

Dr. Mercola: Hi, this is Dr. Mercola helping you take control of your health, and today we have a special treat, as we are joined by Alex Guerrero. And you may not recognize him, but he is the personal trainer for Tom Brady, who of course is well known by many, as many believe to be the best quarterback in the history of the NFL. He was named the NFL's MVP for 2017, and he's also only one of two players to win five Superbowl's. So he's had enormous success, and you know part ... And he's actually been honored with four Superbowl MVP awards, and five Superbowl rings. To achieve that level of success in a professional sport, especially a contact sport, like football, you gotta be doing something right. And that something has a lot to do with the conditioning, and that's why we have Alex on today, because he co-authored a book with Tom Brady, called TB12, which really does a deep dive into Tom's training methods, that was really developed by Alex. So welcome, and thank you for joining us Alex.

Alex Guerrero: Thank you very much for having me, it's such an honor.

Dr. Mercola: Yeah, I'm so delighted we got to catch you. As we're filming this, it's two days after the Superbowl, and you know, the world was shocked that New England lost to Philadelphia, but you know that happens.

Alex Guerrero: It happens. That's why we love sports, right?

Dr. Mercola: Yeah.

Alex Guerrero: We never know what the outcomes gonna be.

Dr. Mercola: So let's get into your book. One of the primary focuses of it is pliability training, which seems to be a big focus of the book. And you and Tom developed this training as a targeted deep force muscle work, that lengthens and softens muscles at the same time. These muscles are rhythmically contracted and relaxed. I'm wondering if you can expand more on this, and how you developed this concept, because it doesn't seem to be intuitive, or actually commonly practiced.

Alex Guerrero: Yeah, so I've been practicing this for a little over 20 years now, and when I first started, it was the idea of just doing some good deep tissue work, and helping athletes recover from whatever their injuries were at the time. And I remember some of the clients that I was working on, I would work on them, they would feel better and they would go back out and do their training, and then they would hurt themselves again. I'd come back in and I'd work on them, and they would feel better and go back out and do their training. It became a pattern, and at some point I thought, "I really need to see what this mechanism of injury really is. And why are they feeling better, but not getting better?" And so as I started to work with clients, and watch them actually train, I realized that everything that they were doing, all their bio-mechanical movements, and everything they were doing through the course of their training, was all real

learned behavior, right? The brain was developing more neuro pathways as it related to the way that they were wanting to move.

And so I thought, "Well our treatment principles should be based on the same thing. And if the brain can create neuro pathways based on functional movement, then I should be able to do some functional movement during my treatments so that the brain can create more neuro pathways for getting better as opposed to just feeling better." And so I started to work on these tissues through ranges of motion, and through active ranges of motions. So I would have my clients actively be engaged in what the movement was while I was working on them, and as I started to do that, I started to notice that they actually were getting better, and things that they were ... The injuries that they were complaining about, they stopped having. And pretty soon they never had hamstring pulls anymore, and they never had groin issue, and they didn't have hip issues. And so I just kind of translated that to other areas of the body, and that's when I began to kind of connect the fact that being pliable is certainly a lot different than just being flexible. Or pliability can correlate to how the brain connects to the body, and so that's when I really began to do a lot more treatment patterns based on them doing active movements through their treatment.

Dr. Mercola: So the pliability as opposed to flexibility, involves more of a neurological component that you sort of reeducate the muscle brain connection during your treatment phase?

Alex Guerrero: Yes. And like flexibility for me, has always really been more about ligament laxity, right? If you can stretch, and you can create ligament laxity to create more flexibility. But flexibility doesn't necessarily equate to pliability. Like I also would have a lot of clients that are extremely flexible, but they were still coming with soft tissue issues, or muscles spasms, or muscle pulls, or tears. That's when it ... I made the correlation that flexibility is certainly a lot different than having muscles that are pliable. And so again, as I started to work with them and talk to them, we would start to go away from more flexibility routines, and really start to incorporate more pliability routines.

Dr. Mercola: Now, are you doing this form of therapy with the entire time? The entire Patriots, or just ... How does that work? Does each player have their own trainer, or are you the trainer for the team?

Alex Guerrero: Yeah, we actually see quite a few of the players. We have clients that come from all over the world to come see us, and so we see athletes in a variety of sports. So we have pro tennis players, and golfers, and basketball players, and baseball players, soccer players, American football. We even have rugby players from Australia come, so it is something that is carried worldwide. And as far as a lot of the ... We see football players from multiple professional teams, not just the New England Patriots.

