

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step by step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody and welcome to the Enchanting Lawyer podcast and Happy New Year. This is one of our first shows for the year and we're going to start strong with some good content and good tips for a better preparation for anything in life, anything you do this year.

I am excited to have a very special guest here with me today, right here at the office with me. His name is Kestutis Rasimavicius. He is a genetics scientist from the Sanger Institute and business entrepreneur with a very extensive experience in Nutrigenomics, the study of relations between nutrition and genes, and currently is the CEO of Genegauge Labs LLC.

It's interesting that Kestutis is also an athlete and a bodybuilder and we'll talk about some of those things that people like him do to achieve their goals and make their life amazing.

Kestutis, welcome to the show. I'm excited to have you here at the office.

Kestutis: Thanks, Jacob. It's great to be here.

Jacob: We talked a little bit before starting the recording but I wanted to maybe share a little bit about your background, where you're from, and how you got in from being -- started as an athlete, continue being an athlete but getting into the science field. Just a little bit about your background.

Kestutis: Well, I started doing sports when I was eight years old so it's a very early age. I think this is one of the important things to start early. I gained a lot from that, from starting early, because sort of you indoctrinate yourself in the positive way.

I started doing judo when I was eight years old. I had great coaches. They taught me a lot. They taught me about morals, they taught me about discipline, and respect for your opponent, never use the force on the street and things like that. So that's when my journey started.

At the age of 14, I had the head injury during one of the training sessions when I just blacked out completely. I woke up walking around in circles outside the dojo. I knew that something went wrong.

I could not remember what -- I was aware of myself but I could not remember things. But everything sort of came back to me a little later so I was fine in that sense.

I've been checked by the doctors and they said that I shouldn't continue judo which was very disappointing for me. But I really had this drive and passion for doing something physical so I went and did some weights to keep myself in shape and not to go crazy. That's when I started lifting weights.

One of the gym instructor said why don't I compete. Because I had a great success, I trained for about six months and -- The improvement was very fast so I went out and competed. I won these shows during my teen years. That's when I started thinking about being the greatest at what I do.

Everything sort of boiled down to genetics because at the top level everyone doing the best that they can do to win. They have great discipline. They have all the knowledge and dedication and everything that it takes for someone to be a champion and yet only few make it. Only a few make it to the very top.

I immediately got curious of what is going on here. Why only a few. As much as a drive or a willpower you have, that's a lot to do with your genes. What [unclear 00:05:18] have you been dealt.

I looked at it and these great bodybuilders at the time: Ronnie Coleman, Flex Wheeler, and others and I asked myself "Can I stand next to them?" and, of course, how soon. I looked at how long was I training and how long they were training before they went professionals and I realize that I'm training about the same as they are and yet I'm still at the local level.

So I thought that at this point genetics mattered so much that I probably would never stand next to them. I could probably qualify for really high level professional but I could never be the best at it. That's when I sort of decided not to continue that anymore.

Jacob: It's interesting that you say that because a lot of our listeners are professionals, attorneys, accountants, entrepreneurs. So you think that base on your research of what you learned over the years, if you don't have the genes to succeed to be the best, what can you do to still excel and try to be together as close as possible to that?

Kestutis: Well, myself, I don't want to do anything what I know that I can't be the best. That's my philosophy. Of course, other people may have a different opinion and they may say, "Well, I just want to see how far I can get," even though it may not be the best but let's just see how far it can get.

Now, of course, just recently, after 16 years of break, so to speak, from judo, I started doing judo again. Simply because I needed some sort of activity that I enjoy doing it -- a physical activity -- because I've noticed that I'm getting a bit complacent and I needed to do something.

So I went back. After my first training session my coach said "Why don't you compete?" because I had quite decent bases still from the early age that I remembered quite a few things. Right then I knew I have only three months to prepare for this competition. What can I do? How can I win this? One obvious answer was that I need to surround myself with the best people in sports in America.

I did a little bit of research and what I found that -- I'm actually in a very great location for that. That there's a dojo just half hour from me called San-Shi Judo where one of the best people in the country trained there. We have Justin Flores who's Olympian Judoka. Then we also have Ronda Rousey. She used to go to that dojo and train.

