



Transcript of “Andy Hnilo – Entrepreneurship and Alitura Naturals”

Bulletproof Radio podcast #281



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Speaker 1: Bulletproof Radio, a station of high performance.

Dave: Hey it's Dave Asprey with Bulletproof Radio. Today's cool fact of the day is that you have the ability to produce 8 million different combinations of genes in your sperm or eggs. That means that if you were with your partner and reproducing that there are 64 trillion different combinations of genes your baby is going to have. If you're looking to experiment with all those things, you better get to work.

Today's guest is not a stranger to Bulletproof Radio. If you're watching on YouTube, you're going to see probably some strange biohacks in the show but I promise it'll be interesting if you're driving and listening to this audio only. It's my friend and fellow entrepreneur Andy Hnilo from Alitura Naturals. Andy and I have known each other for a couple of years since he first came on the show. He's a guy with multiple skills here. He's a semi pro ball player. He's been in multiple big TV shows like Days of our Lives and Hello Ladies. He's a cover model for Oakley and he's been in ads for Coppertone and things like that. He's like a model, athlete, celebrity ... Did I get all that right?

Andy: I moved out to LA to rehab my shoulder and continue to play baseball professionally but I had a movie fall into my lap. I've done so many different things like from paying rent, from bartending and doing little side catering jobs to just being a working model and actor is enough for me but to call me a celebrity or something like that I don't know about that but I'm just grateful to be here. Thank you for having me again. It's always a pleasure to be chatting with you on these podcasts. It's so much fun for me because like you told earlier downstairs I've been and I'm certainly a huge fan of Bulletproof. Bulletproof has helped me and my family so much just maintaining optimal health. It's not just saying that we're a huge fan of the product so to be working with you is huge. It's a lot of fun.

Dave: Thanks Andy.

Andy: Welcome.

Dave: People might not know it but I'm one of the supporters of Alitura. When Andy first came on Bulletproof Radio a couple of years ago he told a story that actually blew me away. I didn't know the details at all but we actually posted a picture of Andy in the hospital because ... just tell like what happened. It was shocking.

Andy: A little over 4 years ago I was hit and run over by 2 cars on Melrose Avenue in Los Angeles. I was hit by a westbound heading car. I'm heading to the east bound lane and then run over by another SUV. I completely lost consciousness, woke up in the ICU. My jaw was shattered from my chin to just beneath my ear. I had 2 titanium plates inserted, broke 7 ribs, collapsed lung, really banged up. You're in so much morphine at that time that I didn't feel too much pain. I thought everything was a joke and I quickly found out it wasn't. I see all my friends there and I've never seen them that emotional and just rocked. I was like, "Hey what's going on?" Like they're, "No don't talk." My bone was exposed through the bottom of my mouth. It was really bad.

Looking back on it I wouldn't take anything back besides just ... it bums me out and picture my mom and dad getting that phone call that I was in the ICU. It brings me down a little bit. Like I said it brought a lot of things to light as far as what my purpose is and what I'm here to do. I really think that's just not only help people who are in the state of recovery but people that I created a skin care product that led to ... it's now a line with the whole this approach of just holistic all natural pure rich nutrient dense ingredients that help regenerate the skin. I was so banged up, I had so many scars, abrasions from all around my body and I used your own big science experiment and I used my research. There's so much information out there and I didn't want to leave my house that's for sure. My job is out there.

Dave: You did something that was a bit of a miracle. You transformed what you were eating. You transformed what you're doing in your head and

you put together what became your signature clay mask, the Alitura mask. You did that because you needed to be on the runway in 7 weeks?

Andy: That's a good point.

Dave: That's important to get to.

Andy: Yeah that's true. I had a Northern California who I didn't tell about my accident and I had a job. I want to say it was like mid-May. I got to nail down that date because it was the mid May or the first week of June but either way my accident was March 20th so I had very little room to recover. I just made it my goal. I didn't want to make that phone call to them going, "Look I'm shattered. I'm not going to make the job." I did. Long story short, I got my wires out that Thursday. I got my teeth whitened that Friday and then the job was at Saturday.

I ended up walking of course I was only ... I had a big road gash on my right side and I had to be shirtless for one of the scenes. It looked terrible. My mom was over there. She was just stoked that I was working and just back to doing something that I love. Truthfully I was told that I would never would do again and that's understandable but I made it a goal of mine to prove that I could do it again and so I did that.

Dave: You went on the Bulletproof diet for sure. You're hard core. Did you already have the base ingredients for the skin stuff? You're already a model. You have to take care of your skin. Did you tweak it?

Andy: I did tweak it.

Dave: What did you do to make your face recover way faster? They were telling you you'd never do that work again, right?

Andy: It was just established that I would never do it again. It was like you better get enough out of insurance because you're never going to work again. It was laughable like I said. I didn't want to go out route of lawsuits or anything and I just wanted to ... like I said there was a base ... there's so much information out there but there was a craze without chemicals that I knew that it was going to help regenerate my skin and

help remove those impurities from the heavy metals that was absorbed from the CT scans and the x-rays and antibiotics that I was taking. I was in a fog. I lost my zest. I felt terrible and this mask really helped me. I was doing it all over.

Like I said all my road rash and all over my face, head and it just conditioned that area and helped bring circulation to the surface of the skin. It slowly exfoliated it. Things like that colostrum really helped ... I felt really helped with the regeneration of the skin cells in that area that was so banged up. It was just removing those impurities. Not only did I see instant results of just a sense of stimulation from the circulation I was getting from the different ingredients but also just overall set of wellbeing from just a release of those toxins and pulling them up. That bentonite's huge. People take it ... a lot of the ingredients ...

Dave: I take it orally.

Andy: So do I. Just removes a lot of that ... like I said a lot of those impurities that cause that fog and cause that funk and that slowing state that I was in. I didn't feel great immediately but I was staying diligent with it and doing it every other day. It was like my little thing. It made me feel good. I really feel like it helped accelerate the human process as well from my scarring and abrasions.