Dr. Mercola: Okay, I didn't know that, I was a little confused. 'Cause it's not really clear in the book. So what are some of your more dramatic success stories? 'Cause I'm sure you've got many with this, with people seeing you from all over the world. You don't get that type of behavior unless you're getting some success stories.

Alex Guerrero: Yeah, I mean we have a lot of them. I would say the interesting thing for me in practicing ... And I think that a lot of people want to talk about the success stories that professional athletes are having. I think what's neat is a healthcare provider, or the success stories of people who aren't professional athletes. You know, your every day, weekend warrior types. The gentleman who came in and wanted to run the Boston marathon, and came in and he weighed 400 pounds. And working on a training program, kind of a lifestyle kind of program for him to be able to get his weight down to a manageable weight, where he could actually run the marathon.

And I remember over the course of the time that he was training, that we were able to help him go from 400 pounds to 240 pounds, and he was able to run and complete the marathon. It wasn't like a record time, but he did it. And I think that was a really great success story, right? Success story of someone else who was told that they ... Bilateral hip replacement, and told that they were never gonna be able to ski again, or go run, or do any physical activity with their kids. You know, getting them to be able to go on a ski trip, to be able to snowboard and ski, and run and train with his son again, who's a great baseball player. Those are meaningful success stories to me. Getting professional athletes to be able to compete and sustain their peak performance is exciting, and it's fun, and it's ... I know it's something that most people like to talk about, but I really love the everyday people who have defined what sustaining peak performance means to them, and then helping them achieve that.

Dr. Mercola: Yeah, well it's hard to think of a more accurate definition of sustainable peak performance than Tom Brady. His longevity in that sport is just dramatic. And as I said in the beginning, there's no way he could've achieved that unless he had some comprehensive program that was really addressing the normal propensity towards injury. And you seem to have guided him through those challenges, 'cause it's a rough sport, football.

Alex Guerrero: Yeah, it really is. It's a tough sport, contact sport. He's extremely committed to our program, he's extremely committed to working hard. He puts in the time, and I'm very honored to be able to work with him, and again help him. He defined what sustaining peak performance meant to him, and I'm just glad that I'm able to play a small part in helping him achieve that.

Dr. Mercola: Well, you obviously co-wrote the book with him, and he was attributing much of his ability to do that through you and your program, so it's great to be humble. But let's get back to this pliability training, because it seems like your belief is that you can actually substitute this for a warm up and a cool down. Which it seems to be counter-intuitive, so can you explain that?

Alex Guerrero: Yeah, again, prior to like ... In Tom's case for example, we will do pliability treatments. So we'll do lower limbs, calves, hamstrings, quads, hips, hip flexers, and then we'll do his right arm pre-practice. And we do that to kind of, what we call, stimulating the nervous system, right? We want to activate his nervous system and get it primed and ready to go out, and perform its function of running and moving in quick ways. To be able to go out and throw the football 200 times, and not be sore in his elbow or shoulder. And so we kind of get the nervous system warmed up that way, rather than just going out and doing some long toss, or throwing, or running.

I know my belief system is that, if you can actively stimulate the nervous system to do the function that you're asking it to perform at the time you need it to perform, it can do that, right? You're neuro primed and ready to go do those things, that's our warm up. And then you go and you practice, or you do your exercise or whatever you want to do, whether it's an hour, or two hours in his case, and then we come back in after that, and we reset that [inaudible 00:10:37] so we want the brain to understand, "Okay, I can go out and do two hours of physical activity, and not be sore." Like not create a lactic acid accumulation. We want to be able to get the lymphatic system to flush that out. And so then we'll do our post workout treatment as well, to kind of get the brain to go, "Okay, I can go carry this load, do this work in this amount of time, and you still want me to stay soft and relaxed so I can create 100% muscle pump function."

Dr. Mercola: Terrific. In some ways, someone watching this would, I believe to be hard pressed to differentiate this pliability treatment, from massage. And I'm wondering if you can differentiate and explain what the differences are. Because typically requires a therapist to do this, although there is a section in the book that discusses how you can do it yourself for some areas.

Alex Guerrero: Yeah. We call it self pliability in some of the areas. Again I would say that the difference is that, typically in a massage, you're laying there and everything is very passive, right? You're laying there in a relaxed state, you're getting some tissue work, which is great and it's wonderful, and it has a lot of health benefits to it. In staying active and really being able to create sustainable pliability, I think unless you're doing it through active movement, you just really can't create neuro path, right? Your brain really isn't learning any principles because it's in a very passive state.

