Corey Andrew Powell:

Hello everyone, and welcome to another episode of Motivational Mondays, the podcast presented by the National Society of Leadership and Success, where we're now impacting over 2 million members strong. I'm your host Corey Andrew Powell, and today we have an incredibly insightful guest joining us, Mr. Rich Holman. Rich's career spans across several industries, including real estate, investment, banking, publishing, and of course, he's best known for his transformative personal journey and his dedication to exposing the dangers of sugar in his book, killing You Softly, Rich shines a light on sugar as one of the world's biggest health threats and how it's widespread consumption is at the heart of so many chronic diseases. So let's get the conversation started. Rich, welcome to Motivational Mondays.

Rich Holman:

Thank you so much, Corey. It's great to be here. And, um, I'm sitting here in Medellín Columbia, been here 18 years and another beautiful springtime day. Just thank you for letting me reach out to your listeners.

Corey Andrew Powell:

Oh, it's my pleasure. And you are exemplary. You're living the life. You know, I, I wanna just make sure everyone knows you are a healthy, vibrant, active 80-year-old who is like, living like your best life right now. And so it's inspirational for any of us who hope to have that same longevity. So we'll begin talking about your personal, uh, story, and it's remarkable, but can you take us back to the time when you were actually battling, um, like a, a metabolic syndrome, you know, and, and your health was not really where you wanted it to be?

Rich Holman:

Yes. Uh, I found out about eight years ago that I was dying. I was diagnosed with full blown metabolic syndrome, and I had very high blood pressure. One sixty over a hundred. I had aches and pains, fatigue, low energy, uh, and, and my feet were swollen. Uh, in fact, in my book, I, I only have two pictures in my book, lemme show you this, but that right there was, was my feet for two or three years swollen about the size of elephant feet.

Corey Andrew Powell:

Hmm.

Rich Holman:

And then later I found out by an accident eight years ago, sugar might be the problem. I quit sugar and processed foods, and seven days later, that's my feed.

Corey Andrew Powell:

Mm-hmm.

Rich Holman:

They went normal in seven days, and by day 21, no sugar, no processed foods, no booze. I dropped 22 pounds, blood pressure went normal, everything went normal. And I went to my doctor, I said, look, what's going on here? Because they'd have me on pills. Doctors are trained to give you pills.

Corey Andrew Powell:

Mm.

Rich Holman:

They gave me diuretics, blood pressure meds, statins, all the regular stuff. And I was like, what the heck just happened? All I did was quit Sugar <laugh> and nobody told me. So that started me, my journey for the next eight years, uh, all these books behind me, about 35 of 'em, I've read all those hundreds and hundreds of articles, uh, podcasts, a hundred, 200 hours of everything.

Rich Holman:

And I finally figured out what's going on and published my book. And it, it's just, it, it, it's, it's amazing how we've been lied to by the establishment, by the people who make money. And I've come not to really trust our government anymore for anything they say, uh, because it's always, the money's always behind it. Whether it's getting us into wars, screwing up our food, treating us the wrong way, not helping us for, for preventative medicine. Uh, it, it's, it's, it's unbelievable what my eight years has, you know, what I've discovered.

Corey Andrew Powell:

Mm-hmm.

Rich Holman:

At age 80, I'm on no prescribed medication. I'm very, very healthy, uh, work out four or five days a week, I run, I do Pilates, I do, you know, just everything. And most people when they're my age, are sick. They're with doctors, they're with hospitals, but they're eating crap. So that's basically how I, I got from A to B. Uh, I still have my real estate company here, but my passion is to try to tell people and get 'em understand the truth about sugar and processed foods.

Corey Andrew Powell:

Hmm. Well, that's wonderful advice because I know that so many people really have not taken the time really to look at ingredients when it comes to like the prepared and, and processed foods. And anybody that wants to really know what Rich is talking about, just go to your grocery store, I would say, and read the back of labels, which is what I began to do years ago. And it's kind of terrifying. You know, you pick up something that looks like a simple can of, I don't know, maybe spinach, I don't know. But you turn it over and it's like, got these chemical names and zos, phosphorus, ophs. I'm like, what, what plant did that come from? Well, it didn't <laugh> in most cases. So when it comes to that, do you think it's more about the advocacy of people just knowing how to read labels might be a, a benefit to the consumers?

