



DANNY LENNON: Hey, Ben. Welcome back to the podcast, it's being a bit of a while so just before we get started in this discussion, let people know kind of if there's anything in particular being going on with you, or anything you'd like to bring to people's attention or a journey what's been happening since you were last on?

BEN ESGRO: Well, first thank you for having me back, as last time I look forward to what we explore this time. I think it always goes in somewhat anticipated and somewhat unanticipated directions. Essentially still largely invested in doing De Novo Nutrition work, but also embark upon a pharmaceutical chemistry master's program, and kind of feeling out that field more as well. Kind of got involved I guess briefly got involved through what I was exposed to more through formulating, and just more I guess meanderings and adventures outside of just the traditional physique athlete nutrition and strength athlete training stuff.

And the more I found of that stuff I just became pretty obsessed, and wanted to explore more, so trying to find ways to unite that stuff to everything else I do.

DANNY LENNON: Yeah Cool. And I think just towards the end there, you mention the word obsessed, which is particular one of the areas I want to focus in on, at least this to start some of this discussion, because I think it's an area that some listeners to podcasts will have heard me mention before a just a concept

I suppose that I've been interested in thinking about a bit, and it's something that I'd be keen to hear some of your thoughts on, because in the past at least I've kind of expressed this opinion, I think many others share that. There's perhaps a falsehood in always thinking that in all situations, this term obsession is inherently a bad thing, because I believe there is like investing lots of resources into certain things that we might be passionate about is perfectly fine. Even if we end up not really getting a good return on that investment so the speak. So for example, I think one of the person that I mentioned to you in a previous email, was around me personally knowing that I'll never stand on a podium IPF worlds, and I won't be getting a gold medal at IPF Worlds or anything.

But I am okay, with still putting probably a disproportionate amount of time and money and effort into power lifting, probably at the expense of other things in my life that are still important to me, some of business etc, etc. So I'll just be really interested to hear about how do you think about, and how do you weigh up that question of at what point does number one, a healthy obsession if we can kind of term it that, with say fitness or nutrition, or power lifting, or any sport. Any kind of those fields? Number one, can we think of that as a healthy obsession, and then number two, what kind of...if it's longer spectrum, what point does it come from something that is actually not healthy for your all-round life?

So I think the thing you mention too to start the question is really the fundamental starting point of the idea of addiction versus obsession. So I really think where it kind of splinters off is obsession is something you really enjoy doing, that I suppose doesn't begin to negatively impact your life, so you can kind of keep it contextualized, whereas addiction is that thing basically controls you. So you no longer are doing normal enjoyable activities. You are you are chasing something out of some type of need.

Again it's almost like it's pulling you rather than you having any kind of control of it. Very similar to what we would consider like a classical drug addiction. So I think that's really where it comes in, and I know I could speak for myself in this when I started off kind of my fitness journey, it really became out of an interest in just lifting weights and increased self-confidence. Liking looking better, liking having the appeal of just a leaner physique, a more muscular physique, and then I think it starts to morph into something

else. The longer you do it the more you start to compare yourself.

And now again keep in mind that this is over a decade ago for me, so this is just simple Internet search engine comparisons. Whereas now you are compared if you so choose to which I think most people do. You are compared to pretty much as many peers as you are willing to expose yourself to on social media. So it brings in a whole new heightened level, but I do want to circle back to healthy versus unhealthy, and I think one of them is really asking yourself the fundamental question of why do I do it? And I think you can really get answers to that even if you don't want to think about it long. You can get answers to that just by seeing what makes you get up and do it.

For example, if part of your daily routine that makes you feel centered, and helps you get your day off well is waking up in training, then I think we probably unanimously agree that's a healthy...even if it's an obsession, you can say, "You know every day I do this, and this is what helps me feel normal." And that would probably be healthy. Whereas, I have to train if not the whole day is going to be chaos and a mess, and it's like training is an emergency. I think that that's when it really becomes okay, this is an addiction because I really think that's where the line is drawn, when you start to have this major panic stress response when something's missed.

And you are treating it like you're totally inflaming the situation way more than then the objective, I guess reality would dictate it to be. And then I think that other aspect of it is self indulgence, where we can self-indulge in the pleasuring part of the activity, but I also think for fitness a lot of people self indulge in the misery. I mean think about it, think of the old school "old school" style of body building, which is very masochistic. Like when we can eat these three four foods. I'm not going to salt them. I'm not going to season them.