Like your muscles aren't contracting and relaxing. Your brain isn't actually doing anything other than learning that the force of massage can create some form of endorphin simulation, it can certainly make you feel great. There's certainly good lymph movement through massage as well, but you then get off the table, for the next couple of hours you got great endorphin stimulus, you're feeling really good, but then if you were to go workout again, then you'd feel like you'd have to come back in and get another massage. Again, I'm always looking for things that are able to maintain sustainability over the course of time. So with each treatment you're actually getting better, so you need less of it.

Dr. Mercola: That's great. I'm still curious as to how you developed this, how you connected the dots, because it seems to be a real innovation. I mean what was your training before? Did you have massage therapy training?

Alex Guerrero: So yeah, I actually got my masters in traditional Chinese medicine.

Dr. Mercola: Oh, that's interesting! That's a big jump.

Alex Guerrero: Yeah, so acupuncture was a big part of it. I certainly learned in school about the connection between the physical body, the emotional body, the spiritual body, right? And that those three things are very interconnected, and you can't separate those when giving treatment. And while I was in school, I went and learned massage therapy, so I became certified in massage therapy. So I became certified in massage therapy, and it kind of helped me pave my way through school. Incorporating the two of those, the Eastern medicine philosophies, and I think the Western practice of massage therapy, and kind of incorporating those two belief systems. And then understanding bio-mechanics, and learning how people move and function, and then creating that mind body connection is kind of how I came up with it over the course of time.

Dr. Mercola: Now, typically innovations in general, are prompted by a problem that you're seeking to solve, a dilemma that doesn't seem to have a reasonable solution. And so you're motivated to find a solution for it. And was that the case here? Did you have some particularly challenging client that just wasn't responding to the typical strategies that you would do? And then you tried something different, and said, "Wow, this really works." And did you refine it from there?

Alex Guerrero: Yeah, exactly. I mean I was fortunate enough when I first started, I certainly didn't have a lot of clients. And so I was fortunate enough to be, when I had a client, to be able to say, "Okay, again how do I get them better, as opposed to just feeling better?" And so I would try a technique on them and see how they felt. Go out and practice, come back, try it again, and see how they felt. And I would say over the course of some time, I was just able to refine it, and then in sports and athletics, you don't have a lot of time, especially in professional sports. And particularly football, where everything is week to week, right?

They play on Sunday, they'll do a leg workout on Monday, rest Tuesday, and Wednesday is practice. So Wednesday, Thursday, Friday practice, rest Saturday, play Sunday. So you don't have a lot of time, so I had to try to figure out how I could get an athletes body to change the way it thought about the injury mechanism in a quick amount of time. And so through practice, I was able to change the way that the brain thought about how the injury occurred, or even the muscle memory pattern, and I was able to change those over the course of the two or three day treatment cycle. I could pretty much take any injury that an athlete had, that was soft tissue related, and get them better in two or three days.

Dr. Mercola: So you still use acupuncture?

Alex Guerrero: We still do here at our center, yeah. We have an acupuncturist here, and we still apply a lot of the principles of Chinese medicine in our treatments here.

Dr. Mercola: Oh, excellent. I'm wondering also, just curious as to what propels you into treating professional athletes? Was it a referral by a client who you had some success, and then you had success with one -

Alex Guerrero: Yeah, I absolutely love sports.

Dr. Mercola: Okay, all right. So there's a motivating factor.

Alex Guerrero: Yeah, and you know I'm 5'8, I was never really big. I grew up playing tennis, so I love tennis, but really loved ball sports. And I really loved football, and I have an older brother who played football and loved that. I just never gained size, I was the runt of the litter in my family, and so I really loved the game and I love the people who play it. And I think the other reason why football really kind of took a hold, is that one, in professional football, their contracts aren't guaranteed. And so if they don't play, they're not getting paid. They need to perform, and they need to stay on the field. So I think the athletes certainly had a motivation to get healthy, to get back on the field, as opposed to some other athletes whose contracts are guaranteed, and they can take a little bit more time to get better. Football in particular, they had to get better faster. They were really taped to the treatment, and they were really open minded, and they were really great contributors in their own healthcare, 'cause they wanted to get better.

