

AJAYAN BORYS: Welcome everyone to the Women's Vitality Summit, I am Ajayan Borys and I am delighted because today we're going to be interviewing Dr. Keesha Ewers herself.

She is a board certified functional and Ayurvedic medical practitioner, as well as a doctor of sexology, a family practice ARNP, a certified psychotherapist, a Reiki Master and Angel Therapist, trained by Doreen Virtue. She is the founder of a new branch of medicine called functional sexology. She is the founder and host of the Healthy You radio network.

Dr. Keesha developed the four pillar Freedom Framework and founded the Academy for Integrative Medicine to train people who are passionate about empowering themselves and then empowering others to heal themselves. Her integrative medicine health coach certification program is the only health coach certification program that trains coaches in functional medicine, Ayurveda, positive psychology, the enneagram, sexology, and laboratory testing.

Dr. Keesha has been in the medical field for over 30 years. After being diagnosed with rheumatoid arthritis, an incurable disease according to Western medicine, she began exploring alternative modalities, which led her to Ayurvedic and functional medicine and a complete reversal of her autoimmunity. Dr. Keesha, welcome to the Women's Vitality Summit. You're very familiar with this Summit.

DR. KEESHA EWERS: Thank you, Jan. I'm glad that you're interviewing me. It's better than being a talking head on the microphone.

AJAYAN: Right. Exactly. Alright, so autoimmune disease, first off, how relevant is this? Do you have some statistics on autoimmune disease?

DR. KEESHA EWERS: This is really important. First of all, if you start thinking about breaking down the word autoimmune, autoimmunity means that your immune system is attacking you, which it's not designed to do.

Our immune system is designed to attack any invader that comes in that can threaten our survival. When it starts attacking us, that's essentially ourselves turning on ourselves, which is, of course, not sustainable to life as we know it.

The interesting thing I found out, after I was diagnosed with autoimmune disease about 25 years ago, is that 80% of all autoimmune diseases are diagnosed in women. That's really alarming to me. The other thing is that I find that about 80% of the women that come into my medical practice don't even know that they have an autoimmune disease. They just come in feeling overweight, fatigued, can't sleep, have a hormone imbalance, a number of different things.

They don't realize that the hypothyroidism that they have is actually autoimmune Hashimoto's thyroiditis because their endocrinologist only checked their thyroid stimulating hormone. Or they don't

realize that the joint pain that they have is actually not aging problems, it's actually their immune system attacking them. So this has become something that's a bit of a passionate subject for me because I see so many women come in who don't even know that this is happening.

Another statistic that's rather alarming is that once you have one autoimmune disease, you have a 75% risk of developing another one. You can collect them! If you think about that, it makes sense. Whether it's eczema, psoriasis, vitiligo, rheumatoid arthritis, like I had, multiple sclerosis, lupus, diabetes type 1 – all these are autoimmune conditions. Whatever is going on, I always tell people to put that in a bucket that's just labeled autoimmune disease. It doesn't really matter what the name is that their doctor gave it. Hashimoto's or Graves' – they are autoimmune issues of the thyroid, but they're not actually a disease of the thyroid. Just like diabetes type 1 is not a disease of the pancreas.

I can hear people say "What, rheumatoid arthritis is not a disease of the joints?" What happens is it's a disease of the gut. The immune system has gone to wherever the weakest link is in the body and started attacking it. If you have a genetic susceptibility to this that runs in your family and you wind up having your gut wall break down, your immune system will start to become hyper-vigilant and attack wherever in the body is the weakest link.

If you say this is autoimmunity no matter what the name of it is, you aren't going to cure it by treating the organ that your immune system is attacking. Had I gone on methotrexate, a cancer fighting drug, to really deal with my rheumatoid arthritis, I wouldn't have cured it, because that's not dealing with the root issue.

What I want people to know about autoimmune disease – and those are just some of the stats – is that you're not going to get at it if you're just treating the organ that your immune system is attacking. Of all the cases diagnosed 80% are in women, and if you get one you have a 75% risk of collecting more because you've got this root problem going on.

AJAYAN: The first question that I have is why would women be so much more susceptible to autoimmune disease?