I mean the roots are pretty masochistic. Like feeling like you need to kill yourself to train. I'm not speaking of these things like they're foreign to me, I mean I've done them all in my lifting career, as I'm sure many people have. But I think when you look back on a lot of it you see and it's like, "Oh man, wow." It's almost like repenting for sins.

DANNY LENNON: It's interesting, I think one part of that...I know there's multiple things I do want to pull back on, but when we talk about you mentioned that the initial reason of why we get into it, or at least in a lot of cases for many of us I think that we get into say training, or particular type of sport, or just general interest in nutrition fitness, often starts out being something different to what it develops into or changes into overtime. And it's kind of interesting that you mention that because it was only recently I was thinking about...there was a book I think it was maybe Carl Newport was the author. I'm not...I can't remember exactly, I think it was Carl Newport. But essentially this idea that when we're told to like chase our passions, in that when you look at people who are operating at high levels, who are involved in something that they claim to be passionate about, when you trace it back it wasn't their original passion, or at least to some degree that passion was learned.

In that...and obviously a lot of this was kind of in a business context, but when we may be trying to explore that in fitness, that could potentially make sense in that like you say if someone originally gets into lifting just to try and look a bit better, or doing it for self-confidence, or maybe they're doing it because they're initially trying to improve themselves in a different sport, but then over time it morphs into something else, it kind of perhaps lends credence to say that idea that it's...these passions are just learned by the environment we continue to place ourselves in.

BEN ESGRO: Yeah. Well, I think one of the things that you're potentially touching on is what people think you're supposed to be passionate about, based upon their limited knowledge of you versus what you actually are passionate about. And I think that can happen at different points in a fitness journey, meaning, I think let's just say there's somebody who gets involved in fitness because they just really have always struggled with losing weight, and it just seems like a healthy way for them to lose weight, and then they find that they just really like power lifting, and they get totally lost. But it happens before they get any kind of following for doing it.

Then I think it's under the radar and they are allowed to...not allowed that they have better control of that, but there's nobody to say that that won't morph again. Do you know I mean? Kind of like you said. Like it's probably more like a fractal, like you probably can...the longer you stay and the more you can reinvent it so to speak. But I think one of the

other separations is if you get in and you become known for one thing, but the passion is for something else, or maybe you reinvent another passion within that same thing, then I think it's a little more difficult. But just because again the public, or the consumers have you pinned as this thing, but it might be one of 10 things that are actually on your radar.

And I think as a from a business perspective that can make it difficult, because obviously in some ways you need to invest in what gives you an occupation, you know I mean? Instead of jumping totally outside the field.

DANNY LENNON: We place ourselves in an environment maybe that we're not initially passionate about, but we learn passion, right? So the example there is if someone gets into the gym to train and then you start losing weight or be healthier, and through that they start training in a power lifting based gym, it's not initially their passion it's kind of learned passion over time perhaps.

BEN ESGRO: You brought back that other thing I wanted to bring up, which is I do feel and this is definitely biased by person experience, but I do feel that we often trip or stumble into our rabbit holes, and find things we're passionate about, rather than actively trying to force something in because I think that's an arguable point that that's even something you're passionate about then. That's just something you're really gunning for to kind of make it fit, and to make it I guess more specific and relatable to a life story. I mean that has happened with me.

I originally got into fitness to basically get more muscular and get stronger, but really found that I was really pulled by the...all of the kind of biology and chemistry behind it, and that is the one I think recurring theme, is if I look back it's actually been 12 years of the journey since I really started getting into fitness. The one thing that has held constant across every little jump I made from bodybuilding, to power lifting, to formulating to all of these things, it's been a real passion to learn, and that is almost uncontrollable. Like a curiosity that like I can't even shut off.

It's just like I am...it drives me to do things that I feel like...and now this the circle's back. Maybe I have an addiction to learning. And you also asked if I've seen that happen with other people, and I actually think the people have probably gotten close with through fitness, have

probably had a very similar journey. It's like we got in for some aspect of the lifting, but it really was something else that we didn't even really see coming. And someone who comes to mind immediately with that is Dr. **Zodos**.

DANNY LENNON: Yeah, it's just as you mention that. Kind of reminds me of a related concept of so often people think they need to find this passion, and then kind of go and pursue, and when you mention that, a perfect line of how often we kind of stumble into certain things that we then discover this passion for. I think that's really important because if someone feels they need to find this one thing that is their life's passion, and they haven't worked out yet but they need to find it before they start doing something, then that just causes lots of inaction. Just freezes into someone not really giving their all to a certain activity, because they don't truly believe it's their thing, right? Or they've heard they need to find their one thing.

