**Episode #8**

**Speaker 1** [00:00:01] Welcome to the Cabrera Lab Podcast.

**Speaker 2** [00:00:06] How you doing?

**Speaker 1** [00:00:07] Doing awesome.

**Speaker 2** [00:00:08] You're doing awesome. That's great. I was thinking the other day, we were visiting a friend in the hospital, if you remember. And we ended up down in the Hospital Cafeteria for a few moments. And we both noticed the menu items on the hospital. Fried chicken, mac and cheese, you name it. Fried, tried, fried. Pasta, pasta, pasta. All kinds of things. And I also remember a little while ago, you were talking about goop, the concept of goop at our, I think it was at our breakfast table one day. Because I was, yeah. Goops. Goops, and the many kinds of goops. So I'm curious, what is goop? Unpacked goop. How is it, what it it? Why is it so popular? How's it become like a major industry? How should we be careful about it?

**Speaker 1** [00:01:07] Well, the story at the hospital was we went down to the cafeteria and it's all goop. The whole menu was goop, there wasn't any non-goop. And then literally as you're walking out, so that's on one TV screen as the menu for the whole hospital, and then as you are walking out is another TV screen that's like advertising for diabetes treatments and stuff like that. It's like, you know, here's where we on this side of the equation, and here's where we get them on the other side of the equation. So, For me, I'm pretty like, I am pretty ADD, as you know, and a little, you know on the spectrum. And so I need like really basic, my brain needs like really basic rules to follow. So goop was something that I created to create a very hard and fast rule for myself. because there's so many options out there, right? There's so may different types of food and there's some many, especially when you go to restaurants, I mean, it's nuts. So Goop was something that I created as a concept, which just means that anything that any time in its lifetime has been kind of in a liquid Goopy form, of some kind. Because I saw this thing on TV like, They were making chicken McNuggets.

**Speaker 2** [00:02:39] Yes, I remember that.

**Speaker 1** [00:02:40] And it was like literally goop coming out of a machine. Like it looked like it looked just vile. It was like this pink goop.

**Speaker 2** [00:02:48] and jelly beans too.

**Speaker 1** [00:02:50] Yeah, jelly beans, I mean anything. And so if you think about all breads are at one point in time goop, all candy is at one point in goop. So I just don't eat goop very rarely except on cheat days I might eat a little, I have love of sub sandwiches, but we have so that but.

**Speaker 2** [00:03:13] The Earl of Sandwich.

**Speaker 1** [00:03:14] but that's on cheat days, like, you know, I'll have that, but otherwise I try to stay away from all Goop as much as possible.

**Speaker 2** [00:03:21] goop in the food category, meaning things that were overly processed, manufactured, liquefied, and put in a tube to become the shape of something else like a chicken McNugget or bread.

**Speaker 1** [00:03:33] You know, I mean, the Chicken McNugget is like extreme goop, you know, or candy is extreme goop or like just all of the insane, you know, like Pringles, I don't even know. Is that a real chip? Like, I didn't know what that is.

**Speaker 3** [00:03:45] It's pressed potato.

**Speaker 1** [00:03:48] So, you know, there's like extreme goop like that, but then there's lesser goop that is also just goop, which is like breads and things like that.

**Speaker 2** [00:03:58] like a piece of

**Speaker 1** [00:03:58] I mean, bread's delicious, there's no doubt, but you know, I just find that I don't feel good when I eat goop, and it's not that I love goop like everybody else, I mean there's a reason we love goope, it's because it's been designed. go past our brain, you know, and just meet our needs to want to.

**Speaker 2** [00:04:27] Goop, at least in the food form, has become a massive.

**Speaker 4** [00:04:32] The Eleonora industry and...

**Speaker 2** [00:04:35] You know, I think it was you that were talking to me about the properties of sugars and simple carbs and how with rats, they became more addicted to sugar than they did like, I don't know, it's cocaine or something.