Dr. Mercola: Perfect. So I'm wondering in your treatment strategies, if you've ever adopted photobiomodulation, which was traditionally done with lasers, or now, LED's, that typically are in the red, or near infrared, that activate mitochondrial recovery mechanisms. 'Cause a lot of professional teams, and even the U.S. Olympic track team used it successful to further athletes. And I wondered if you played around with it at all?

Alex Guerrero: Yeah, we have actually. And we're certainly looking at doing some things with fabrics. We've done some things with bio ceramics that we've embedded in some fabrics. Certainly have done it in our sleep, where Tom's been in it for a lot of years now. And Under Arm are currently a manufacturer that sells that, and it works really well. It certainly does a great job of creating far infrared, and we've been able to embed that into these ceramics. So we're doing a lot of that now, and getting LED actually in some fabrics that we're looking and doing as far as knee sleeves, and ankle sleeves, and elbow sleeves, and things more on that supportive device. Yeah, we really do believe in the technology, we've used it for a long time, and we're continuing to try to see how we can advance it so it becomes more user friendly.

Dr. Mercola: Terrific. Yeah, so how ... These ceramics, there's no electrical component to it, it's just a thin piece of ceramic? What is it, a quarter inch, eighth of an inch thick, that's embedded into the fabric?

Alex Guerrero: That's right, yeah. We actually take, and they put it into a powder form.

Dr. Mercola: Oh, powdered ceramic.

Alex Guerrero: Yeah, it's powder, so we're actually able to take these bio ceramics and put it into a powder form, and then through technology that we use with it, we're able to really create more far infrared, so as it comes in contact with the heat of the body, there's a far infrared component. And so because I believed in it so much, I thought, "When you're using lasers, or far infrared, and you're in a treatment, you're getting 10-15 minutes of stimulation, or even 30 minutes of stimulation. I thought, "Wouldn't it be great if we could get healing during the course of a six or eight hour sleep cycle?" The body can actually be engulfed in this far infrared for multiple hours, as opposed to 30 minutes, and that's where I thought that real healing would happen. And that's what kind of came up with the idea of some pajamas that we could embed the technology in. And it certainly has worked out really well, and we've done a lot of studies on them, and there's certainly a lot of data points on those. And so now we've gone from the pajamas to actual bed sheets, that we have our athletes and our clients sleep in. And it just works wonderful for them.

Dr. Mercola: So you've seen significant improvement with using them?

Alex Guerrero: Great improvement, yeah. It's like you would with anything else that's far infrared, right? It's the same principle, you're just creating more ATP production, getting greater blood oxygen levels.

Dr. Mercola: Yeah, usually it's the near infrared that does this as opposed to the far, but I'm sure there's some benefit from the far. But anyway, lets get back to pliability. You state in the book that as you get to be 50 or 60, most people lose 50% of their pliability, which is extraordinary, but it's not surprising. 'Cause since you see the disability and loss of motion capacity that most people have as they get older, which is tragic and doesn't have to be that way. Your pliability treatments, or programs, can reverse some of that. I'm wondering if you could address that, and discuss how long it takes, and what type of percentage of recovery people could expect if they engage in that program.

Alex Guerrero: Yeah, sure, that's a great question. I think that the reason people lose it over the course of time, is that everything is learned behavior, right? The older you get, the less muscle pump function you have over the course of time. Let's say you put in an average of two million steps a year on your body, and that load has to go somewhere. And if you have a biomechanical assymetry greater than five percent left to right, the load's going somewhere, right? Your soft tissue should take that load, if it can't take that load over the course of time, your structure

then takes that load, right? That's why we're seeing knee replacements, and a lot of hip replacements with people that age. And you know, my feeling is that, if you're able to maintain pliability, or even if you get into that 50 or 60 year old range ... Like our oldest client here is 87, and as you increase their ability to have better muscle pump function through these pliability treatments. And as you get neuro prime, and educate their body to support whatever their acts of daily living are.

They're able to function at a much more comfortable rate. Like now they can go out and they can stoop, and they can bend, and they can walk, or they can run, or they can ride a bicycle. And I said we've got a couple clients, our oldest is 87, his best friend is 85, they come here. They're goal was to go ride the Tour de France circuit on their bikes, and I thought that was a very crazy goal, right? To do that. But they figured it would take them three months, and they wanted to go do that. So we put together a program for them to be able to accomplish that, and they did it. They came back five months later, and not only did they do that, but they decided to go on a diving expedition. I think they wanted to go scuba diving with the whales, which was ... As people define what it means to them as they age, I believe that aging becomes a number, and you're only ability to not do something is based on the muscles' ability to support whatever your acts of daily living are. I feel that pliability is the key to being able to accomplish that.

