How Modern Shoes Have Weakened Our Feet | Gahalad Clark

[00:00:00] Guest Intro – Galahad Clark

Darin: Hey everybody welcomes a show. This is Darin Olien. This is the Darin Olien Show. My next guest is the powerful, the innovative, warrior Galahad Clark; the seventh generation shoemaker. That's right. We are going to talk about your feet and what your feet should be doing and certainly \not being shoved into shoes that don't care about your foot. That's right, what are we doing? We are shoving our feet into shoes that smash our feet. We are so far away from the health of our foot that Galahad. He comes from seven generations shoemakers, seven generations. We get into the show of how he saw the arc of how his ancestors were creating shoes in the right way. And then the Industrial revolution. We go through that and where it turned. And now Galahad with Vivo Barefoot. My favorite shoes by far, and I was wearing them well before I knew Galahad and the team over at Vivo, they're my favorite shoes period before this podcast, years before. I still have some of my first shoes. They just don't wear out and I wear the hell out of them. And we talk about the importance of being a person, creating a business that is having positive impact in the world. Galahads an innovator, he has created his organization to think way outside of the box, but in fact it should be in the box of everybody. Where are materials coming from? How do the feet actually function in this case, what's the circular business model? We get into all of these things. They real Vivo, you can send the shoes back and get benefits. They can redo them and use the material and they're doing all kinds of things. 3D printing specifically, not quite yet, but it will be theirs. 3D printing for your specific foot at scale, you need to listen through the awareness of your foot because once you have liberated your foot to what your foot wants, you don't want to wear shoes. I hate shoes every day, all day. I don't have shoes on unless I'm running my dogs. And because I'm on a mountain bike with spikes as pedals and I have to go into a meeting, my shoes are Vivo Barefoots. They just feel great without the compromise of hurting my feet and not feeling the sensation. So, enjoy this incredible conversation with this amazing innovator and listen to how he looks at business, how he looks at the world, and better yet, how he makes the best shoes ever.

[00:03:09] Podcast Intro

Darin: You are listening to The Darin Olien Show. I am Darin, and it is my life's mission to find and share healthy and sustainable ways of living. In this podcast, I talk to inspiring people and professionals from around the world to uncover ways that we, as humans can improve our lifestyles, strengthen our mindsets and take better care of this beautiful planet we call home. If you are looking for motivation to take the next steps towards a happier, healthier life then you are in the right place. And I am stoked that you are here. So, let's do this. This is my show, The Darin Olien Show.

[00:03:52] Interview Commences

Darin: I want to say thank you on behalf of the whole Down to Earth crew because Vivo outfitted us all running around Australia, shooting our season two. So that was a special thing and I would stop in and talk to everyone about how great their feet were feeling and

everyone was just blown away at the difference of putting their feet into a shoe that had their foot in mind. So, on behalf of the crew, I just want to say thank you.

[00:04:23] We are walking around in foot coffins

Galahad: People often say, God, what's the magic of these shoes? I said, there is no magic at all. It's just you getting your feet back in their natural position again. And it's just extraordinary that so many people wonder this earth with their feet in very odd, squish raised little foot coffins that don't allow them to do that. It's not that long ago that everyone on earth would've been actually wandering this earth with their feet, even in footwear, completely natural, completely allowing their foot to do its natural thing. But probably only in the last few hundred years that we have taken a weird left turn along with many, many other funny left turns, the world's taken recently.

Darin: Yeah. What's a way that we can look at this to better ourselves? And certainly I'm finding that, I don't know if you are, I'm sure you are, that there's coming out of the woodwork, there's more and more great people doing great things as a result of some of the fuckery that's going on.

Galahad: The world feels darker than it's ever felt on many, many levels. And there's no question a rising resistance, a rebel army that feels growing in number and more bonded together than ever. And importantly so it's obviously super heartening to find more and more people to make you feel stronger and build the resistance basically. And it's not a resistance of word of the day and age, it's a have taken regeneration.

Darin: Yeah, and I think that Galahad, you have always been outside the box thinking, I think, and in one respect, you know, we have allowed ourselves to be duped in so many different ways. I just am finishing a book called Fatal Conveniences where I'm diving into everything from cell phones to personal care items, to all of these things that seemingly make things convenient. But then they have this rub where they actually undercut us. And again, the foot and the shoe is like, how the hell did we get convinced to coffin our foot into something that is absolutely not natural and somehow be convinced of a lie? And then it just keeps going and going and going. It's just astonishing to me of the human animal that we allow these things. And again, we are using the muse of the foot, but liberating your foot again feels you can't go back anymore, right? You just can't.

