



**Complete Transcript: HALO Talks with Ari Tulla  
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Pete Moore:

This is Pete Moore. I want to tell you about a company that is going to change the entire recruiting in the halo sector companies called game plan. We are game plan.com. What they do is they connect employer brands with D one D two D three athletes across the country. They power the software that allows these employers to get in front of tens of thousands of athletes. If you watch the NCAA, a tournament, the hustle, grit, preparation, determination, and absolute desire to win, embodies every athlete out there. Now you're going to be able to put your brand in front of those athletes. Start to get them to understand after their college career, they can get into the halo sector, but work at a studio, a health club, fitness equipment, company, supplements, anything related to this industry. They can now parlay those skills and bring it into the sports and fitness industry that we are going to have the best athletes become the best employees and create the best companies. And that is the future of halo. 1, 2, 3, halo. We out game plan.com, check it out.

Pete Moore:

This is Pete Moore on HALO Talks, NYC. I have the pleasure of having entrepreneur and smart nutrition specialist, Ari ELO health. You're going to hear about it first here, and you're going to start seeing it across the country. So Ari, welcome to the show.

Ari Tulla:

Hey, thank you so much. Great to be here.

Pete Moore:

Awesome. So, you know, people have been talking about blood testing and being able to modify their nutrition based on understanding their own body for at least 10 years. But I haven't really seen it commercialized properly or proliferate. So tell us how you kind of taken the approach here, what the personal frustration, you know, where you saw the opportunity and really understood, you know, that that food is medicine and how you've kind of gone about building a business.

Ari Tulla:

Yeah, I mean, I'm, I'm a, I'm a tech guy who, and an ex athlete who became a big believer in this idea that food can get you sick food can also become the best medicine that you have. And I go all the way

back to, you know, early, I think 2000, my, my wife had a thyroid tumor and it led into a surgery led into autoimmune diseases, hormonal problems, a lot of these things that we just don't know, unknown unknowns. And it took us about a decade to be able to get her back on track, get her pregnant. And we did it in a way using Western Eastern medicine. But in the end, I think the chains made by nutrition. We went diet. That was basically almost like a keto, like no grains, no meat, no wheat, no sugar. And that helped her to lower inflammation, get her body intact and heal herself. And that was the time when I really became a believer of foolish medicine. And since then, I've been I've been a very active sort of a biohacker I think I was one of the early people doing these things long time ago. I was lucky enough to invest in the ordering in the first front of funding. And that's a trade company that, you know, happy to be involved in the very beginning built by people in my hometown, in all Finland known that many, many years.

Pete Moore:

Awesome. Yeah. I just got mine about six weeks ago. Unfortunately I get two words. Most mornings it says pay attention, which means it's helping me modify my lifestyle and my sleeping habits, but that's another show for another day. So let's talk about ELO and you know, talk about, obviously there have been other companies that have been touting, look, go get a blood test. We'll send you vitamins in the mail. And you kind of see those things come, go. So how did you from your tech background from better doctor from the, you know, you've got several co-founders, which I'm sure makes it a less lonely entrepreneurial venture. We'll talk about that later. But talk, talk about how you kind of said, okay, I know that there are people that have been doing this, but like I know how to nail this are going to figure out how to nail this.

Ari Tulla:

Yeah. So I think we looked at this from perspective that we want to collect biomarkers. We want to be biomarker first nutrition, smart nutrition. That's the, the, the type of industry we want to really create here. And there's some, you know, trials out there that we want to be, the company that is setting the standard and flag bearers of this idea of smart nutrition. What are biomarkers in my books and now books, they are not just blood. They can also be, you know digital biomarkers from your heart rate. You all sleep activity, your recovery, your glucose monitor readings, your weight. So there's a lot of data that is available today. And we believe that you can take this data now and you can use sophisticated AI to turn it into the right nutrition plan for you. And at ILO, I think the leap of faith we are taking that I don't think any people have done before is that we are moving from the then what, and so what discussing really to the, like, what, what do you need?

Ari Tulla:

And we will deliver you that nutrition. So not just give you an idea or list of things or guidance, or even links, we deliver that into your kitchen counter and make it so easy that it's actually easier than order from door desk. And that is, I think what we've been missing. There's so many people who are giving you guidance and, you know, I have enough information. It's not about that. I can go online. I can find all the information there is, but to change behavior, it has to be made so easy that it's easier than the life before.