Rich Holman:

Well, anything that has a label on it should immediately be suspect. They don't put labels on fruits and vegetables and grass fed beef and chicken and eggs and butter and nuts. You know, they don't have, there's no labels there. Uh, so if it's got a label, you should be a suspect. And 80% of the food in your supermarkets in the United States are processed foods. They got labels on it. And the industry purposely wants to keep you confused. There's 50 different names for sugar. How are you supposed to know all the different names for sugar?

Corey Andrew Powell:

Hmm.

Rich Holman:

And other, other things, other chemicals, other things that they put in the food. And it, it's just, it's unbelievable how bad it is and how sick we're getting. But, but I like, if I, if you don't mind, I like to go back because most people don't have a clue about the history of sugar.

Corey Andrew Powell:

Hmm.

Rich Holman:

So it'd be okay, I like to just spend a minute.

Corey Andrew Powell:

Yeah, please sure.

Rich Holman:

To see what happens. Is that okay?

Corey Andrew Powell:

Yes sir. Absolutely. Um,

Rich Holman:

You can research this, but 200,000 years ago, we had what's called homeo sapiens. It was the involvement of mankind. And for, for 199,500 years, human homosapiens weren't eating sugar. You know, a little fruit occasion, maybe a little bit of honey, but there was no sugar. And when they started finding a way to process it in the medieval times, it was very expensive. They did it over in India, they shipped it to Europe. It cost more than caviar. And the only people could afford eat sugar were the kings, the bishops, the dukes, the popes, you know, and you could see pictures, might you remember your history books that are big old fat faces. They had gout. They had no idea, but they were the only, only ones could afford to get sick from sugar <laugh>.

Corey Andrew Powell:

Hmm.

Rich Holman:

But you have to go, go a little bit more forward to 150 years ago, the industrial revolution started, and they started a way to process sugar, but it didn't really go mainstream yet. It didn't really get into all the people's food because you had World War I, world War ii, you probably remember the term sugar rationing. So sugar didn't really come out until about after the Second World War. And it really came out, they started to put that into processed food and TV dinners and fast foods. That's when all the fast food companies started. Uh, I was born in 44, so it was about when I was growing up, I'm part of the first generation of sugar addicts in the United States.

Corey Andrew Powell:

Hmm.

Rich Holman:

We're now moving into the fourth generation. We're third right now, but moving into the fourth. So it started to get into our food supply. And sugar is a perfect drug because it tastes good. It, it adds bulk to food. You can cook it, it preserves it, and it's more addictive than cocaine.

Corey Andrew Powell:

Mm-hmm.

Rich Holman:

And it's just, people don't know it. And I don't think the industry really thought back in 1950, they were poisoning people. I think they just, all this works. People are buying more, more and more in the food. But it just kept growing and growing and growing. And couple, one other thing that happened along the way that sort of makes this thing even worse is in the early 19 hundreds, the richest man in the world, the richest man in history, found a way to incorporate pharmaceuticals and, and pro, uh, and oil. That was John d Rockefeller. When the antitrust department was breaking up his empire, he found a way to apply pharmaceuticals and oil. And he came up with what's called allopathic medicine. This is the medicine being used by Western, by the doctors today. It's basically, they're taught to give you pills and surges for whatever's bothering you. And what Rockefeller did, he had a guy named Abraham Flexer. And all, by the way, all this information's on Google Flexer came in from Germany, did this big report, and they poo-pooed holistic medicine, preventive medicine, you know, uh, eastern medicine, and said, you gotta give out pills, you gotta, you know, so when you go to a doctor, I'll bet, I'll bet you this right Now, the last thing been the doctor, the first question the doctor should ask is what it should be. What did you eat for lunch? What'd you eat for dinner? What's in your kitchen? No, because that's preventative.

Corey Andrew Powell:

Hmm.