And one of the things that we see or at least some kind of areas of research indicate, is that its passion kind of develops alongside mastery in a certain activity. So it's very difficult for a complete novice in anything to go around the clearing that they're truly passionate about a certain thing. But as they get better and better over time and improve and start mastering a certain thing, then lo and behold it has just become their passion, without them actively trying to make it their passion, which is a kind of was reminded when you said that point previously.

BEN ESGRO: Well, I think one of the things that you brought up that's actually...that was really appropriate was your investment of time based upon some type of goal, and I think a lot of people invest based upon a goal, that is just what the group consensus goal is which is like I want to become an IPF World Champion, or I want to become a natural bodybuilding champion. I think number one, it's important to realize that that's one person that gets to do that. And the other thing is A, it's not possible for everybody, but B don't close it in so much. Like you said when you're a novice. The most important thing you can do is keep an open mind, because things are going to be presented and thrown at you that you weren't even expecting when you first started and got into it.

And those might lead to a totally different avenue that you weren't expecting, but actually like really gets you going, and



you fit better than...you fit better into that potential streamline, rather than The world champion one. For example, maybe the world champion's great at squatting but maybe you're great at analytics. Usually you find that type of variation across a wide spectrum, it's not just one person who's doing all of those things. I mean look at it in anything, people specialize but in order to do that I think it is important, and this might sound somewhat contradictory, but I think it is important to retain an open mind.

And I think one of the things that happens as we get older or get more involved into something, is as doors close, our minds start to close to and we start to say...like we start to steep these potential branch points off. I think there's a lot of pressure to do that too because basically life and social things tell you to start clipping, and start doing your "occupation" but I think in order to really find those things that fit your best, you have to fight to keep an open mind, because again I think anybody who's listening across the span of age gaps would admit that they're not the same person at 30, that they were at 10 that they were at 20.

If they're 40 they're not the same person that 10, 20, 30. So I think the beauty is there are so many potential career paths and options out there that again, just because a door closes, doesn't mean that your mind needs to do the same thing, as the cliché kind of goes it's like when one closes another one opens.

DANNY LENNON: For sure and I think that even extends to maybe this idea of really when it comes down defining success I suppose, in that you say, "Don't close it in based on kind of the norm of what a typical I suppose goal would be for a certain passion." Say so the example of an IPF world champion, or natural bodybuilding champion or whatever someone's particular alternative is for whatever they're involved in. That idea of not to close it in on a certain thing, kind of reminded me of how really when we maybe focus on one specific outcome of a certain...as this one metric, this one objective metric is going to determine whether something was a success to pursue, and yes no fashion is kind of missing a lot of good stuff that could be gained, right? Because we could instead think about, "Okay, if I pursue this activity or do this certain thing. Even if I don't succeed on this end objective metric. I can chase that but even if I don't want the other kind of things I can learn, and develop, and gain skills from that would still be a kind of a net benefit."

And I think sometimes we can put the blinkers on to them, I suppose when we have the only kind of clear outcome based marker of success, and maybe that's a different discussion like the defining success I suppose.

BEN ESGRO:

Well, no. I actually think it's really appropriate, and I think one of the aspects were revolving around when talking about that, is really having a good conversation with yourself I think, because we are constantly bombarded with the idea of what success is supposed to be, or what it is to everybody else, but that doesn't mean that that model of success fits what it is to you. And I think you can end up in this vicious cycle of trying to attain somebody else's success constantly, if you never know what yours is.

So again like just to use some type of example, like let's just say the social level of success is having a Ferrari, but this individual makes an income that's not nearly...doesn't nearly make a Ferrari attainable. They absolutely love what they're doing and they're passionate, but they feel in order to be successful they need to have a Ferrari. I think if they never actually tap into what they feel successes is and they constantly rely upon what everybody else's version of success is, they will chronically be unhappy.

And even if they get that Ferrari it's going to be then whatever the next tier of what success is supposed to be, based upon that new social group they fit into. So the reality is you kind of have to check yourself. It's almost like Dr. Khaleed caller says, "Don't ever play yourself." Like I mean it's actually...it's pretty profound in a very short statement but it's true.