Pete Moore:

Yeah. I used to I used to subscribe to one of these nutrition newsletters letters. And I just remember, I would say like the benefits of eating like four tomatoes a day and the next would be like the, literally

next, like the benefits of eating four bananas a day. It's like, can I eat the both? Like, do I have to change it? Does that make sense? You know, so I felt like nutrition around my friend the other day that I don't know, what's connected to my Roku account, you know, my television. So I feel like, you know, I, I someone's like, yo, it's a great business model. I'm like, Roku's like a business model based on confusion. Like, I don't know if I unplug something and maybe like, it affects something else. I just pay what what's on there. But the point is you know, on the nutrition side, I think there's so much information and there's information overload that people just say, you know what? I'm just going to bake eat my basic food groups. And I'm going to hope that something good happens, you know? And that's really not the answer

Ari Tulla:

You all know, and we all know what we should do. And I think our mom told us what to do and, you know, eat well us a bit and then sleep and recover all in moderation. And we do none of that. I mean, never. And I think the, the nutrition news is the original fake news. We invented the fake news because like a whip blast, the bacon is good. The bacon is bad. Totally. The X now the X are great. That happens daily. And I think, you know, people are just confused and tired and then you can't underestimate the power of the industry that, you know, oh, good. Watch the super bowl, every ad in super bowl this year, that was about nutrition and food was something you should never eat.

Pete Moore:

Let me tell you some, a couple things that pissed me off and you can on them. One is I go into an airport and they sell someone like trail mix. Right. But the bag is like eight serving sizes. Okay. And the average person, you know, probably finishes like half or, or, or, you know, and just has to know like what their eight multiplication you know, table looks like. Right. And any amount of sugar that you consume on that is just unprecedented. So my first question is, you know, do you think there's any regulation that should start to be a little more prolific and put in place, you know, like I joked around the other day as well that somebody like the serving size is like you know, John and Sylvia serving, you know, like, it's like a couple that decide like what the serving size is like four servings in like a Ben and Jerry's ice cream. And the serving family like puts it back three times, but nobody else does, they eat the whole pipe. Right. So, you know, is there any kind of regulatory or like information that should be overarching here? And you're like, look, this, that, that lobbyist group is like way too big. Like it's just educate people.

Ari Tulla:

I think, I think it's dead at the arrival. Yeah. You know, you and New York B today and big golf was basically ified as an idea, the band, the big golf, like who needs like a half of gallon or soda, I mean, hundred and 70 cubes of sugar type.

Pete Moore:

Yeah. Right. I know it's like a,

Ari Tulla:

It's like a cup of sugar. I mean, like, who needs that? I mean, nobody in the world and kids are drinking those, like it's just mind boggling. And that was like a big divider that no, we can't go there. I mean, I'm from Finland and in Europe, you know, EU many of the Nordic countries have been passing sugar regulation that, you know, is taxing sugar, like taxing cigarettes. Well, in the us, we actually subsidize the sugar industry. We subsidize the corn. So we are the opposite and we are making it so well cost, you

know, we put it in every possible food in CEL. I don't know if you know this, but they started to add labeling on food that are, you know, high in sale.

Pete Moore:

OK.

Ari Tulla:

So they actually had an impact, a big impact on people's consumption better, same as tobacco, or they put a black letter saying that this might kill you for foods. A high sugar or foods are the highly process.

Pete Moore:

Why, why the word may, why don't they say, will, will.

Ari Tulla:

Yeah, totally. It will. But you

Pete Moore:

Know, did it have that on an MnMs like a P m&m, you know, sharing size, this will kill you, not on this trip, but shortly

Ari Tulla:

It's slow, slowly going to kill you, wither you the death. But, you know, and we know that. And I mean, I think the people who, by the way, eat the M and Ms. They likely know that as well, but that's just so freaking good and addictive. Nothing we can do about it, but I don't think we have any way of regulating us out of this problem. Every year we, as a get fatter and heavier and more obese, nothing has happened in the last 30 years. It's only going to go in the wrong direction. So only thing in my opinion, and why I do what I do is that we have to build crown up grassroot momentum by building hundreds of new companies, building new type of grocery companies, new type of food producers who are doing the right thing and making it better. You know, electric car was invented years and years before combustion car. It wasn't about what was first, but nobody built a sophisticated sex secure electric car before Tesla. And now it's going to be the default mode of, you know, movement in five years, by the way, no way. 86% of cars sold last quarter where electric 86%. Wow. That's a pretty high number. And of course they subsidized that pretty heavily, but they are also a country that has more oil than any other country capita in the world. So things

Pete Moore:

That, one thing by it, did you ever see the, the on Netflix, there was a document, not documentary was a minis series called occupied.