**Speaker 1** [00:04:48] We'd have to look up the Rat Store.

**Speaker 3** [00:04:50] The rat study.

**Speaker 1** [00:04:51] Sugar is the biggest drug on the market today, for sure.

**Speaker 3** [00:05:00] Well, so...

**Speaker 1** [00:05:00] I mean, sugar is the one, if I remember correctly, like, you know, the president of the United States is pretty powerful. And during the Obama years, Michelle Obama went, you now, was gonna go and get kids in shape. And like, she went out and said, we're gonna fight the sugar industry and then we're going to get kids in shape and then like a couple of weeks later, it was like, we're just gonna get kids in shape, you're not gonna fight the sugar in industry. It was, yeah, so that's. There's a lot of power, you know, that probably shut down this podcast or something, who knows, but there's a lot of power in the sugar industry.

**Speaker 2** [00:05:40] Right, I remember there was a, I don't know if it was Barbara Walters or some, one of those sort of nighttime news, interviewee things and they, it was before she switched away from sugar and into movement and they were showing, she was going through the aisle of a grocery store. Yeah. And she pulled up like a bottle of ketchup, right, which. Sugar. Yeah, but most people think of it as just like tomatoes and it's good for you and she said, look how many grams of sugar in this ketchup. and then she pulled up something.

**Speaker 1** [00:06:07] Well, that's the problem is a lot of these foods, they just put sugar into them because all this goop is cheap, right? So it's like goop, is basically a feed lot for humans, right. It's just like we feed our dogs like kibble and we feed cattle, it's all goop. It's the cheapest way to feed a lot humans. And so then if you add. Like, if you take all this goop and you add sugar to it, then humans are gonna like it. It's gonna taste better. It's going to taste good and, you know, and then we can get you addicted to it and then it just seems very normal. So I've expanded on goop, so there's, you now, just all kinds of food goops. But then there's intravenous goops, which is like, you, know, all the liquid goops so then there is all the sodas, that's just liquid goop. Yeah. And then. And now now I even see it as like the you know, there's there's mental goop out there, you know like the National Enquirer or what you know whatever silly shows and pablum that we just consume. It's easily consumable, high caloric, not nutritional not nutritional right I mean whether it's mental mental gop or liquid goop or goop goop, it's just goop and it's terrible for you.

**Speaker 2** [00:07:31] Well, but that means...

**Speaker 1** [00:07:32] And that includes things that are on television and all kinds of other stuff, you know.

**Speaker 2** [00:07:37] Every once in a while I watch.

**Speaker 1** [00:07:38] I can't, yeah, like, every once in a while, goop, I'm not saying that I don't like goop.

**Speaker 5** [00:07:45] I know.

**Speaker 1** [00:07:45] You know, I but I will say that the more I've trained myself to sort of think of goop as a disgusting thing The less I care about it, right? Right. So I've just trained First of all, I needed like a simple rule like a kind of a black and white There's a very few places where I'm black and light, but that's one of them that I needed that just for me, I'm not suggesting other people need to be black and white about it, but for me it's like there's goop and there's not goop. And then I needed to kind of change my mental model about goop to find it disgusting and displeasing. So I paid particular notice to how I felt when I ate goop because when you're eating it, you feel good. But then after you eat it, you don't feel so good, right? And so really focus on, oh, I feel terrible and like almost play it up a little bit. And essentially you train your brain to hate goop.

**Speaker 2** [00:08:49] and to not crave it.

**Speaker 1** [00:08:51] Yeah, you train your body and your brain to to sort of

**Speaker 2** [00:08:55] Because anybody who has given up sugar will tell you that it's tough and you have headaches and it's tough and then there's a moment where you're like, you're free of it and you no longer crave simple sugars like processed sugars, you crave sweetness but you don't necessarily have that craving for sugar.

**Speaker 1** [00:09:14] Well, and you can also, also I find that like, what your body craves, your mind converts into marketing. So your body's like, hey, I need some carbs, some sugar, some natural sugars or something. The body just needs some carbs right? And your brain's like oh, I needed candy. You know, or I need bread or I needed goop. But actually, your body's like, an apple's fine, you know? Like, fruit will work. In fact, fruit's better, because it's got the fiber and things like that, so your body, your brain is sort of deciding that you want this or that, but your body needs something really much more basil, like carbs, proteins, fats, you now, those kinds of things.

**Speaker 2** [00:10:00] Well, I'm glad you brought up the brain because as we're talking about this, it becomes very clear to me that goop is in itself a manipulation. It's a manipulation of our thinking, our minds, however you want to say it. It reminds me of that story when we were standing in Dix. We were like at the checkout and they have that end cap of I mean sporting of candy bars and sodas and Gatorade. You remember that? It reminds me of that.