DR. KEESHA EWERS: That's a great question. Of course, none of the scientific literature talks about this. Serendipitously – I always think serendipity or coincidence happens to be the synchronicity of the universe – I wound up going into my doctoral program to become a sexologist because I had so many women in my clinic that were looking for bio-identical hormone replacement for low libido. I wanted to really see whether low libido is a function of just hormones? Hormones aren't curing it. Again, it's the same thing with autoimmunity. I wanted to get down to that root cause.

I found that there are actually five root causes to low libido for women, and those same five root causes are true for autoimmune disease, and cancer, and hypertension, and any other disease that you can come up with.

Women happen to have different brains than men and we tend to hold onto our emotional hurts harder than men do. It tends to translate as using more of our brain in such a way that our immune system gets fired up. I look at autoimmunity as a mindset now. I call it the autoimmune mindset because yes, it's happening in your body, but your body is actually a canvas that your heart, mind and spirit are painting on. I think it's really important for us to know that we can actually reverse autoimmune disease, but it's an inside job.

AJAYAN: So, I don't know where I got this idea, but I always kind of thought autoimmune disease was genetic. Now you're saying that it's primarily a mindset. How do you reconcile those ideas? Am I simply just completely mistaken in that? Does anybody nowadays think that autoimmune disease is genetic?

DR. KEESHA EWERS: Absolutely. Indeed, you can say that it is. We also know that in the study of genetics, there's the sister of that which is epigenetics, which means literally, above. Epigenetics is the key that turns the gene on, you could say. That's a very simplistic way of talking about it. It's the factors in your life that have you express your genetics the way you express them.

Health can be seen in this simple formula: you can say wellness is a combination of your genetics, your exposure to toxins – and those can be emotional and mental toxins too, not just the chemical ones we always talk about – and your body's ability to get rid of said toxins. That's your equation of health.

If your mind is unable to let go of toxins and hurts and beliefs from the past, then your immune system is going to be triggered because whatever hyper-vigilance that you have in your mind will get translated to your immune system. Remember that autoimmunity is hyper-vigilance of the immune system.

So it isn't just simply about what you eat, even though that's a huge part of it. We can say that yes, it's a genetic issue. I've got rheumatoid arthritis in my genetics. My grandfather had it. My grandfather also didn't know any of this stuff. I was fortunate enough to find out about functional medicine and Ayurvedic medicine, and I was able to express my genetics differently without taking medications, and lo and behold reversed my autoimmunity.

I think that often, over many generations of time since we've known about the human genome, we have believed that it keeps us trapped in stone. That's simply not the case. We're a lot more malleable and fluid than we think we are.

AJAYAN: So you've identified some of the underlying causes of autoimmune disease. You've also developed something called the Freedom Framework that works to unravel those causes. Could you talk about that? How do we approach actually getting healed from autoimmune disease? You did it for yourself from rheumatoid arthritis.

DR. KEESHA EWERS: I tell my patients all the time that I spent \$10,000 the first year I was

diagnosed with rheumatoid arthritis because I was trying things. I discovered Ayurvedic medicine and I went and I had panchakarma a couple of times that year, I think four times, which right there is very expensive.

Panchakarma, not to get off on a tangent, but to explain the term: in Sanskrit, 'pancha' means five and 'karma' means actions. It's this wonderful detoxification regimen that you do that includes massage, oil poured over your forehead and sweating – a number of different things that are meant to pull out the toxins and help your body's ability to get rid of toxins.

I did panchakarma. I traveled to India. I did a lot of things that year as I was reversing my autoimmunity. Now, I have systematized this, I call it the Freedom Framework, and it's not as expensive. It's a lot easier to really get to the bottom of the root cause.

I put the Freedom Framework into a format of four different seeds. The first one is to uncover – cover would be the seed – the root causes.

The second step is to confront that data. We do a bunch of lab data in the uncover process, then we really want to take a look at that. I have a lot of patients that come to see me that have been to doctor after doctor after doctor. They're very frustrated. A lot of them have actually had the right testing done, but their doctors haven't known how to read the testing and do anything with it. So confronting the data becomes really important.

The third step is to connect the dots. This one is taking full responsibility for your reality, where you're able to confront this and connect the dots and say "In other words, you're telling me that my inflammatory markers are high in my bloodstream because I'm drinking a glass of wine every night. I thought a glass of wine every night was good for my health."

