



Genius Foods: Become Smarter, Happier, and More Productive While Protecting Your Brain for Life

Max Lugavere , Paul Grewal

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***New York Times* Bestseller**

Discover the critical link between your brain and the food you eat and change the way your brain ages, in this cutting-edge, practical guide to eliminating brain fog, optimizing brain health, and achieving peak mental performance from media personality and leading voice in health Max Lugavere.

After his mother was diagnosed with a mysterious form of dementia, Max Lugavere put his successful media career on hold to learn everything he could about brain health and performance. For the better half of a decade, he consumed the most up-to-date scientific research, talked to dozens of leading scientists and clinicians around the world, and visited the country's best neurology departments—all in the hopes of understanding his mother's condition.

Now, in *Genius Foods*, Lugavere presents a comprehensive guide to brain optimization. He uncovers the stunning link between our dietary and lifestyle choices and our brain functions, revealing how the foods you eat directly affect your ability to focus, learn, remember, create, analyze new ideas, and maintain a balanced mood.

Weaving together pioneering research on dementia prevention, cognitive optimization, and nutritional psychiatry, Lugavere distills groundbreaking science into actionable lifestyle changes. He shares invaluable insights into how to improve your brain power, including

the nutrients that can boost your memory and improve mental clarity (and where to find them); the foods and tactics that can energize and rejuvenate your brain, no matter your age; a brain-boosting fat-loss method so powerful it has been called “biochemical liposuction”; and the foods that can improve your happiness, both now and for the long term.

With *Genius Foods*, Lugavere offers a cutting-edge yet practical road map to eliminating brain fog and optimizing the brain's health and performance today—and decades into the future.

Genius Foods: Become Smarter, Happier, and More Productive While Protecting Your Brain for Life Details

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From Reader Review Genius Foods: Become Smarter, Happier, and More Productive While Protecting Your Brain for Life for online ebook

Rbbiefrah says

EXTREME WARNING : MAX LUGAVERE HOLDS NO HEALTH DEGREE OF ANY KIND . HE HAS NOT APPEARED IN PUBLIC DEBATE WITH ANY HEALTH AUTHORITIES . HIS ASSERTIONS ABOUT CHOLESTEROL AND FAT CONSUMPTION ARE EXTREMELY CONTROVERSIAL AND EVEN ROGUE. . (if he where ever to appear in debate with Dr Joel Fuhrman or one of his peers he would be utterly destroyed)

While Lugavere's book is glibly written and contains some helpful data . Lugavere does NOT have a degree in nutrition and is extremely uncircumspect in his dietary recommendations and the glaring dangers of his dietary recommendations are easily exposed if examined in the light of mainstream nutritional facts. IF you decide to read this book you may be able to construct a healthier way to get the nutrients he advises from much wiser sources if you read what Dr Joel Fuhrman says on brain health and this review

(NOTE :He's a sweet and good son but that does not give him the right to advise people to eat cancer heart attack causing foods while posing as an expert . I think its mainly the love he gives her that is healing her NOT the diet But watch the whole video she totally zones out

<https://www.facebook.com/MaxLugavere/...> so he has no case studies --not even his mother...)

Here's alittle PRO and CON on this book :

The biggest PRO is that Lugavere spells out how rancid PUSFs in processed foods are damaging to our health and how fresh omega 3s cross they blood brain barrier to help cure Alzheimer's as per

<https://www.health24.com/Medical/Deme...>

The biggest CON is Lugavere foolishly suggests you obtain omega 3 fatty acids by eating highly carcinogenic -high SF/Cholesterol foods like butter , eggs , red meat and fish .(STOKES ARE DEFINITLY BAD FOR YOUR BRAIN) Mercury in fish has been found to cause : heart attack , cancer , MS and many other neurological diseases !!! Lugavere completely ignores the MAJOR studies showing the correlation between animal foods and heart attack , cancer , MS and many other diseases ! (see Dr Joel Fuhrman's book "EAT TO LIVE " or google: "correlation between animal foods and cancer/heart disease "). Lugavere's advise to eat animal source fats is strongly refuted by ALL major studies . Algae , on the other hand, is the source from which fish obtain omega 3 and there are PLENTY of algae derived VEGAN omega 3 oils on the market (google : "Algae Based Omega 3 Supplements ") Lugavere admits that Algae based DHA and EPA are just as good as that found in animal fat yet he persists in recommending animal fats with all their health risks and environmental hazards . This shows that he loves eating animal foods and being a layman does not see how it ha skewed his scientific approach.

LETS LOOK AT STATISTICAL PROBABILITIES:

If we accept Lugavere's statement that 1 in 100 of the population is now getting Alzheimer's. Then our odds of getting Alzheimer's is 1% . BUT what are the odds we will get cancer and cardiovascular disease ? Dr Joel Fuhrman says that 2 out of 3 of us will get some form of cancer during our life time and

<https://millionhearts.hhs.gov/learn-p...> says :

“Approximately 1.5 million heart attacks and strokes occur every year in the United States. More than 800,000 people in the United States die from cardiovascular disease each year—that's 1 in every 3 deaths, and about 160,000 of them occur in people under age 65.”

SO HOW SMART IS IT TO EAT CARCINOGENIC ARTERY CLOGGING ANIMAL FAT TO AVOID A 1% CHANCE OF GETTING ALZHEIMER’S ON THE WORD OF A LAYMAN(WHO PUTS SALT ON HIS FOOD) WHEN ALGAE BASED DHA/EPA OILS ARE AVAILABLE ??? –Not too . If Lugavere is such a genius why can't he figure this out ?