**Speaker 1** [00:10:38] Yeah, I was standing, it was such a hard thing to watch because I was I was standing at the line, right? And they and all these stores have, they have kind of a at the checkout, and it's low for the kids so that they can get the kids addicted to goop of some kind, mental goop, you know, food goop all kinds of stuff. So they have all those things right as you're checking out. kind of like a feedlot, so as they're funneling you through the feedlot then they get you at the canal where you're surrounded by goop. And they put it low and they put all the things that kids like, you know, at that. So this little kid, and he was a little bit overweight for his age, you now, and his mom. And you could tell, like, they probably weren't. they weren't sort of doing really well, you know, but the mom was really trying and the kid says, the kid said, hey mom, can I have a soda, a Coke? Cause there's Coke and all kinds of stuff. And she goes, no, sweetie. And you could tell, like she, it was hard for her to say no, cause she wanted, parents want to give their kids what they want, right? So she says, no sweetie let's not do that that's that's a lot of sugar and you know stuff and so you're like yes yes she did it you know she nailed it that was right and and then he goes okay can i have a gatorade And she's like, mm, okay. And you're like, ah, man, they don't stand a chance. We don't a chance, because there are so many people with so much sophisticated marketing and sophisticated degrees. I mean, degrees in neuromarketing, where they're understanding the way the brain works and understanding marketing and putting those things together. and then you have a... a host of highly paid people that work at these places that are manipulating whole populations of people to do things without them even knowing. So this mom is literally trying to do the absolute best thing for her kid, exactly what a parent should do. And she tried. And then it just, it just the wheels came off and, and you know, now the kids drinking a Gatorade. The marketing is brilliant, right? Cause Gatorade is a sports drink. It's athletic. It's bullshit. It's goop. It's liquid goop, it's liquid goo.

**Speaker 2** [00:13:24] Yeah, I mean...

**Speaker 1** [00:13:24] And I'm not picking on Gatorade, I mean all these drinks are liquid goop. It's not just Gatoraded, it's all of them. And then of course then we have the fake sugar drinks.

**Speaker 2** [00:13:39] Which your body doesn't process very well.

**Speaker 1** [00:13:42] even worse, right? Like, I mean, as if we could have designed something worse than goop, but we did, right? Because then your body thinks it's sugar, and then responds as if it's sugar, but you're just like, tweaking your body yet and still crave sugar.

**Speaker 2** [00:13:56] I mean, people would think I'm insane. When our children ask for a diet soda, I literally say, I think we'd better feed them a real soda. Because the sugar in a soda is actually not as many chemicals and it's treated, you know, it's different in your body.

**Speaker 1** [00:14:10] You're basically gaslighting your body. You're like, I'm going to gaslight my body now and be like, yeah, I just gave you sugar. And it's like, you did? Okay. All right, good.

**Speaker 2** [00:14:25] Well, I want to pick at that a little bit. So we were talking about goop as a manipulation, and you were talking about the brain being convinced differently. And I was thinking about that mom at the checkout. And if you think about, well, A, we should care about this, and B, how do we sort of inoculate ourselves against that moment where you're manipulated? Because what's happened to her is somebody in her brain without her knowing it made a relationship between Gatorade and sports and health. But the reality is Gatorade is great for its purpose, to replace the actualites. But it's...

**Speaker 1** [00:15:01] And if you just ran, did a whole game worth of activities and that's fine, but

**Speaker 2** [00:15:08] So I guess the question is, thinking about Goop, why should we be thinking about goop? Like, why should?

**Speaker 1** [00:15:17] Originally, like I said, I created Goop just to solve a problem for myself. Right. And it was just like, you know, food Goop. But now I see it's actually a much broader concept. It's Goop everywhere. I mean, there's TV, television Goop, there is TikTok Goop there's social media Goop and it really comes down to it's sort of pablum, right? It's like easy to consume, low nutritional value, high calorie stuff. You know, you spend an hour watching it and you'll never get that hour back and it didn't serve you in any real way. And you know, that's goop. So there's a lot of goop out there. And the part that, and we do this with our grad students, right? I mean, like these phones, the phones are like a direct, it's like an IV, you know? Like you've now attached it to your arm and now the... The Goop industry has a direct. 24 hours a day, they have a direct connect to you and they're serving up goop. They're serving a goop and we need to be very cautious of that. We individually need to like, you know what? If I'm going to eat goop or consume goop, I'm gonna do it consciously. I'm going to do it with great awareness and consciousness for a particular purpose and reason. and I'm not gonna just do it mindlessly.

