



Trim Healthy Podcast with Serene & Pearl
Talking To The Experts ~ Bonus Series ~ Episode 3
"The Father of Peptides" ~ Jay Campbell Interview

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Introducing Jay Campbell

Jay Campbell is a five-time international best-selling author, men's physique champion, and founder of the Jay Campbell Brand and Podcast. Recognized as one of the world's leading experts on hormonal optimization and therapeutic peptides. Jay has dedicated his life to teaching men and women how to fully optimize their health while also instilling the importance of raising their consciousness. Jay is the author of "30 DAYS 2 SHREDZ", "A scientific dissertation on how to use the latest and greatest peptides to dramatically reduce body fat in the context of health and longevity in the shortest time possible. He is also the author of The Testosterone Optimization Therapy Bible and many other books.

Jay has been successfully using therapeutic testosterone for more than two decades (since the age of 29) and therapeutic peptides since 2004. One of Jay's primary passions is teaching men and women how to transform their lives by using therapeutic testosterone and peptides in the context of long-term health and happiness.

Quotables

- "If God didn't make it, you shouldn't eat it." - **Jay Campbell**

Jay Campbell- "At 29, I was playing in a competitive men's basketball league in Los Angeles, and I got kicked in the testicles... which kickstarted my whole journey! I checked myself out of the game, and a few weeks later I was feeling very run down. My body felt destroyed.

This was in 1999, I was 30 years of age. I was referred to an endocrinologist who took my blood levels and told me that I had the lab values of a hypogonadal man, an older, geriatric man in his 80s or 90s! So, he put me on a course of therapeutic testosterone... and after 8 weeks I felt *amazing*. He was going to take me off it, but I was unwilling to do that. I said, "I'm never going off this. This is the most profound thing I have ever experienced." ... he said, 'Okay, we'll go through these protocols but you'll be on this for the rest of your life.'

So, I became a very studious person in understanding hormone optimization. Over the next 10 years, people would ask me, 'How do you look the way you look?' because I took really good care of myself (and still do) ... and I would tell them 'I'm using therapeutic testosterone.' There were only two responses I would get... some people thought that meant I was using steroids and that it was weird and gross, and then other people would say, 'Tell me more!' It was that interested group that finally got me to write my first book. I don't have a medical background, so I was a little

reluctant to write a book on hormones. I asked the gentleman who had written the only book that had been published at that time called *Testosterone: A Man's Guide*, Nelson Verel. And when Nelson read my manuscript, he told me— 'You have to get this message out!' And he was insistent on helping me get that first book published.

The rest is history. So, standing on the shoulders of giants I was able to start this journey I have been on! I've written seven other books... and worked with physicians, researchers, and scientists along the way. *Health optimization is the key to everything that I've been working on.*

Health Hacks Q&A with Jay and Pearl & Serene!

“When do you see men start to decline in their testosterone levels?” – Pearl

- **Jay-** It's happening earlier and earlier. Now, men are beginning to decline in testosterone in their 20s! Why is this happening? The answer is that *it's environmentally friendly*. We are contaminated by phytoestrogens, BPA, particulates, plastics, endocrine-disrupting chemicals, etc. (To dig deep you can research testosterone resistance syndrome). All the major population centers are being decimated by contaminants. Blue light is affecting everyone. Not only do we need to explore hormone replacement, and eating with discretion, but we also must have technologies that disable the dirty frequencies in our homes. This affects everyone. No one lives on an island. Birth control in the water supply has decimated the endocrine system. Male fish turn to female fish within a year due to the contamination in the water systems... you can look at the way people are affected by these same dynamics. It has a huge impact on testosterone levels for men, and fertility is disrupted in marked ways.

Serene- The water supply is diluted... think about the synthetic progestins in their undiluted form in birth control... they are devastating.