This dojo sort of act as a vacuum for the talent and they have open door policy so anyone who wants to fight with these guys, they can just sign a waiver and go and fight with these guys and train together.

So they really accepted me with open arms even though I was a white belt and completely raw in comparison to them. But they help me out, they coach me through, and the progress was very fast where at first I started and I really struggle with these guys.

In the end, just before my competition, I was quite confident going with these guys. And I don't think I would have achieved that if I were not be surrounded by these people. So I think my life is surround with the best out there.

Jacob: I think that's great because if you think about it, what you try to do -- and people have goals beginning end of the year. You want to try to maybe get it to the next level. But you've done is say, "You know what, I'm going to go and find the best people in my field, in the field that I want to be good at," in this case it was judo. And then you spent three months with them and you won the nationals that's just risky which was great.

I'm looking at, you know, in businesses like trying to be -- take your business at the next level. You find the right people who are doing what you want to be and then going to spend some time with them.

Recently I heard that you and your company are developing some new technology or some new products for weight loss. I want to talk a little bit about

that because weight loss is just one example of what people are struggling with on a regular basis whether they are professionals, whether they are anybody.

Beginning of the year is a good time to make it as a goal. It's one of the goals. We have a lot of business goals to try to make it to the next level. But one of the goals is also to get into shape and lose weight. What is interesting about your product is that you claim that in 90 days people can actually reach those goals.

But before we talk about the product, one thing that is interesting, you identify three areas where make people fail in those goal. Why don't we talk a little bit about that. Because I think those areas can also apply into other areas of our life and then we'll talk about that product, how you got to it.

Kestutis: You know, I don't think it's a coincident that successful people tend to be fit on average if you look at it because there's a lot of factors that are involved to achieve that and it's difficult especially right now. Losing weight, it's sort of one of these.

And, of course, once you are satisfied with the weight you have, with the energy you have, you change, you act different. You have better confidence, you have better motivation. These are the things, obvious answers, for achieving success. The thing everyone needs to handle this first because you want to make your body strong first because this is one tool you have to achieve success so why don't you fix that.

Jacob: Right.

Kestutis: To tell you a little bit about the story how I got into this specific product. I used to work at Sanger Institute and we did a lot of research basically on obesity, diabetes, and the heart problems. We investigated how genes predispose someone to develop these problems. In the end, especially at this point, we have so much knowledge and information to determine that with decent accuracy.

But then we looked at that with my colleagues and we actually had a discussion. So, okay, we did all this research now. Can this be applied to people? And the answer was no because we can't edit the genes at the time. Big things are changing right now with this just basically with incredible pace.

So the obvious answer -- and still gene editing, even though it is the science of gene editing and these new techniques are coming out are just incredible. But at this point, I don't think we will have that technology available for masses and not until 10, 25 years from now. So, of course, we had to solve this problem the other way.

To talk about those actually -- it's very interesting. I want to mention about these technologies. For example, one of the techniques called CRISPR which is developed by Dr. Jennifer Doudna at UC Berkeley and is just transforming the clinical trials right now where you can just change any gene. You can delete, you can insert, you can replace, and you can target very well of where you want to do that.

Just recently a team in Toronto, Canada, they set ought to do just that. It was basically personal for the person working there. His name is Ronald [Kahn 00:14:56]. His relative, a child, actually had a muscular dystrophy. Usually the life expectance is about 25 years and I think at the time the child was 14 years old and he's been told that he's got three years to cure this before he has no chance.

So, of course, this was personal for him so he set out on this mission to do just that. They managed to extract, for example, his cells and reprogram them in the lab. There was like a healthy part of him outside his body.

Of course, there's new techniques out there now that put exactly what he's trying to do right now is to use this viral vectors and to insert those genes and delete the faulty ones and insert the healthy ones in his body through these therapies which is very exciting and going to revolutionize how gene editing and gene therapies are being employed.

Of course, that leads to inevitable insight that you would be able to do not just for curing the disease but also to make life easier because where there's an opportunity, humans always exploit that.

We set out to identify what's going on because we have all this information. People know about their genes. If you test somebody and give this information, say, you know, you're going to have problems with weight. You may develop diabetes. Very few actually change diet even though they know about it.