Ari Tulla:

No.

Pete Moore:

Oh my God. You got to see. So since our listeners, like some, you know, some of our by side stories real quick, there was a there was basically like the greenest of green prime ministers that was elected in

Norway. And there was a lot of climate change storms that, that hit Norway. So when he got into office, he basically shut down all the oil drilling in north state. And it's this whole miniseries about, you know, he had some like nuclear or some kind of rock that like was going to turn into, you know, clean energy. And EU said to him like, Hey man, you better turn back the gas lines on and you wouldn't put it back on. Cause you basically ran on that, you know, platform. So the Russians had their Naval force in the north sea and basically took over all the, the oil platforms started pumping the gas and they, and Russia basically occupied Norway, you know, in order to basically, you know, get the gas production on.

Pete Moore:

But it's really interesting that you talk about like this force to go into you know, the right thing to do. And how do you kind of overpower some of these larger companies, you know, look, and some of 'em are, you know, you'd say are maybe, you know, doing the right thing with some of the acquisitions that they're trying to do, like you know what is it, essential water, you know, that got acquired by Nestle you know, some of these other foods that are better for you, you know, instead of being you happen to become like a 50 million company for a large consumer products company to buy them, you know, they'll go down like 10 million. I had a quest nutrition peanut butter bars that had like two per two peanut butter cups that had like 2% sugar in it versus the Reese peanut butter cups when I like to have that, you know, flavor. So there's definitely some things moving forward that are, you know, positives, but I still feel like those, those items, like you're talking about subsidizing, you know, they're just so easy for people to, to default to, and, and that's, that's part of problem. So talk a little bit about, you know, how, how the actual process works. I go, I go to ELO. What happens?

Ari Tulla:

Yeah. So we have this big vision of food as Nutri food, as you know, medicine we go forward. And the beginning is of course, as any company, any new idea, you need to build the box like to innovate and make it small enough that you can build it and get it to market quickly. So what we do, number one is we, you sign up, you get a blood testing kit at home, you bleed few drops of blood from your finger. You send it back to our lab. We analyze the blood today. We do 12 biomarkers. So we're going to do many, many more. And then you also download the app from the app store. We only on iPhone today because iPhone gives a better way to connect to all the verbal data directly. Then you, you sign up there, you go through a questionnaire you connect your apple help to Ello.

Ari Tulla:

If you want, you can get, get the sleep data, the aura data, you know, apple watch data, you know, whoop data, whatever you want directly into Loy, the apple health. And then we analyze the data with fairly sophisticated AI. We define the nutrition plan for you. We are getting you connected with the L lo diet distance. So we have a team of dieticians inhouse who will connect with every member to really understand like your medication, your goals, your health, and really be there to help you along with learning. And then we assist you supplements today in a, in a daily packet. So it comes in a box every month in a Bo in a packet with your name on. And, and then of course what happens at the 90 days, mark, we're going to retest you. And of course, we also get data like your recovery data, your activity data is flowing every day.

Ari Tulla:

So there's a, you know, weekly, monthly quality feedback groups that are helping you to stay on track. And then the beauty has been that we've been running this now for almost two years. We did the test

long test in the beginning with hundred different people. And 90% of people in the test group had improvement in their blood biomarkers by month six that made me really believe in this idea. It's not only the pills that are helping, but also the code is the dieticians, like giving you guidance, like how to change the breakfast, maybe doing them in a fast thing, maybe do things that you know are going to help you and some people. So we are testing the lipid panel, you know, think about cholesterols, detach. Sure. We do the A1C the diabetes marker. We do homocysteine for inflammation, vitamins B B 12 D we do iron.

Ari Tulla:

We also do two, do few other ones. So that is kind of the baseline that you would do if you go to a concierge doctor and we have seen, now people improve the A1C. We have people improve their cholesterol values more than they would with the lip. If they go for Lipitor or some of these medications that people don't like, because food has the power higher power than the pill has, because think about you eat maybe 2000 calories a day. It's a lot of one, the one pill only has so much payload. So that has been the kind of the feedback we get from people. They are seeing valuable improvements in their blood. And some doctors are calling us and they're like, what did you do? Like this, this person looks healthier today before, before.

