking for something different for healthy weight loss and maintenance, then this is I think, a good switch. And in the beginning, it may require a little more work. But the idea is to provide you with the resources, to provide you with the knowledge so that once you get past that initial hurdle, it's as easy as anything and you don't have to worry about it anymore.

Kristie Sullivan 14:50

Oh, I want to mention this to another thing that we changed that people may or may not have noticed, we have bumped up the protein in some of our recipes. So really trying to get ready on the recipe team, because we are so awesome like that, we're trying to get ready to help people. So we've been bumping up the protein a bit and some and there is a high nutritional plan, as we call it high nutrition, I think we're going to change that, I think it's going to be like a higher protein or option, whatever. Because let's go back, we said, there's going to be like, there's already three tracks. There's like our keto, low carb, and our liberal low carb.

Kristie Sullivan 15:27

And so we're going to have like, the Keto A, which is a higher protein, and then moderate with a higher protein for those who want that option. And then the liberal low carb with the higher protein option. But until we develop all these recipes -- I mean I can just go to Diet Doctor, find the higher protein recipes, because eventually that resource will be there to make it even easier.

The other thing that I want to make note of is what we're doing is higher protein, but not necessarily low fat, I mean just by raising protein, you naturally lower the fat. So I was explaining this to my husband, because I was shopping and I actually did buy some low-fat 2% cottage cheese or something -- 4% milk, which is whole milk, but I ended up buying that and some Greek yogurt, because it has higher protein in it.

And so before we went shopping, I was like my husband's gonna wonder, who is this woman? So I'm telling him what I'm doing with higher protein. And he gave me this look like, okay, you told me eight years ago, I could eat all the bacon I want and now you're gonna take my bacon away? You know, that was the look that he gave me. I want to say we're not saying go low-fat, we don't want to go through the pendulum to get back where we really felt like we had to do away with all the fat and stuff. But we also are saying nobody's been talking about protein. And that can be a problem for some people.

Bret Scher 17:02

Yeah, that's a great point. I mean, anytime you use the phrase, lower fat, I think people just hear low fat, because we've been taught low fat, low fat, low fat for so long, and it hasn't worked for so many people.

So if somebody was eating, you know, 5% carbs, 20% protein, and 75% fat, and you're looking for a change, they've stalled their body composition isn't what they want, their health markers aren't what they want. And you change to a 5% carbs, 30% protein, 65% fat, that's higher protein, lower fat, but it's still 65% fat. I mean, there's no way that is low fat, there's still plenty of room for fat in meals. So that's one thing. You know, we're not saying get down to 20% fat by any means.

The other thing is, though, I think this is so interesting, like your example is perfect about buying low-fat plain Greek yogurt or a low-fat cottage cheese. And it seems like within the low carb community, the low fat products have really been sort of shunned and like they've been made evil. When really I think our message is that the high fat products are not evil, like the rest of the world says the high fat products are evil. And we're saying no, they certainly are not.

That doesn't necessarily mean the low fat products are evil because you can take those low fat products and combine them with other foods with natural fats to still have a, you know, a higher than average fat diet. But you're getting that extra protein you're using the low fat product to get that extra protein because I don't really think of it as no fat, I think of it as high protein.

You know, with Ted Nieman and his PE ratios, something similar you know, the maximum amount of protein for energy calories is great for those low fat products. But combine it with something else to make sure you're getting out of the fat and adequate energy rate you can burn the fat and eat for calories or you can burn your own fat stores. But if you lower the fat, you're eating too much, you're going to be hungry, you're going to feel weak and tired, you need to eat some of that fat you don't want 100% coming from your stores, you're going to burn some of that fat for calories, and some of your storage fats.

So you got to find that balance and I think for a lot of people if you talk percentages that will be around five or 10% carbs, you know 30 – 35% protein, 60 – 65% fat somewhere around that range, which by no means is a low fat diet but just maybe *lower* than some people are used to on a keto diet

Kristie Sullivan 19:25

I think you're absolutely right. And I think one of the reasons I bought the Greek yogurt or the lower fat was like 20 grams of protein. Like “Cha – Ching! This is amazing”. I have bacon with my cottage cheese. And the Greek yogurt with some fried eggs, that's amazing. And that is pretty great for savory things, you could use instead of sour cream.

