Winder Lyons:  Well howdy friends and welcome to our call. My name is Winder Lyons, and it is a very great pleasure for me to have on the line with us today, Dr. Gus Brooks, a veterinarian that I had the pleasure of meeting a couple of weeks ago at an Anovite event. And was extremely impressed with everything that he had to say about Anovite’s new pet line. And so I’d like to bring him on now. So Dr. Brooks, thanks very much for being with us today.

Dr. Gus Brooks: Oh, you’re very welcome. And thank you very much for having me.

Winder Lyons: I was really impressed when I heard you speak at the meeting. And one of the things that stuck out for me was you mentioned that you have been in veterinary practice for 26 years, and this is the first time that you have actively endorsed a product. I wonder if you’d just start by giving us just a little bit of your background and what led up to you saying that?

Dr. Gus Brooks: Sure. Sure. As you stated, I’ve been practicing – I graduated in 1991 from Michigan State Veterinary School. And your first few years you’re getting your feet wet and figuring out how you’re going to do this new profession. But during that time you’re always looking for good medicine, and better medicine than what you’re doing.

And through that time I then became the managing associate of the hospital and then I bought it. So I then became the owner of the hospital, so I pretty much ran everything. And you’re constantly looking for something better than what you’re doing.

You want better results with your clients. I am inundated everyday with opportunities from oh, try this product, try that product. You’d be amazed at how much of mail I get that they’re trying to get us to endorse something.

So in the early days I would be more interested, I guess I would say, than I have been lately because I know the game they’re playing now. And there’s never been anything in that time that would fulfill the parameters that I’ve set that I think are necessary to before you can endorse a product. It’s not just because someone says something, there’s a lot of things that has to go into it. And I made a list.
And at the event in Arkansas, I let another thing – like with Dr. Kleinsmith, I let him know that I was stating that I had four parameters, but I actually really have five. And I let him know of my fifth one at that time. And the parameters basically are you want a product that first, is only in the best interest of the animal. Very important. Two, it can cause no harm to the animal, okay? Three, it’s got to be the number one product in its class. And with all those right there, most things fall by the wayside.

And then the fourth thing is it can have no competition. So that’s where another time that’s when the other ones would drop off. And then I added a fifth one, it has to work for me. Because we’re mammals too, so everything I do in vet medicine, basically whether people want to admit or not, we’re a mammal, we’re an animal. It’s all the same.

All our muscles, everything is all named the same. There’s just a little tweak on the name here and there, because they walk on four legs and we walk on two. But it’s all the same. Our anatomy is the same, digestive system – and many of the digestive systems I work on are not the same as ours. We’re required to know six different species minimum when we get out.

I have worked – I did my externship at the Los Angeles zoo in ’91. So I worked with a lot of exotics. So it’s all the same. So anything I'm doing has to correlate to where it will work for me, and colostrum worked for me, and I’ve seen some amazing things that it’s done. So those were the five things, the test it has to pass and nothings been able to do that until Colostrum6 came along.

Winder Lyons: That’s fairly remarkable. I'm assuming that veterinary medicine, based on what you were just saying, is a whole lot like allopathic for humans that treating, and maybe in your mind as it is in many of us out here in this end of the world, treating symptoms with chemicals is not a really formula for health.

Dr. Gus Brooks: Well, correct. Unfortunately in veterinary medicine, we don’t have as much time. You’ll talk to somebody and they’ll break their leg and you’ll say, “Well, when are you going into the doctor?” “Oh, they can’t
get me in for two weeks.” You have a broken leg, you’re kidding me.

If you have a problem with your animal, you come in today, and if I'm not open or I can’t get you in you’ll go to somebody else. The competition is extremely high. And we’re expected to fix the problem, because if there is one thing that people can’t stand it’s the sound of an animal in pain.

So we’re expected to fix that problem ASAP. So unfortunately that medicine – we use a lot of chemicals. We use a lot of drugs. And especially in the food animal industry, they’re pumping antibiotics into these animals and everything to get their growth rate up, so they’ll produce more milk. So they’ll be bigger for the beef cows and all that kind of stuff.

So, yes, it’s a nasty road to go down on because you’re potentially contaminating things and causing another problem by using drugs. And a lot of times they’re based on the symptoms, not the problem. And I’m really focused on let’s fix the problem. And that’s the beauty of Colostrum6, because Colostrum6 is something that – colostrum that we get naturally from our mother – you’re ten seconds old, and they’re trying to put this down you.