So I go through and I explain what's going on that's turning on these genetics that aren't manifesting in a way that you really want them to. Why the inflammatory markers are high, why there are food sensitivities, why the hormones are off. If you're unable to connect the dots between what you put on your fork, what you think, how you're dealing with your stress, and what your beliefs are about yourself and the universe you live in, you're not going to get better.

The connecting the dots part of this, I think, is one of the more important ones that gets lost. We live in a little bit of a magic pill society where we just want to take a pill and get better. Connecting the dots between your lifestyle choices and your current state of health becomes imperative.

The last step, the last seed, is to create the life that you want. I always say that this means you're creating your life, not based on the factory default settings that you learned, the beliefs, the meanings you made up when you were a child, the way that you learned to deal with your stress, the way you learned to eat.

Anyone that has gotten a new phone or a new computer usually goes in and individualizes it to meet their own wants and desires. You're not sticking to the factory default setting. That's what I want for you with your life too. I want you to go in and examine the things that you want and say "This belief isn't matching that, so let's change it." That's another really important step.

AJAYAN: I'm really curious. Could you apply those seeds to your own situation and rheumatoid arthritis, recovering from that, and just illustrate how they applied to that situation?

DR. KEESHA EWERS: Yes. With uncovering the root causes, there are actually five root causes that are possible for any disease. This actually applies to cancer and it applies to everything I mentioned before: osteoporosis, hormone imbalance. In my case, to uncover the root causes, I had to go through the five root causes, which are physical, mental, emotional, spiritual and my story.

As I was going through all of this, and our listeners have actually heard this story in bits and pieces throughout the other talks, but just in a quick nutshell, I started really looking at that word 'autoimmunity' and realizing I was attacking me.

In my physical root causes, it turns out that I had a positive rheumatoid factor in my lab data. It turns out my adrenal glands were shot. That is very common with women with autoimmune disease. That cortisol imbalance is usually present. Cortisol is a stress hormone that's released into the body from the adrenal glands when you feel that you are in danger.

I had a history of sexual trauma at the age of 10. I had not linked this together that when I didn't feel safe, or I didn't feel loved, or I didn't feel seen, heard, or important, that I would actually set off the same amount of cortisol as when I was literally in danger when I was a kid. I had created, this is under mental root cause, a belief that I had to be perfect to even survive. That's a really hard thing to do. You can't be perfect.

I was coming up against the mental root cause, which was my perfectionism. I was coming up with the emotional root cause, which was my sexual abuse in my past. Putting those together, I was coming up with my story: that people aren't really that trustworthy or that safe. I had to work with that one.

This all translated into these physical root issues that I was having. I also had leaky gut. Everybody with autoimmune disease has leaky gut. So I had a whole bunch of food sensitivities. I was eating gluten. I was eating dairy. I was eating sugar. I didn't know that all three of those were actually really super toxic for me. I had to confront all of that. That's the second seed.

I had to connect these dots between what's on my fork. After I go for a long run, I come back and I eat a big bowl of granola with Greek yogurt on it with some walnuts and some blueberries. I read that those are all foods that are good for me, but I'm bloating within an hour. So just because it says in the magazine that I just read that blueberries are super foods and Greek yogurt is full of calcium that's going to help my bones when I age, actually for me this is not okay. My body is telling me this because

I'm getting feedback. I'm bloating and bloating is not normal. That was my part of connecting the dots.

I realized that in my childhood it wasn't okay for me to express my feelings and my anger. I would internalize them. I actually had a lot of dysfunctional ways of dealing with stress. One of those was making a big pan of brownies and saying "Okay kids, here's an after school treat. Let's sit down and talk about your day." I would eat the brownies and a glass of milk with them. Not only was I teaching them a bad habit, that I was raised on, but I was also doing some emotional eating, so I found that out. All of this is in the connecting the dots part.

Then the next day I would run five extra miles, because I'd had two brownies. I didn't know that I was actually addicted to sugar. I didn't realize that my triggers for eating were not healthy and I didn't realize that I had a really bad disconnect between my mind, body and spirit.

I started doing yoga. 'Yoga' actually means union of your mind and body in Sanskrit. I started learning about my body and it's feedback to me through Ayurveda. I started learning what my bowel patterns were supposed to look like. That the acne on my neck that would spring up whenever I was stressed was a feedback mechanism. I took Accutane for that when I was 18. At the age of 30, I was still getting it, and it turns out when I stopped eating those foods I was sensitive to, my acne went away. That acne was an early warning indicator that my body wasn't liking something I was doing.