“In your latest book, ‘30 Days 2 Shredz’ you talk about ‘precision medicine.’ Many of us are loath to use medications because of our crunchy orientation. You said, ‘An emerging approach for disease treatment and prevention that takes into account individual variability and genes, environment and lifestyle for each person.’ We’re going to talk about peptides today (the health and medicine of the future). But what is the difference between what you call ‘precision medicine’ and just medicine that is caused by inadequate diet and lifestyle? What are you talking about here?” – Pearl

- **Jay-** ‘Sick care medicine’ or ‘illness medicine’ is what people have that use insurance benefits for their average garden variety illnesses. The Boomer generation loves ‘the lab coat god’ or their doctor. He’s the center of their universe! They drop everything when they hear something from their doctor.” But, to answer your question, ‘sick care medicine’ or ‘illness medicine’ is a band-aiding for their symptoms... whereas ‘precision medicine’ or *optimized healthcare* is looking to treat the root cause... using fundamentally regenerative approaches such as peptides, bioregulators, and hormonal optimization to treat the root cause. It’s a band-aid versus treating the root cause. Peptides are the ‘tip of the spear’ medications.

“Can we talk about the peptides that everyone is hearing about, such as GLP-1 (Semaglutide and Tirzepatide)? Can you help decimate the myths out there?” –Serene

- **Jay-** “The truth about GLP-1 is that they are all amazing peptides but they need to be used correctly. I’m not a champion of conventional medicine, but most doctors who understand how to use them get tremendous results. They are the most profound medications ever created in the history of medicine. The fast-food CEOs are in a panic. People’s minds are being rewired toward food.
- **Jay-** And to get back to the original question, *doing this correctly*, 90% of physicians DO NOT give their patients correct instructions. The statistic in the USA is that 72% of all men and women over the age of 40 are obese (25-40% body fat). The bottom line is that we have a massive problem with obesity in America... but when doctors prescribe GLP-1s, they don’t say anything about increasing protein or doing resistance training... nothing about cardio is brought into the equation. Now, compound that issue with the fact that GLP-1s work very effectively. And then the weight comes off, they go off the medication, and it comes right back –sometimes worse–because they didn’t do the protocols of increased protein, resistance training, etc. Then high doses are also part of the problem... and of course, that’s detrimental. So, I agree with you all that **LOW doses and SLOW weight loss are the way to do it**. If you approach it this way, it’s sustainable. Otherwise, oftentimes, peoples’ metabolisms go wonky... and they experience massive rebound weight gain. But if you do it in a commonsense way, you won’t hurt yourself.

In your latest book, you say you can get antibody resistance to peptides, and you cycle the peptides (8-10 weeks on, 8-10 weeks off). Would you apply that to GLP-1 or just BPC-157? – Serene

- **Jay-** GLP-1s are not going to cause antibody build-up like a GH agonist peptide would... so it’s dissimilar. But the thought process is right. Because you don’t want to take them on an escalating or a higher titrating dose over time. But an obese person is going to have to use them for longer. The dose will also be partially contingent on someone’s insulin resistance. I would personally recommend that someone who is obese shouldn’t go above 7 mg (for Tirzepatide) – and they shouldn’t do that until after going on the low dose for a minimum of 3 months.

What are peptides anyway? And are peptides ‘precision medicine’ for the future? – Pearl

- **Jay-** *Peptide medicine is the future*. Peptides are biomolecules and fractionated proteins. Most of them are made organically by human tissue. Depending on certain variables, generally, our body’s peptide production decreases. There are SO MANY different peptides. Certain peptides slowly age. And there are so many classifications of these. There is almost nothing more natural than peptides but because peptides are often injected, it can scare people off.
- **Jay-** But while we’re on the topic – let’s talk about bioregulators; most of them are oral capsules. BPC-157 is incredible for gut health when you take it orally... imagine having

an oral capsule that is tissue-specific, targets organ systems, and has no side effects... that's what bioregulators are. I take bioregulators for the prostate, and it has helped me sleep through the night.

“What do you think about testosterone blockers? They take testosterone away from men.” –Pearl and Serene

- **Jay-** It's a treatment called Lupron (or leuporelin) ... and if you undergo that treatment, it's worse than death. It's a breakdown in modern, conventional medicine. It's a testosterone *deficit*, (not a surplus) that causes prostate cancer. They used to think that testosterone caused cancer, but it's the other way around.