Lugavere says: “Monounsaturated fats are “our brains best friend” and glibby points out foods rich in monounsaturated fats completely overlooking the fact that MONOUNSATURATED FATS ARE NOT ESSENTIAL FATS-- OUR BODIES CAN MAKE THEM !!! –WE DON’T NEED THEM IN OUR DIET AT ALL !!! (In his book “eat To live “ Dr Fuhrman covers this topic well. Dr. Fuhrman further states that our body is extremely efficient at converting dietary fat to body fat –the best way to get fat is to eat fat . At least if you eat whole grains ,beans fruits and vegetables you get a rush of energy that helps you to burn off the calories but when you eat fat your body does not get energy from the calories it just converts them to body fat. Fats are high in calories and low in nutrients it is therefore stupid to choose a high fat diet over the a nutrient dense diet advocated AND PROVEN TO REVERSE ALL CHRONIC DISEASE in many thousands of case studies by Dr Fuhrman and Dr Gerson among others.

See <https://www.drfuhrman.com/library/suc...>

Lugavere seems so obsessed with avoiding/reversing Alzheimer’s that he is oblivious of the risk of cancer , heart attack and high blood pressure eating animal fats entails . (I urge people to read “EAT to LIVE” by Dr Joel Fuhrman)

Continuing the pro and con :

Pro: Lugavere lists the worst oils to avoid and the foods that contain them oils (canola , corn , peanut oil , safflower oil , soy oils etc) which are present in all fried fast foods and commercial bakery foods .

Con : Lugavere fails to warn that even eating TOO MUCH fat of any kind , even from freshly harvested vegan sources such as fresh seeds and nuts greatly increases heart attack and stroke and cancer compared to a whole food vegan diet low in fat and high in fruit , vegetables and moderate in grains . Rather he says we should completely disregard all experts and eat lots and lots of grease !!! . Dr Fuhrman cites a study of a country who eat huge amounts omega 3 fish yet had double when we double rates of heart disease of the international average . He speculates that perhaps EPA is like beta carotene which is anti cancer at low doses but carcinogenic at high doses .

.Hence Lugavere's foolishness in his overboard advise add more and more grease to your diet (to get more omega 3s . more olive oil , more animal fat) " a table spoon of olive oil(which has no omega 3s) daily" in addition to the animal fats –this excess lipid intake accumulates in our tissues saturating them and overtime hardens and stiffens our bodies and suffocates the cells obstructing the flow of oxygen and nutrients to our cells in our body causing cancer and HARDENS our arteries .

A whole food plant based diet high in fruits , veggies and legumes and moderate in grains which includes small amounts of flax oil for omega 3s maintains a clean cellular environment so cellular respiration and nutrition can flow unobstructed. Lugavere’s (a layman’s claim that DHA containing animal fats are anti inflammatory is refuted by scores of studies done about the anti-inflammatory benefits of a vegan diet

If Lugavere (a layman) refutes the many studies by degree holding researchers that confirm that eating animal foods correlates with greatly increased cardiovascular disease and cancer then that is complete rubbish .

Lugavere says he loves eating steak with olive oil poured on it –calling olive oil “the ultimate steak sauce” BTW he’s currently 37 so this will catch up with him soon) If you LOOK AT HIS VIDEO:

he is flabby jawed and greasy looking

<https://www.youtube.com/watch?v=XySa5...>

btw what he is saying in this video about authorities now saying that cholesterol is harmless complete rubbish !! He even corrects himself !!!! I WOULD LIKE TO SEE MAX LUGAVERE HAVE A DEBATE WITH DR JOEL FUHRMAN OR EVEN ANY CARDIOLOGIST !!!! They would quickly expose him as a quack .

PRO: Lugavere states that “nature intended” humans to eat a 1:1 ratio (omega 3 :omega 6) but that today most people average a ratio of 1 : 25 . Like all other nutritional advisors Lugavere points out that omega 3s are anti-inflammatory while omega 6s are pro-inflammatory so if we don’t get more omega 3s and fewer omega 6s we will be suffering chronic inflammatory degenerative diseases.

Con : Lugavere fails to point out that SEMEN and vaginal fluid have a large quantity of DHA and that a tremendous amount of our body's DHA is drained from the blood stream in the act of sex. This special blood serum DHA --made by our body- cannot be replaced by taking oral DHA supplements. (YOUR BODY MAKES DHA and EPA from ALA you eat but it is not efficient and to waste it in sex is very harmful to your brain –and the type of DHA and EPA YOUR BODY MAKES and which is wasted in sex CAN NOT BE RECOUPED BY ORAL SUPPLEMENTS . THE # 1 CAUSE OF BRAIN DEGENERATION FROM DHA DEFICIENCY IS EXCESSIVE SEX INDULGENCE . But Lugavere (probably fond of sex as he is of steak and eggs) Rather than telling you to conserve your semen and vaginal fluids -- Lugavere advises you to recoup DHA by eat unhealthy amounts of FRESH fats (and not from algae but from animal sources –and even advises taking even NON ESSENTIAL fats like olive oil !!! LUGAVERE does not point out that OUR BODY MAKES THE VERY BEST FORM OF DHA FOR THE HUMAN BRAIN from the ALA we eat and that unless we are highly continent the most vital from of the omega 3 (DHA) is drained out of the body so the extra dietary omega 3 does no good. Even EPA and DHA from supplements is damaged and altered inprocessing. So there si no substitute for conserving ones vital fluids . Eating excessive omega 3 EPA and DHA oil in an attempt to recoup this DHA has been shown by Dr Joel Fuhrman in his book to increase cancer and heart attack in populations that eat lots of fish (see: <https://www.drfuhrman.com/library/eat...> fro Dr Fuhrmans advose on omega 3s and brain health)

ALA omega 3 fatty acids are very unstable in the presence of oxygen and our body is full of oxygen so it much better conserve the more stable DHA which already in our body than to try to replace it with huge amounts of dietary fats SOME OF WHICH that our body has to convert to HUMAN DHA . Therefore conserving one's semen/vaginal fluid ,hence one's human grade DHA , is much more health promoting than any eating animal or even algae derived DHA.