Rich Holman:

Food is, is medicine. If you're eating poison like sugar and processed foods, you're gonna be sick. But the doctors aren't trained that way. They're trained specifically to make money, giving up pills and treating the symptoms of sugar addiction, not the cause. So then we move in to the, uh, seventies, eighties and nineties. Well, another bad thing happened to us along the sugar journey. Big tobacco was under attack. Now I remember when I was like eight years old, seven years old, black and white tv, there's no color. TVs gun smoke was on <laugh>. There was an advertisement. The doctor comes out, more doctors per camels. You got a stethoscope. You know how it's like, oh yeah. Oh man. So I couldn't wait to smoke my, my Joe Camel fake cigarette

Corey Andrew Powell:

<laugh>.

Rich Holman:

In the eighties when they started breaking up tobaccos and suing 'em, they just said, where are we gonna make money? And in the eighties and nineties, they did the biggest leverage buyout. RJR and Nabisco tobacco companies actually bought three processed food companies. So they moved from Joe Camel addicting kids to Tony the Tiger. So they took all their marketing principles and all their frank science all and to make more money with processed foods. And it all starts with our government. Uh, the USDA is the one that sets the dietary guidelines for the United States. USDA is the one that came up with a food pyramid. Food pyramid said, eat all the grain cereals, white stuff down here, but don't eat meat, meat, butter and eggs. Well, meat, butter and eggs, you can eat the crap in the bottom is what's killing you. But 80% of the members of the guideline committee for the USDA are on the payroll of big pharma, big food, and big health. So we got bad advice about the food pyramid. And then you look at the USDA subsidies, they subsidize farmers to grow certain things. 82% of the subsidies are to grow corn, wheat, soya, sugar, and rice. These are the ingredients that big food buys cheaply strips out the nutrients and puts it in the processed food.

Corey Andrew Powell:

Mm-hmm <affirmative>. That's fillers.

Rich Holman:

And sugar and processed food is not food. So it starts there. And then they deliver all these sick people into the, into the system of big pharma and, and a big health. And last year that was $4.3 trillion just for healthcare alone.

Corey Andrew Powell:

I do wonder though, when it comes to the idea people have about moderation, for example, are you saying it should be completely cut out, completely cut out? Or is it a matter of moderation? And what does moderation even look like in that regard?

Rich Holman:

Well, that's, that's a great, great question. And I, when I talk to you about, you know, quitting sugar, they look at me, oh, well maybe I'll just sort of cut back. Well, it's the same thing you say to a cocaine addict, Hey, maybe you should cut your cocaine back, maybe cut your fentanyl bat.

Corey Andrew Powell:

Yeah.

Rich Holman:

Maybe cut your hair. I mean sugar. And it's proven in my book, it's proven in all these books here. Sugar is poisoned your body. And, and let me just, I won't, I won't get too heavy into science, but sugar, whatever of those 50 types of different names of sugar, it's, it's really comprised basically of su of glucose and fructose. Two things. One of those two things is a poison. When you have poison in your body, it goes to your liver. The liver has to metabolize it. So the fructose goes to the liver, the glucose, excess glucose has a whole nother series of problems.

Rich Holman:

But the fructose does a lot of bad stuff. And just the simplest things that, that these things do to your body is, you know, they, they, they trigger insulin response. They, they lower your, your, your leptin, which is, is a hormone that tells you you're full. They also decrease your energy, which then the signal to eat more. So you're getting all these signals, you're getting fat or you're getting hungry, eating more. And meanwhile, it doesn't protect your liver. It doesn't feed your gut biome or a trillion bacteria live. And it doesn't support your brain.

Corey Andrew Powell:

Hmm.

Rich Holman:

So this is what's going on with our, with our bodies, while we have all these chronic diseases. And the one thing you don't hear much about is your trillion bacteria in your gut, in your stomach. If you don't feed those guys, they get hungry, they're gonna eat something. What they're gonna eat is the interior of your muscially, and then your interior wall. Then you have leaky gut and the stuff goes into your system and you have compromis immune system as well as all the problems of the brain. And it's, it's just, it's all connected. And it's just so simple because if you just eat real food, exercise, and sleep, you can be in your eighties like me, and just be having a great life and be in good health.

Corey Andrew Powell:

Mm-hmm.