I think the most important thing anybody can do if they want to make the most impact in their own lives, and I think intrinsically and extrinsically is to spend some time kind of soul searching what are the...like why am I choosing to pursue these things I'm pursuing, and really distilling it down to the most fundamental things that are that are enjoyable about it that makes them chase it.

And then from there I think you can almost starting from first principles, you can reason up to what your version of successes is, rather than letting about everybody else define your life for you basically.



DANNY LENNON: And I think that kind of translates across to earlier when we're talking like passion areas, right? Because people always start at that point of okay, I will determine what I'm passionate about, and then I'll just go and do the kind of job, or the career, or whatever in that area you know because then ill surely I'll be happy. But it kind of misses the boat in that if we're to take a scenario. Someone could say and give like a very vague kind of generic assessment, "Oh, passionate about fitness." So then the next step is, "Well, I'll just go and be a personal trainer or a gym instructor." And they're sure that is something that's in fitness but it may not be something that is suited to the things, or the tasks like on a day to day basis that they enjoy doing, or they're suited to. And they're missing the broader scope of within this passion where fitness, there's like a million and one ways to splinter that off.

So and like couldn't even begin to start naming them. But like it could be someone who's just really good at writing something about fitness, and that's all they do and they don't ever train a coach somebody. It could be someone who's really passionate about providing fitness apparel, and that's the kind of area they go. Like and even within those two differing examples you can even titrate that down even further, and further, and further to get to instead of just this generic kind of passion, it's more about okay, what do you like spending your time doing, and having that kind of intersect with this bigger passion area.

So I think...and that really just comes from the main question you posed, and like really understanding what is it that people want to do, or is it why do they want to do a certain thing, because and it's something that probably that I struggle with because like I said for myself personally, it's easy for me to talk about how I can view this term obsession in a positive light sometimes, or positively promote the idea that obsession isn't always bad, and it's okay to put something into something you enjoy doing, even if the return isn't what maybe people externally will think is good, right?

But the problem then becomes is for maybe someone like myself who is giving advice to people or coaching others. It's kind of this weird thing of that I have no problem fully accepting my own obsessive behaviors, or even that I feel perfectly comfortable with them and even think they can be positive in certain cases. But sometimes when you're in a coaching relationship for example, with a client. I'm very

cognizant of not wanting to be seen to promote something that could be deemed obsessive, and perhaps even to an unnecessary degree, or something that's actually me doing something that I wouldn't do with myself. Do you think that is something that we need to re-evaluate, or how can we draw this balance of how we communicate this stuff with other people, when we have to take into account fostering say a positive balance life with these people, but at the same time knowing that in certain cases obsessive behavior can be good?

**BEN ESGRO:** Yeah, well, I actually think that you having been through that and being able to be self-aware enough to see those things in yourself, it actually makes you more sensitive to picking that up in other people, and you can actually...it's almost easier for you to guide other people from making the errors that you still make in your own life, because you can just see them much better than other people. So I like to think of coaching like it's like you know like the metaphor of bumpers in the in the bowling lane for people. Like you kind of keep people to a linear somewhat linear path towards their goal, when oftentimes when left to our own devices, we take this completely erratic path toward towards achieving things.

And the reality is I think on one level, it's because we are so directed by other people in our lives towards things. I think we also get ripped out by the people in our lives, and I also think most people like to have an authoritarian figure to some degree dictate to them what to do, because it almost makes it a little bit easier in the process. So yeah, I think my answer to that is simply by making your own mistakes, and being involved enough and having the drive to want to learn and being passionate about helping. I think those alone are the fundamental factors in being a good and effective coach to somebody.

I really think it's beyond just education. I mean a lot of it really is mentoring and counseling, and for those things you need to have empathy, and a true care for picking somebody else up, or helping them find a better directed path towards what they want.

**DANNY LENNON:** Sure. I think that's superbly said, and one thing I did want to make sure to touch on Ben this issue of when it comes to training, and particularly I suppose progression in training, and maybe assessment of progression training of this balance between a macroscopic, and a microscopic focus and

that we can have on those things, and of course this can encompass a number of different factors and variables, right? But it could be focused...it could be say how focused someone is on their session to session improvements, or versus how focused they are on say the improvement mesocycle measure, or from one meet to the next.