Dave: You did the high rate kind of fat which helps and you did Alitura and you recovered dramatically fast. When you talk about some of the first steps of Bulletproof Radio I'm like this is one of those things where no one else that I know is doing things like colostrum which is mother's milk, the stuff that comes out of a cow right at first there's growth factors in the skin. You are your own best guinea pig. After that first episode you started getting a few emails from people saying, "Where do I get it?"

Andy: To this day that was ... I can only remember too much because it was just so overwhelming. I was on an in-flight back from Orlando. I got that little Gogo inflight. Every time I refresh my Yahoo browser because on your podcast I gave up my personal email address. I didn't have a website or anything. Alitura was not even born. It wasn't anything. It

was just like, “If you guys are interested in my product, contact me.” I had enough for like ... I had dozens of pounds of each ingredient. I was just running around town. The orders were flying in but also emails were flying in from people just saying how they responded to the story.

I was going to my local whole foods to the bulk section getting those bulk containers. Filling them up, handshaking them, going to FedEx, printing out that label. It was just Time New Roman font Alitura and we finally got a website. We had to go just like that. People reaching out to me and saying, “They like the product.” People were saying the same thing to you. It just went from there step by step just building things like the packaging, the labelling, hiring, doing the proper. We scaled up, tried it on your site and things were history.

Dave: I want to chat with you about what’s happened to you as an entrepreneur. By now people listening you figured out Andy’s been through a lot physically. He had a desperate need to make some stuff to find out what worked. He used his knowledge and came up with something. Then you started this company and you’re running out of cash so we entered a partnership to basically order a lot of it so you could get many pounds of what all the ingredients you needed. We’ve been working together as entrepreneurs ever since. It’s your company you’re doing what you’re going to do and I occasionally have a chance to offer you advice when there’s an interesting situation.

I want to interview you specifically about the psychology of this. You’ve already been pretty successful. Not a lot of guys are on the cover of Oakley things and all that and you’ve been in major TV shows. Those are marks of success that a lot of people are aiming for. You’ve also been a pro ball player which is another whole set of things. You’re not a stranger to success but this is a very different thing to be an entrepreneur than to be an actor. What’s the hardest part of starting out has been for you?

Andy: Calculating inventory. I have 9 different ingredients on my mask and staying on top of that because I’m using different percentages. This is all out of my apartment. I moved everything out of my bedroom, that’s my

lab, I live in my living room. Having space in my apartment for those 9 different ingredients and having hundreds of pounds of those ingredients and then my jars. Say I have to order 2500 jars. 2500 jars goes 8 ounce on a black dome that takes up ... I'm hopping over boxes. It's okay because the whole time I'm going there's nothing else I'd rather be doing.

Dave: Is that rough on the dating life? "Come on in, sit on that pallet of Alitura."

Andy: That's pretty much nonexistent. This is my dating life. It's my baby. There's nothing like I said else I'd rather be doing. I got the keys to this thing. I'm like, "All right, here we go." You allowed me the chance to scale up of the best ingredients from the best source of each of those ingredients that I could. I'm going into that I knew exactly the source I was going to go and then just coming out down to finding out the different percentages of each of those ingredients. Scaling up, knowing that we needed 4500 units of whatever and then having all those ingredients come at a different time. It's not like I'm going to one manufacturer.

I'm going, "Oh yeah I need enough. I need another 4500 so that's going to be 700 pounds of bentonite, 600 pounds of rhassoul." No it's like I need this. There are different percentages. I'm doing it all from 6 different sources of those 9 ingredients. That's 6 different calls I need to make based on the measurement from those ingredients. It's a lot of work but I love it.

Dave: The operational complexity has been a problem.

Andy: It's something you've really got to get right. It's been smooth though. I'm not trying to... but It's gone smooth.

Dave: It's gone pretty smooth.

Andy: Yeah. We had a couple of sell outs. Right around last year around Black Friday and the Thanksgiving time, we had to fly home actually early because the Bulletproof site was running out of stock.

Dave: I remember that.

Andy: It was an awesome weekend. I did like 758 units overnight with the help of a couple of people. Yeah we just got those out. Stuff like that it's exhilarating. You run on pure adrenaline. When you're doing something that you absolutely love I know it's like a total cliché but it's like there's nothing else. I don't really need sleep. I wake up stoked to keep it going again.

Dave: Being an entrepreneur is like that, right?

Andy: Yeah.

Dave: It's fun the way that you mentioned something. For the first probably a year and a half, 2 years I don't know the exact amount of time but I carried Alitura on the site just to keep your revenues high as you're growing your own business. A couple of months ago you're big enough. You are your own company now. You've got your operations. You've got your website and all. We transitioned over. People order Alitura directly from you which is just a sign that your company is there and that also means that they're buying directly from you which supports your company more than having a wholesale distributor. For people who know that's been on the Bulletproof site you can order straight from Andy which is good for his business.

Operation complexity, in physical products for entrepreneurs that knocks a lot of them down. Does this whole perspective that people have around I'm going to sell information products. I'll sell software. It cost nothing to make a new one. That business is getting overcrowded. There's a whole number of people using the same recipe to market themselves as gurus. They're all selling relatively high priced information products but there's a limited market for that.

When I started Bulletproof, I'm like, "I want to provide tangible value. I want to do something different, something where you can feel difference but something that's real." Knowledge is priceless but knowledge is also becoming pretty close to free which is why give away

a lot of knowledge. You did the same thing. What happens to those of us who go into physical products is pretty predictable. “Oh my God I just ran out of inventory.” People don’t think about this unless they’re entrepreneurs or they’re involved in operations. It’s hard for you and me to know someone is going to mention this on the Today Show.

Andy: Exactly, yeah.

Dave: If that happens ...

Andy: Boom, boom, boom.

Dave: Yeah. I finally had 2 months’ worth and I had 2 days’ worth and it takes me 3 weeks to get it. The good thing is people who buy from guys like you and me we’re just out there. They pretty much understand that at certain point and you can just say, “Look, I’m going to send this to you as soon as possible with a discount, with my apologies. I didn’t plan this but I’m doing my best to bring something special to you.” You went into that which is predictable and normal. They entered that as you raise funding and all.