**Speaker 2** [00:16:53] Right, because, I mean, we've talked to our kids a lot about hand-held electronics and how they become, without them realizing it, kind of addicted because they're drawing their attention. Totally. And they're designed to draw their attention, and then there's all the ads inside of stuff which are also designed to get their attention on stuff that's probably not good for them, like candies and things like that. And I mean, I guess it's about.

**Speaker 1** [00:17:17] But you don't want to be, sorry, you don' wanna be a Luddite. No, no, no. I have no issues with Luddites. But I mean, like in the tent, in the.

**Speaker 2** [00:17:26] Well, meaning kids have to be part of something.

**Speaker 1** [00:17:28] They got to be part of society, right? So they, you know, we're not, I think it's a balance. It's a middle, a middle way, right. Which is like, it's not that you're against phones. We always say to our kids like, don't let your phone, you use your phone. Don't let you phone use you, right, you use you phone, don't your phone use, you. Right. And I think that's the important part.

**Speaker 2** [00:17:57] Right, and I guess if I were listening to us right now, I'd be like, well, okay, great. How do I actually, how do I teach somebody to do that? Like, how did we get our kids so right and got them to think about it?

**Speaker 1** [00:18:07] pause, awareness. I mean, it really is just awareness. It's metacognition. It's recognizing, oh, I'm just mindlessly scrolling, you know, literally. And can we all do that? Yeah, absolutely. Like none of us are not susceptible to this. I'm not saying like, oh I never do. I'm saying it is very addictive. It is very additive. And it's addictive on purpose, right? There are very, very smart people with PhDs and I mean we train them. We train them and they go out in the world and then a team of people with PhDs in all these different topics, neuroscience and marketing and blah, blah, and technology. They are taking these teams, paying them a crazy amount of money to essentially have direct access to us and our children. Imagine back in the day if some whole team full of people showed up at your house, knocked on your door and said Hey, we just want to have an hour chat with your children. There's no way. You'd be like, get out. What are you talking about?

**Speaker 3** [00:19:12] Yeah, you'd freak out.

**Speaker 1** [00:19:13] You'd freak out. But now, they have more access than you do as a parent.

**Speaker 2** [00:19:19] It's interesting because there's a lot of talk about and research on sort of media literacy and how you help kids become sort of inoculated against some of the, for lack of a better word, manipulations for their attention or even like their parents' credit card to go and buy something online. And I think part of that effort is really about what you were talking about, developing that awareness. So if a kid's on the internet, or you're on the Internet, or whatever, do we still call it the Internet?

**Speaker 1** [00:19:54] I think they call it the internets.

**Speaker 2** [00:19:57] I'm not the tech person, but I mean, you should be questioning what's being.

**Speaker 1** [00:20:00] world wide web.

**Speaker 2** [00:20:04] on my AOL.

**Speaker 1** [00:20:05] On your AOL account, on your dial-up AOL account. You've got mail.

**Speaker 3** [00:20:11] Oh my god, I'll actually remember that, it was terrible.

**Speaker 1** [00:20:14] Remember that awful sound when you used to it'd be like

**Speaker 2** [00:20:20] But what I'm trying to get at is, um, you just totally take me off track. I'm the not ADD one, and you completely take me up track. Um, I was thinking about, because I've read a lot about this and we obviously have been paying attention because we've raised three children who have gone through the gauntlet of social media, which we never had as kids and phones, which we've never had in schools and all of that. I mean, I guess.

**Speaker 1** [00:20:47] And goop. The gauntlet of goop! The ga- the gaunt-let of goo. That is what it is. It's a gaunt let of goo and we have to get our kids through it.

**Speaker 2** [00:20:56] All kinds of goop. All kinds. Liquid goop, all of it. Media goop... This is the gauntlet of goops. Oh my god. That's hilarious.