So there isn’t a safer substance on the planet than colostrum. You can give it to ten-second-old baby, and that’s what they’re recommending. So there’s nothing better. There’s no supplement that is better than this. This has everything a supplement has, plus 700 constituents, plus things more than whatever supplement you’re taking.

Nothing is better than this that you could give your animal. You need to feed them a good food, and then this product.

Winder Lyons: Somebody said to me one time that – and Dr. Kleinsmith agreed with this, that science has never found on planet earth, based on all the research there is, a single substance that has more nutritive value than six-hour bovine colostrum.
Dr. Gus Brooks: One hundred percent true. Believe me, Dr. Kleinsmith is a world-class expert on colostrum.

Winder Lyons: That was our next question for you. How do you see his position? I mean, obviously he owns the company so he is a little biased, but I think he’s doing this because of the value that he sees in the substance. In your research into this – I was going to ask you to rank him or place him in this world, this arena – how does he stand up in your view, based on the science and everything that you’ve discovered so far?

Dr. Gus Brooks: Well I can tell you without a doubt that I think he is second in the world. And I think at the event I said he’s top three. Because there might be somebody else, and I'm unaware, there’s an individual whose name I just don’t want to mention, but he’s at Cornell, who might be considered the top person. He’s one of the professors at Cornell. But there might be somebody else, so you don’t want to – I want to give some of the other people the benefit of the doubt that I'm unaware of.

But if there’s one thing that’s for sure is when I talk to Dr. Kleinsmith I feel like I'm back in medical school. When we sit down, he and I, and we start talking about colostrum, I just shut my mouth and I just listen to him. Because now when I go talk to other veterinarians about colostrum, what I notice is that they shut their mouths and they listen to me because we all come out of vet school thinking we know a lot about it.

And that’s one thing I learned is we don’t know nearly as much as we think we do. And the amount I have learned from Dr. Kleinsmith on this is just amazing. And I know of only – I’ve only had enough time with him to where it’s just the tip of the iceberg. I mean I look forward to every time I'm with him, because I pick up more stuff. Just listening to him talk about it is –

I’d love to take two weeks and just take a course from him, because I don’t know – he’s dedicated his life to it. I really can’t imagine there’s too many people that know more about it than he does in the world.

Winder Lyons: Now let’s get into a little bit of the practicality with this. Why don’t you, if you will, tell us some of the things that you have seen in your practice
since using this that have surprised you? That you maybe weren’t expecting?

Dr. Gus Brooks: Well I wasn’t expecting the people – really quickly, people noticed an improvement in the skin and coat. And I would say that’s like if you back me into a corner and say, okay, what can I expect from this? And that’s tough to do in medicine, because as soon as people start expecting things at a certain time, you’re going to look stupid.

It just never works out that way. And when you don’t say anything, then it happens really quickly and people are amazed. But the skin and coat is something you’re going to notice immediately. And maybe even before that, you’re going to notice that they eat their food with a little more gusto because they love the taste of this.

And I recommend that you put it on the food at the recommended amount, depending on the weight of your animal. And just kind of shake the food and it coats it with it. And then it has a flavoring in it and they love it. So they eat their food with a little more gusto. Because let’s face it, they generally eat the same thing everyday. So it’s not like they’re expecting anything new and now they’re getting something new and has a wonderful taste that they like.

So you’re going to notice that their appetite’s going to be better. They’re going to have – their coat and their skin is going to get better. And then as time goes by, you’re going to notice that they’re mobility increases. Like if you have an older dog you’re going to see more energy, and you’re going to see they get around easier. Just helps with, I want to say, just lubricating the joints.

And what it’s doing actually is it’s helping regulate – it’s an immune regulator. And so what it’s going to do is it’s going to help decrease inflammation that’s in the body. And unlike other things that are like immune suppressors – in medicine we use immune suppressors like a steroid to decrease inflammation. Well that isn’t good for other things. And this is an immune regulator. It’s decreasing inflammation where it needs to be, but it’s making sure your immune system is ready to go, locked and loaded for if there’s an issue.
You’re going to see a decrease in just disease incidents and illness incidence is going to go down over time. That’s something that you see over the life of the animal. You’re just going to notice that they don’t have problems. You’re going to see less diarrhea with your dogs no matter what they get into. Not that they can’t get diarrhea, but they’re going to get over it quicker if they do – or it’s going to alleviate the problem right away.