What I used to be with keto, I would look for, I'd read the package and I wanted those fat grams to be higher than the protein grams. What I've been doing more recently is I want those fat grams to be just under the protein grams, so I'm able to have like fattier meat, when I have the lower – the 4% milkfat cottage cheese.

Oh I have to tell you! I cannot wait to share this. I hope Jill lets me share this recipe. I've been making this salad dressing with cottage cheese. So you put some cottage cheese, some lemon juice, you put some seasonings, some parsley and some other things. And you can use lemon juice, lime juice, orange juice, whichever. Blend it up. You've got that protein on your salad, right? You could add an egg, you could add bacon, you could add cheese, it's that lower fat high protein thing that lets you add in the higher fat foods that you still enjoy. So it's really flavorful, but you're getting the protein. It's like my new thing.

Bret Scher 20:46

Yeah, I think that's great. I mean, and we're gonna come up with so many new recipes with your help, of course. We're gonna come up with so many new recipes, and new tricks like that, for people to figure out how to add more protein into their diet.

Look, it can be hard for some people to sit down and eat a 12 ounce steak, you know, that's gonna be really hard for some people to do. So that's where you need other tricks to get your protein. Actually, we just released the High Protein Snack Guide, which I think is going to be really helpful. You know, rather than snacking on nuts and cheese, which I have to admit is my absolute favorite, I need to definitely rein that in, you know, snacking on lupini beans, or venison jerky, or, some combination of hard boiled eggs and other protein heavy foods are probably the better snacks than the higher fat snacks. So I think that's another transition and our guides and our information will probably help people along those ways too.

Kristie Sullivan 21:42

Yeah, I think what we're saying is like, hold tight, we're gonna have a lot more stuff. If you're questioning the science, I've seen a few questions. Although, I'm not seeing all the questions, it's kind of scrolling very fast. Because people are asking me about the protein per gram thing, I can't really see it very well. But anyway, we'll be back we think. And we expect we'll be back to answer questions for the really practical stuff. But, but hold tight, because we have more guides and more information coming out, you've got a couple podcasts coming up, that can be super helpful. Who are those with?

Bret Scher 22:19

Well, of course, there's gonna be a podcast with Ted Naiman, we're talking about the whole PE ratio, I'm really trying to dig into the specifics in the logistics of it. And then we're going to do this is a cool thing. We're doing a compilation podcast with Team Diet Doctor with a number of our medical team to talk about, you know, protein in general and the good and the bad that how you fit it in how to think about it, you know, that type of concept.

Now, Ted's not coming out right away, the way our podcasts work we usually record them and release them later on. So we've got at least two more podcasts coming out before those. So sit tight, those are coming, but they'll be down the road. And look, we're gonna start working on so many written guides, and visual guides, and food guides so that people can understand more about this. I think it'll be really helpful.

Kristie Sullivan 23:11

I really think I'm sure, like you said, is that team approach of Diet Doctor because, you know, you guys on the medical team, y'all can read like all that stuff that you know. That's important.

But the people like me, who's like, Okay, what does this mean, in practical terms? I'm a mom who's doing the shopping and doing the cooking, like, what does this mean? I really hope we address this before talking about, which was a very good thing.

But when I go into the kitchen, and I gotta get that meal out, I've got this whole history like, all this baggage behind me. And I am 14 years old, and my mom is taking Weight Watchers. And the message I'm hearing is, "well you're not good enough. Like you're okay. But you got to lose this weight. Like Baby, you got to do whatever you got to do. You gotta do *anything* to lose this weight, so you can be good enough."

And so I go back into the kitchen and honestly, you know, my daughter's away at school. I'm really glad she's not here to see me weigh and measure stuff. Because, you know, how healthy is that for her to see? I mean, not that she doesn't understand the struggle. But she's a teen and there is disordered eating.

So I think there may be some people who have this past of disordered eating, who might struggle because it feels like a diet. And you I told you in that first week I was hungry, and I was hungry in a different kind of way. And one of the things I loved about keto was I was never hungry. Like starting with keto. It was easy. It was brilliant because I was never hungry. I only counted carbs. It was wonderful. It's easy, simple.