Pro: he points out that grape seed oil has a mega 3 to omega 6 ratio of 700:1 and points out the need to supplement with omega 3 rich foods and oils

Con: he suggests instead of grape seed oil (high omega 6 oils) you switch to highly carcinogenic foods like eggs , red meat and fish (which has mercury which causes heart attack and cancer and MS etc that cause cancer as well to get your DHA) He also tells you MUST eat fish oil to get your omega 3 fatty acids but fails to tell you that the reason fish have omega 3 is that they eat algae and that you change the same omega 3s(ALA ,DHA and EPA) without destroying the environments by using algae oil in lieu of fish oil . Nor does he mention that flax seed oil has ALA which our body can make into DHA and EPA so we need not even take algae oil . He would kill you with heart attack ,cancer and MS to get your omega 3s while a perfectly healthy vegan alternative exists. While He is correct about the need for omega 3 (ALA and perhaps DHA and EPA) in our diet he is totally wrong about how to maintain blood serum healthy levels of these . (HE ALSO FAILS TO MENTION THAT MUSCADINE SEED OIL IS RICH IN UNSATURATED VITAMIN E(tocotrienol) as per

<https://pubs.rsc.org/en/Content/Artic...>

- a scholarly article on how Muscadine seed oil reduces adipose inflammation and fights obesity “significantly more than olive oil .” I grow Muscadine and grind them in a Norwalk –seeds and all – and drink the juice. As I said I also take cold pressed flax seed oil which I keep in the freezer (It stays liquid in the freezer) to prevent it becoming rancid . I would NEVER take cancer and heart attack causing foods that Lugavere recommends

PRO : Lugavere points out that regular exercise helps our bodies make hormones that help protect our brains from inflammation and help them regenerate healthy tissue

Con: Lugavere completely overlooks how meditation is been shown to protect our brain from the ATTACKS of stress and the resulting inflammatory responses that cause dementia and senility . In fact meditation under a competent teacher has been shown to be the single most IMPORTANT factor in reducing stress associated with mental break downs and promoting healthy hormonal chemistry and positive state of mind to combat all neurological disease.(google “ meditation and stress studies”)
<https://www.sciencedaily.com/releases...>

Lugavere completely overlooks the detrimental effects of meat eating on one's ability to control one's mind in meditation. Blissful Meditation –free from all thinking – is vastly more restful and restorative to the brain than sleep because in sleep brain activity continues in dreams. More than anything else proper meditation will transform us into geniuses by directing our attention to the source of all love and light. Lugavere is completely ignorant of this most important of all therapies .

Pro: lists strawberries as containing the nutrient "Fisetin " which he says “reduces brain inflammation and protects against cognitive decline”

CON: he does not warn that strawberries have the highest pesticide residues of any food on earth

<http://www.ktvu.com/news/strawberries...>

says : Strawberries showed 20 pesticides on them in one sample, Dr Fuhrman does warn against the pesticides in strawberries on his book . So this is another example of how Lugavere advises a food or supplement with a tunnel vision on one nutrient it has without considering the down side of eating that food . For example Lugavere recommends high fat animal foods that HE SAYS protect against brain inflammation because that contain DHA but which 100s of studies confirm increase risk of a devastating stroke because

they have cholesterol .

CON : His “cheesy eggs” recipe IS A HEALTH NIGHTMARE :

*high in cholesterol/ he says “use omega 3 eggs”

* it is well known tha omega 3’s are unstable and rapidly break down to free radicals in the presence of heat and oxygen

so Lugevere’s FRYING OMEGA 3 eggs destroys the omega 3s in the eggs into tissue destroying free radicals!!! ,

*he even says to add “2 pinches of SALT” (not potassium chloride but sodium chloride !!!!!) which will shoot your blood pressure up further increasing risk of stroke or heart attack !!!!

IS THAT the kind of guy you want to entrust with YOUR health ?????

Tons of research also shows that eggs increase risk of cancer, that heat destroys omega 3s (that'd why you keep them in the freezer !!) and that salt raises blood pressure

YET Lugavere says (QUOTE) “here’s how to make KILLER eggs –I could eat these every day”

It is also well known among those who practice celibacy that eggs stimulate sexual urge and should be avoided so this ignorant fool's diet will set you up for failure in every way . Dispute all his scientific talk his practical wisdom is nil . I would not advise any of my friends to follow his diet (though some of the scientific data in the book is good to know the way he attempts to construct a regime in very foolish)

CON: Animal foods contain uric purines (a very harmful substance that forms crystal deposits in our joints m heart and artery valves and neurological synapses) these crystals are abrasive and cut into our tissues causing Gout , rhemtiod arthritis and inflammation. This is EXTREMELY well documented -no authority anywhere will refute this . (google :purines in meat/gout) <https://www.everydayhealth.com/rheuma...>

<http://elevatehealthaz.com/wp-content...> is a table showing purine content of foods

CON :Lugavere recommends a low carb diet that you can not stick to because you will have low energy and be glum all the time . He completely misses that it is not carbs that re bad but REFINED carbs . Carbs from whole fruits , vegetables grains and beans are not bad and you can eat as much a you want and be healthy and lean.

CON: a high fat diet sows your digestion and metabolism down . Food stays in your stomach longer making you feel sleepy and disinclined to vigorous exercise . Food can actually spoil in you stomach losing its vitamins and turning toxic. The sooner your food is digested and absorbed into your blood the better.

CON : fats can oxidize in your body and stiffen this creates a coating that si much harder to get rid of that glycogen stores are to burn up

In conclusion : -CONSIDER THE SOURCE –

Max Lugavere (born 1982 in New York City) is an American television personality, health and science journalist, author, filmmaker, and musician. He resides in Los Angeles, California and New York City.