Connecting the dots was really a huge part of what set me free from autoimmune disease. Then, I started creating the life I really wanted. I wanted a life that was free from this dogma of perfectionism. Free of the pain that I felt if I felt invisible or unheard or unimportant. I wanted to teach my kids a better way of eating than what I had. All of that was part of creating the life I live today at the age of 51. I actually look younger, I have more energy, I am so much healthier at 51 than I was at 31.

It's because of the Freedom Framework, doing all of this that we're talking about. Did this happen overnight? Absolutely not. Does it sound overwhelming to hear all in one little package like that? Yes, absolutely! Remember the overwhelm is the whip that perfectionism uses. You have to take one step at a time. That's how I work with my clients. Let's take one thing that we can work on and keep going.

AJAYAN: I imagine that people come to you when they're really out of whack, when they have the full blown autoimmune disease. What if we could catch it earlier? What about some early warning signs that we could look for in autoimmunity?

DR. KEESHA EWERS: I call this the misery to motivation quotient. This is something I've never heard anyone else talk about, but the misery to motivation quotient is something that I have labeled as a pattern that I observed in myself, which is this. Those early warning indicators that your body is not happy, if they make you miserable enough and really slow your forward progress down, then you're going to pay attention.

If they're minor, it's more like "Eh, I've got some acne, I'll just take some Accutane or I'll take an

antibiotic. That's what the dermatologist gave me at first, so I'll take lots and lots of antibiotics and go on with whatever else I'm doing and not look for the root cause, because I'm not miserable enough to be motivated enough to actually change my diet."

Those early warning indicators are going to show up as fatigue. Instead of grabbing a Red Bull or a cup of coffee if you're tired in the morning, it's better to find out why you're tired instead of kicking the dead horse.

Other signs are inability to lose weight and hormone imbalance. But here's one, ladies, that is so important. It's one of the first ones to go and it's one of the last ones to come back online when you do get healthy. That is your level of libido.

I started really using that with people as an indicator light like you would on the dashboard of your car. If your car's dashboard says you're low on gas and the little light is blinking, you don't push down on the gas pedal and expect to go farther and faster for a longer period of time. You know you're going to break down and be on the side of the road. We do that with our bodies, right?

We don't pull over to the filling station and figure out what's going on with the indicator light on our dashboard for ourselves. Instead we reach for a sugar filled carbohydrate, or we reach for a coffee, or something else to keep us going. Indeed, our bodies will break down on the side of the road. So your libido, to me, is a benchmark for your vitality level.

Vitality, of course, being your life energy, your life force, your bedazzle, your passion, your spark, your juice, all the stuff that we've been talking about and how I've started every interview.

If you're not feeling that, if you're not in the zone of living your life in its fullest, and so in love with life – and this doesn't have to be 24/7 as a general rule – then you're missing out on the level of vitality that you could have and your libido will be down.

I always say please look at your libido level. If it's way, way, way high – which can also be the other side where you're using sex as you would food or shopping or something else for numbing out – or if it's really low and you're in a relationship with somebody who's complaining to you and it's causing conflict, or you don't have any desire for even sex with yourself, you have to know that this means your life energy is really low, it's at a low ebb.

This doesn't necessarily mean that you need to have enough energy to go out and have a lot of sex. To me, libido is actually an indicator of your vitality. There are a lot of different kinds of people on the planet that don't have sex on purpose: monks, aesthetes and renunciations of different spiritual traditions. They start with the energy that's required, and then they channel it to other ways, for spiritual ascension, and things like that. They start with that life force. That's what you're looking for. You're looking to make sure that you have the life force that you need to live your life to your fullest potential.

AJAYAN: I would just ask this then; there are many different possible causes for low libido. You could be having an argument with your spouse. Doesn't mean that you have autoimmune disease, right?

DR. KEESHA EWERS: Absolutely.

AJAYAN: In other words, you have to use common sense with this, but if you're constantly at a low avenue of libido and you're feeling tired. Of course there are other reasons for low libido.

DR. KEESHA EWERS: Pain.

AJAYAN: Yeah.