But with this, I'm having to think about the carbs and the protein and the fat and it's just been a little more work. And so that's what we're hoping to do is make it less work for people. Maybe a little bit easier. And then the hunger. I mean, I've already hit you with a gazillion questions about hunger.

Bret Scher 25:05

Yeah

Kristie Sullivan 25:06

Dang it, I don't want to be hungry, I can be hungry, doing any diet. So there are just so many pieces of this that I think for some people, there's a psychological bit of struggle too.

Bret Scher 25:19

Absolutely. I think you're absolutely right. Anything that feels like a diet feels like a sacrifice and brings back some of those old memories and negative memories is not going to be helpful, and probably not going to work long term.

So there's definitely a balance there, we have to find that balance. And that's what we hope, our recipes and our meal plans, and even our personalized meal planner to like all those things are meant to sort of take that out of the equation and do the work for you.

Not everybody is going to want to use those all the time. So it may take a little more work. But again, once you get up to speed, it's going to be as easy as doing keto. And look, hunger is still probably the most important concept here because it doesn't matter how healthy a diet is, if you're hungry and always thinking about food, it's not going to work well. But that's where 1. introducing more high protein snacks can be helpful. And 2. is that's why we're not saying low fat.

That's why we're not saying crank the fat below the 20-30% because we absolutely will be hungry. So we're still saying eat the fatty cuts of meat, eat the whole egg, leave the skin on the chicken, you know, make sure you have a sauce and a dressing that you like. But at the same time though, we're saying Okay, hold on, maybe some people have gone too far in the fat direction and are eating unlimited amounts of cheese and nuts. And having your butter coffee or your cream in your coffee or making every dish with tons of cream.

We don't necessarily have to go that far in the fat side, you can dial fat back, still get plenty of energy from fat, still get your satiating food from the protein and fiber filled veggies as long as you're not a carnivore, of course, and you can still get you know plenty of foods to help reduce your hunger.

But there's going to be a transition period as with any transition diet, right, the first week or two weeks, there's going to be some exploration that you have to do. And that's where experiences like yours are, are so helpful, you know, for you trying this, that you're hungrier, knowing the little tricks you had to do to make it work for you. But then also following your progress. Right. Like how have you done since you've made the change?

Kristie Sullivan 27:31

Yeah, over five pounds down, which is exciting, like, okay,

Bret Scher:27:35

That's pretty good.

Kristie Sullivan 27:37

So we will be getting together tips and we'll be sharing those I think as we go on, but there's some things that I did when I started keto that will help, things like getting your 10 to 18 go-to-meals and trying to add two new recipes a week. I committed to that when I started keto.

And so they're not necessarily new recipes, but thinking about tweaking even the old recipes two a week over a month, a lot of new options. So I'll be sharing things like that. But I do want to go back to one of the first things I said to you, when you and I started chatting about this, and it was "Wait a minute, are you telling me keto is wrong?". And I want to make really sure we get that message out. Do you remember what you said to me when I said is keto wrong?

Bret Scher 28:19

No? I said no, I don't remember what I said. But I'm sure I said no, this isn't about right or wrong. It's about going to different options. And my dog agrees. I don't know if you can hear him in the background. He totally agrees that it's not about right or wrong. You know, it's not about right or wrong.

And that's and that's a very important thing. I don't want anybody to say like, wait, I'm only getting you know, 20% protein, am I doing this wrong. Look if you have lost weight, and if you've maintained your muscle mass, and you have improved your metabolic health, lowered your blood pressure and your blood sugar, there's no judgement, that's double thumbs up. Whatever you're doing.

And like you said before, it's about healthy weight loss. So what if someone isn't hitting those markers? Is it progressing the way they want? This is another option, not right or wrong. But another option is something to explore. You know, it's nice to make it easy and say, here's the one diet everybody needs to eat and you're going to be great, see you later. Sure that would be wonderful.

But that's actually the thinking that got us into this problem in the first place. The teaching that the low fat diet was the one diet. And that doesn't exist. So it does take a little bit of experimenting to find out what works best for you. And it may not be what works best for your neighbor. It may not be what works best for your best friend. But that's what we're doing providing other options for you to explore to see if it works for you.