Rich Holman:

It's, it's that basic, but people just don't get it. We've been so brainwashed and lied to and, and, and now you got sugar, which is more d than cocaine. So you eat in moderation. I don't have any sugar in my house. I go out to a restaurant and it may seep into a sauce, but at least in a very small amount, it, it is not gonna hurt me.

Corey Andrew Powell:

Mm-hmm <affirmative>.

Rich Holman:

But I don't eat it on purpose.

Corey Andrew Powell:

Yeah, yeah. You avoid it.

Rich Holman:

But it, it's just, it, I just feel so sad for people that they don't get it. They don't understand it. They're just getting sicker. It's sicker.

Corey Andrew Powell:

You know, it's interesting you mentioned the sauce, because I just saw a graphic online and yeah, I mean, you have to be always careful about this, but I can, I feel this was pretty accurate. It had like six of the leading spaghetti sauces on the public market, and it had a graph that showed how much sugar, it was like an out H jar. All of them is the same amount. And it showed how much sugar was in each. And I mean, there was literally almost like two cups of sugar in one of them. And it was supposed to be a pasta sauce, a spaghetti sauce. And the most expensive one had a very tiny amount, which is why it's probably the most expensive, because they probably, they have more integrity when they make it, it, which might be a lot more expensive than just throwing a bunch of sugar in it and adding some tomatoes. Um, but it was fascinating to me, something like that. You buy a, you buy a tomato sauce, you think, oh, this is great. It's like half the jar is sugar, and we don't really realize that's what we're eating in some cases. And so I think, um, if we, if we can't trust the USDA to prevent that, like how do we avoid that pitfall of bad nutrition? Is it because of work like you're doing? Or what can people do to arm themselves of better choices and information?

Rich Holman:

Well, you, you bring up a really good point. There is a movement going on. I mean, and I follow it everywhere. I follow all these doctors. I find the, I find the people that, the truth tellers, where they are, what they're doing, there is a grassroots movement. We're probably 10 to 15 years away from treating sugar, like treating tobacco. You label it, you tax it. Take out the schools, take out the hospitals, public service announcements, train the doctors, news releases, um, even restrict purchase. I mean, so people can still smoke. But we reduced smoking from 42% down to 12% in the United States because it took 50 years. Well, same thing for sugar. If, you know, all, all I want to do is give people informed consent. If you wanna be sick and spend the last part of your life with doctors and hospitals, then you can eat all the crap you want. But if you really want a healthy life and have fun and be great time in your eighties, nineties, I mean, all you gotta do is just make a simple adjustment. Quit eating the stuff that's poisoning you and have a great life. So, yeah. You know, it's, I just wanna give people informed consent. That's all informed consent they can make for their own choice.

Corey Andrew Powell:

You know, another thing that's pretty, I guess, difficult in this situation too, is there's a lot of sugar substitutes that are promoted. And, and often cases they are more dangerous than, I would say, sugar themselves, because they're either a chemical or they're something that's sort of manufactured. So is there anything that you would say is out there for a person who wants to add a sweetness to their food or their beverages that can provide that, that is not something that is going to harm them? Like, for example, Stevia. Is that a product that you would say is okay to consume? Or is there something that you use or that people can use that is a substitute that's healthy?

Rich Holman:

Yeah, you know, good point. And before I give that answer, just let me tell your audience something. There is good news about quitting sugar. You don't crave it anymore. I don't crave sugar at all. You know, you all ice cream sundae or candy bar or cake, I don't even want it. It just, I don't want it. It's not that I feel like I'm limiting myself, it's just you lose those cravings. Uh, but there are some sweeteners, and I do use 'em on time to time. The three that I, I would say to use, uh, one is, is stevia and I, that's not my least favorite, are the three. The one i I prefer is monk oil, MONK oil. It's natural. It comes from a monk fruit. It doesn't trigger insulin spikes. The third one, it's really interesting. And I, there is honey, small amounts of honey.

Rich Holman:

Honey has a lot of positive attributes, antioxidants and other things that are really good. So I would say a moderate yu of honey, monko, Stevio would be the three. If you just gotta have it, well, I'll give you an example. Sometimes when I'm having a meal and I'm trying to, you know, always, and I like, I like red wine, but I just can't do it every night. You know, I, it's my, my go-to vice, but it's occasional.