Pete Moore:

So, so two questions on that. And this would be a regulation, but this, hopefully this is my hope for the future. Before someone's allowed to go on Lipitor, you know, basically I would say, we are going to get you a membership to a health club, pick the everyone you want will pay for it. And we'll pay six months, \$99 a month for ELO. And then if that doesn't work, I'll put you on theor, right? And just to show people that you have the power to change and not to rely on this pill that has their own recurrent revenue business model that they don't talk about, but they do talk about it on CBC. And they do talk about it on, in, you know, investor analyst calls. They don't talk about it commercially, you know, in, in the, in the, you know, on television and all the print ADSS and so on, so forth.

Pete Moore:

So, you know, are the doc, is the doctor community, or how do we get the doctor community to realize that, look, don't use that as like the easy default that's like you putting somebody on Lipitor is like the equivalent of what we just talked about. Somebody's eating M and Ms. Right. It's kind of the same thing. But a lot of these medication companies, pharmaceutical companies have travel and entertainment budgets, right. And then call these doctors and, you know, you going out to a VC and saying, Hey, we're going to set up a, a 30 million fund to have people walk around, you know, and get people to use. They might say, Hey, that's great. But you know, that sounds like, you know, wishful thinking, maybe know it. I, I don't know. What's your thoughts on something like that?

Ari Tulla:

I, I mean, I, I'm not saying here that people would stop using medication and then go and try to do things with nutrition, home medication and, and healthcare system. I've been working for last decade for two companies. I built in the, you know, big healthcare data. And I mean, there's a lot of good stuff. We, the cancers we are able to eradicate pretty far, not, not the reason why we have cancer, but once we get cancer, we are getting really good at helping people not to die. We are able to extend most people's life until the 80 90 mark. I, I'm not saying we have a great health span, but we can live longer.

And the last years might not be awesome. But what I'm saying is that nutrition can be, and should be used always as a preventative measure. And we can all help us not to get sick.

Ari Tulla:

And most of us are in a position where we've got chronic conditions with the right diet. You can actually reverse those chronic conditions, but I'm not saying that people have stop taking medication and sign up to AOL. That's not what, how works today. And we have to maybe spend another decade as an industry science, scientific community to come far enough with nutrition, to understand what are the pathways we can really impact. We need to be more regulated in a way, because now we have no regulation. Think about hundred and 50 million Americans today, eat supplement bills 150 million of them have no idea if they eat the right things. If they eat the wrong things, if they do anything for you, we have maybe now thousand yellow members who have the only ones in the, in the NA and who actually understand what they do to you. Every day. We have people coming to our door and our dieticians and our clinicians are saying, stop immediately what you are doing, because these people are having like 30,000 IU of vitamin D a day. And they are on a toxic level on a vitamin that could really harm your body. And we have to say, stop that now and let us help because people just don't know, they read a block post, and then they're like, let me do 10 times more just to be on the same side. And that, that's how silly

Pete Moore:

Is also, I mean, the other thing that's, that's addicting on the right side is the invention of the gummy bear. Like, I'm not sure are you supposed to take two of those a day? That's like leaving a kid with like a, you know, like a, a bag of candy corn during like Halloween, you know, it's dangerous. So I hear you on that. You know, when you think about, I, I agree a hundred percent that you know, that nobody knows what they, what those supplements are doing to their body, you know, and they make it taste so good. Now it's basically, you think you're eating, you know, healthy can we ramped about that for a while. You look, you've been in several other companies that have, you know, created a great product and then allowed it to ramp. And how do you think about the adoption period?

Pete Moore:

And like, what's the first mover. And then when does it go main, you know, when does it hit, like, you know, going back to you Tesla example, when does it hit, you know, mass market and, and a lot of entrepreneurs that are on here, think that, like, when I put this product out, it's going to be a two month sales process, bang, bang, bang, you know, I got a hundred million company and never wash that way. But when you think about the aura ring, or you think about blood testing, it's not the people that need it, that use it first. It's the people that know that like, Hey, this is preventative. And I'm like an information addict about myself and that's buys it first. And then at some point it goes, you know, mainstream where the apple watch is probably, you know, can be one of the winners or where the leader in that. So how do you think about adoption of products in, in services like your, like you're doing here with,

Ari Tulla:

Yeah. I think you, you make a really good point because I mean, you, you can't, you can never sell a new innovation, a new thing for the people who will need it the most, because they are not the ones who were ever adopted early. Right? There's no, that's like a, it's like a AI law. You can't leave in the debt group. And we had to say it happening many times in the last years in healthcare, where super innovative companies are targeting kind of the Medicaid population. Well, the Medicaid population

have no smartphone. Few years ago. You can't give it to them when you built an app. I mean, that's a city and we, we have three co-founders in the company. One of the co-founders is Milo Salvan, who he spent almost a decade at apple in Tony ISTE. So he was involved building some of the products we all love the most.