Dr. Mercola: Excellent. I'm still confused as to what percentage the people can regain, I mean I'm sure you agree that people lose about 50% as they get into their 50s and 60s. And what percentage of that can you regain with the training? And then how long does it take?

Alex Guerrero: Yeah, I would say that you can start to make physiologic change over the course of 14 day cycles.

Dr. Mercola: Okay.

Alex Guerrero: Over two weeks you can start to create new neuro pathways for the way that you want to function move. And I would say that it's hard for me to really know exactly what percentage -

Dr. Mercola: Yeah, well what's the range? I mean in an ideal circumstance can you regain all of it? Or in your experience, the age related changes simply provide a barrier that ever prevent them getting back to the full pliability they had when they were younger.

Alex Guerrero: Yeah, I would say that you can get your great ranges back. Again, it's based on what your daily acts of living are. Do you wanna bend down and do gardening all day? Do you wanna ride a bike? I guess the program becomes customizable to the point where you can find what you want to find, and then create your pliability program so that you can achieve those things. I certainly think that you



can accomplish whatever your heart sets out to accomplish. I mean that's one of the reasons why I think we developed our app. And the app that we have is really ... People can get and download the app, and they can go on and they can see what it is that they want to accomplish, click on that part of it, and then they can start their pliability program, their resistant band based program, their eating program. All those things to be able to help them then sustain their peak performance.

Dr. Mercola: Great, and this app is available on both platforms, IOS and Android?

Alex Guerrero: Just IOS at this time.

Dr. Mercola: Okay. Is that a fee based program? How does that work? Or do you just download and pay for the app?

Alex Guerrero: Yep, you can download the app. I think it's free for like the first week, and you can get any ... You can try it out and it's free for the first week, and I think after that there's a fee.

Dr. Mercola: Okay, perfect. So that's one way, and for some people that will work out well, but the other is to see you, or someone who's trained with your techniques. I guess you put together a coaching program, a TB12 coach system, and why don't you talk about that?

Alex Guerrero: Yeah, thank you for asking about that. We've been getting a lot of requests for people that obviously can't come to the center and facility to get the treatment. We are working on starting a certification program where we actually will have a body coach verification program. We're hoping to launch the second quarter of this year.

Dr. Mercola: Oh, so it's not launched yet?

Alex Guerrero: Yeah, it's not launched yet. We're hoping -

Dr. Mercola: Oh, okay.

Alex Guerrero: [inaudible 00:26:31] April, where we're gonna be able to find physical therapists, acupuncturists, athletic trainers, chiropractors, all those people that are healthcare providers that have an interest in learning how to do our program, and ways of being able to provide pliability therapy. And not just the pliability therapy, but certainly I think the whole, mind, body connection between helping people understand what this type of lifestyle change can mean to them, and what kind of impact it can have in their lives.

Dr. Mercola: And where would someone be able to find that once it's up in April? On your website?

Alex Guerrero: So they can go to our website, and they can apply through our website.

Dr. Mercola: Okay great. And then at some point after you've trained a number of people, then individuals who want to receive treatment can go to your website to, and you'll have a list of the clinicians who are doing this.

Alex Guerrero: Absolutely, yes.

Dr. Mercola: Okay, perfect. Okay, so let's get into some of the specifics of what the pliability training looks like, because one of the astonishing facts of Tom Brady's fitness regimen, is that ... If you read the book, he stopped using weights, like seven or eight years ago.

Alex Guerrero: Yeah, we don't use a lot of weights, we do use some weights.

Dr. Mercola: Okay.

Alex Guerrero: We're not anti-weights, we just don't believe that you should do heavy lifting at the expense of pliability. Again, because everything is learned behavior, I just think that when you do a lot of heavy weights, and you do them slow and controlled, and then you go out on the field and you ask your body to move fast and furious, it's counter intuitive, right? The body just doesn't neuro prime that way. So we do do weights, we just don't do a lot of really heavy weights. And we do ... A majority of our workouts are resistant band based, and primarily because he is getting older in age, so with our college athletes and our younger athletes that are in their twenties, we still do a lot of weight based programs with them. But our aging athletes, we do a lot of ... More band based programs, 'cause we feel like we can both do accelerating and decelerating muscle groups at the exact same time, which you really can't do with weights.

Dr. Mercola: Yeah, and with a lot less risk of injury, for sure.