Corey Andrew Powell:

Mm-hmm <affirmative>.

Rich Holman:

But I, to jazz it up, I might take a, what they call aone gas, carbonated water, put in some squeeze, some lime, bunch of some lime juice, and a little bit of monk oil and ice. It tastes like a, a limeade. So yeah, you can jazz it up, but, you know, just try to avoid the sugar.

Corey Andrew Powell:

Mm-hmm. <Affirmative>. Yeah. No, I do that too. And I, you know, I'm a person who, I'm a a person who loves good wine and good meal and, uh, really well made cocktails. Right. And I'm very conscious of the processed ingredients in those things. I'm very serious about that. So I typically will make mine at home. I really would rarely buy things like that out in, in restaurants as far as drinks are concerned, because at home I'm literally using Stevia as a sweetener with real lime juice versus a lime that, you know, you know. So I just, my point is, I guess it takes more effort for people to try to still enjoy life and do it in a healthier way, but it can be done. And I like that you gave three options. I'm saying how I find my workarounds from all the sugary cocktail mixers. And you can do it, but you can do it. But it's more of an effort, which I think is people don't make

Rich Holman:

That. Well, it's better doing that than spending all your time with doctors and hospitals <laugh>,

Corey Andrew Powell:

Right? Yeah.

Rich Holman:

You know, and getting, getting feet cut off, having operations and heart operations. I mean, chronic disease and chronic disease, let's explain what that is because it is all largely preventable. And 80% of our healthcare budget, over three and a half trillion dollars goes to treat chronic disease. We're talking cancer, chronic heart disease, chronic kidney disease, obesity, diabetes. Uh, we're, we're talking about, you know, all Alzheimer's, depression. They're all linked to what we eat. It's all proven. And if you want to do those things the rest of your life, you're not willing to make a little sacrifice. You know, it's, it's your choice, but chronic disease is preventable. It's all about what you eat. Let, let me just to, maybe we can scare some people here or motivate people. Um, right now, the United States, 74% of people are obese or overweight. 50% of our kids are now obese, overweight. 77% of our young adults can't even qualify for military service. 50% of Americans have diabetes or pre-diabetes. Uh, 18% of our kids have fatty liver disease. That used to be a disease for alcoholics. Now the kids have it.

Corey Andrew Powell:

Hmm.

Rich Holman:

25% of American women on str. That's the antidepressant drugs. That's because they lack serotonin. Serotonin is produced in your gut biome. If you're not feeding those babies, you don't get any serotonin or you're depressed. So they gotta put you on a pill. Uh, young adult cancers are up 79%, 40% of 18 year olds kids up to 18 years old, have some sort of mental diagnose the diagnosis before they're 18. 80% of medical schools don't even offer course nutrition. And less than 1% of doctors are trained in nutrition. It should be a hundred percent trained. It's less than 1% <laugh>. The, uh, the USDA subsidies we talked about, wheat, corn, soy, sugar, rice, all that stuff. It's 82% of the subsidies. 82% of subsidies in the USD budget. The USD budget's 0.4% towards organic fruits and vegetables. It should be the other way around. It should be 82% subsidies for organic fruits, vegetables, grass fed beef, fast raised chickens, nutrient rich soil, soil that's not using herbicides and pesticides. They could reverse that. The money they would save by doing that is feeding people healthy. You could buy, you could give every American three healthy meals a day forever and still save money by reducing healthcare costs.

Corey Andrew Powell:

Hmm.

Rich Holman:

I mean, it, it's, it's all there. It's all doable.

Corey Andrew Powell:

You know, when you were just speaking Rich about the, i, uh, the, the cost of how it would be cheaper in the long run to, to produce healthier food and then, you know, provide healthy meals to Americans. There is a disconnect, though. Unfortunately, what I've noticed, which is it seems healthy foods or to eat healthy is more expensive. And even when it comes to, like, uh, you go into a grocery store and, you know, things that are quote, organic are like two or three times more than just the tomato that's probably full of pesticides and full of crap. Or if you go to fast food restaurants, for example, they're not really that great to begin with, but they offer a dollar menu in some cases where you can really get a whole bag of crap for like a dollar. Shouldn't call it crap, but, you know, it basically is a bag of probably the most unhealthiest stuff, but it's like two bucks. And economically speaking for a family that is not doing well in the financial sphere, in the middle class, so to speak, uh, that is what is attracting them to that type of menu. So, I don't know where the, there's a disconnect between being able to produce that kind of food for the public, the, the mass consumption, but then the consumer being able to afford the healthier stuff. 'cause I see a disconnect there. And what's your thoughts on that?