What I want to know about is this is a show about high performance and how people kick ass. You’ve grown Alitura pretty nicely in a short period of time but I want to know about the psychology of performance. Operations and all that stuff was there. Tell me about a time when you had like massive uncertainty in Alitura. Where you like, “I don’t know if this is going to work. I don’t know if I’m going to get this done.” Was there a time when ...

Andy: No.

Dave: You never said... you’ve just been on a mission huh?

Andy: I really hope that doesn’t come off ... I’m a firm believer in just ... because if I can’t control it I really hope this ... we’re good. It’s just like it’s a belief that I just know. I’ll do whatever it takes to make sure this thing works. Also with that said I keep it relatively simple. Get the orders out that day, maintain perfect customer service with that. If

anybody has any type of issue, there's a way to diffuse that issue and just make sure it's perfect whatever it is. Make sure they're happy. Then as far as the products, it's pretty straightforward. I've been doing this for years.

Dave: Now you're deflecting from the question. When did you right here in your heart feel uncertainty or fear and you're talking about customer service. I don't believe you. No entrepreneur that I've ever met is able to execute the way that you've executed or they have executed without some time being up late at night going, "I really don't know what I should do next." You've called me on these things man. "Shall I take money from this investor?"

Andy: Okay, that's a good point.

Dave: "In international distribution, what if I make the wrong decision? Will my company fail? Will I put food on the table? You have to have had those thoughts because you're human.

Andy: You're absolutely right. It's all been so exciting for me". It never raised like anxiety the whole time I've embraced it. It's just been like, "This is what I've always wanted to some type of business that I created." Sure this is a tough decision but what else would I rather be doing besides ...

Dave: The sense of mission is what's overwhelming any doubt or uncertainty or anxiety.

Andy: Yeah. It's all going to work out. I have an unbelievable network as far as like you, my dad, awesome business partners who are going to help me through whatever tough decision of running a business. Sure, it's really tough and there are decisions that just rock you. They're never easy but it's never raised any like cortisol response as far like stressing me out. I've been like, "Okay." I've always just felt like I was going to be led towards the right decision. The decisions are never easy. If I add a certain preservative into my night cream ...

Dave: It's all natural preservative I hope?

Andy: Absolutely all natural. I wouldn't ... but that's the thing it's like I've had no preservatives in my moisturizer. For my night cream, now that we're digging in with fingers there's a chance for microbial growth.

Dave: You're just talking about like the formulation options there.

Andy: Yeah like grapeseed. It's extremely tough. That's a decision an example where you we're talking about the really ... it doesn't stress me out but it really ... I just waive back and forth. It'll take me a week but I really feel like I'm going to make the right decision. It might take me a little longer. It's like when I'm out of the restaurant, it make take a long time to order the red but I always pretty much going to get the right thing that I like. It takes a while to get it right.

As far as ingredients, those have been the tough ones. Certain partnerships money wise investors, distributors from across the world but those are all good things. These are people that want to spread so I embrace it. I just go, "Man that's awesome." That people want to share my product with their network in Hong Kong, in New Zealand, in Australia, UK, Canada. It is difficult but at the same time I don't let it like ... I have people like yourself and a great network of business advisors to help me out through that.

Dave: Do people treat you differently now that you're an entrepreneur?

Andy: Certain people that I've ... in the past our relationships with kind of didn't really ... It's okay I totally get it. I was like this bartender, model, actor or athlete or whatever and I didn't really have a whole lot of things going for me. Maybe I was underachieving or whatever and that's fine. The conversations have definitely changed and that's great because I've always wanted to be taken seriously. I think we all wanted to be taken seriously and be thought of and be respected. That's all I want to do is just be respected and trusted and liked. That's what it's all about.

Dave: Sometimes if you're an entrepreneur you want to be respected and trusted and liked but "I need to make decision. I fire that guy because he was putting the wrong amount of ingredient in my stuff or because I

hired someone who maybe was a friend.” I have no idea if you had to let any friends go but oftentimes this happens with entrepreneurs. These are the things that like create a cortisol response.

These are things that the average entrepreneur you talk to, I don't know about average, but at least half of entrepreneurs they don't sleep well. They're not even happy because they love their business like it's their baby but they also like worry about their business. Then you get this added pressure where people like, “Can I have a job with you? Can I take advantage of you?” They're not going to ask you in those way but they're thinking like, “What's my angle?”

Andy: That's a good point. I have hired friends and friends of friends and that there's a difficult situation that ensues where as far like money and a lot of it is manual labor. Important stuff but really stuff that should not cost \$25 or \$30 an hour and there's a lot of ... it's my worst but I don't know some people had said best quality or whatever but I take this stuff really personally. People obviously expect a lot. They see the money coming in because when you allow your backend offices to see the numbers coming in and they expect a certain ... I've had a couple of situations where they expect a certain amount it would just kind seems unreasonable to me.

Like you said I've had to let ... what happens its part of running a business. You have to let people go if you don't see eye to eye. I think I'm really fair just sometimes it doesn't work out. It can't be all rainbows and sunshine but it's okay. Like I said I just do my best to be respectful and forthright with what I want, what I expect but yeah there have been some hiccups with employee situation especially because I just love going forward with people that I like and that I want to work with and I want to go forward with but I guess sometimes there's a difference of opinions. Sometimes you got to deal with uncomfortable situations but that's part of it.

Dave: You have a sense of mission. You're passionate one of the reasons I wanted to support you. One of the reasons I do support you is that you have a lot of passion for this and that sense of mission which I think is

essential for like a modern entrepreneur just to stay energized. You already talked about how you can overcome adversity because you know why you're doing what you're doing. How do you maintain motivation? How do you stay motivated? I just had to tell. Someone I trusted just came in and made an incredible unreasonable demand and I'm just making this up.