Alex Guerrero: You can do things ... Greater ranges of motion, and we get more functional with resistant bands. And with resistant bands you can also carry a lot of weight, right? You can still get 500 pounds of pressure on a resistant band. So for example, Tom doesn't do bench press, but when he has to go test for bench press, he can still lift 225 pounds, 18 times. We don't lose any power or strength by doing that, we simply just are looking to keep our muscles long and lean so that they can functional for what you're asking them to do every day.

Dr. Mercola: Yeah, it's amazing. I'm a big fan of band training too. I'm currently using the closed loop band, a real thick one. Whole variety of different sizes that you essentially [inaudible 00:29:33] metrics, because it seems like it's far more time efficient to get the results. You don't need that much -

Alex Guerrero: Yeah, absolutely. You're absolutely right. Programs last for about 14 minutes that you can do. [inaudible 00:29:47] weight training program. And a lot of the

clients that come here, we have some athletes initially that will come and they're so used to doing these weight based training programs, and we put them through a band based training program. I'm like, "Listen, if you can get through ten minutes of this, then your session is free." And they can't, they tap out. Because there is ... Oh my gosh, there's not neuro prime for that type of pace of movement in resistant bands. Because again, you're working accelerating and decelerating muscle groups at the exact same time. It is a real intense workout, and most people don't realize that until they get into it.

Dr. Mercola: Yeah, and you have a pretty good description a lot of these workouts in the book, so you can experiment with them. Now another thing you talk about in your book, is these vibrating foam rollers, and vibrating spheres, which I've never heard of, and really am interested in what they are. Is that something you created, or ...? 'Cause I've never seen them before.

Alex Guerrero: Yeah, again it's based on nervous system stimulation, so it's basically like foam rolling, but foam rolling never made a lot real sense to me, 'cause you couldn't make neurological change foam rolling. I would see athletes do a foam roller, or they do the tiger stick where they're rolling out, but then they go to practice and I see them come in and stretch some more, and then after they practice they go, "Man, I'm just really stiff and tight." And I'm like, "No, I saw you rolling out the whole practice." It just didn't make a lot of sense to me, I was really confused by that.

And I understood that the reality of it is, there's no nervous system stimulation when you're just doing a basic foam roller. The concept of the vibrating foam roller was to create nervous system stimulation, and through that, and through the vibration of the roller you can get greater circulation. We've shown that you can actually warm up and relax the muscle at a much quicker pace than you can with just regular foam rolling. And so that's what the vibrating foam roller does. And the vibrating sphere is basically a ball that does the same thing. So rather than having to use a soft ball to get into some other hard to reach areas that people use with soft balls, or lacrosse balls, we wanted to use the sphere, which does the same thing. So it's a vibrating sphere.

Dr. Mercola: Are these battery powered?

Alex Guerrero: These are ... No, they actually are ... They are batter powered but you plug them in, so you charge them kind of like you would your iPhone, or iPad.

Dr. Mercola: Okay, but it's not plugged in while you're using them?

Alex Guerrero: No, they're not -

Dr. Mercola: All right good, that's a good thing. We don't want electric fields hurting the athletes.

Alex Guerrero: Yeah, they're completely wireless.

Dr. Mercola: All right, good. Well non-wired, yeah.

Alex Guerrero: That's right.

Dr. Mercola: Another component that you had ... Oh, and how do you find these things? That was the other question.

Alex Guerrero: We have them, you can certainly get them on our website.

Dr. Mercola: Okay, perfect. Yeah, 'cause it seemed intriguing. Now, I've recently become more enamored with hydration. And everyone's heard that you've got to drink enough water, and there's some debate as to how much you should drink, but the key ... If you just drink water, it's not gonna work. You can drink a gallon, gallon and a half, maybe even more, and you probably get hypernatremia, develop a cardiac arrhythmia and die. It's combining those electrolytes with the essential minerals and trace minerals, and the macro nutrient minerals. Why don't you elaborate on that, 'cause this is something Tom seems to be really a strong advocate of, and I think your recommendation is a half an ounce of water ... No, an ounce of water for ever half a pound ... Have lots of water for every pound of body weight.