DR. KEESHA EWERS: Right? Like I said, you can't gain weight, you can't lose weight, you've got a rash, any of those symptoms that go with each autoimmune disease will be present. Your digestion is not good. That doesn't necessarily mean that you're not pooping every day. Digestion is also the digestion of your thoughts.

I have a teacher that talks about the roots of your tree of life being actually embedded in your heart. The trunk goes up your neck, and then the branches of the tree of life are coming out into your mind, and the fruits on that tree are your thoughts. If your thoughts are bitter and unripe, then you want to keep them on the tree for a while, and draw nourishment from your heart so that it's sweet. If you have a lot of that going on, where you've got bitter, unripe fruit, then you're not metabolizing your thoughts well, or your experiences. That's digestion. That's really important to remember, that we digest our thoughts and our emotions, just like we digest our food.

AJAYAN: That is a component of the autoimmune mindset.

DR. KEESHA EWERS: It's absolutely part of the mindset. Remember that if your dogma is rigid, and that means, let's say you put yourself on an autoimmune Paleo diet for example. If you're really rigid with it, in other words, the rigidity is "I can't have this, therefore I'm deprived" or "I can't do this, therefore I'm deprived" then there's going to be a rigidity to this and it's not a flow that's flexible. In this case, your immune system won't respond well, because your immune system is a reflection of your mind.

If you are hyper-vigilant and rigid in your mind, so goes your body. Anything, even when it's healthy, like having to 12 miles a day, and you're rigidly adhering to that, then your body becomes rigid too. However your mind is, that's your autoimmune mindset, it's your libido mindset, it's your osteoporosis mindset. Whatever it is, it's going to match in your body.

AJAYAN: I really love that. That's something that I admire about your work, it's truly mind/body medicine. It's really holistic. I'm curious, is this something that's common to all functional medicine practitioners? Is this the way of thinking in functional medicine, or is this something that you have

developed more completely? Where does that sit?

DR. KEESHA EWERS: Some people in the functional medicine arena really practice this way. Dr. Kim D'Eramo comes to mind. She's amazing. She has a mind/body toolkit and trains practitioners how to do this. I'm so excited that she's doing that.

There are some people that have bridged it. I'm another one that bridges this because I'm a psychotherapist, a sexologist and a functional medicine provider, so I've bridged all those.

It's unusual for there to be real tools that a functional medicine doctor has for their patients because we give lip service to it, but do we really practice it, right? That's what you want to really look for: are there actual tools that you can practice? That's what my bonus material is for the Summit, for this reason. It's the autoimmune anxiety stress busting toolkit. I really want to give you listeners and everybody on the planet, if I can, this wonderful way of training your body to relax when your mind relaxes.

I hear this all the time, in fact I would be a rich woman if I had a quarter for every time I heard this, "Well Dr. Keesha, yes I have had some trauma, or stress, or whatever it is in my background, but I've done a lot of therapy. I'm done with that."

I also used to think this way. I remember one day, with my therapist – because every good therapist has their own therapist and I did a lot of therapy when I was diagnosed with autoimmune disease, and I was uncovering the sexual abuse piece, and learning how to become powerful from it rather than victimized from it – as I'm talking to my therapist, I'm thinking "Really? This again? I have to keep going back to this moment in my childhood? That's coming up again? I thought I was done with this." I will never forget her saying "Oh no my dear. You will be mining this for the rest of your life for gold."

I guess you could say my spiritual belief system on this planet is that I signed up for my parents. I signed up for the big chunk stuff that I've gone through in my life, so I could learn what my soul wanted to learn. I know that I am here to learn forgiveness, and I know I'm here to learn compassion, and how to love people unconditionally. I just know that.

That means I actually have to have been through something that I have to forgive, and I have to actually go through stuff that's going to help me develop true compassion, and I have to learn how to take care of myself, and make me important if I want someone else to think I'm important. All of this is part of what Joseph Campbell calls your Hero's Journey, or what I would call your spiritual development. I believe that all adults are still developing this.

In fact, Thomas McConkie is one of the speakers, and Keith Witt, on this Summit, and that's what they specialize in. It's what's called Integral Theory from Ken Wilbert. It's that every one of the things that you go through, if you mine it for gold, and learning, and wisdom, that then you will evolve developmentally. You will become a more expansively conscious person on the planet. Once you can

get to that place, all of it is worth it.