I'm guessing this must have happened by now. Then you're like, "I'm actually not going to do that because it's not right for my company or for my customers or whatever else." Then you get that, "You're a total jerk Andy." That whole set of unreasonableness. How do you keep that taking a little bit of wind out of your sails?

Andy: It's just impossible. I'm telling you. First off I live a lot of my life through ... I'm very lucky to be here. There's a perspective that I really can't ...

Dave: Getting run over a couple of times does that, right?

Andy: Yeah, clearly. This is such a bonus to be able ... I don't take any of that granted being able to run, work out, shoots. I post pictures where I'm stoked to be here. To have a product, to have a business that ... the emails that I get from people that counteract their acne and just overall sense of wellbeing before they wake up in the morning. You cannot put a price on that. That's...uh... wind out of my sails, that's impossible to do. I'm human believe me. I understand that it can happen. I do get down sometimes. I have emotions but as far as taking the wind out of my sails with this product, I'm incredibly motivated and driven to ... I love the success that its having but it's nowhere near where I want it to be.

It's just constantly every day I have a plan to do something to continue to grow my company and to make sure that every single part of the business is perfect. It's a flat out obsession of mine. With that said it's like any noise that comes in, you really can't ... there's an obsessive amount of tunnel vision that I have towards what's the next step. It's always what's the next step. It's just tough if certain situations come in where difficult situations or difficult decisions have to be made, like I said its more of those things. Maybe its athletic background or what but

you find a way to handle it and you get it done and you execute and move forward.

Earlier when I said I do my best to keep it simple. That's what I'm truly trying to do. We are only 15 months into this so maybe next year it'll be a little different. Right now I have a set of products that I need to get out that same day. I need to stay on top of fulfillment. I need to make sure that I continue ... my moisturizer took 22 tweaks. We've processed one return off that since December and I didn't even know how to do it. It was through PayPal like I couldn't do it through Shopify. I had to like PayPal personally. It was crazy but it's kind of funny that way.

It's like you spend your time to make a perfect product. You let the customer speak for themselves and then you just stay on top of fulfillment and then bring others on who are going to help expand your brand that I know nothing about as far as digital marketing, search engine optimization, things that are already helping. Like you said if it's something that I'm not good at, I'm extremely aware of my strengths and weaknesses and like let's bring them on board. Let's grow this thing. I really think the mission behind it is something that people responding to and like you said in the story of how Alitura was created.

Dave: You said something else in there too like what it does to motivation when you get those emails from customers. When you're listening to this, if you think it doesn't matter if you leave a positive review or a negative review, I'll tell you Andy and I we read those reviews every one of them. As you get bigger it's harder to do that but I still do it. When you send those emails and you take the time to like, "Hey this changed my life." You're actually directly helping an entrepreneur when you do that.

If you're like, "Oh I'm having a bad day so I'm going to go out and crap all over some entrepreneur's product or something like that." You got to look in the mirror and ask yourself why you're doing that. You put everything into it when you start a company like that. I guaranty that if you emailed Andy, at his email address that he put up before or its customer service and stuff and said, "I have a problem." You're going to

get an answer to it. You go into a public forum and like “This stuff did blah, blah, blah.” but there’s probably a reason for it. The average entrepreneur, we’re here to help. You can help as someone listening when if you really like something if you take 10 seconds to say you like it, actually it motivates.

Andy: It makes my day.

Dave: It really does.

Andy: It validates everything that I do.

Dave: It’s the antidote to all the haters. Do you get haters? You probably have a few people just for randoms...

Andy: I had a couple recently and I can never figure it out. Early on in my life I figured out through a mentor how like the mind works with jealousy and stuff like that. Like when I was 15 years old I figure out that it’s on them. The person that wants to bring you down truly it comes within on them ...

Dave: It’s not about you.

Andy: Yeah it’s not. Believe me I’m human and you have knee jerk reactions. Why would you take the time to bring someone else’s product down? Why don’t you take that energy and create your own that is better. If you really pick apart my ingredient which really I seriously I find it impossible to do. It’s like, why don’t you take that time and attention and create your own? It’s not even in me to bring down someone else’s product ever. Anybody knows that knows it’s just a direct reflection of how you view yourself. It’s such a trip to me. I never understand ... I never wrote but it’s okay. Even with the best response if I was a hater I wouldn’t say a thing because it just makes you look really bad. It takes you back to those grade school days.

Dave: It’s like 7th grade. It really is that level of mentality. It’s interesting because when I talk ... I’ve asked a bunch of entrepreneurs including Tim Ferris and Peter Sage. I just had an interview with him. We’ve

posted a couple of episodes ago. It was really, really popular and the same thing what happens. As you get more successful just random jealous people come out and start saying stuff like that. A lot of entrepreneurs when it first happens is like, “What’s the deal with that?” It shakes you. I’m here to do a good thing and it’s been recognized but so far you’ve had a couple of weird people, no big deal but hasn’t really taken you out of your game.

Andy: No definitely not. Definitely doesn’t take me out of my game. Like I said I’m human. It does bother me because I put everything into this and I know the intention behind it. It’s to help people. It’s like, “How could you ever say something negative when someone will do like” ... I would do like if I just broke even and you probably don’t want to hear this because this is a business part. I’m like it’s just a victory for me that someone wants to buy something that I made. Then I’m slowly taking it to turning it to other stages of the business which is great. It’s so much fun for me.

To bring someone down with the intentions ... seriously I just thought of this to help others and to help myself and just found it interesting that someone else would find a product that I created beneficial to their own skin care, their health, their overall sense of wellbeing to have a hater come forward and bring havoc really just goes ... it does rock you a little bit because I put so much into this and it really does matter.

Dave: It feels personal even though it’s not. I found that as Bulletproof became better known that like more and more people did that. There’s some professional jealousy and just random people. It was definitely for ... “What’s going on?” When I talked to enough of the entrepreneurs, they’re like, “Yeah that means you win.”

Andy: It’s a good thing. Stop talking about it then you’re doing something wrong. It’s going to come and it’ll probably keep happening.