He is a laymen NOT AN EXPERT ! UNLIKE Drs MAX GERSON and JOEL FUHRMAN he does not

HAVE 1000S AND 1000S OF CASE STUDIES showing that his diet actually reverses alzheimer's.

Lugavere's degree is in psychology and journalism so he is an expert at PERSUADING people .
THIS IS JUST THE TYPE OF PERSON WHO CAN GET ON THE BEST SELLER LIST PROMOTING MISINFORMATION .

Ketogenic is a term for a low-carb diet (like the Atkins diet). The idea is for you to get more calories from protein and fat and less from carbohydrates. ALL MAINSTREAM DEGREE HOLDING NUTRITIONAL EXPERTS AGREE 100% that a "Ketogenic" is NOT a healthy diet !

As a registered dietician and certified nutritional counselor , son of a registered dietician and certified nutritional counselor my parents and I have seen plenty of raw food vegans who ate mostly RAW ORGANIC nuts and salads who had heart attacks from this regime (Almonds have plenty of artery clogging saturated fat 17% by weight and greens have excessively high amounts of vitamin K(a blood clotting agent)-even olive oil is 9% saturated fat by weight)AS per 1000s of case studies these patients heart condition was nonsurgically reversed when the patients gave up ALL fat except flax seeds or flax seed oil and ate a balanced whole food diet of MOSTLY whole fruits and vegetables .

A LOW FAT DIET (getting all fat from flax seed and grain hearts and a FEW WHOLE RAW nuts , avocados, olives(NOT OLIVE OIL) , Moderate protein , High fruit and veggie , moderate grain WHOLE FOOD DIET reverses both heart disease and cancer and any chronic disease .So my recommendation is : Please DON'T follow this ketogenic diet ESPECIALLY NOT LUGAVERE'S) but follow the thoroughly studied , widely acclaimed and time tested diet of Dr Max Gerson , Dr Joel Fuhrman, Dr Ann Wigmore , Dr Norman Walker and the text book that most college nutrition courses worldwide use " UNDERSTANDING NUTRITION "by Eleanor Noss Whitney Sharon Rady Rolfes ET AL.

Michael says

Of all the available old and recent studies on food and nutrition, Genius Foods references a very small and narrow portion of them to reach some very questionable conclusions. Although the author only says it once in the whole book, you should definitely question all information, including that which comes from this book.

Elyse Walters says

This book was released this year - in March of 2018- just 4 months ago. 196 reviews are posted on Amazon at the moment - with a solid 5 star rating across the board.

As far as nutrition books go - especially relevant to brain health - (preventing cognitive decline and dementia- all according to the latest science), and overall sound nutrition- advice.....

I've not read a more readable book- easy to grasp useful health guide book in

a long time - enjoyable too. The facts are easily presented- included is a little humor too. A few things moved and surprised me in our evolving medical world. Such as this excerpt:

"When patients and I get to know each other, I often conduct my visit while walking with the patient in New York City Central Park. The movement and constantly exchanging scenery helps the patient remember my advice and helps me remember the encounter"!

Interesting - my new young bright doctor from India - A rheumatologist, who lives in Santa Cruz, who enjoy surfing, invited me to her house. I invited her to mine as well.

Maybe we will walk the beach?

Max Lugavere, describes evidence-based antidote to the brain-shrinking from the standard American diet and lifestyle. We learn the dangers of inflammation, overfeeding, nutrient deficiency, toxic exposure, chronic stress, physical stagnation, and sleep loss. We've read these things before but that's just skimming the surface of what you'll find in this book. I can't recommend it highly enough. It's a great resource book worth owning - a smart health guide to refer to. I'd recommend the Hardcopy over the Kindle.

Paloma says

I have a few essential doubts and questions about this book and the foods he advocates for.

Firstly, in his book, Lugavere advocates for a low carb, high (good) fat diet, that is low in carbohydrates, including those from starchy plants such as sweet potato, on the basis that they spike insulin even acutely or over a long period of time. I have also been reading about the world's 'blue zones' too, and the research done on the longest living (and healthiest) people on earth, and these studies have shown that they all consume an averagely high amount of carbohydrates such as sweet potato or sourdough bread (although no refined grains). This is very contradictory of his research and makes me wonder whether he has just cherry picked his research to prove a point - why didn't he mention this? I am aware that correlation doesn't mean causation, but still, he does refer a lot to studies done on mice, and not enough to real studies of people who consume a whole foods diet with whole grains. Furthermore, some evidence has suggested that whole grains actually increase insulin sensitivity (which is good!), and this was not discussed in the book either.

Secondly, he does strongly advocate for the use of animal products - on the contrary, numerous research has demonstrated that a 95% plant-based diet is the most optimal for long lived health, and animal products should be consumed an average of 4 times a month and in special occasions. In his book, Lugavere does give the impression that eating grass-fed beef, eggs and wild caught salmon even several times a week is okay. Does he mention how over-consuming protein is also very toxic for the body and mind? (as mentioned in another book 'the Diet of Longevity' by Prof. Longo). Im not defending any one point of view, just would have liked to see this discussed.

Thirdly, and this is in relation to my own journey, I have found that there is no one-size-fits-all, and if there is, one should look at the studies of the longest and healthiest living people on earth (the blue zones studies). Otherwise, we are just taking someone's opinion as nutritional advice, which many dietary and nutrition books do nowadays and can end up hurting ourselves and our bodies. I believe that our bodies know best when it comes to fat, carbohydrate and protein, and we just need to get better at listening to our real bodily (not mind) needs. Different bodies also differ in rates of conversion (e.g. some women would do just fine with an omega 3 intake of only ALA if paired with low intake of omega 6's), some people can't tolerate animal protein, some people need high carbs because they are athletes or many other different lifestyles.