“Can you speak to estrogen, and the fear around it that it causes cancer?” - Serene

- **Jay-** “We know for a fact that estrogen imbues protection to all biological system functioning. Whether you are male or female, estrogen does this ... and estrogen inhibitors like anastrozole (brand name: *Arimidex*) cause more harm than good, because when you inhibit estrogen, you also inhibit all the good things that testosterone exhibits through the aromatase enzyme which creates estrogen (which is originally estradiol).
- **Jay-** There isn't a single research study on humans that shows that inhibiting estrogen is helpful. There are, however, THOUSANDS of studies that demonstrate that if you block estrogen on a tissue level there are significant side effects. Bodybuilders, for instance, fall dead from heart attacks because they're blocking estrogen, causing micro fissures in the vascular network. High levels of estrogen are rarely concerning– even men can have higher levels and it's not associated with problems. Estrogen is your ally. It protects.

“We want to bring our women along on the journey. We are a crunchy tribe. We want to be as natural as possible (ancient wisdom), but we also want to encourage our tribe to embrace cutting-edge science. But the issue is we're not living in an “all-natural” age. We're bombarded with toxins. We must do something to thrive. We can embrace BHRT, or we are forced to embrace synthetics from Big Pharma. Will you embrace estrogen? Or do you want depression meds? What will you choose? Can you speak to that?” – Serene

- **Jay-** “I agree 100% ... you either pick the allopathic (conventional) band-aid sick care or you choose things that naturally go to the root issues (functional and/or hormone/peptide therapy options). The truth is that if you can't *afford* to spend preemptively on your healthcare, then your priorities are backward. You'll spend more on the back end! Many people end up facing medical bankruptcy because they decided not to invest in their healthy living.

“Many people who follow our health plan due to insulin resistance are prescribed metformin and they feel shameful for taking it. Could you give us your perspective on metformin?” –Serene

- **Jay-** “If someone put a gun to my head and asked me, ‘What is one thing that a human can do to live longer and stronger, I would tell you it’s metformin.’ We have an article you can read on it ([click here to read](#)). You can get a deep dive into the information in that article. The number one reason is that it up-regulates *Akkermansia muciniphila*. Medical-grade red light combined with metformin will make you immune from dysbiosis.
- **Jay-** Regarding the red light, you can [read our article here](#). I use Trifecta – it is fairly expensive ([read about it here](#)). But it’s great for several things including fat loss. You can see someone suffering from autoimmune diseases that are healed after a month. Red light is truly a miracle.

“I am going to quote you about getting attached to a certain type of diet, ‘No better example comes to mind than the *ketogenic diet*. If you’re wondering how I can make such a bold proclamation. I’ll share some industry inside information. I was one of the main crash test dummy diets in my 20s for Lyle McDonald’s ketogenic dieting book released in 1998... the first one in the world. I was on the diet for 3 years and it took 6 months to heal my metabolism.” You said that you had trouble whenever you ate carbs. For it to take such an effect on a young man in his 20s, I must ask, ‘What does this diet do to more sensitive women?’” –Pearl

- **Jay-** “Taking carbs away is bad. The average person in the health industry doesn’t understand how our bodies produce energy. When your body is depleted of glycogen, you must fill that need with carbohydrates. And whether it’s carnivore or keto, going without carbs causes all kinds of insulin and metabolic problems. You are retarding your insulin and metabolism. Your body needs a combination of protein, fats, and carbs. People need to understand what metabolic flexibility is... you eat relative to your energetic demand.
- **Jay-** Speaking to fasting specifically, women are not biologically geared for fasting. You’re the nurturers, and you take care of the children who eat every 2 to 3 hours. The hormonal issues are also big with peri and post-menopause.
- **Jay-** “No diet will be successful long term if it deprives you of specific fuel sources. As a dynamic self-regulating organism, your body, will crave homeostasis and seek balance over time.”

“We should be celebrating carbs if we’re burning lots of energy, correct? I lift four times weekly and I’m constantly running around. I’ll just tank if I decrease my healthy carb intake.” -Serene

- **Jay-** YES. Just make sure it’s the right carbs. And another note, eat with the circadian rhythms– it’s so natural to do that! Eat when the sun comes up... It will do wonders with your metabolism and insulin. Nobody should be stuffing themselves with food before sleep.

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