Alex Guerrero: Half your body weight in ounces. I think we have that 'cause most athletes, and most people in general, certainly don't hydrate well enough, and I think to make up for that ... 'Cause they do a lot of things that are dehydrating, and so we try to offset that, especially if they're going to be active. And you're absolutely correct, certainly hydration's important, but I would say that what's more important than just drinking water alone, is to have these trace minerals, these 72 trace minerals. And the electrolytes we have, we ionize these trace minerals, so they're 72 ionic trace minerals. And I think that that's important, 'cause that's what our bodies really are made up of, and I think that aids in the regenerative process of what you're breaking down through the course of physical activity. The electrolytes I think are valuable and important, but I think the real important part of understanding hydration are the trace minerals.

Dr. Mercola: Yeah, well what about the other nutrients, like the sodium, potassium, magnesium? It seems these may ... I mean you can't debate that the trace minerals are important, but it would seem like the macro nutrient minerals, the big ones, are really crucial to obtaining optimal hydration, and if those aren't there, it's not gonna work. And this is not Gatorade. Okay.

Alex Guerrero: No, this is not Gatorade. We certainly have all five electrolytes in there, along with the 72 trace minerals. They're flavorless, it's in a concentrate. We feel that you can turn any liquid into a sports drink, right? There's zero sugar, zero calories in them, so it's great for athletes of all ages, and of all types of sports. They can take these, they can mix it in water, they can mix it in whatever drink

of their choice is, so they get those. Again, the important part for me in education our client base, wasn't just in providing them something to drink, but something that was easy and manageable, that they could take with them. They could put a squirt in some water, and drink that. 'Cause I always tell my clients, "Water's important before your activity, but you need electrolytes, I mean trace minerals, during activity for the obvious reasons you stated earlier. And then you can hydrate with some water again after activity." If during the course of your event or your exercise, or whatever it is you're doing to stay physically fit, the electrolytes with the trace minerals I think are critical.

Dr. Mercola: Yeah, and it's not just physical fitness, it's metabolic fitness. It's difficult to be healthy unless you are properly hydrated. And it's really even a bigger challenge to stay properly hydrated without these electrolytes.

Alex Guerrero: That's true yeah, 'cause there's so many things during the course of the day that cause dehydration. Whether you're drinking stuff that's carbonated, or alcohol in any form, any diuretic drink that you might be taking. Those are things that create a lot of dehydration. I think over the course of time, that you really can't make up for you dehydration factors, right? It's not like you can drink three bottles of pop or soda, and think that you can then go drink one glass of water to make up for the dehydration factor of the three cans of soda. You need to be able to make up for those deficiencies, and I think the best way to do that is through electrolytes and trace minerals.

Dr. Mercola: Yeah, and these ... Is this a liquid concentrate, or is it powder concentrate?

Alex Guerrero: It's a liquid concentrate.

Dr. Mercola: Okay, good. It's always a better strategy to ship concentrates, because shipping water is not a really good strategy for success in business.

Alex Guerrero: Yeah, that's right.

Dr. Mercola: So that's good. And you can get these on your site right?

Alex Guerrero: Yes.

Dr. Mercola: Okay, good. Now, the title of the book that you wrote with Tom is TB12, and TB of course stands for Tom Brady, and 12 stands for the 12 principles, but it also is his football jersey number.

Alex Guerrero: Yes.

Dr. Mercola: Yeah, so it's a kind of interesting coincidence there, I suspect you kind of adopted the 12 principles. Why don't you expand on those 12 principles so we can get sort of a birds eye view of what the book discusses.

Alex Guerrero: Yeah, the book discusses, I think the importance of trying to find that balance between being physically fit, emotionally stable, and spiritually sound. And I think we do that through the type of workouts we do, through pliability treatments, through cognitive exercises, through proper diet, nutrition, hydration, rest and recovery. Those are all things that we feel are very important to be able to tie in those three areas of our physical bodies that are so important to maintain. Balance, and homeostasis.

Dr. Mercola: Oh, great. I want you to stand up a little bit, because people are, "Why is he wearing a T-shirt," and they can only see a part of it, but why don't you stand up and show us the entire logo, 'cause I think it's really cool. That is TB12, and if you look hard, you'll see the 2 is part of the B, the lower part of the B. So it's a really great logo, I was just commenting on how much I liked it before the interview.

Alex Guerrero: Thank you.

Dr. Mercola: Yeah, so it's pretty cool. Are there any other items you'd like to expand on, or elaborate?

Alex Guerrero: No, other than I really appreciate you having me on. I mean I've really admired you, and what you've accomplished. I certainly love your site, I'm on it all the time.

Dr. Mercola: Oh, great.