**Speaker 1** [00:21:04] It is literally an obstacle. It is like a challenge course for children for young people and Parents are like desperately trying to get their kids to adulthood alive, you know And and that doesn't even include all the drug goop Let's say like that's another whole thing like the drugs are so Here's the thing. This is important because it relates to goop Our brain is not designed to deal with some of these things. It is overwhelming our brain. Like, our brain's not really designed to not like Froot Loops. Froot loops are crazy cool. They're delicious. They're delcious, right? And our brain is like, of course they're delicious, and of course I'm gonna choose that over potato, you know, or whatever. Like, you get potato. It is potato, right, or fruit loops, right? But that was like, you know, I can kind of say no to fruit loops. But now it's like you go and you get a thing that's like 1500 calories and it's the most delicious thing in the whole world and like your brain's not good. But now, like in our day, we had pot, we have coke, you could say no those things. You mean like, marijuana. That's what I'm saying. Like we had some basic drugs, right? Now the drugs are like overwhelming the brain. The brain cannot not want these drugs, right? You could, I think they're just there. We've engineered these drugs to the point where your brain has no control. So it's not like the people that are getting addicted to these drugs. that are out there, some of which are like Oxycontin and things that are prescription drugs, they are so powerful and so overwhelming the brain that humans of all kinds, I mean, you don't have to be like an addictive personality to get addicted to these things, you see what I'm saying? It's overwhelming just normative people can't deal with.

**Speaker 2** [00:23:14] Well, you know, I just saw yesterday our county health department is launching an anti-vaping campaign for teens. That's what I was just thinking, because vaping, that's chemicals, right? There's not even anything.

**Speaker 1** [00:23:28] It's so addic-

**Speaker 2** [00:23:29] natural in there. It's just literally chemical.

**Speaker 1** [00:23:32] And my understanding is the guy that developed vapes was trying to actually make a safer cigarette and he made like a way more dangerous one. Like vapes are so bad for you.

**Speaker 2** [00:23:41] I thought he was doing it to help people quit smoking. Yeah, basically. But it actually not.

**Speaker 1** [00:23:45] It's actually way worse and way, way, way more addictive. And your brain, and then they add like the flavors and all this kind of stuff, and your brain just, it's overwhelmed by the addictive properties of these things. And I think that's the same for all new, all these new kinds of goop are so addictive. They're so addictive that they are overwhelming the sort of reasonability of our brain to say no. And so that's why you see a much greater proportion of the population just succumbing to these addictions.

**Speaker 2** [00:24:23] Okay, so then the big question is what do we do? How do we armor ourselves and our kids to not fall prey to all of that?

**Speaker 1** [00:24:33] Yeah, I think I mean I think it It's metacognition. I know that sounds like the nerdiest thing that a human could say but it is metac cognition like Metacognitions just means awareness. Just be more aware Just just be like ask questions about what you're doing. Why am I doing what I'm doing? Why have I been scrolling like just have that metacog of moment where you go? What am I doing here for 45 minutes? What have I been doing?

**Speaker 2** [00:25:05] And what have I missed as a result of doing that?

**Speaker 1** [00:25:08] I mean, just like just that ability to have a metacognitive moment can change the game. Why am I doing what I'm doing? Like my dad, when we were kids, I'd come out, you know, like there were all these brands. It's embarrassing some of the brands that were popular, but it was like IZOD was really popular. If you had an alligator on your shirt, you were cool. the OP Ocean Pacific, if you had a little OP on your shorts, that was cool. And I'd come out with stuff like that, and my dad would say, they payin' you? And it was just like, it was like a little metacognitive moment of, why are you advertising for these people? Like, why're you their vehicle? They haven't done anything for you. You paid for the shirt. So they're not doing anything for you, right? Why are you their vehicles?

**Speaker 2** [00:26:01] You're like their billboard.

**Speaker 1** [00:26:02] You're their billboard, and they're not paying you. You just paid them. You just pay them a lot to be their bill board, right? So it was just like these little metacognitive moments where you go, oh, that's interesting. I probably ignored them for years, but it eventually kind of gets in. At our bound and other places, and I think it's true in parenting, we always said, the lessons that you're teaching your students, they're gonna learn five years from now. So don't get discouraged if they're not learning it right away. You keep teaching it, you keep teaching, you teach it. And then your kids will come home from college and they'll be like, you know, there's that classic story, right?