Galahad: The crazy thing about what you say is like that an out of the box thinker, but in so many other things I know that you are helping the world to understand again, but it is quite the opposite of, in the context of 20,000 years of humans making footwear, it's quite the opposite out of the box, right? I'm making shoes like the same way that humans make shoes for 19,800 years, about 20,000 years, right? You know, just this very little brief recent moment in time. Funny enough, I've just come back from Namibia where we have got a project going with the Bushman in the Kalahari just on the Namibian Botswana border. And the Bushman still not completely living as they would've lived a hundred thousand years ago,

but living pretty close to it. And I visited this place for the first time about six or seven years ago, and everything was supernatural about the way they lived. Apart from they were wandering around in weird western secondhand shoes to the point where they're living completely in grass huts and their hunting, their foraging, their living as close to nature as humans can imagine. And I said, what the hell's going on with the shoes? And they said, yeah, well because of hunting restrictions, they would've made their original sandals from Elan skin, which is a big antelope. So because of the hunting restrictions, they haven't been able to get enough elan skins to make their original hunting sandals. And so they've kind of by hook or by crook, gotten their hands on these crappy western plastic shoes by some extraordinary circumstance. So, we have just been working on a project to help them get back those original skins and reintroduce back their cobbling, which some of them still remembered how to do. And it was just about to die out that cobbling. But obviously it's just very perfect, pure barefoot shoe making with simple straps that hold the foot completely. Those are the guys that would've done eight, nine hours running down a kudu across the Kalahari and they would've invented simple foot coverings to protect themselves from the heat and the camelthorns to enable them to do that. And that's all we are just trying to get back to that basic foot covering so that the out of the box stuff, I guess started with horse riding and stirs and then society and status took over on many levels.

Darin: Yeah, and the astonishing thing is like there's very few people in the world that can say that there is craft that's been gifted throughout generations. And now being the seventh generation shoemaker, that to me is so interesting and I can't imagine the genealogy of events that have happened. There's so many examples of what you are doing that inspire me that I wish through magic dust we could get all CEOs and entrepreneurs to adopt that almost common sense approach beyond just this kind of linear profit centered motive.

[00:10:20] Trying to do right by nature

Galahad: honestly, that's a lovely way to put it. And we often say, look, you know, we are definitely not the first business ever to just try to do right by society and try ultimately try to do right by nature. And in fact, you spoke about my family shoemaking and you are right, my family grew up as sheep farmers in the southwest of England. And we are going back to the early 19th century now. So early 18 hundreds in England, they were sheep farmers and they were then also canning sheep hides. They made their first shoe in 1825, which was basically a sheep skin slipper called the Brown Peter. And because they were Quakers, they were never allowed to go to university. Because back in those days, in order to go to university, you had to swear an oath to the high church basically. And the Quakers were anti the high church and there's a lot of Quakers obviously that ended up in America. A lot of Quakers if they didn't go to America and they stayed in England and they kind of educated themselves and they built amazing businesses. And there's lots of great businesses built in the 19th century bike Quakers. And actually some of the banks like Buckleys and Cahoots, they originally Quaker families, obviously the chocolate business, Cadburys and Clarks and in many ways we talk a lot about social enterprises now these days, but as this new great thing. But those Quaker businesses of the 19th century were the ultimate social enterprises. They existed almost entirely driven by a higher purpose. They were massively involved in

with the anti-slavery movement going on into apartheid. They were early environmentalists, like back in the 19th century, the suffragette movement, you name it, they did business but with the profits, they looked after their communities and they looked after the lamb. But then they put a lot of the profits into the causes of the day and age, often run by the women, led by the women in the communities and educated incredibly themselves because they weren't able to participate in the schools of the day and age. The Quakers got a good reputation for trading because they were very fair and doing things for the right reasons. So, they were providing good service to society as cobblers basically by the time the 1870s, 1880s came along, if you saw a Clark's advertising campaign from 1880 and you read it all out and it's one of them is titled Hygienic Boots and Shoes, it almost reads exactly like a Vivo Barefoot commercial today. But Clarks like almost every other bloody business in the world just took some weird turns in the 20th century are Clarks like every other shoe business, started introducing all this fancy gizmos to try and make our lives better.