Alex Guerrero: I think that what you have been able to do for people that are involved in natural and holistic therapy's is a God send. I really do applaud you and your staff for all the things that you do to make people more aware of things that they can do that are just different. You know, I think a lot of people look at us that way as well, as being different. And maybe even some people think it's controversial, we certainly don't see it that way. We really feel like this is something that certainly can be mainstream, and I think over the course of the years that we've been doing this, we're certainly seeing a lot more people take ahold of it, and understand it, and apply it, and really feel the benefits of it. And I would say that for those ... People that really want to sustain their peak performance, I would first say that they should define what that means to them.

And then once they define what sustaining peak performance means to them, they need to then tailor their program so that it is specific to them and their needs. 'Cause all of us are different. We're different shapes, we're different sizes, we're different heights, different weights. We move differently, we behave differently, we do things in a different way. So a one box fits all type of thing never really made a lot of sense to me. I really would love to express that being outside the box is important, and for people to be able to think about what is valuable to them, and their lives. And once they are able to define what sustaining peak performance is, I believe that age is just a number. And again,

our oldest client is 87, and they're out riding bikes, and diving with whales, and enjoying the success of what they've accomplished through their life, and that's what I think everybody can have.

Dr. Mercola: Well, I think that's a noble ambition, and you know as most of us, if we're not there already, we certainly have friends or parents who are there, and have first opportunity to observe the frailty that occurs as one ages, and this should be viewed as a very powerful motivation to avoid, because you do not want to wind up in assistant care living facility, in a wheelchair. And you don't have to be that way, you can live ... I'm confident full functionality well into your 100's, and not be restrained. You're not gonna be able to do the things ... You're not gonna be able to run a ten second, 100 meter dash, but you'll at least be able to do your normal ranges of activity. And I really applaud your work. Thinking out of the box and putting together these resistant bands, 'cause I think that's really a great tool that can help so many achieve those functional years as they go into that age category.

Alex Guerrero: Yeah, I totally agree. And I think there's ... More of that needs to get out. Like we have a client, she's in her 70s, she runs four marathons a year.

Dr. Mercola: Wow.

Alex Guerrero: And that's how she defines her peak performance. Not that she run the same times as she run years ago, no but she's not off by far. And she loves doing them, and she's still able in her 70s to run four a year. So to run four marathons a year in your 70s, that's saying something. And I think that people work really hard all their lives, and they make a lot of money, and they plan and prepare for their future, and then that time comes and then they're sore. They're stricken with arthritis, or some sort of injury that plagues them, and they can't get down and play with their grandkids, or they can't do all the things ... So now they've got this money, and they've got these plans for a life that they thought they would have, and now because of pain they can't do it. And that's a very tragic and sad story for me, and I don't believe it needs to be that way. And I believe that our method is there so that we can help people redefine that part of their lives, so that they can go out and do the things that they really enjoy doing, and can spend the money they worked hard achieving.

Dr. Mercola: Yeah. I'm not a huge fan of having elderly people run marathons though. I've been a distance runner for over four decades, and have been there and see that, and know a lot of really elite athletes who are distance runners, and suffered consequences as a result of that. There's so many things ... I mean it take so much time. You can put the time in your pliability training and functionality of movement, or [inaudible 00:43:31] or Tai Chi. It's far more benefit and far more effective. You want to run a marathon, fine, but don't do four in a year. That's just a waste of resources on my view. And not really allowing you to achieve optimal health that you were designed to.

Alex Guerrero: Yeah, other than the fact that maybe you just love doing it.

Dr. Mercola: Yeah, but reeducate your brain.

Alex Guerrero: It's not my thing.

Dr. Mercola: Yeah, I agree. You're smarter than that.

Alex Guerrero: Yeah, no it's not my thing, but I certainly want to be there to support anybody who has a dream of doing something that you find passion in.

Dr. Mercola: Okay, well thank you for all you've done, and the book is TB12, it's in any bookstore, or on Amazon of course.

Alex Guerrero: Yeah, and also really, I would encourage people to really go look at the app. It's really -

Dr. Mercola: What's the name of the app? IOS only.

Alex Guerrero: It's called, The TB12 Method.

Dr. Mercola: TB12 Method, so there you go. And at some point maybe they'll ... If it's so successful they'll pour it over to Android.

Alex Guerrero: Yeah, I think they're working on that now.

Dr. Mercola: Oh, great. All right, well thanks for everything and -

Alex Guerrero: Yeah, I appreciate you having me on.

Dr. Mercola: All right.