Dave: It’s not that big of a deal and it’s like part of the game. It’s an unpleasant part of the game though. The reason I’m asking about it is because with entrepreneurs in early stages like you sometimes it’s kind of

bewildering but you've got a pretty good attitude on that. It's something we haven't talked about in our coaching sessions or anything.

Andy: It's true.

Dave: How do you approach really tough business decisions like say international distribution deal or something where you're like you have no idea what to do with it and if you make the wrong decision you could be putting your company at risk or you could be maybe missing out on millions of dollars on sales or something. What is your thought process look like? How do you do that?

Andy: With exclusivity, you help out a lot with that. In Southeast Asia, Australia, UK they have a lot of people reach out for exclusive agreements. Just doing the math, average orders per month on those various areas has helped me out. It's hard just to go, "Wow these people are offering minimum requirements or minimum orders of the different products." It sounds great but after talking to you it's like, "Listen, you never know if certain areas are going to grow." It's like giving up that exclusivity for that certain broad area.

Australia is my biggest country. Canada is number 2. It's growing big time. Exclusive agreements, you got to watch for that. I would say be very careful. Luckily I have someone like yourself who's been in it and can convey politely like you said to the distributor. Just say, "Look as we grow exclusivity you're going to have to reach a certain amount."

Dave: You really have to step up.

Andy: You really going to have to step up, if you're going to ... and then it's on them to market it to that area. The only thing it's a tough decision but if distributors are great but exclusive is the only decision that you got to worry about because that's a big word to use especially in agreements and contracts involved.

Dave: When you're talking about worrying about it, that's what I'm trying to get to that. You have some employees now. How many employees do you have?

Andy: Total about 8 to 10.

Dave: Some of them are part time and contractors. That's how it always is in startups. You're still pretty small. At the end of the day, you're the guy who makes the call. There isn't like an executive team that gets together and rubs their hands and decides what they're going to ...

Andy: Not it's me, yeah...

Dave: When you get one of those things that comes in, "I haven't made this decision before. I could make it or I could make it wrong." I'm talking about the specific rung. What's the thought process you go through? Like, "I have a new problem. It's one I haven't solved before." How do you go about solving a new problem like that?

Andy: I have an advisor like you.

Dave: Well... I am kind of like an advisor right? You're saying you go to advisors.

Andy: I would go to an advisor and definitely get help. You got to expand. You got reach out to your network and find out if anybody has a physical product background. Check out your backgrounds from your network if anybody has been there before and done the same thing. I've been fortunate to have a great team that's helped me out with these decisions because everything sounds great. I truly do. Your network has a lot of healthy people, has like a good mind so like a lot of people with that healthy mentality. I don't want to say everybody out there has the best intentions that would be really would be smart me.

For the most part, the people that I work with, the distributors from all around the world have been like it's pretty straightforward. It's like moved forward with a lot of them and it's just look you buy this certain price. Here are the marketing materials. Now it's on them. There are some bad things you really got to worry about as far as copyright, patent, trademark issues, make sure there isn't like an out. Somebody just takes my brand and turns it in their own in Australia so you got to

watch that. I have a great legal team that is on top of things and just helps me out. I have a great team that helps me through this.

Dave: How did you get a great team? You didn't start out as an entrepreneur. You started as a cover model which is maybe the opposite of entrepreneur. How did you build a team? There's a lot of people listening. This is part of the high performance mindset that we're talking about. By the way, how old are you now?

Andy: I'm 33.

Dave: You're essentially mid 30's. You're actually probably different than someone who is starting out in their mid 20's. How did you go about building a team? How did you seek out people you could trust?

Andy: I went to 4 different colleges and had great relationships with all those different schools. I maintain my relationships. They're there. I was model and actor, ballplayer so as far as with business social media has been huge. Just post here and there about what you're doing, keep people updated. I've had people reach out and go, "What's the skin care the thing you're talking about? I really like your health related post." This is years ago. Those same people, "Hey, what are you doing here?" Those people probably you would never would have known. What am I going to do? Call them and say, "Hey I just want to fill you in what I'm doing."

Social media has been huge. Facebook specifically. Instagram is picking up. Twitter, I don't really see too much use. So little space to write but yeah Facebook has been huge. The people that you never would have thought and don't ... just be tasteful about it but just keep people posted. Keep people informed of what you're doing year after year. Facebook has the same 2012, 2013 you can look back and you can see how far you've grown post wise. Just post tasteful content on what you're doing. Keep people posted.

Dave: Your network will know and then they reach out to you at the right time.

Andy: Exactly. If it works, it'll work. I've been very ... if it works and it sounds great people will reach out to you or you can reach to them. It goes both ways. Just be tasteful about it. If they are your friends they'll be there for you. Like I said I have a great network of people that I would do anything for. It sounds like the people that reach out to me, the people have always want to work with and that's the important thing. They've reached out to me and then want to come forward and here we are in the same team. That's how it worked out with me and just going from like you said from the modeling and entertainment industry stuff to "Hey look I'm also really passionate about health, nutrition, skin care."

That was one of my strengths. That's one thing that you can control is going into that audition room and looking like your pictures. This mask, I would look identical to. A lot of guys have to put on makeup or they don't eat right or they don't take care of their skin so they don't look like their pictures when they go into that audition room. When you go into an addition room it separate yourself from the other guys or in the casting director's room because you look like your picture. You look healthy and the mask was one thing that I would do religiously to maintain that.

I just took that and people, "What's the mask you do?" Just post by post turn into order by order turn into where it is now. People started to gain knowledge. It wasn't just in the entertainment industry but I was also really passionate about health, nutrition, overall wellbeing and the accident really helped because a lot of people, bless their hearts, really cared about my health and how I get back and that means a lot to me. It was my responsibility to just give knowledge whatever knowledge may be on what helped me recover skin care wise, health, I'm just here. That's my bonus.