**Speaker 3** [00:26:44] Which, oh, the kid who was.

**Speaker 1** [00:26:47] The kid who goes to college, he just thinks his dad is the dumbest, saw it under the sun, and he goes to collage and comes back four years later and he says, you know, it's amazing how much his dad has learned in four years. That's a bad joke.

**Speaker 3** [00:27:03] That's okay, because you're a dad. You can make dad.

**Speaker 1** [00:27:05] I can make that just with the best of them.

**Speaker 2** [00:27:09] We should have a dad joke throwdown as a podcast. That reminded me of, also I was talking, I don't remember who I was talking to, but you realize like 80 percent of the lessons that your parents taught you the minute you become a parent.

**Speaker 1** [00:27:24] 100%

**Speaker 2** [00:27:25] And I'm like, oh my god, now I understand it all.

**Speaker 1** [00:27:27] You're like, that's what he was getting at. You're, like, oh, that only took me 30 years to do it.

**Speaker 2** [00:27:35] Or when you get your first job and you earn your first dollar and you're like, Oh, that was harder than I thought. Not that anybody earns a single dollar anymore, but you know what I mean? It's crazy. Um, all right, well, so let's wrap up our goop, our gooptalk. So I'm good at this. I'll summarize. In summary,

**Speaker 4** [00:27:55] Haha, you're going to suck.

**Speaker 2** [00:27:56] In summary, Goop is all around us.

**Speaker 4** [00:27:59] It's like poop is all around us.

**Speaker 2** [00:28:01] That's not, love is all around us. Look it up. So anyway, the point is it's all around. And I guess the point is we should be looking for it. We should be looking for things, being more aware, like, just questioning, you know, what is the relationship that's being made for me? Is this actually good for me, is it a waste of my time? What's the opportunity cost?

**Speaker 1** [00:28:24] totally of goop.

**Speaker 2** [00:28:26] to the things I'm doing, nutritionally, mentally, all of it. The best thing you can do is question. Question those things, make decisions for yourself, realize when things are actually a manipulation of facts.

**Speaker 1** [00:28:42] I think we got to take it further, which is like Goop is all around us and we got to be aware of it, but Goop also part of us, right? We've been, we've been programmed into Goop.

**Speaker 2** [00:28:54] That's heady.

**Speaker 1** [00:28:56] I'm serious.

**Speaker 2** [00:28:57] What does that mean?

**Speaker 1** [00:28:58] It's like coke is life. Oh, well, if I'm enjoying my life and it's hot day and you know, then I need a Coke. Coke is friendship. Coke is, you know all these different brands have programmed into us. There's a fantastic book by a guy named Paulo Freire, who is a Brazilian who wrote a book called Pedagogy of the Oppressed. And that book has been banned in multiple countries. Which means we should read it. Which means you should read. Like any book that's getting banned, you should be like, first one you read. But what he talked about was that oftentimes people who are oppressed actually take on the pedagogy of that oppression, meaning they actually become, even if you remove the oppressor. So now the oppressor is no longer in that person's life. the person has adopted so much of that oppressive, those oppressive teachings that that oppression is still maintained.

**Speaker 2** [00:30:06] Meaning I still hear sort of the voice or feel, feel. So like I'm carrying it with me, right? Like you're saying Coke is like.

**Speaker 1** [00:30:14] You've gotten programmed. That's what happened to the little kid and the mom, right? They got programmed. That was inside them to believe something.

**Speaker 2** [00:30:20] Gatorade is the sports. Yeah. Or.

**Speaker 1** [00:30:23] So Goop is all around us, including inside of us. And that's the most, it's been programmed. It's been programed, the concept of Goop.

**Speaker 2** [00:30:34] And so we should question.

**Speaker 1** [00:30:35] where those thoughts come from. So we need to look for that goop bias in the goop gauntlet. Pay attention to the goops around us.

**Speaker 3** [00:30:44] I think that that is a good place to wrap.

**Speaker 1** [00:30:49] We live in Goopville, and we are the mayor of Goop-ville.