What is sure is that if you try to force your body to have a diet that it's not adapted for then you're gonna end up having nutritional deficiencies, digestive issues or (as I think he probably has) an obsessive, overly restrictive and toxic relationship with food. Of course, try out his ideas, but don't take what he says as dogma or ultimate advice, especially when numerous other books and high-quality research directly contradict his opinions.

KC says

With the exception of grass-fed beef, I am well on my way to keeping Alzheimer's at bay. Will check out his documentary Bread Head.

Mammal says

I appreciate the author's humor and enthusiasm, but I am skeptical about many proposed solutions. Especially about the magnitude of their purported effects.

At least he's honest to acknowledge that much of what he says is not yet established science but, than asks why wait a decade or two until it is. But that begs the question, of what if like with low-fat craze, low-carb hype could prove to do more harm than good.

That said, much of what he says is common sense and something that Ive already adapted. Is just I hold no illusions that eating anything can make me a "genius". Or even gain 1 IQ point. Maybe it can help realize one's potential better, but a mediocrity will still remain a mediocrity no matter what they eat. And by definition most of us are mediocre.

Susanchitter says

The author writes a very informative and motivational narrative on the foods we need to eat to keep a healthy mind and body. Although I knew extra virgin olive oil, avocados, blueberries, wild salmon, dark leafy greens, eggs, grass-fed beef, dark chocolate and almonds were good for you his explanations made total sense. I have a huge sweet tooth but he has convinced me to change my ways. I truly hope this will be a life style change for me.

MusselWoman says

This book is my new go-to resource to which I may refer to people when they ask, "What do you do?" So many people struggle with their weight, and because I am relatively fit and lean, they ask me what I do. I have a Word document I put together with a list of people and reference materials with internet links (including "breadheadthemovie.com"), but now, I plan to recommend reading Genius Foods. This book has it all! What I have been learning about and incorporating in my life is everything I have found that is protective of my brain. I am interested in maintaining or even improving my cognitive abilities as well as my good health and fitness. I am also seeking to optimize longevity – or more importantly – health span. Of course, what is good for the brain is good for the body, and this book has everything one needs – like the instruction manual for maintenance of the modern human. Everything I have learned by reading over a dozen books and countless blogs and research articles and by listening to hundreds of hours of podcasts has been distilled into this easy-to-read, incredibly informative, and surprisingly entertaining book. (The pop culture references abound! Use your brain, and see if you can catch them all. After all,

"Winter is coming...?"). Yes, I think you will enjoy reading it even if you are not a health nerd who regularly indulges on this type of information (like me). I am very impressed with the breadth of the book's content. Max and Dr. Grewal are busting many long-held but health-harming myths and giving you the powerful information and practical tips and tools you need to save your brain – and the rest of your body - from the ravages of this modern toxic environment. #GeniusFoods

Karen says

Informative, well written book on how to keep your brain healthy through diet, exercise and meditating. This author is a believer in eating all the good fats (basically olive oil) and veggie veggie veggie with little or no carbs. Fiber thru veggies is his mantra not thru grains. Has the medical info to back it up on the "why" it's good for your brain and how your gut plays such an important part to keeping that brain healthy. Did you know that the weight of all the bacteria in your gut equals the weight of your brain?

Darius Murretti says

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advise to eat animal source fats is strongly refuted by ALL major studies . Algae , on the other hand, is the source from which fish obtain omega 3 and there are PLENTY of algae derived VEGAN omega 3 oils on the market (google : “Algae Based Omega 3 Supplements “) Lugavere admits that Algae based DHA and EPA are just as good as that found in animal fat yet he persists in recommending animal fats with all their health risks and environmental hazards . This shows that he loves eating animal foods and being a layman does not see how it ha skewed his scientific approach.

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“Approximately 1.5 million heart attacks and strokes occur every year in the United States. More than 800,000 people in the United States die from cardiovascular disease each year—that’s 1 in every 3 deaths, and about 160,000 of them occur in people under age 65.”

SO HOW SMART IS IT TO EAT CARCINOGENIC ARTERY CLOGGING ANIMAL FAT TO AVOID A 1% CHANCE OF GETTING ALZHEIMER’S ON THE WORD OF A LAYMAN(WHO PUTS SALT ON HIS FOOD) WHEN ALGAE BASED DHA/EPA OILS ARE AVAILABLE ??? –Not too . If Lagavere is such a genius why can't he figure this out ?

Lugavere says: “Monounsaturated fats are “our brains best friend” and glibby points out foods rich in monounsaturated fats completely overlooking the fact that MONOUNSATURATED FATS ARE NOT ESSENTIAL FATS-- OUR BODIES CAN MAKE THEM !!! –WE DON’T NEED THEM IN OUR DIET AT ALL !!! (In his book “eat To live “ Dr Fuhrman covers this topic well. Dr. Fuhrman further states that our body is extremely efficient at converting dietary fat to body fat –the best way to get fat is to eat fat . At least if you eat whole grains ,beans fruits and vegetables you get a rush of energy that helps you to burn off the calories but when you eat fat your body does not get energy from the calories it just converts them to body fat. Fats are high in calories and low in nutrients it is therefore stupid to choose a high fat diet over the a nutrient dense diet advocated AND PROVEN TO REVERSE ALL CHRONIC DISEASE in many thousands of case studies by Dr Fuhrman and Dr Gerson among others.

See <https://www.drfuhrman.com/library/suc...>

Lugavere seems so obsessed with avoiding/reversing Alzheimer’s that he si oblivious of the risk of cancer , heart attack and high blood pressure eating animal fats entails . (I urge people to read “EAT to LIVE” by Dr Joel Fuhrman)

Continuing the pro and con :

Pro: Lugavere lists the worst oils to avoid and the foods that contain them oils (canola , corn , peanut oil , safflower oil , soy oils etc) which are present in all fried fast foods and commercial bakery foods .