AJAYAN: I happen to have had some contact with some of the people that come to your center and I've heard a lot of enthusiastic reports of people recovering from autoimmune disease. Things that they've tried and tried through Western medicine have failed so they've come to you, and apparently, they were very motivated. They did your program and came through it. I wonder if you could just give some examples of things that you have seen actually reversed through this approach.

DR. KEESHA EWERS: I have a lovely woman that just pops in my head the minute you say that. There are several, but she just comes up instantly.

I started seeing her when she was in her early 30s. She had been diagnosed with multiple sclerosis long before she came to see me. She gets MRIs, cat scans, of her brain to see if lesions are progressing for her. Ever since she started doing the Freedom Framework, there's been no progression. She participates in triathlons and runs marathons. She's this really amazing person who, like me, is driven by, I'll call it, the demon of perfectionism. She's had to learn how to relax that for herself and as she has relaxed that, so has her immune system.

I have another woman that comes into my head in her 50s with lupus who reversed that by doing all of this. One of the things that we discovered with her is that she had early childhood trauma, but also a ton of food sensitivities. Once we started healing her gut, and she started seeing another therapist in my practice, she started reversing her lupus.

I have probably five patients with Vitiligo. Vitiligo is a loss of pigment in your skin. The pigment doesn't come back in their skin, but it stops expanding, it stops losing pigment. Sometimes you can halt instead of reverse. I'm not going to be able to reverse the pigmentation, but I can halt it from happening anymore.

Reynard's disease is lack of circulation in the fingertips and toes, they turn blue and white when it's cold. I can't even count how many people with Reynard's disease who have had that reversed.

Lots and lots of people with rosacea. Rosacea is one of the ones like acne where you wear it on your skin so it becomes the feedback mechanism that motivates you more because you're wearing it so clearly on your skin. You can tell if you get into something like sugar, and you've got a microbiome in your gut that's feeding off of sugar, like yeast, parasites, or small intestinal bacteria overgrowth, then the rosacea will be worse. If you can clean that up, kill off those bad bugs, get a re-balanced micro flora system going in your digestive track, heal up the gut lining, then no rosacea. It will come back later if you get back on that sugar train.

This is a really interesting process. Often women will come to me and say "I thought I was better, and now my joint pain is back." Ladies, I can tell you, I was diagnosed around 31 years old. It's been 20 years and if I were to go back to making brownies as a self-soothing activity when I'm upset, and eating

them, and then running extra mileage the next morning the way I was doing back then, my joint pain would come back, and my genetics that contain rheumatoid arthritis in my DNA programming, would flare again.

I don't drink alcohol. I happily don't eat sugar. I avoid it. I have a little rash that will come out around my eyes, that's called periorbital eczema. If I go out to eat and someone has gluten in something, and they say it's gluten free, the next morning I will know that it wasn't true, because I will have these little red dots right around one of my eyes. I like that. That to me says "Okay, there it is" and then I know to make sure that I watch it very carefully.

Once you have autoimmunity, once you have leaky gut, once your immune system knows how to be hyper-vigilant like that and turn on you, you have the propensity for doing that for the rest of your life. This becomes a lifestyle. You don't go on an autoimmune Paleo diet. You go on a lifestyle regimen that is protecting your body. It's nourishing it in a true way, rather than eating pudding because you feel sad. That's not taking care of yourself. The Summit is all about caring for yourself, body and soul. This becomes so important that you actually do that.

AJAYAN: Right. I know that you also talk sometimes about genetics and this seems to fit right into what you're saying here. Could you expand a little a bit on that, the place of genetics?

DR. KEESHA EWERS: I do a lot of genetic testing. In fact, if anyone comes to see me that has a family pattern of something or they've got an autoimmune disease, I recommend genetic testing. It's just direct to consumer genetic testing that I do. It's not university style. This is the disease you have and here's the gene that matches it. I do direct to consumer genetic testing that I run through another portal to get the raw medical data out of, and I can find patterns.

Pattern recognition is everything with medicine. I always call myself a medical detective. When I teach my students integrative medicine health coaching, this is what I'm teaching them. I'm teaching them how to recognize patterns. If you want to know what's going to come next, all you have to do is look at the pattern from behind. Whatever has come before, if you do the same thing over and over again, you get the same outcome. If you expect something to be different, we know that's insanity, right?