You’re going to see that these animals that if you have one that has an allergy, that over time that allergy is going to – instead of getting worse and worse and worse over time, you’re first going to notice that it stabilizes and then that it’s actually going to improve. Now to what degree is dependent on the type of allergy, and how often we’re exposed to that allergen. But no matter what, it’s going to get better, and that’s the beauty of it.

And if we can get these animals off of some of these drugs that are causing a secondary condition or long-term side effects, it’s just going to be phenomenal. Their overall health is just going to go up. Their quality of life is going to go up, and the longevity is going to go up. Like I said before, the science is all there. This is proven stuff. And we already know that how important colostrum is, there’s nothing safer and nothing more beneficial that they could put in their body.

Winder Lyons: Now some people, and I have always been one of them, believe that when you get a really powerful nutritional – if one teaspoon’s good, the tablespoon’s better – and so I’ve always tended to take a little bit more than the recommended amounts. And for me, I’ve always believed that if a product doesn’t put me into some sort of a detoxification process, it’s really pretty worthless.

So I know when I started using the colostrum, I went through a little bit of a detox. First of all, can you give an animal too much, and would they experience the same sort of detox symptomatology that we would?

Dr. Gus Brooks: That’s a great question. First of all, there is no contraindication with this supplement. So if your dog’s being treated for cancer, or we’re taking
medications for an ongoing medical condition you can safely give this. And it’s only going to help the problem, it’s not going to interfere, and it’s not going to make things get worse.

Winder Lyons: Would it be fair to say it would make the medications work better?

Dr. Gus Brooks: No. And here’s why. Because if you took a steroid that is an immune suppressant drug, this is not going to suppress the immune system more. What it’s going to do is it’s going to potentially alleviate the need for those drugs. Whatever those drugs are doing, they’re trying to synthetically accomplish that goal. Whereas Colostrum6 is going to naturally go through the natural metabolic breakdown of substances to accomplish the goal. And that’s really how your body wants to operate.

Winder Lyons: Working organically, not artificially?

Dr. Gus Brooks: Correct. And what’s very important about this is that it crosses the blood-brain barrier which there is no other medication that does. So that’s the body’s protective mechanism, is because if you get something that crosses the blood-brain barrier, boy, you better make sure it knows what it’s doing or it could mess up everything. And this is the one thing that we really want to cross the blood-brain barrier, because this is doing what it naturally does, so there’s no danger in it.

And it helps communicate with the body to turn things on, turn things off, adjust things here. That’s the way our body works through hormones. So it’s doing everything naturally. And we’re just putting it back there and saying do your thing, and the body self-regulates. So it’s fantastic.

Winder Lyons: So this is not a drug, this is a food and maybe that’s why it so easily crosses the blood-brain barrier and works so naturally and organically with the body?

Dr. Gus Brooks: Okay, well, kind of. There’s no LD50 which means lethal dose 50 of colostrum, where as if you take a drug there’s always an LD50. You could take enough of it to kill you. That’s not the case with Colostrum6, so you are correct that it technically is classified as a food. Now crossing the blood-brain barrier – food don’t cross the blood-brain barrier.
So there’s hormones and there’s certain constituents in this that actually do cross the blood-brain barrier. But they do that because it’s part of natural pure colostrum’s makeup to do that. So that’s why they cross the blood-brain barrier is because these are the natural substances that your pet’s body allows to cross the blood-brain barrier naturally.

Winder Lyons: That’s fascinating stuff. So now we have this incredible substance. If an animal is really ill and they’re off their food, could you still give them this?

Dr. Gus Brooks: Yes. And you know what, I forgot to answer your question about the detoxing too. So this is a great place to put that in. Yes, if you have an animal – like you’re talking about giving too much and everything, and I’m sorry I lost my train of thought. Yes, your animal could potentially – like if your animal’s in renal failure, colostrum has shown to increase renal output.