So we thought, "Okay, what's going on?" Diabetes and obesity keep on climbing and we have all this information available. And, of course, it all boil down that it's not as easy to change the habits because it's not a matter of willpower. Because, for example, this food industry, the sugar companies, McDonald's, they say, "Well, why don't you just stop eating it?" right? But it's not as easy because they know for a fact that they make this food addictive. They work really hard to make it as addictive as possible.

What happens when you ask an addict to stop using it? Most of the time nothing. Some few people with a super human willpower are able to do that. So we're dealing with the same situation.

Again, this is not a metaphor. People are addicted to the junk food, whatever it may be; process food. If you are consuming process food, high chance that is made to be addictive. So, I think, people need to be aware of that.

So we thought, "Okay, if people get addicted ..." second thing that goes wrong is the energy levels. The same thing, they have advice. "Okay, why don't you get off your butt and go to the gym? Why don't you just do this and that?" People want to do it but they can't because the same situation. The food messed up their metabolism and now they lack energy to start these habits that they really want to do.

So that's the second thing we identify. The third thing we identified was the mood and motivation. It just kills any sort of attempt of changing anything.

So, of course, you can go and change the food industry and ban these foods because, you know, addicts will riot so to speak.

Jacob: [unclear 00:19:11]

Kestutis: Right. So we have to figure something else out.

And, of course, pharmaceutical market is controlled by companies so we, of course, we realize that we can't go that way. So what we got left was supplements and natural herbs and extracts that are available out there. The challenge was, okay, now that we identified those three things, what can we do to help people to fight these things?

Obvious answer with addiction to food was to block the appetite or at least suppress the appetite and make people conscious of what they're going to put in their body. When they go out shopping, a lot of times they go out shopping hungry so they buy all the junk and stuff the fridge with that food. So now when you're conscious of what you're going to be eating. There's a lot of information out there to find a healthy diet. Now is the chance for the person to stock their fridge with groceries that they need to eat.

Jacob: Right.

Kestutis: Right? Of course, they have a temptation for the cake at work or, you know, that temptation is reduced. So now they can replace that with something else.

Jacob: Right.

Kestutis: So now we have the addiction to food part solved and the way we did it, we went out and we found these -- we worked about six months on it to figure out what is out there. To our surprise actually, the first appetite suppression formula

was tried by one of the scientists that work on it, his name is Dr. James [Nisbet 00:21:04].

I saw him a week later after he began his trial and I've noticed that his clothes are hanging off of him. So I asked him "So what happened?" he said "I can't eat. The thought of food makes me nauseous," he said. We knew that we're on to something and I was actually blown away that herbal extract can do that. Of course, people are different so he must have been very sensitive to that.

So we tailor it down. We made it so it suppress the appetite and it doesn't block completely. And so we had one challenge result. The second was how do we improve the energy? We didn't want to just have another stimulant out there. We wanted something that increases your energy throughout the day and it sort of changes the way your body works as oppose to just having this additional maybe caffeine or something and then crashing later which is not going to help.

So, yeah, we tried quite a few times before we had something that help with energy and we tried this formula on retired boxer. He was working at the bank at the time and he basically let himself go. He was always sitting behind a desk, inactive. He used to be professional boxer. You could see that he want to go back and do that. That was all he was talking about. So we gave him this to try, see how it goes.

So he tried it and I saw him two weeks later and he lost 15 pounds of fat. He said the most important thing is that he was back on track and doing his training because he knew exactly what to do but he wasn't able to do it because of these reasons, because of ...

Jacob: Energy.

Kestutis: Energy, right. So now he was back on track and just recently I've heard that he's going to go and his fight is actually coming soon. So he decided to go back to professional boxing. I'd like to think that we had something to do with that, yeah.

And, of course, the last part was the mood and motivation and we achieved that with the herbs that are using traditional medicine in China to treat ailment such as depression. And so they have this elevated mood factor to enjoy what you're doing and not to be sad about it because one of the things that goes on obviously when you stop an addict from using, they go depressed. So we needed to tackle that as well.

So, in the end, we had these nine ingredients -- now we call it the nine ingredients that your fat cells hate. Once we had this complete formula, we

knew that we needed to put that product out there. We knew that it's going to help people. Again, this product is not -- make people depend on it.

Jacob: Right.

Kestutis: We want people after 90 days of use have new habits in place.