Dave: You have a pretty good amount of energy. You're actually at the sweet spot. There's a lot of people who start their first really successful company in their mid-30's and you can do it when you're 20 or 25. it's just that life has some lessons that usually has to teach you and certainly I was very successful I'm mid 20's but I didn't start the company. I was started in the partner of the company kind of thing and was influential

and all but I think I probably would have made a lot of really bad decisions had I not been through the meat grinder quite a few times in corporate America. You don't have the America background in what you've done before. When do you think you're going to decide or will you decide to bring in people who been grizzled veteran business people kind of thing to Alitura to help it grow?

Andy: Absolutely. As I was talking to you, you got to be very aware of your strengths and weaknesses. Product R&D and then the story behind the brand. I'm pretty confident with my knowledge from that aspect and what my intentions are to grow the company and just really surround myself with ... I've been really fortunate to be around people that are successful, have a good heart behind them and are honest. That's how I choose. Look at the track record of these people and that's usually how it's going to work out.

I'm also not just blind to the fact that I'm very aware of certain situations but as far moving forward with a grizzled veteran and getting someone who's been there and know that side of things, I'm absolutely open to it. I want this to grow. I see so many holes in other companies and other products and it's a competitive side of me that really wants to turn that up to another level and I'm hungry for that.

Dave: Aside from the initial stuff like Alitura going, our business relationship, you recently took on some more investors. It's a huge thing as an entrepreneur. It's like having sex with someone because you're giving them part of your baby and like its ...

Andy: That's an interesting analogy

Dave: It's a personal thing. Like, "I'm going to give some of the stuff. Do I trust this person?" How did you go through the decision process in your mind of saying, "I'm going to give up some of my baby."?

Andy: That's a great question. Outside of myself, my fist partner that I brought on was ... I entertain a couple of offers that I ran by him going, "What do

you think man? Should I like you know, you know... Brent, because he's in the finance industry, extremely successful. That's what he does.

Dave: The kind of advisor you want.

Andy: He analyzes investments to his company and he pulls trigger or he says no that's what he does. He's in investments. It's kind of flattering when he came forward after our discussion about these people coming forward to me. He was like, "What if I match their offer?" I was like, "What?" He's my best friend. There's nobody I trust more. I just never really was uncomfortable but since he said I was like there's nothing else more I'd like than to go forward with you. It was awkward for a little bit there and then I was like, "Let's just take this and take this thing to the moon." We did and God it's been so nice. Everyday we're on the phone just hammering out details. We work very well together. Like I said he's in that industry. He's got a network.

That's the thing. As you bring people along their network based on who they are adds the company especially if they have an investment and interest to growing the company which he definitely does. It went from him to another best friend of mine who is 14 year major leaguer has that network. Just one of the most respected human being and most intelligent human beings. He's a Bulletproof ambassador as well John Baker.

Dave: I love John.

Andy: He's awesome.

Dave: He's great.

Andy: The year he got drafted 4.0 at UC Berkeley. He's just brilliant. He's a roommate of mine. His story is amazing but we won't get into that. That's for another time. Anyway, it's just like having a team that excites you. This is just my philosophy. Having a team that excites you and that you want to win for and personally holds me accountable every day to prove them right for spending their money that they worked hard for and to my baby and it's now ours. I just like that's how I really want to

move forward. Obviously I'm open to bringing other people on board that just want to grow the company.

Having that base of people that I love and respect and have for a large part of my life like John, it's just like it's so exciting. I've looked up to that guys since I was a freshman in college and it really means a lot that we would want to be a part of something that I created. It's just adds to the adrenaline. That's what I offer is excitement and it's just bringing that excitement to future products and building the brand. That's how I do it. I get really excited when something new triggers whether it's an ingredient wise or to building new like a ... Right now I'm working on my toner, my night cream cleaners and scrub.

I want to do all these little differentiators. I don't want to follow another ingredient deck from another company. It's all I have. It's like creating your own ... It's my creative outlet. I order oils and extracts all around the world and blend them up myself. I use myself as ... because I have the most sensitive skin ever. A little redness it will be there for a week. I based off of mine and then I go from there and test on my friends and their friends. That's how I do it. I got a little off track there. That's how I move forward with the business.

I have a very good team that I trust and we usually hold meetings with the person that is potentially coming on board. If they like them and if I have a good feeling about it and the numbers are right, then we'll take it to the next step. You can tell a lot by the energy that you're around a lot of eye contact through the opinions of the people that you love and through the energy that I brought to my relationships. My friends they know I'll do anything for them and just a lot of those are the people that are on board my team right now. I think you just bring ... you can win by being honest and trustworthy in business. You can. You don't have to be like this shark. I'm not like blind like in that sense. It's going well so far so good.

Dave: Do you ever get advice to be a shark? Or it doesn't work for you?

Andy: yeah. I get that advice all the time. “Oh as you grow you got to numbers, numbers. Watch out for the sharks.” I understand that. I’m not dumb so they’re going to be out there but that’s why I have the team that’s going to help me out with that. Some people do come in and they see the successful product or whatever and they want to possibly take and that’s okay. I’m well versed in situations like that and people like yourself to help me through that and its okay. I welcome it all. I welcome everything. This whole business is extremely important to me and it really excites me. This whole process of just having a physical product business is just great. A year and a half ago I didn’t know what I was going to do with my life.

Dave: It’s pretty rapid growth.

Andy: Yeah a year and a half.

Dave: A year and a half ago you’re kind of a madman when you’re like oh yeah every morning I hang upside down that sort of thing. I’ve got my mask on and you’re doing some other stuff. I do a lot of the same things. I’m also a little bit crazy. In fact people who are watching will probably have noticed that you’re sitting here in the studio on Vancouver Island the Bulletproof Lab so we’re going to do some video after this on the YouTube channel. We’re going to go down and do some biohacking. We’re going to run currents through and see if we can make you cry like a girl.