Galahad: And as we sit here today, we just know that a lot of that stuff didn't work misguided. And now we are just going back to not only 10,000 years ago, but even to maybe just 150 years ago. And there was beautiful businesses making beautiful products. We are a wonderful service to society so we are not really trying to do anything new or like that's never been done before, just trying to make it real again like so many. And we need thousands and thousands of businesses like this. And thankfully thousands of businesses are coming up like this and we are excited to be part of that movement.

[00:13:37] Bite Toothpaste Ad

Darin: You know, I am a big fan of habits and I am a big fan of those habits that are leading me towards success and for happier life if clean life, and we all know now more than ever, most products just don't have us in mind. And something that's really helped me to achieve these routines and that is using Bite Toothpaste. It's not a tube, you bite down on it, you get all of the same things. I've been using it for the past two years now. It's clean, it's fresh, no harmful ingredients. So, making the switch to bite was so easy. It's totally integrated into my life. It's just what I do and I love it. Knowing that I've replaced that tube of plastic toothpaste, replaced all the chemicals that are harmful to my body and the environment, these toothpaste bites, clean, vegan friendly, and still leave my mouth feeling great because again, it has to work, which is why I love them. And now I just use the same glass container that I got two years ago and it just comes in these compostable pouches to refill it in a way we go. Clean healthy product with mindful clean packaging. But keep in mind Bite also sells a range of sustainable clean hygiene products. I love the deodorant comes in the refillable, cool little applicator device. So, if you haven't already tried their products and you are ready to invest and integrate yourself with great quality product as well as sustainable integration into your life, then this is the time. Bite is offering you my listeners, 20% off your first order. So go to trybite.com/darin20 or just use the promo code DARIN20 at the checkout to claim your discount deal man.

[00:16:04] Barukas Ad

Darin: How organic is our organic food in reality? Do you know the process and the impact of the foods you are eating and the impact it has on you, your family and the environment? Probably not right, that's why I do fatal conveniences. Unfortunately, most of the store bought food is full of unwanted chemicals and preservatives and certainly lower and nutritional quality. Introducing my favorite superfood barukas, the healthiest, most delicious tasting nut on the planet. Raising the bar of organic is not easy. However, Barukas is a brand new superfood, entirely cultivated in the wild. That means no chemicals, no pesticides, and no artificial irrigation because after discovering Baruka's on my global search for the world's most powerful superfood, my team and I knew if we were going to share this gem with the world, preserving its natural process was vital. With that being said, every single bag of Baruka's is handpicked in the Savannah and just as wild as the next one. It's like a cocoa dusted cashew mixed with a peanut. Baruka is not only tastes amazing, but it also has 25% fewer fat calories, more protein than almost any nut, more fiber and infinitely more antioxidants than ever recorded in a nut. And it is the best tasting every five pounds of baruka sold allows us to plant a Baruziero tree in the wild. So whether you are looking for a new healthy snack in between meals, a delicious peanut replacement, or just a quick source of powerful complete protein, join us. You can discover more about Barukas and our mission on our website, barukas.com. And you know what, I'm going to throw this in as well, get 10% off your purchase with the discount code DARINPOD10.

[00:18:20] Interview continued

Darin: Listen, just personally, I think your shoes are the best. I love them. And the funny thing is, I don't like shoes, so, and I say this all the time, but if I am going to put to go out in the world, I always have a pair of Vivos under my seat in my car. So, when I am out, I got to put my, I literally feel like I'm in prison if I have to put on any other type of shoe.

Galahad: Well, that's what we say. We make shoes for people that don't like to wear them.

Darin: That's perfect. What happened where you said, I have to do this all differently now I have to get back to what we all were doing. How did that occur?

[00:19:00] Shoes and the Wu-Tang Clan

Galahad: Interestingly, Clark's as a business, my aunt was discussing this with me the other day and she said like she, her theory is that it all went wrong in Clarks when my grandfather was the first generation that was allowed to go to university. His mind got polluted by the modern world, right? He got confused by the modern world and the Quaker values and everything that was part of it. So I started to wane and you know, in the end, Clarks as a business, basically the family lost control by the late eighties, early nineties. And that happened when I was at high school. So, I was about 15, 16 years old and the family were basically kicked out of the business. And I witnessed this and I was conscious enough and aware enough to understand that was going on. I was already super inspired by the Quaker story and my forefathers built this amazing business and a lot of the values that they owned.