But you don’t want to just give them a whole bunch of it, because they could start detoxing and that could give you the undesired effect that you want, because they’re already feeling like crap because they’re in renal failure. So yes, if you gave too much to a dog, let’s say that is a cancer patient, you want to start low and slow with them. The sicker they are, the healthier they are, you can push the limits a little bit more.

But yes, they will experience that. And I would say that animals are hardier than us humans. We’re weaker individuals than they are. There’s no placebo effect with them. They don’t tell a lie. It’s just however they’re feeling, they’re going to let you know whether it’s good, bad, or indifferent.

They will probably have a higher level of tolerance for this, but they still would experience that. And yes, you could – if they weren’t eating anything else but they were eating this, you would just have to watch the amount that they take, because it could put them in a detox. But that’s the beauty of it, because you put it on the food and it helps them eat their food when maybe normally they wouldn’t.

Winder Lyons: That’s just absolutely brilliant. Well this is an absolutely fascinating conversation. And is there anything else you’d like to add to this that
you think it’s important that people know about this as we’re getting to the end of our chat here?

Dr. Gus Brooks: Well, I would just like to say that the colostrum that – the animal line has flavoring, and that’s to get them to – we want them to eat it. Whereas you and I, even if something’s nasty, we’ll eat it if we know it’s good for us sometimes. They don’t, so we flavored it and we’ve tweaked it a little bit because this is where – part of the reason I was brought on board is because we have certain diseases that we see in my practice and in practices across the country that are common problems that animals have.

So we’ve tweaked it a little bit to help address those problems in the animals. So that’s why it is an animal line. If you wanted to take it, you could, but the flavoring is more geared towards them to get them to eat it.

Winder Lyons: If you would elaborate? I know we cannot make claims, just like in humans we can’t talk about specific diseases and things, but we can make structure function claims because we’re not talking about banned language. Give us a little bit of a hint on what you mean by that – the common things that animals are experiencing around the country that this would help address?

Dr. Gus Brooks: Well the things that we deal with a lot are – and I’m not going to give it to you in any particular order – but long term problems we deal with are obviously something like diabetes, or arthritis. We deal with thyroid conditions. Cancer is a big one. Frequent urinary tract infections. Ear infections that a lot of times are allergy-based. We deal with – obesity is another one, believe it or not, that can be a problem.

And I know we’re talking about eating the right food and everything, but a lot of times obesity is not necessarily related to overeating. It’s an imbalance of hormones. And we have Addison’s disease and Cushing’s disease which are endocrine diseases that it can help. Renal failure is another one. Chronic heart conditions.

The other thing that what’s great about it is you're putting in everything, so if your animal does get sick, they’re getting all the factors that they
need to help repair their body. Whether they have an injury or whether they get a viral infection, or if they even get the viral infection. Even though the vaccines we use in human medicine – a lot of people want to compare them to human medicine, and there’s just no comparison.

I mean, we give only a handful of vaccines to these animals because the things they get will kill them. Yet, they’re giving people 60 vaccines to these kids nowadays. It’s insane. The colostrum has antiviral properties, antibacterial properties, antitoxin properties that are going to just help the immune system do its job.

I get excited talking about it because I don’t think people realize what a big deal this is. Because if there’s one thing I can add too, I hope I’m not being too long-winded here?

Winder Lyons: No, this is great.

Dr. Gus Brooks: Is a lot of people say to me, well why now? Why haven’t we had this before? Which cracks me up because it’s like any invention or anything that’s new. A lot of times it’s right in front of you, and someone just comes up with an idea and you think why didn’t I think of that? Well the big thing with colostrum is it is not stable in the liquid form. Its shelf life is very short.

And when in the past, when they have tried to basically formulate this to be in a packageable type of commodity, they have ruined it. When they reduce it to a powder, they’ve de-fatted it and then they have to add a fat back in. Well now it’s synthetic, it doesn’t cross the blood-brain barrier. It’s not natural. It’s not the same anymore, it’s just like a supplement – any other supplement that is basically very limited in what it’s going to do for you.

And when it’s in a synthetic, not natural form, most of it is wasted. Like if you take vitamin B, 90% of that is urinated out, because your body can’t do anything with the extra. Whereas with colostrum that is the exact opposite. It hangs on to it and uses it for when it needs it. So not until Dr. Kleinsmith came along, he was the one who was able to make this and keep it, to reduce it from a liquid to a dry form and keep it
100% natural, raw, pure, 100% certified and tested colostrum. That’s why now, it’s because nobody else could do it.