So with genetics, I get to look at what those genes are that are being expressed in a way that's not serving this person's life? In the direct to consumer genetic testing that I do, it looks at how well you're detoxifying in both pathways of your liver. How your mitochondria are in terms of health and their ability to replenish themselves. How you are doing with the mechanism that your body does called methylation.

A lot of people have heard about methylation at this point, and a lot of them focus on what's called the methyl 677 or 1298. There's so much more to that than those two genes. Now we know so much more. I look at all of this.

I can also see what your relationship to gluten is on this genetic testing. To me now, it's the gold standard for whether or not you're celiac or gluten sensitive, and how and what that degree is.

We can look at whether your thyroid is actually susceptible to certain things. Your eyes, your immune system, all of this is contained in this very, very inexpensive direct to consumer test. I love doing that because it's not going to tell you "You have a 75% chance of developing Alzheimer's disease and now you are stuck. Sorry, Ma'am. Goodbye." It's actually saying "No, here's a dietary program that you can go on because you happen to have this gene that puts you at a higher risk than the average bear of developing heart disease and Alzheimer's disease if you drink alcohol or eat a lot of animal protein."

Not everybody is supposed to eat a lot of animal protein. A glass of wine is not good everyone's heart. There's a certain percentage, 10% actually, of the population for whom that is toxic. This genetic testing tells us who that is. You're one of them.

AJAYAN: That's right. I'm glad I know about that. It's great to know these things. I have a radio show and I interviewed a doctor once who told me he wouldn't want to know that he has that gene.

DR. KEESHA EWERS: I've heard that a lot before.

AJAYAN: I feel just the reverse. In other words, he's saying that you're fated somehow.

DR. KEESHA EWERS: Yeah. Not true.

AJAYAN: The epigenetics tells just the opposite; that you're not fated, but you do have to then act accordingly.

DR. KEESHA EWERS: Right. Isn't it amazing that a dietary and lifestyle choice – again this is where you're confronting the data and connecting the dots – can turn off your expression of dementia and Alzheimer's disease and heart risk? Wow. That knowledge is power. I think that's always true. Knowledge is power.

AJAYAN: So what programs do you offer to help people actually implement this in their life?

DR. KEESHA EWERS: People can work with me one on one, but I like for them first to try more of these do-it-yourself ways because so much of this is about your lifestyle.

I have a seven week program that's called the Libido Cure. Again, the libido cure actually means the vitality cure. I use the word libido as a little bit of an attention getter for you to check in. Where is my desire? Am I passionate about my life? Am I intimate with my own inner workings? Intimacy, passion, these are words that a lot of times we associate with sex. I'm trying to help you really understand that your desire for whatever it is in your life comes from this energy. The Libido Cure program is seven weeks of this. We go through all five of the root causes, including mapping your libido story. It's a very

powerful program.

One day I woke up, before I was doing the Summit, and I thought I'm going to offer that at a really, really steeply discounted rate for my participants of the Summit. It's only \$97 dollars this week, which is \$400 off the normal price for seven weeks. Take advantage of it. It's an amazing program.

There's a free webinar that I'm going to give. For those of you that tuned in to the free vitality webinar before the vitality Summit, it's going to be similar to that. I talk for an hour about some different elements of this webinar, which is called Three Common Triggers That Are Stealing Your Sex Drive: Mapping Your Libido Story. That's the webinar. It's free of charge. It'll be on September 28 at 5pm Pacific Standard Time. We always do a replay so you can listen to it later if you can't be there right at 5pm. I always do a question and answer after those free webinars so that people can ask me questions. I love that question and answer period for that reason.

The seven week Libido Cure program is on October 12. Again it is \$97 for this program this time around. After this, that's not going to be the case.

For 10 years I've had the clinic that I have right now, Life Center. Throughout the years, what I have found is that my patients that have been working with me for a long time, like I said, a lot of them have been to doctor after doctor after doctor. They listen to a lot of these Summits and they read, they order books, and they absolutely are smarter than most doctors out there. They come to me with these binders that are highlighted with all their information and they know their stuff. They just want me to help them to individualize it, to use the Freedom Framework and to really individualize it for them. These people are so passionate about medicine and functional medicine and healthcare, that actually, they should have been doctors themselves.