And I kind of witnessed in the, I guess the late eighties, early nineties that the waning of those values. And I always kind of knew something was wrong with business and knew something was wrong with the way business was being done in the modern world. And I always wanted to get back to running a business for good, shall we say. So cut a long story short, I started making shoes and my original shoe journey was because I wanted to make shoes with Wu- Tang because I was like, every middle-class white guy in the late nineties was into Wu-tang and they were into Clarks. I was like, this is my chance to go hang out with them. We had an amazing meeting where I basically got Wu-Tang in the room with Clark's management in Boston who were the most waspy guys. You can imagine one of those moments in life when it, let's just say the meeting didn't go well. And so I said, okay, well we can do this. We can, let's do Woo shoes. And we, so I tried to make some shoes with them, let's just say that didn't go well either, but it was an extraordinary experience on many levels. But that gave me the shoemaking bug. And then a childhood friend of mine came to me with the idea of Barefoot shoes and it just instinctively made sense. I was lucky to grow up in the British version of California. I guess I spent a lot of my childhood barefoot related that to my happiest freest healthiest times. And as you start to learn about it, you start to experience it, you start to use it. Study the science, study the anatomy. You know the crazy thing about the shoe industry is very few people in the shoe industry understand foot anatomy, understand biomechanics, understand kinetics. What is the truest thing ever said about the shoe industry is that the most advanced piece of technology to ever go into a shoe is the foot. If you look at the kind of most advanced millions of dollars robotic foots, they're crap. They're so rudimentary and shit, compared to the sophistication of the human foot, which is just extraordinary. 2 million years of like perfect engineering and it's just an extraordinary sensory organ that is just left to its own devices so perfect. And then once you have developed that understanding of the world, the understanding of nature, and in our case obviously natural movement, that was the reason we first went to Namibia and the rate was to study natural movement and meet the first original natural movers, the Bushman, the Kalahari Desert. So here we are today, we are at 0% of that journey in many ways. And then, you know, it starts with feet, but really, it's about taking people and we want to take our community and our customers on transformative natural journeys. It starts with feet but it doesn't end with feet, the whole ecosystem. And you know more about the pieces of that massive puzzle the most, but it's ultimately pretty simple but weirdly not normal.

Darin: It is true and I just want to highlight again the foot. I will also, like when I knew when I was in physiology and kinesiology class in college, at least I got some spark of knowledge. But with that ankle and the 26 bones and hundred muscles and tendons and ligaments, why do you think one of the oldest traditions in the world in terms of healthcare focuses on the feet to help traditional Chinese medicine and reflexology and all of this stuff and even Ira beta, which could argue is even deeper. And that's the start of us as an evolutionary being. And this is a symbol but a very powerful one in terms of our feet. Wake them up, let them open up again, let them feel the earth again. Let them reactivate. I just want to highlight that because that's, it's such an important aspect of kind of the foot and the start of that. But the thing that I also very quickly realized about you and the company is that the mission was very much way, way beyond what that foot is because it's about movement, it's about optimum health, it's about doing good, it's about eliminating waste, it's about sustainability.

Before that was even a catch all term. So, talk to me about some of the initiatives that you are doing, you know, obviously your health and lifestyle and B corp and talk to me about some of the stuff that you are really reaching for and certainly the re Vivo and all of those things.

[00:24:33] Barefoot is the gold standard

Galahad: I'll start with feet I mean because ultimately, we are one people standing on one earth connected by two feet and something we have always known barefoot on the earth is the gold standard. And you know, I also take my shoes off every opportunity to be barefoot on the earth as much as I can. If you get off a long flight, the best thing you can possibly do is be barefoot on the earth. And we have been scared of grounding as it were because perhaps the science has not been quite as solid and any, we have got so many kinds of arguments to win just on getting people back into barefoot based on such core simple biomechanics and anatomy and foot function as it were. So, first initiative is that we are now figuring out how to make all our souls conductive so that even wearing the shoes you are conducted and grounded to the earth and you don't lose that electrical connectivity. And it was Zach Bush actually in many ways that helped inspire and just kind of break down the science and the solidity of it all and the amazing electricity that comes from the stratosphere and the universe. And I think there's something like a hundred thousand lightning strikes every day on the earth or something. I think that's even hour or a lot of electricity is being shared between the earth and the universe. The earth is full of electrical charge at the mandated cause. It's the way so many animals navigate and humans are designed to obviously are full of electricity as well. And I know you know this very well and this is old science, it's coming back to life as it were. And Zach described it like when you are actually standing barefoot on the earth and you are connected to the electro-field, your whole body becomes like a Faraday cage. And so, you are part of that electrical field and you have a sort of extra level of protection in many ways. And so, when humans started wearing rubber sole shoes and literally disconnecting themselves figuratively, literally from the electrical field, a lot of health problems started to occur and loss of protection. So, I won't make any big claims but you can imagine their big health claims of what happened when humans literally started ungrounding ourselves. So first big initiative not out yet coming out soon. Second big initiative for us is I think in many ways we want to sort of, it starts with the feet and the feet is really important, but the overarching goal of the brand is to bring, bring people back to natural health. We just launched a digital health education platform program and, in many ways, we see ourselves now as a natural health company, a natural health brand, not a footwear brand.