Winder Lyons: It’s just absolutely brilliant. Two points I’d like to bring up before we close here. One, sounded like – a lot of what you were discussing is this really helps with inflammatory issues.

Dr. Gus Brooks: Correct. Inflammation is your immune system overreacting. And as I’ve stated, this helps regulate – this is an immune regulatory type of product, because it helps – colostrum helps the body’s immune system develop. And a proper immune system knows when to kick it into gear, and knows when to back off. And inflammation is a reaction by the body that’s actually an overreaction. It’s too much.

Again, to some degree it’s good for a little bit, but then you got to back it down and that’s where sometimes it gets out of hand and we have a lot of problems. And a lot of times the reason it’s getting out of hand is because our immune system actually isn’t functioning on all eight cylinders, so to speak. It needs a tune up. And maybe that’s because we didn’t get enough colostrum when we were younger, or our animals didn’t get enough when they were younger. Because you don’t really know the ingestion rate of colostrum from any of your animals.

Some people may have been there when they were born, but they still don’t know how much they actually got. So now, by you supplementing it you’re actually going back and you’re helping fine tune that animal’s whole systems of development. We all don’t rely on just the immune system, or endocrine, metabolic, cardiac, skeletal. I mean there’s just so many things that are going on, all these systems work in conjunction with each other to have a finely balanced body.

Winder Lyons: So this is basically a jumpstart for the system?

Dr. Gus Brooks: Yes. I mean it’s like people say well, I take vitamins, it gives me energy and everything. Well believe me, this not only gives you energy, it is actually doing something real in your body, in your animal’s body to ensure proper health.
Winder Lyons: That’s magnificent. One last little thing was occurring to me, when the animals begin to use this product, will you see an uptick or an increase in the amount of water that they drink?

Dr. Gus Brooks: You might, because if their energy level goes up they’re going to be more active and they’re going to drink more water.

Winder Lyons: So thinking from a detox –

Dr. Gus Brooks: Something like, for instance, they’re going to hydrate better. Most of us walk around – I don’t know if our animals do this – most people walk around in a dehydrated state and they don’t realize it. Animals are a little better about that. But what’s going to happen is you have metabolic water that is produced through metabolizing food and things like that. So they’re going to – obviously, their metabolism is going to improve. It’s going to be better. And they’re going to be more active.

So as a result you might see an increase in water intake, but not excessive. Not in a bad way. It would all be within natural normal limits.

Winder Lyons: I was thinking about detox. I know when I started taking the product, I was going through a pretty good detox and I drank a lot more water. And I was just wondering if it would be the same with animals that were experiencing a detox like that?

Dr. Gus Brooks: When you’re having a detox effect it naturally is good to take water because you’re help flush everything out. Because what you’re doing is you’re increasing your renal output, and your kidneys are just filters to getting toxins out of the body. So that’s something that you did actively, you consciously did that. And that’s smart.

Some people don’t and they feel worse, because those toxins sit in there and they’re not doing anything to force them out. Whereas animals are better. They just intrinsically know a lot of things to do that we sometimes have to think about.

Winder Lyons: Perfect. Dr. Gus Brooks, this has been a wonderful conversation. And I would like to thank you on behalf of all the thousands and thousands of people that are going to listen to this and gain inspiration from it. Any final parting words of wisdom?
Dr. Gus Brooks: I would just like to say that we should do another one of these calls in the future, and we can talk about other questions or anything that has been brought up by people. We’re trying to figure out a way to have people communicate with Anovite to answer questions where I can then put an effort towards answering commonly asked questions. So something like that, we’ll probably have to do another one of these calls down the road.

Winder Lyons: I would love to. So thank you very much. And everybody, Dr. Gus Brooks, Anovite’s Head of our Vet Board now, Veterinarian Board. And again, thank you sir, and I look forward to our next chat.

Dr. Gus Brooks: Well it was nice chatting with you, and thank you very much. And good luck to everybody who's out there taking the products and I really recommend it for your animals. It’s just going to be wonderful for them. This is such a big deal that I can’t get it across enough to people to say that this really is going to be – as time goes by, people are going to see what a big deal this is. It’s phenomenal.

Winder Lyons: Thank you. Bye everyone.

[End of Recording]