Con : Lugavere fails to warn that even eating TOO MUCH fat of any kind , even from freshly harvested vegan sources such as fresh seeds and nuts greatly increases heart attack and stroke and cancer compared to a whole food vegan diet low in fat and high in fruit , vegetables and moderate in grains . Rather he says we should completely disregard all experts and eat lots and lots of grease !!! . Dr Fuhrman cites a study of a country who eat huge amounts omega 3 fish yet had double when we double rates of heart disease of teh international average . He speculates that perhaps EPA is like beta carotene which is anti cancer at low doses

but carcinogenic at high doses .

.Hence Lugavere's foolishness in his overboard advise add more and more grease to your diet (to get more omega 3s . more olive oil , more animal fat) " a table spoon of olive oil(which has no omega 3s) daily" in addition to the animal fats –this excess lipid intake accumulates in our tissues saturating them and overtime hardens and stiffens our bodies and suffocates the cells obstructing the flow of oxygen and nutrients to our cells in our body causing cancer and HARDENS our arteries .

A whole food plant based diet high in fruits , veggies and legumes and moderate in grains which includes small amounts of flax oil for omega 3s maintains a clean cellular environment so cellular respiration and nutrition can flow unobstructed. Lugavere's (a layman's claim that DHA containing animal fats are anti inflammatory is refuted by scores of studies done about the anti-inflammatory benefits of a vegan diet

If Lugavere (a layman) refutes the many studies by degree holding researchers that confirm that eating animal foods correlates with greatly increased cardiovascular disease and cancer then that is complete rubbish .

Lugavere says he loves eating steak with olive oil poured on it –calling olive oil “the ultimate steak sauce” BTW he's currently 37 so this will catch up with him soon) If you LOOK AT HIS VIDEO:

he is flabby jawed and greasy looking

<https://www.youtube.com/watch?v=XySa5...>

btw what he is saying in this video about authorities now saying that cholesterol is harmless complete rubbish !! He even corrects himself !!!! I WOULD LIKE TO SEE MAX LUGAVERE HAVE A DEBATE WITH DR JOEL FUHRMAN OR EVEN ANY CARDIOLOGIST !!!! They would quickly expose him as a quack .

PRO: Lugavere states that “nature intended” humans to eat a 1:1 ratio (omega 3 :omega 6) but that today most people average a ratio of 1 : 25 . Like all other nutritional advisors Lugavere points out that omega 3s are anti-inflammatory while omega 6s are pro-inflammatory so if we don't get more omega 3s and fewer omega 6s we will be suffering chronic inflammatory degenerative diseases.

Con : Lugavere fails to point out that SEMEN and vaginal fluid have a large quantity of DHA and that a tremendous amount of our body's DHA is drained from the blood stream in the act of sex. This special blood serum DHA --made by our body- cannot be replaced by taking oral DHA supplements. (YOUR BODY MAKES DHA and EPA from ALA you eat but it is not efficient and to waste it in sex is very harmful to your brain –and the type of DHA and EPA YOUR BODY MAKES and which is wasted in sex CAN NOT BE RECOUPED BY ORAL SUPPLEMENTS . THE # 1 CAUSE OF BRAIN DEGENERATION FROM DHA DEFICIENCY IS EXCESSIVE SEX INDULGENCE . But Lugavere (probably fond of sex as he is of steak and eggs) Rather than telling you to conserve your semen and vaginal fluids -- Lugavere advises you to recoup DHA by eat unhealthy amounts of FRESH fats (and not from algae but from animal sources –and even advises taking even NON ESSENTIAL fats like olive oil !!! LUGAVERE does not point out that OUR BODY MAKES THE VERY BEST FORM OF DHA FOR THE HUMAN BRAIN from the ALA we eat and that unless we are highly continent the most vital from of the omega 3 (DHA) is drained out of the body so the extra dietary omega 3 does no good. Even EPA and DHA from supplements is damaged and altered

inprocessing. So there is no substitute for conserving one's vital fluids. Eating excessive omega 3 EPA and DHA oil in an attempt to recoup this DHA has been shown by Dr Joel Fuhrman in his book to increase cancer and heart attack in populations that eat lots of fish (see: <https://www.drfuhrman.com/library/eat...> from Dr Fuhrman's advice on omega 3s and brain health)

ALA omega 3 fatty acids are very unstable in the presence of oxygen and our body is full of oxygen so it much better conserve the more stable DHA which already in our body than to try to replace it with huge amounts of dietary fats SOME OF WHICH that our body has to convert to HUMAN DHA. Therefore conserving one's semen/vaginal fluid, hence one's human grade DHA, is much more health promoting than any eating animal or even algae derived DHA.

Pro: he points out that grape seed oil has a mega 3 to omega 6 ratio of 700:1 and points out the need to supplement with omega 3 rich foods and oils

Con: he suggests instead of grape seed oil (high omega 6 oils) you switch to highly carcinogenic foods like eggs, red meat and fish (which has mercury which causes heart attack and cancer and MS etc that cause cancer as well to get your DHA). He also tells you MUST eat fish oil to get your omega 3 fatty acids but fails to tell you that the reason fish have omega 3 is that they eat algae and that you change the same omega 3s (ALA, DHA and EPA) without destroying the environments by using algae oil in lieu of fish oil. Nor does he mention that flax seed oil has ALA which our body can make into DHA and EPA so we need not even take algae oil. He would kill you with heart attack, cancer and MS to get your omega 3s while a perfectly healthy vegan alternative exists. While He is correct about the need for omega 3 (ALA and perhaps DHA and EPA) in our diet he is totally wrong about how to maintain blood serum healthy levels of these. (HE ALSO FAILS TO MENTION THAT MUSCADINE SEED OIL IS RICH IN UNSATURATED VITAMIN E (tocotrienol) as per