Galahad: And so, we want to bring as much education and inspiration out into the world to just bring people on those natural health journeys back to nature starts with feet of course. And most of the initial courses are all around natural movement and how to regain it and squatting and toga and all the general sort of get your body working again. But it's going to go on from there. We just launched a breathwork course and these are all knowledge and understanding that you have in spades and way beyond where we are at. And so, we are creating fairly basic level stuff but trying to at least put it all in one place to take people on

those journeys. Third initiative I would say is that is very live fresh right now is like we are trying to make shoes the way humans always made shoes. And I keep talking about ancient humans and indigenous folk and the way they made shoes and whether it was the Kalahari Bushman making sandals out of Elans skin or the first peoples in America making bison moccasins or whether it was the Sammy people in the Arctic making reindeer moccasins or Indians making buffalo lobe sandals or whatever it was, right? They were always made person by person foot by foot perfectly fit from local sustainable materials. And I love the sort of framework of avatar, right? All these bloody sciences and technology in our new deep understanding of the way the world works will ultimately take us right back to nature. And in in shoe makings cases, 3D printing will take us back in a mass level to be able to make shoes person by person foot by foot. And obviously 3D printing really lends itself to just simple barefoot shoes. So, we are launching next year person by person scan to print. So, you get bespoke footwear basically just the way humans would've made shoes 10,000 years ago, person by person, foot by foot. Those are three pretty big things, right? Grounding natural health and bespoke shoes. Cause through technology you get all these amazing things like, so 16-million-foot scans in one database you can study like millions of size eights.

Galahad: But when you look at like a million size eights and you study the different shapes, the bell curve of the wicks, the arch heights, the bridge heights, all the different cones that it is such an amazing variety of shapes that encompass a size eight of foot that you know by our reckoning, only about 40% of people who are size eight can possibly be wearing fitting shoes. So, most of us just have to be walking around in shoes that are deforming, weakening or undermining our natural foot function or natural movement just by definition, just by studying all those foot scans. And so, the mass manufacturing of footwear will always do humans wrong. And you know, we make 22 billion pairs of shoes a year. Basically, all of them made from in a non-regenerative way. So, all of them are fucking up the planet and we try to be as sustainable as possible but we are a long way away from making shoes that we can possibly call truly regenerative or truly circular or truly combustible should we say. But we are trying as you know, got loads of initiatives. we are trying as hard as we can possibly try but the truth is 22 billion pairs of shoes, none of them fit, most of them actively damage people's health. And I would say, you know, as bad as giving children cigarettes, the shoe industry, it's a public health scandal, there's a disaster. That whole system needs to just change, needs to like go away and we need to start a game. Making footwear that fits our feet allows us to move naturally. And in the perfect world is if it's made out of plastic at least it's totally circular, it's genuinely circular. Which recycling is not circular as we know it's down cycling or at least made from natural materials that are ultimately compostable and that's day one of this we haven't even launched, we haven't even started that yet.

[00:31:26] Habits of Waste Ad

Darin: You know, I get comments from listeners all the time and they say things like, Hey I want to help save planet but I just don't know where to start. Here's the thing, take personal responsibility for your impact on yourself, which also has powerful impact on the environment. That's why I do this fatal convenience all the time. Big changes really do start

with small steps when we do better things for us, it has positive downstream effects as opposed to many of the things that we are doing now that have negative downstream effects, that's why I love companies like Habits of Waste. They want to increase the number of imperfect environmentalists by educating everyone on ways that we can truly make a difference in the steps that we are making. Habits of waste made goals to get the core of environmental problems using easy and engaging methods that we can easily get behind. They were the geniuses behind cut out cutlery that led state of California new law that helped reduce that single use plastic. They also were behind eight meals campaign, which challenged meat eaters to just slow down a bit and set goals of eating eight plant-based meals a week. That's it, that equates to 40% less animal products per week because if a family of four ate eight meals every week, it's equivalent of driving a hybrid car for a year. To find out more of how you can get involved with campaigns that not only help you but help the climate and make this earth just a better place, you can check them out at www.habitsofwaste.org. They offer daily and weak challenges for everyone turn and tension into action and integrate a better healthier life and a better healthier planet.