See, that's another thing I mentioned before about me going back to judo was that everyone needs to have some sort of activity, some sort of sports activity that they do. I'll come and try them all. Whether it's cycling, climbing, hiking, whatever it may be, each person needs to find that. What is something that they enjoy doing it?

Now that you don't have an excuse of not having an energy, your diet is taken care of, now we can do those things and make them a habit. If you make new foods a habit, make these new activities a habit, you will not need to rely on anything. These habits actually going to have their own gravity and are going to pull you doing these things because you're going to feel bad not doing those things.

So that's one of our goals is to transform people's lives in that way and just that give a little bit of leverage and a fighting chance of doing that. So, yeah. So that's what we identified and we set out to do.

Jacob: Kestutis, as I was listening to this amazing story that you shared, they're just the process of creating this product. The fact that it's something that you don't have to depend on but it just gives you a few months just to get back into a routine. I mean habit is really the key here.

I did a show about habits just last year as the year started. I was talking about my morning routine where I get up in the morning and what I do for the first 15 minutes. I think people that are trying to start the year right and they don't have a focus that could go, like you said. It can be sports, it can be --

I mean sports obviously helps because then you -- even if it's walking, you start doing a 30 minutes walking every day. It doesn't have to be something crazy but it definitely helps us to be more less stressed, be more focused, and try to be more confident because this is a very stressful job, being a lawyer or whatever, we work with clients so I think this is great.

What I'm going to do is we'll put a link on the show notes if somebody wants to try this innovative product. It's going to be at slimexy.com. Anybody who puts their email address can get it for free to check it out.

But for me the most interesting thing was the state of mind that knowing the issues are coming from mood, coming from -- what they eat and, of course, the

energy levels. How do we increase the energy level? It's another Red Bull, it's not another something chemical, it's about having good habits and being focused so this is perfect.

Kestutis, as we come to the end of our episode, if you could share one thing for somebody who -- piece of advice based on your athletic experience but also with combined with scientific. If somebody, right now, are challenged to meet their goals. One or two pieces of advice, what would you recommend? Whether it's something they can start doing right away or the way they should be thinking about their life.

Kestutis: Well, I think, first, you need to make this as inevitable as possible. What I mean by that is -- I mean, for example, get accountability buddy or someone who you respect that could check on you. Whether you did these few steps that it takes to achieve that goal. That's really, really important thing is, you know, I committed to Mike [unclear 00:28:27] to do the show. Right before I got sort of a faith to be honest, you know, he said "Maybe I don't have what it takes doing that." We tried to cancel it. But his team said, "No, you have to do it." He made me accountable for that.

Jacob: Right.

Kestutis: So I think this is very important. And, of course, I could not say no. I had to write my script the day before the show.

Jacob: Sure.

Kestutis: So the accountability is very important.

Another thing that people can do is to make it inevitable is to have a financial bet on yourself. How much money would you put down to achieve this goal? Right? If you don't, make your accountability buddy to cash that check or put it into, like, political party that you hate or something like that. So that would be a stick situation. And, of course, their work would be that you get to keep your money.

Jacob: Right.

Kestutis: That's another thing that, I think, someone can do to achieve their goals. Surround yourself with the best people as I mentioned before; very, very important. There's a lot of things out there. These are just a few at the top of my head.

Jacob: From what I hear from you and just like if you think it, you probably can chew it. Not everybody can be a super human but you can come close to being one.

Kestutis: Another thing that you, I think, should do is to visualize your goals. Write down that goal somewhere where you can see before you go to bed at night and wake up in the morning. Look at that goal. Maybe print out a few visual photos that represents that goal and close your eyes and think about the perfect situation of what it should be like and do this every morning. Through repetition it's going to be burnt into your subconscious.

Science right now can't really explain what's going on but there's just so many occurrences where people doing that and they somehow magically manage to achieve those goals. Then you hear these crazy stories about these people but they implanted that in their head to make it inevitable. Your decision changes, everything changes once you do that.

Jacob: Perfect. Alright.

Thank you so much, Kestutis, for coming to the office and doing the show with us. We'll put links to the website and more information about this.

Thank you for listening and I wish you an amazing week and we'll see you at our next episode. This is Jacob, signing off from San Diego.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantinglawyer.com. That's www.enchantinglawyer.com.