<https://pubs.rsc.org/en/Content/Artic...>

- a scholarly article on how Muscadine seed oil reduces adipose inflammation and fights obesity "significantly more than olive oil." I grow Muscadine and grind them is a Norwalk – seeds and all – and drink the juice. As I said I also take cold pressed flax seed oil which I keep in the freezer (It stays liquid in the freezer) to prevent it becoming rancid. I would NEVER take cancer and heart attack causing foods that Lugavere recommends

PRO: Lugavere points out that regular exercise helps our bodies make hormones that help protect our brains from inflammation and help them regenerate healthy tissue

Con: Lugavere completely overlooks how meditation is been shown to protect our brain from the ATTACKS of stress and the resulting inflammatory responses that cause dementia and senility. In fact meditation under a competent teacher has been shown to be the single most IMPORTANT factor in reducing stress associated with mental break downs and promoting healthy hormonal chemistry and positive state of mind to combat all neurological disease. (google "meditation and stress studies") <https://www.sciencedaily.com/releases...>

Lugavere completely overlooks the detrimental effects of meat eating on one's ability to control one's mind in meditation. Blissful Meditation – free from all thinking – is vastly more restful and restorative to the brain than sleep because in sleep brain activity continues in dreams. More than anything else proper meditation will transform us into geniuses by directing our attention to the source of all love and light. Lugavere is completely ignorant of this most important of all therapies.

Pro: lists strawberries as containing the nutrient "Fisetin" which he says "reduces brain inflammation and protects against cognitive decline"

CON: he does not warn that strawberries have the highest pesticide residues of any food on earth

<http://www.ktvu.com/news/strawberries...>

says : Strawberries showed 20 pesticides on them in one sample, Dr Fuhrman does warn against the pesticides in strawberries on his book . So this is another example of how Lugavere advises a food or supplement with a tunnel vision on one nutrient it has without considering the down side of eating that food . For example Lugavere recommends high fat animal foods that HE SAYS protect against brain inflammation because that contain DHA but which 100s of studies confirm increase risk of a devastating stroke because they have cholesterol .

CON : His "cheesy eggs" recipe IS A HEALTH NIGHTMARE :

*high in cholesterol/ he says "use omega 3 eggs"

* it is well known tha omega 3's are unstable and rapidly break down to free radicals in the presence of heat and oxygen

so Lugevere's FRYING OMEGA 3 eggs destroys the omega 3s in the eggs into tissue destroying free radicals!!! ,

*he even says to add "2 pinches of SALT" (not potassium chloride but sodium chloride !!!!!) which will shoot your blood pressure up further increasing risk of stroke or heart attack !!!!

IS THAT the kind of guy you want to entrust with YOUR health ?????

Tons of research also shows that eggs increase risk of cancer, that heat destroys omega 3s (that'd why you keep them in the freezer !!) and that salt raises blood pressure

YET Lugavere says (QUOTE) "here's how to make KILLER eggs -I could eat these every day"

It is also well known among those who practice celibacy that eggs stimulate sexual urge and should be avoided so this ignorant fool's diet will set you up for failure in every way . Dispute all his scientific talk his practical wisdom is nil . I would not advise any of my friends to follow his diet (though some of the scientific data in the book is good to know the way he attempts to construct a regime in very foolish)

CON :Lugavere recommends a low carb diet that you can not stick to because you will have low energy and be glum all the time . He completely misses that it is not carbs that re bad but REFINED carbs . Carbs from whole fruits , vegetables grains and beans are not bad and you can eat as much a you want and be healthy and lean.

CON: a high fat diet sows your digestion and metabolism down . Food stays in your stomach longer making you feel sleepy and disinclined to vigorous exercise . Food can actually spoil in you stomach losing its vitamins and turning toxic. The sooner your food is digested and absorbed into your blood the better.

CON : fats can oxidize in your body and stiffen this creates a coating that si much harder to get rid of that glycogen stores are to burn up

In conclusion : -CONSIDER THE SOURCE –

Max Lugavere (born 1982 in New York City) is an American television personality, health and science journalist, author, filmmaker, and musician. He resides in Los Angeles, California and New York City.

He is a laymen NOT AN EXPERT ! UNLIKE Drs MAX GERSON and JOEL FUHRMAN he does not HAVE 1000S AND 1000S OF CASE STUDIES showing that his diet actually reverses alzheimer's.

Lugavere's degree is in psychology and journalism so he is an expert at PERSUADING people . THIS IS JUST THE TYPE OF PERSON WHO CAN GET ON THE BEST SELLER LIST PROMOTING MISINFORMATION .

Ketogenic is a term for a low-carb diet (like the Atkins diet). The idea is for you to get more calories from protein and fat and less from carbohydrates. ALL MAINSTREAM DEGREE HOLDING NUTRITIONAL EXPERTS AGREE 100% that a "Ketogenic" is NOT a healthy diet !

As a registered dietician and certified nutritional counselor , son of a registered dietician and certified nutritional counselor my parents and I have seen plenty of raw food vegans who ate mostly RAW ORGANIC nuts and salads who had heart attacks from this regime (Almonds have plenty of artery clogging saturated fat 17% by weight and greens have excessively high amounts of vitamin K(a blood clotting agent)-even olive oil is 9% saturated fat by weight)AS per 1000s of case studies these patients heart condition was nonsurgically reversed when the patients gave up ALL fat except flax seeds or flax seed oil and ate a balanced whole food diet of MOSTLY whole fruits and vegetables .