Often these women have become this smart because they've been advocating for their children. A lot of children today have been having trouble with their health for a number of reasons. So they've become these health advocates. I started this coaching program, the integrative medicine health coach certification program, because a lot of people feel like they've missed the boat and can't go to nursing school, can't go to medical school, or whatever it is that they are so passionate about. So this program is for those people that are super passionate about health, about transforming their own wellness journey.

Sometimes I have someone that's really sick, that wants to go through this journey very, very deeply. They'll enroll in the program. Sometimes I have people that have already been there, done that, and gotten the t-shirt, and now they want to be a health coach to help other people. Some people are already licensed medical providers but they don't have a great system in place for putting functional medicine or Ayurvedic medicine, or some of these psychology tools and sexology tools to work in their practices.

I teach all three of these kinds of people in the academy for integrative medicine program. It's six months, it's online, it's live Q&As every single week. You get to pick my brain all week long on the Facebook private page. As you know, I'm on it all the time answering questions.

That usually costs \$7,000 because you get to retake the class as many times as you want. I have graduates that never leave. They keep bringing their cases back. You get mentorship from me forever. There's no other health coach program that does that. None. That's an amazing perk for this program. That's usually \$7,000 if you pay on a payment plan. \$6,500 if you pay up front. We're offering it for \$4,900 for this week only, and the next launch for that is October 5. A new quarter will start October 5th. Again, calls are Tuesday night at 5pm Pacific Standard Time but we record every single one of them, and you can take it at your own pace.

All the lecture material is online. It's all in a membership site. It's set up wonderfully so that you have all of the tools that you need and you can do it at your own pace. That's another amazing program that people that have graduated from have just raved about how much it's transformed their lives. You're learning the Freedom Framework on a very intimate level, and then you're practicing. Learn one, do one, teach one. You're doing these case studies of your friends and your family or clients.

AJAYAN: I've looked at the content and it is incredibly robust. You have totally over-delivered on this. It's an amazing program. People come out of there know so much. It also enables you to actually get laboratory testing on your clients, if you're actually a health coach.

DR. KEESHA EWERS: Right. If you're already a health coach. I have a lot of health coaches that take my program. People that have come from the Institute of Eating Psychology, people that have come from Dr. Tom O'Bryan's gluten certification course, people that have come from the Hashimoto's Institute with Dr. Alan Christianson, functional medicine health coaches, all these different functional nutrition coaches. They come in because they want to learn and expand and niche.

You get to learn how to do the lab testing. You learn how to do salivary, adrenal and hormone testing. You get that test for free for yourself. That's why a lot of people enter the program because they get to do all of this on themselves too. You get to learn how to do stool testing – you don't do it yourself, but you learn how to read it and then give recommendations. You learn how to do food sensitivity testing.

I love to teach psychotherapists to do this too. Therapists know that if they have a client who has got a history of abuse like I had early in my diagnosis with rheumatoid arthritis, your therapy won't stick if your patient is always in autoimmune, or adrenal overload. You have to bridge the mind and the body.

I love teaching people that have got a specialty in one area to bridge into the other are also they can have a more comprehensive dynamic protocol for their client that will stick and really let their client move forward in a positive way. So, again, laypeople or licensed providers of all different kinds.

The most commonly asked question I get is about scope of practice. I get questions a lot from out of the country – we have graduates from Puerto Rico, Sweden, Kenya, England – about the scope of practice and I can't say what your state and your country allows for, but what I do say, and this is universal, that you are not diagnosing. You are not treating. You're a health coach. That means that you are looking for

patterns. You're showing your client the pattern, how to break it and giving them recommendations. You're coaching them. It takes you out of the scope of practice issue. It's fantastic.

AJAYAN: Beautiful. Fantastic. Well Dr. Keesha, thank you so much. I have to say thank you so much for putting together, this Women's Vitality Summit. I've heard so much good feedback from people, it's really exciting. It's great, thanks a lot for doing that. I'll let you close with your line.

DR. KEESHA EWERS: In appreciation and gratitude to everybody who's participated in this Summit: it's been a gift of my heart for sure. It's taken a lot of time, but man, has it been worth it!

Thank you to all who are listening and have participated, who have been vulnerable have been emailing me your stories. Every day my heart is touched and my spirit flies because of this Summit. I can't tell you how much joy it has brought me to do this.

Remember everybody to live, love, laugh, keep on learning and listening to the Women's Vitality Summit. Be the most fantastic version of yourself, until next time.