And so when it comes to assessing our progress with...well, as well as with anything but for now let's stick with say with training or lifting. Where do you start to think about the balancing act of understanding progress, and the importance of understanding progress from a macroscopic level, and into what may be bogged down by the minutiae, but at the same time paying enough attention to the microscopic details along the way that will in turn give the end result.

DANNY LENNON: The place I continue to come back to is...and I've said this numerous times. Anybody who's work for me will probably laugh when they hear it. But progress is progress. So I certainly think when starting out it's better to encourage somebody and probably I wouldn't say push, but have expectations of them progressing faster, but as you start to work with more seasoned experienced veterans of lifting, or whatever mode of exercise field you're in. The realization that progress is not going to happen rapidly, it should be realized but if it's not I think it should be reinforced, and at that point it's almost like you need to remind people of why this again circling back to the fun...the original points that we're talking about. Why they got involved in it from the first place, because if you get caught up in comparing to well, this is what this lifter is doing this is what everybody else in my gym is doing. This is what my peers or friends are doing.

You can really get lost in the shuffle of, "Wait, hold on. Why do you lift weights?" Because if the answer is because you enjoy it and you like the way it makes you feel and all those things, then you would still even appreciate little chips of progress. And I think to use almost like an art example. And to really illustrate the macroscopic view of things. If you look at a week as one strike of the easel on stone to make some type of massive sculpture, if you get lost in that as that one chip not happening correctly, and you can't see beyond that then you will never finish...you never realize the true potential of the sculpture.

Whereas if you look at it you see it and then you can kind of put in the context of the entire work, and each one

progressively gets better. It's going to be a much greater achievement and path of progress, rather than every time getting to stuck into every potential, I guess, mistake that one might not be the best metaphor, because I don't want to get away from the fact that you definitely to focus on the small parts. I guess what I'm saying is you can't get too lost in...as you said the minutia of it. I suppose a better summary of it would just be that just not getting too lost in comparison, which is so easy and convenient to do now because everything is online, and there are so many more people to compare to.

BEN ESGRO:

All the small details of course are important to be aware of, in terms of there's so many small little variables that can affect what we're trying to do, but at the same time not allowing that awareness of all these small details to derail you from big kind of milestone improvements. So if I were to take this to this kind of concept to dietary preparation, right? It could be that balance between trying to have every specific detail of your diet and supplementation planned to theoretically maximize results, verses say doing 90...doing just enough to probably get say 98% of that result, but freeing up an extra 30% of mental energy by not pursuing it as far as possibly go, and it's not they are nor anything, you're aware of something, but seeing that there's always a tradeoff.

There's a tradeoff to how far you go along any one spectrum. And so you can't inherently as well maximize everything without having to minimize something else that could be on a different scale, and that still feeds into the bigger picture of what is life, I suppose.

BEN ESGRO:

Yeah, I think I think that's exactly it. And kind of going on that that food analogy. I think understanding that you can infinitesimally break something down and make it more complex, but I think I think the magic in the art of all of it is keeping it only as complex as it needs to BEN ESGRO: I mean because we can say, "Oh well, I weigh my food in ounces. Well, I weigh my food in grams. Well, my food in milligrams. Well I weigh my food in you know Pico grams." Like you can keep going down if you want to but at what point are you just...is it just a exercise in futility, you know I mean?

DANNY LENNON: Hundred percent I think it ties into everything. I think the more extreme you take anything, there has to be a point

where it probably becomes not worth it, when you are looking at things pragmatically because we're not looking at things in the context of just this one isolated thing, how far you push that. We're talking in the pragmatism of you trying to do this as a human being, which I think is of course confounds pretty much everything.

**BEN ESGRO:** And I think that reiterates the point of really what the job of a guide or coach or mentor really is to do, is to kind of help somebody avoid extremes, because extremes are where you get the major derails. And so again going on the weighing food extremes. Like obviously weighing your food in kilograms is an extreme that's not going to be useful, no one's going to do that because obviously no one eats in those portions that I know of. And going down to pico grams is an extreme. But I think to make it more relatable to training that's like saying, timing the rest between sets in fractions of a second, to get it down to this "perfect intra-set rest periods. Like that is so...that is such a microscopic picture that you're doing that for mental enjoyment or torture. You're definitely not doing it for practical outcomes.