A LOW FAT DIET (getting all fat from flax seed and grain hearts and a FEW WHOLE RAW nuts , avocados, olives(NOT OLIVE OIL) , Moderate protein , High fruit and veggie , moderate grain WHOLE FOOD DIET reverses both heart disease and cancer and any chronic disease .So my recommendation is : Please DON'T follow this ketogenic diet ESPECIALLY NOT LUGAVERE'S) but follow the thoroughly studied , widely acclaimed and time tested diet of Dr Max Gerson , Dr Joel Fuhrman, Dr Ann Wigmore , Dr Norman Walker and the text book that most college nutrition courses worldwide use " UNDERSTANDING NUTRITION "by Eleanor Noss Whitney Sharon Rady Rolfes ET AL.

With Loving Concern ,

Dari

Sonia says

Everyone should read this book, period.

Cindy Rollins says

Well written summary of all the information on diet and health floating around in the last few years. The author's conversational style made this an especially enjoyable book.

His 10 Genius foods hook was a great way to simplify all the science.

I also like how he acknowledged that there is good stress as well as bad stress. Stress is how we grow, in

many cases.

Living with a family member with dementia can make broccoli very palatable.

Bill Yeadon says

This has been the year of reading books on eating healthy. How can so many doctors totally disagree with each other?

While Max Lugavere falls into the low carb camp at least he is not a hard line zealot. Also, he is not a doctor (didn't even stay in a Holiday Inn Express while writing) maybe he realized he is not infallible.

I enjoyed his journey of how and why he got to his decisions. Sometimes staying in the middle of the road allows you the flexibility to change when science has updated its beliefs.

Kelly says

What foods are best for your brain? This book will give you the answers and offer up tips for maximizing the power of your mind through what you eat. Lugavere isn't a scientist, but rather, found passion in the average Western diet when his mother developed Alzheimer's at a young age, with no family history of the disease. What could cause it? This book synthesizes all of the research he did to find any clues as to answers.

I hate diet culture, but I am utterly fascinated with food, eating habits, and the industry of food more broadly. It's clearly a reading interest, and this book nicely dovetailed into a lot of other things I've read. As someone who likes eating to maximize my physical power (I focus on STRENGTH in my yoga asana practice) with the least amount of detriment to the world around, I found this to be comforting and encouraging to continue eating the foods I love and feel fuel me well. It also was encouraging to indulge more in the foods that get a bad reputation; they're some of the best tools for making one's brain stronger. I appreciated, too, that this isn't one-size-fits-all and more, that the ideas here are meant to be put together in ways that work for you. There is no emphasis on weight loss or body fat. It's about foods that best work for your brain.

Fascinating, engaging, and highly readable. Lugavere reads the audiobook, which worked really well. I'm likely going to purchase a print copy, too, for reference.

Dan Connors says

Since I'm significantly overweight, I try to read at least one diet book per year. I didn't want to read this book, because I knew it would challenge me on many of my food preferences like pizza, ice cream, breads and starches. It did not disappoint.

One thing that is unique about Genius Foods is its focus on brain health. As I reach age 60 this year, I can notice a small decrease in my ability to retrieve information, and the need to keep brains healthy and

functioning is timely and important. The author points out that some health practitioners consider Alzheimer's and Dementia to be "Type 3 Diabetes", pointing the finger at the increased inflammation and high glucose levels that our standard Western diet provides. The current American diet is way too full of added sugars, carbs, and processed chemicals to add flavor and aid in storage and appearance. A lot of this book provides good advice I've heard before, tailored this time to improving your brain function.

Standard advice such as getting good quality sleep, getting plenty of exercise, and avoiding chronic stress I already knew about. One thing I didn't know is that while chronic stress is a brain killer, periodic intense stress is good for your brain as it challenges your neurons and rebuilds connections- things like vigorous exercise, mental challenges, or exposure to new situations helps keep us young.

The author also recommends intermittent fasting- for 12 to 24 hours at a time, something I've heard recommended before. One of the problems in many diets is if people eat constantly, around the clock, it doesn't give their biochemistry a chance to reset and get blood glucose levels back down. The hormone insulin remains constantly elevated with continuous eating, and it becomes harder and harder for the body to get blood levels back to normal again. Food for thought.

The chapters that deal with food are what I feared the most and this author, like many before him, breezily jumps past all the nasty foods you should avoid, telling you to just clean out your kitchen and start over. This is easier said than done for most of us. My eating patterns have lasted a lifetime and going cold turkey is just not possible for many of us.

That said, he does extol the virtues of ten super foods that he recommends, thankfully spread out in ten small bites throughout the book. I plan on trying out each of the ten foods and trying to incorporate them into my diet. He explains why they are so good and gives concrete examples of how to get and prepare them. They are:

1- Extra Virgin Olive Oil- which he says is highly superior to the many other commercial oils that are used today. I had thought Canola oil, which I use was okay, but am hearing more warnings about corn oil, vegetable oil, and many others.

2- Blueberries. These are the fruit of choice as they pack anti-oxidants and many other nutrients.

3- Broccoli. Loaded with fiber and vitamins, the author recommends broccoli sprouts that contain even higher levels of nutrients.

4- Leafy greens- the darker the better- stay away from Iceberg lettuce.

5- Avocado- Full of potassium and fiber, these fruit can lower cholesterol

6- Fresh salmon- (and many healthy fish varieties) A great source of Omega 3's, vitamins and protein.

7- Grass fed beef- this type of beef has protein, vitamins and anti-oxidants, but cows from feedlots that don't eat natural foods like grass lack nutrients and have more unhealthy fats.

8- Eggs- One of the few on this list I've been eating regularly. Good for you, especially the yolk which the author advises you eat.

9- Almonds- most nuts have helpful nutrients, but the author recommends almonds, and not roasted ones.

10- Dark chocolate- bitter in taste but full of beneficial flavanoids. East regularly but sparingly.

I know that the standard American diet is mostly garbage, and that over half of the nation is obese. Even the folks who are not obese could be suffering from inflammation and at risk for dementia later on. It's just very, very hard to change old habits. Books like this need to keep coming until our consciousness gets better about the difference between what's tasty and what's good for us.