Kristie Sullivan 29:32

Right, and there's no hierarchy here. There's no superior kind of thing. It's just let's see what works. And I think sometimes I've seen with a lot of people, I've been doing keto for eight years. It started in June 2013 and almost eight years, I guess, technically. But I've seen a lot of people who had just amazing success, you know, I lost over 100 pounds and kept it off and then my weight started creeping up doing the exact same thing I had been doing.

And then when you get to that point where you're like what is wrong with me? Like am I so broken? That like, my body wants to be fat. Because you're doing the same thing and you worry, you're like, are people looking at me like, is she hiding in the closet eating oreos, when you know you're not doing anything wrong, you're eating the things that got you where you wanted to be to begin with.

So I think this would be fun to explore. But I do wonder if over time your body does change. And you do need to play with that and lower fat a bit, maybe. And again, I wasn't getting enough protein for sure. But raise that protein. And because I'm seeing people, other people be successful with this.

And I'm not the only one. trying it. There's a whole like, you know, slew of us, the other moderators, Kristen, and Krystal, and Debbie, I'm outing them all. We're all trying a little higher protein, and we've been a support group for each other. We've been really cheering each other on and sharing what we're eating. And because it is a switch from what we've been doing.

But yeah, I just wanted to make that clear. This is an option, but there are so many of them and it's equal, and there's not a hierarchy. And when I said to you was, can you come up with a sorting hat?

Bret Scher
Gryffindor!

Kristie Sullivan 31:13

Yeah. So yeah, that's what we're counting on is the medical team is going to come up with a magic sorting hat to go on Diet Doctor and put in their metrics, and you can tell them where they belong.

Bret Scher 31:32

Well, we're not far behind that. I mean, we've got a personalized meal planner, where you answer 10 questions, and then it comes up with a meal plan that's more geared for you specifically from those questions. And then down the road, we'll be developing as a way to sort of iterate upon that and change that based on your progress. So it's a bit of a sorting hat. I love that analogy.

But you know, for now, it'll be getting you started on your path and to see how you do and then you can change things as you go and experiment in different ways. But I think this is an experiment that a lot of people are going to see benefits from, especially as we talked about healthy weight loss, maintaining the lean body mass in the muscle mass and losing the fat mass, and improving metabolic health.

Kristie Sullivan 32:15

Yeah, that's absolutely true. Anyway, so yeah, so I think we've covered I think, covered our list. I think we did a good job, do you think we'll get a raise? [hahaha]

Bret Scher 32:24

[hahaha] No, but I think that I might ask us back.

Kristie Sullivan 32:26

I am excited to be a part of this. I really am. And I'm hopeful. We're going to keep everybody up to date. As we move through this kind of thing. Britta and Christina Parker and Crystal and Debbie and all the other wonderful moderators, Carrie, and Kirk, they're going to keep people aware, they're going to keep posting resources as the resources come out.

So keep an eye out if you're on the Facebook group, and on the Diet Doctor Facebook page, and Instagram and twitter or whatever other media you follow, because we'll definitely be getting the word out about the newsletters, follow the newsletter, so you'll get more information. And probably, I don't know, I'm gonna guess maybe by the end of summer, we'll have really good resources ready to go for people? Maybe?

Bret Scher 33:06

Oh, for sure. For sure. I'd say before then. But that's a very safe bet .

Kristie Sullivan 33:08

I don't want to be too pushy. But we'll roll things out as we go.

Bret Scher 33:13

Yes, we go. Yeah. Absolutely.

Kristie Sullivan 33:16

Thank you so much. I hope this has been helpful for folks. Oh, and you guys, if you have questions, put the questions out, the moderators are following the questions. And they will continue to do so if you didn't join us live, if you're watching this some other time. Put your questions in there because folks will be following the thread to make sure they try to get your questions answered. And hey, we'll be collecting those because I know you're doing all kinds of FAQs, and things like that. And so your question is probably a question somebody else asked, and it may help we put in your question may help other folks. So don't forget that too. Thanks, everybody who joined us and taking the time.