**DANNY LENNON:** Even at another related note, people see like if someone has a training program, and they're basing a lot of it on percentages. Sure, they can get super details and work something out that they have to do a certain set rep scheme with a certain rest period, at say 77% of their 100 max. And that inherently might not be a bad idea or have any negative consequences, but having it that precise is causing them to overly stress about putting exactly 70% on the bar in all cases, and having the all sort of weird fractional plates that make it happen in every single scenario, it's kind of having some sort of negative impact somewhere along the line I suppose.

**BEN ESGRO:** You know one of the thing that makes me happiest, is when someone tells me they didn't adhere to something within the week, because they use their sense of judgment on it, and they told me what they did instead. And like every time that's congratulated, obviously if someone's doing it just to undermine their own success, that's not encouraged. But it's if someone for example, says, "My knee didn't feel great. I pulled back on the numbers for squatting this week."

Like that is awesome. I mean if that is encouraged over time then that person no longer really needs the coach, and ultimately isn't that what the real marker of success is, is like

I don't need you anymore? Absolutely, because then you learned like that you can do this yourself. It's just you needed some help along the way, and I think yeah, I think that's actually the best possible outcome.

DANNY LENNON: Yeah, because I mean so often as coach, we talk about the importance of not just prescribing something to a client, it's more about this kind of education piece. But so often that term like education of the client can almost become a cliché, in that like how do you assess if your client is learning, right? How do you assess that they're actually making progress? Well, you've just given a perfect example if you have someone who has made an intuitive decision on their own, and they must have made it for some reason. If you ask them, "Well, why did you do that?" They must have some reason, so therefore they must have learned something about themselves or the training process, or the recovery process, whatever to have made that decision so therefore there's your valid marker of this person has learnt something under my guidance, as opposed to having to be told everything to do and to think.

That's a metric that maybe a lot of us coaches don't readily look at enough. What signs are we seeing of education in this person.

BEN ESGRO: Yeah, I think that's actually a great point that I didn't even think about myself.

DANNY LENNON: Ben we're coming close to time up here. Is there anything that we've kind of touched on that you feel we've kind of after an open loop on, or anything you want to revisit or leave a summary with, and kind of wrap up any particular point and anything we've got into today before we finish up.

BEN ESGRO: Man, I don't know. There's been quite a bit. I think the most memorable aspects to me that I guess I'd like to try to in summary make a brief statement about, would be just taking the time to learn ourselves better, and think of the most basic reasons of why we started doing the things we enjoy, and why we keep doing them and don't let the external noise misdirect us in that. I think I think those are things that we kind of continuously revolved around in the conversation, and I think they're probably the most important takeaway points of this. I do think there's a lot of interesting metaphors within it. But I think if someone was to take away



as you know a brief one or two minutes from it, I think those are really the key things.

DANNY LENNON: Yeah, completely agree. I don't think the importance of some of those can probably be understated as well, because I think they transfer to a lot of things within life. So I think they are important for people to maybe go back and think about. Ben is there anywhere you want to divert people's attention to online, or social media, or anywhere that they can check out more stuff that you're involved with?

BEN ESGRO: Yes, I am notoriously a selective investor. So if you want to find anything that I've done or I'm doing, De Novo Nutrition would probably be the best place. It's just [www.denovonutrition.com](http://www.denovonutrition.com). If anyone who wanted to reach me directly it's [denovoprep@gmail.com](mailto:denovoprep@gmail.com). All of these places you can access through De Novo Nutrition, and I definitely encourage people if they've enjoyed this to check out the new education content thing we started on De Novo Nutrition, which is De Novo elements, where we have similar discussions with a panel of people beyond just myself, and articles that we're basically building from the fundamental levels of philosophy, nutrition, physiology, and supplementation all the way up to advanced, and then we're going to focus on kind of generating hypotheses and other stuff.

So those are kind of the projects. And yeah, if anybody is interested they can find me there.

DANNY LENNON: Sweet. And of course recommend people to check them out. Particularly some of the contents coming from the De Novo elements is really excellent, and I'll link to that in the show notes this episode, for those you listening so make sure and check that out and see what else is going on with everything over on the De Novo site. And with that Ben I want to say thank you again for giving up your time, and I really do appreciate your input especially given the broad I suppose thought provoking questions I can tend to throw you out of left field. So I do appreciate you coming and answering those, and giving your insights. They're very much appreciated, and thanks so much.

BEN ESGRO: It's a two way street man. I enjoy coming on just as much, and I love the left field questions.

DANNY LENNON: Sweet. Yeah, we will surely do it again at some point and I'll be talking to you soon.

BEN ESGRO: All right, thank you.

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