Rich Holman:

Well, you're, you're right and you're wrong. Uh, you're right that healthy food can cost more. But for instance, with vegetables and fruit, you don't have to do the organic. I mean, the biggest step, the biggest first step is getting sugar and processed foods outta your life.

Corey Andrew Powell:

Mm-hmm <affirmative>.

Rich Holman:

Okay. And it's really not that expensive to make a salad. Forget the organic side for now, but just make a nice salad and then you can top it off with a little bit of chicken or some seafood or a little bit of meat, whatever. Or add some cheese into it. Or there's, I, I make 30 different kinds of salads. It's always, I'm always challenging myself to do something different, make it interesting, taste good. And, uh, so you can eat very healthly and interesting enough, you'll eat less. 'cause your appetite. I, I eat now one meal a day, typically, sometimes two. And I feel great, great energy, not hungry, because your body doesn't need all that excess crap. And remember, sugar and processed foods do not feed you. They just make you sicker and hungry and worse. Right. So it, it's, it's, and also think about this, if you're not eating healthy, you're gonna pay for it with your doctor bills and, and gonna the hospitals and being outta work. You know, so all that costs you even more.

Corey Andrew Powell:

Mm-hmm <affirmative>.

Rich Holman:

But once, once we get this figured out wash, and once the government starts telling us the truth, we can make these adjustments. They can change incentives where it's all very, very affordable, but it doesn't really cost that much to make a salad or buy a little bit of fruit, you know, or to throw some meat in your salad. I mean, you, you can certainly do it. Uh, and, and, you know, I talk in my, one of my last chapters in my book is I had this thing about the futuristic future, how the future's gonna look 'cause you know, it's all about capitalism, supply and demand. If now the demand is for healthy eating, you know, instead of McDonald's, you might have a chain of restaurants called McHealth <laugh>. You know, maybe you have keto cane.

Corey Andrew Powell:

Right, right.

Rich Holman:

You know, maybe, maybe you in sanitize everybody in the United States to start growing their own fruits and vegetables. If you've got a rooftop or if you've got a backyard, or if you have a balcony, grow something. You know, I mean, start getting, teaching that to people. Be mandatory in school. Get everybody involved. You grow excess food, the trucks are going pick it up, pay you some coupons, and, and, you know, get everything towards preventive medicine and getting us healthy and all working together. It's very doable. We can't afford the path we're on, but we can certainly afford to get healthy.

Corey Andrew Powell:

Well, listen, I definitely appreciate, I definitely <inaudible> you being an advocate for making sure people are aware of this, especially younger generations. And so it's an important conversation to have and all the nuances between how the, uh, agricultural industry and food industry is tied to our, our health and wellness. So definitely thank you for all the wonderful insight and words of wisdom today. Rich Holman, author of Killing You Softly. And that book is out now, right? Isn't is, it's already out.

Rich Holman:

It's, it's out, it's on Amazon and, and Ingram. Uh, so you can get right off, you can get the, there was a Kindle version and the hard copy. Uh, I like, I like to do the hard copy. I, I'm still a reader, but it's.

Corey Andrew Powell:

Yeah.

Rich Holman:

Both versions, so, okay. You know, super. It just spread the word. We're all in the same together, Corey.

Corey Andrew Powell:

Yeah. And we all need to help each other, so. Absolutely. Uh, you know, my heart is out to, to the people and to the kids. And, uh, we can do this. We're in it together.

Corey Andrew Powell:

Absolutely. We, we appreciate that and appreciate your time today. We're gonna make sure that the link to by your book is in the show notes when the podcast airs. And Rich Holman, thank you so much for being a guest today with me on Motivational Mondays.

Rich Holman:

Yeah, thank you, Corey. Great, great meeting you.