Aside from that, I want to know what changed in your personal routine between pre being entrepreneur and post being entrepreneur because you all those time now you’re working harder. When you’re basically modeling you have a lot of flexibility. You could spend a lot of energy and time on performance hacking but now you have this tension between “Should I send another order or should I hang upside down for another 2 minutes or whatever?” What do you do different or what do you in the morning? Like walk me through the morning routine. What you do at breakfast, lunch, dinner for some of you you’re eating all 3 of those. Just walk me through a normal day. Just give me a few minutes in the life.

- Andy: The routine has been tweaked a little bit. I get up earlier. I used to get up 7, 7:30. Now I'm 6:30, 6:15. I still bang up the pushups some about 60 or 70. It used to be 80 I don't have lots of time. Getting older but I do that. It's hard not to like the music is going. Like I said I work a lot on adrenaline and excitement.
- Dave: What kind of music do you listen to?
- Andy: I love country.
- Dave: Sorry we got to kill the podcast.
- Andy: I love country. I also like trance Kaskade...Deadmau5, Also I'm really big into electronic music.
- Dave: You do both. By the way I'm very eclectic but I'm just giving you a hard time.
- Andy: No, I love it.
- Dave: I didn't think you're going to say country.
- Andy: Nah, I just say it takes me back...
- Dave: You're banging up pushups and there's some guy singing about his pickup truck and his third wife and all...
- Andy: It usually is. That's a lot of what the story is involved. Believe it or not it's crazy. Breakup, heart break anyway. I'll go into the kitchen and that's when I make my morning tonic that has been adjusted a little bit. It's a lot of different Chinese herbs, amino acids, anti-inflammatory herbs, supplements and I'll take that down. Then I'll hang upside down in my inversion table which is just straight upside down and let all the nice blood flow start to go to my head. Then I'll get up from there about 5 to 10 minutes usually ...
- Dave: You hang for 5 or 10?

- Andy: About 10 and then music still going wake up its before 7 am and then I'm about to make my morning coffee Bulletproof. I've been doing that every day for 3 years.
- Dave: It's made you fat.
- Andy: Yeah I let myself go. It's okay. I'll get it back one day. This entrepreneur life just taking a toll total.
- Dave: For people who are driving like Andy has like basically a slab of muscle.
- Andy: I'll go in and do my morning tonic and then the coffee. I do the whole intermittent fasting. That just gets me going. The herbs, my coffee is a little different. I'll do chocolate powder, mocha, cayenne, a little turmeric.
- Dave: A lot of people tweak it.
- Andy: The CollaGelatin and then butter, octane oil and then I'm locked in good to go until like 2 pm. I won't eat the night before 8, 8:30 so 17 to 18 hour fast. After that what I'll do is I'll just go straight in say customer service, wrapping the orders. I have a set of boxes small boxes for single orders, bigger boxes for like for the bigger moisturizers just based on family packs. I'll go in. I know where everything is. If I walked in my place it's a little unorganized but I know everything is tape wise or ... banging out orders. I usually get everything done before noon. It's a lot of work. Different emails, talking to different distributors, wholesalers from all around the country, different med spas we're running out of product. It's a lot like I said.
- Dave: Your total time on self prep before you sit it's been an hour. Tonic, hanging upside down, Bulletproof coffee.
- Andy: Hour to hour and a half
- Dave: Do you meditate when you're upside down?
- Andy: I consider that mediation in the inversion table. I'm good.

Dave: Lunch time, noon comes you're talking about noon. What are you doing?

Andy: I usually go to the post office if I can. If I'm starving then I'll get my big meal in. Rest a little. I'll take like a 5 to 10, what you guys call it? Caffeine naps. I'm still technically going like from the coffee or whatever but that little 5 or 10 minute nap is great. It regenerates my energy.

Dave: For lunch, you're eating Bulletproof diet stuff just like lots of fat and some protein?

Andy: Oh yeah. I'm a big lamb leg steak fan.

Dave: Love lamb.

Andy: I love it when they keep the marrow intact from the bone. Trader Joe is starting to cut the bone out now and I think that's best part. Those like nice little stem cells and stuff. The leg steak from Trader Joe's or you'd get it at Whole Foods or where you can get grass fed lambs might go to broccoli, sweet potatoes, beets, fermented vegetables, Himalayan salts so I love to stay mineralized, nourished with all the micronutrients. Then also I'm getting that good fat and obviously some protein from the grass fed lamb and a good amount of fat from things like avocado, guacamole. I'll take a little bit of a nap and it's like you get a whole new fresh day after that. I'm so locked in ready to go. Either if I didn't take the orders out before that then I'll take the orders out and then I'll sometimes get a work out in and then ...

Dave: What's that work out high intensity ..?

Andy: High intensity. I super set everything. I don't rest. My work outs are 20, 30 minutes and then I'll go hit the sauna to let out that lactic acid get the circulation going.

Dave: You have a sauna at home?

Andy: No at LA Fitness and just release and tone the skin as well. Actually I got this new thing that I do. I use my moisturizer but any good all natural moisturizer will work but when you open the pores ... I read this

centenarian talk about this. When you open up the pores from the sauna and then you spread essential oils that your body no longer is able to create its really rejuvenating for the skin and extremely moisturizing.

Dave: You put the moisturizer on before or after the sauna?

Andy: The first 5 minutes you come out then you apply then you go back ...

Dave: Towel off the sweat and put it on?

Andy: Yeah and then you go back in. this is what I do and I noticed from friends that it's extremely effective leaving you with a nice radiant glow. It also extremely moisturizing as well so I use my moisturizer for that. That was an added little thing that I do. I'll work out 2 to 3 times a week and then I'll wrap that up. Eat another meal. I'll usually do after working out I like to do a shake because I just had flesh protein meal of the lamb and so I'll keep something soft. Either a shake or eggs and then usually if it's a shake I'll go ... now my new one is a half a can of cold coconut milk. I'll add the CollaGelatin. Scoop the collagen protein and then I'll add a scoop of upgraded whey, a little bit of stevia to taste it. I'll add half a bag of wild blueberries. You'd go to Trader Joe's to find all the stuff almost beside the Bulletproof stuff.