Ari Tulla:

And we use right now to do this broadcast. So he has built products for hundreds of millions of people. And we have to love the products at apple. And he's helping us now really think about this in a way, like who we go after or who are the people who want to come into the front door first and you are so right. I mean, we called the <inaudible> early member profile as a performance driven optimizer. We are the people who want to live good life. We want to have the help span and rather go to 90 and then die with the boots on the ground, on a run or on a lawn or hiking or whatever. That's what we want to do on a golf course, whatever. But, you know, that's the, the mindset that we ask every member at Ello to define what is their long term health goal, why they want to do this.

Ari Tulla:

And it's like, ideating content. And I read those true, and there are hundreds of them, people are saying like, I want to go hell skiing with my, my daughter when she's 25 years old, when I'm 75. I mean, those are kind of the, those, those are things people want, but these are not the people who in the biggest need, they are not often the, the obese people and so forth. And I mean, we want to build a service. We can help the broad population. Unfortunately, today the price point is 99 bucks a month. And I think it's pretty affordable in, in many ways, because we do block testing, we do codes and we do the supplement days, and we do many things. You know, that, you know, you you've normally pay maybe 3, 4, 5 times more, but it's still more money than an average American can spend.

Ari Tulla:

And we know this thing about 80% of people are away. 50% of people are obese that has to stop. We have to do something because if we do nothing now, 20 years from today, the healthcare costs annually will not be 4 trillion. It'll be 8 trillion. And we don't have money for schools. We have no money to fight wars. We have no money to have infrastructure, so we have to do something. So in next 20 years, we will see a massive rebuilt of the health and the food system in this country. And it'll be very exciting time because I think we'll look very different than what we have today.

Pete Moore:

Yeah. Also just, just a side note though, something that I may not be the most politically correct thing to say is don't accommodate obesity. Okay. I know that that's like people should be allowed to do whatever they want and, you know, freedom of, you know, food intake and so on and so forth. But not thing that pissed me off that I just want to reference is there was a fast casual restaurant that had booths and there was a news flash on like CNN that said so, and so is going to increase the size of the booth space to accommodate larger people. I'm like, come on, dude, like, don't let that happen. Do you know what the ramifications of that? So having said that awesome, what you're doing, look forward to being a part of it, happy to, to kind of wave the, the ELO flag and make sure that we set up any kind of partnerships or, you know, educational components of this. You know, as you see fit in closing here, you got any you know, quotes that you live by, or motivational things that you and your team talk about, or, you know, any, any famous people that you kind of hearken back to

Ari Tulla:

Too many to stay in a sort. But the one thing that I've been, I've been really become a massive believer is that it's not your fault. If you get old way to get obese, it really is the, the world, the system fault. We can't explain people for getting where they are. If we do and have a system like we have today, we start, you know, from five year old school kids, we give them give, you know, McDonald's and, and other companies like that, rain to give them the food that they do that we know is bad. So the point is it will take 20 to 30 years for you to get sick, get diabetic, get obese, but it can be only one year with the right treatment, with no nutrition to heal you 20 to 30 years to get sick one year to heal. We have seen that happening now by many companies like Verta health and others who do it. And that is a positive, positive, I think, end that we, we need to remember like, yeah, cream, but it doesn't need to be, it can be done and, and changed fairly quickly.

Pete Moore:

Yeah. So for \$99 a month, you can completely change your life and add another 20 plus. So if that's not enough motivation, then please blog off to this podcast and pretend it never happened. So <laugh>

Ari Tulla:

Awesome.

Pete Moore:

Well, look, man, it was great to meet you. I'm glad. On the personal front and the family front, everything kind of went the court and plan and the perseverance on that. I'm sure it was not easy. And you know, we're trying to waive the halo flag, health, active lifestyle outdoors cause this isn't a wellness, you know, versus illness. I don't want you to be just, okay, I want you to optimize and be amazing. So, you know, officially welcome to the halo sector and look forward to you know, doing this again when you got a hundred thousand users and you're changing the wall.

Ari Tulla:

Thank you guys. That's the goal.

Pete Moore:

Awesome.