Dave: They're on Whole Foods though by the way.

Andy: The ...

Dave: Bulletproof stuff.

Andy: Bulletproof at Whole Foods? All of that? Collagen too?

Dave: Yup.

Andy: Congratulations.

Dave: Thanks. It depends on which market. I think we got southern California now. It just came out like this week.

Andy: That's huge. Congratulations.

Dave: 109 of all their stores right now.

Andy: Man that's awesome.

Dave: I didn't mean to plug it...

Andy: That's awesome.

Dave: I'm just stoked

Andy: I think a lot of people don't do fruit. I like a little wild blueberries. There's something about them. I think that they're nutrient dense. They're loaded with antioxidants.

Dave: There's a good argument for them.

Andy: Yeah. Also they're frozen so they add a little texture and coldness to the shake. Blended it up. It's better than any milkshake that I've ever had. I know my sister would laugh because I don't want sweets that often. I like everything a little bit sweet. She thinks it's like, "Oh it's only because you don't eat sweets." The stevia shakes make sure the coconut milk is cold. Keep it in the fridge and then all those ... it satiates me. It's like everything just gets sucked into what I need from my work out. I like to do that within 30 minutes of working out and it's just what I do.

Dave: What do you do before bed?

Andy: Before bed I'll do a night time tonic and it's a little different. I'll do calming herbs like pearl, GABA same thing arginine, glutamine, collagen, protein again depending. If I worked out that day, if I worked out that day I really think you know because I think it's important to repair obviously skin care health as well but it's just extremely mineralizing. Bone tissue, skin, connective tissue I think that's something that we really need to take care of as we age. My knees, my elbows, I'm good right now and I want to maintain and so the gelatin collagen or things

that I notice really counteract that. Things like serrapeptase nattokinase I heard you talking about that so I started loading up on both of those.

Dave: It's really amazing.

Andy: It's great. Vitamin K2, do a nice vitamin C, lutein, proline and just a branch chained amino acid that just really replenishes. I'm all about just replenishing nutrients lost and minerals that are lost as we age and through the toxins that we're breathing in through just general wear and tear put our body through. That's what I'll do. And I do use the bulletproof mat.

Dave: The induction mat.

Andy: That's effective. I'll do 3 magnesium tablet and it's just the same thing. Like you said as an athlete it's all about being consistent with the routine I've noticed. You can be consistent your results if you're putting in a consistent diligent routine that works for me. I've noticed that. It's like Groundhog Day to some but I love it. The results are there because I'm just putting in this constant thing that's just ... I saw you, you post something about wearing the same thing every day. It's just like a uniform. I'm starting to wear this shirt a lot. That's what I do. I'll switch it up every now and then maybe try to see the beach or something or maybe go watch a movie but really this is my life.

Dave: It takes a lot.

Andy: It's my life and I've read an article recently. Your social life is going to intertwine with your business life. My business life is my life. I was given a chance to have a successful company and it's on me now. That's what excites me.

Dave: Awesome.

Andy: Thanks.

- Dave: Normally I ask people top 3 things. You've been on enough time maybe even more than 3 times. I'm going to switch things up a little bit. Your top 3 recommendations for a new entrepreneur who wants to kick ass.
- Andy: I would say number 1, this is my personal it may not be somebody may not agree but at all personal cost create the best product whatever it is. People respond to that attention to detail. Regardless of cost, that attention to detail purity of ingredients that can only ... that's what I do as far as something. I'm into physical product so without regard to my cost I want to put the best product out there.
- Dave: You have to do the best.
- Andy: Yes. That's number 1. Number 2 your customer are everything so maintain perfection with that. I've thousands of customers but hopefully I get down the road where it's like tens of thousands. It's not going to be but I really ...
- Dave: You always do your best.
- Andy: Always do your best of perfecting customer service. As a customer myself I love the fact that I get a product within a few days and they reach out. You see now like everything matters like that as far as customer service. As far as the third one search your network and your friends just keep it to yourself. You don't want to be too needy about it. Hey I need this but really search your new of friends because it's larger than you can imagine. If you need help in certain area, put together a heartfelt email or information and go and look. "This is what I need. This is what I'm doing so far. I've noticed you're ..." If you need help in certain area that you feel I've noticed people respond to like I need help in the digital marketing search engine optimization I definitely still do.
- Dave: Now that you said you're going to get like 50,000 people who don't have skills emailing you saying ...
- Andy: Yeah.
- Dave: It's hard to find a good one but we'll talk about that.

Andy: Really set down and expand your network for things that you may be lacking because they're there. A lot of the times people it will be more economical that way working with people that you know. They'll have more invested because it's a friend that they're working for. I've had really with my website I had a really good friend of mine help me out with that. It's fun working with a childhood friend going forward. Expanding your business. Take a look at your network and see who can help you out.

Dave: Awesome Andy. What's your url? Where can people learn more about Alitura?

Andy: Alituranaturals.com, A-L-I-T-U-R-A Naturals N-A-T-U-R-A-L-S.com and I'm on Facebook at Any Hnilo. Twitter at Andy Hnilo. Instagram at Andy Hnilo and then ...

Dave: Hnilo is H-N-I-L-O.

Andy: Andy, last name H-N-I-L-O and then Alitura Naturals on Instagram and Facebook.

Dave: Sweet! Now we're going to do something different. If you're watching video on YouTube you can hang out and we're going to have a series we'll edit this out but Andy and I are going to go basically tear up the Bulletproof labs here. We're going to do all sorts of crazy biohacking. I'm pretty sure that you're going to cry at least once. We'll put you on electricity and you're going to just like be even more vainy than you are now. It's going to be fun. We're going to record the whole thing so you can just check it out for fun.

If you're listening in your car and you want to check it out later just hit the bulletproof executive YouTube channel and you'll get the special extra content just because it's fun. Have an awesome day. Thanks for listening. If you like the podcast head on over to Andy's website, check out what he's got. He's building some really amazing skin care things

Andy: Thanks Andy.



Dave: Thank you.

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