[00:33:53] Interview continued

Darin: You know, I have been looking at the fast fashion industry and aside from knowing you and getting educated about shoes through Vivo and a few places, when you peel back the layers at these, you said it, it's really, really bad systems and all it takes, I say that lightly is changing the system. So, I celebrate that with you and listen, is anything perfect? No, but like Vivo and like what you are doing and the whole team. I have met a bunch of them, you are going for it. And this is the first I'm hearing about the electro is a question I had. The electromagnetic acknowledgement of the grounding side of it because that's extraordinary. And again, the first I'm hearing it, the individualized 3D printing of your own feet, I mean do that at scale with sustainable materials, that's extraordinary. That kind of thing is the prowess that I see Vivo doing, the initiatives that you are just flinging yourself out there going, we don't know how maybe yet, but we are committed. You know? And that's what I see you guys doing.

[00:35:12] Educating on the feet and footwear

Galahad: We basically just talk about constant failure. You know, my definition of success is failing but then waking up the next morning with no lack of enthusiasm. So, as long as the enthusiasm's there, we are ready to fail the fuck out of it and we are failing all the time. Because actually trying to operate in these full systems is by definition you are just sort of, and obviously building a business and there's nearly 150 people now in Vivo. The challenge as we spoke about in the beginning is like even just bringing those people on these journeys is in itself an amazing challenge in building an organization that is built on natural principles rather than old mechanistic hierarchies in itself a massive challenge. And in many ways, one of my challenges of building an organization is to bring lots of people on that journey with me in the very education systems we revere and surround ourselves by, they get, you know, and I can really only talk about feet and footwears, just mistaught a source so badly so that the experts and the surgeons and the doctors and the podiatrists are so misinformed and they're cascades down, right? They then influence the doctors influence the physio's influence. we

are operating in a world that needs kind of root and branch recalibration. So, we are kind of doomed to failure on many levels all the time and you are up against it, right? But like we said at the very beginning, the encouraging thing is that you feel the rebel army coming, gaining force and power and it's exciting to be part of it.

Darin: Well, the thing that I see that you guys are doing, and I have met other people in this space, is that when you fail, you are taking notes, you are understanding that why the failure happened and then you are innovating based on that. And just as a company it's like, okay, well we failed 150 times trying to create a new material science that's more sustainable. Well, you carefully taking notes so that you can constantly innovate and then we are facing the giants. And the giants are these systems that without you, without people like you, other people won't see what is possible because as you know, so many people need to see it for them to believe it. Now you create that bridge of opportunity because now other people are like, oh, number one, that's a beautiful shoe, number two, that makes a lot of sense for my foot to be in there rather than this other thing. Oh okay, I see it.

Galahad: Yeah, and I have experienced quite a few times that we are old, old friends, let's say 20-year-old friends or they're just not ready to have the conversation for whatever reason, Vivo's been a standalone brand for 10 years. This is our 10th year anniversary, but it had just dated for quite a few years before that as a sub brand of another company. So, I have been going around telling people shoes is bad for you for a little while now and so close friends and family, some of them only just almost like started wearing them like three or four years ago, right? Or even more recently or some of them still. And they're like, whoa, what is it with these? These are really kind of pretty, this is, wow, I'm totally, my back's feeling better and everything is working better. I'm like, I have been telling you that for seven years. But then like you say, once you make the change and it's just the simplest natural step you can make, I choose my words carefully. And once you start stepping naturally, you can't go back to unnatural and you do it right, you walk before you run and you don't kind of overdo it. And the research shows that just by walking around in barefoot shoes for six months, your feet get 60% stronger, which is crazy number, right? That sort of number doesn't almost exist in science. So just by walking around in less shoe, and frankly it'll probably even more if it was completely barefoot because our shoes are sort of slightly compromised barefoot, it would be brutally honest. But anyway, just by walking around in barefoot shoes. So that's not to say, you know, this massive benefit of barefoot shoes, this is to say that the average person in the west is walking around with feet that are 60% weaker than then just natural base layer. And it just takes six months of just walking around with less shoe on to just regain that natural foot strength and ability. If your feet are 60% stronger than the dramatic impact that has up the kinetic chain. If you are walking 10,000 steps a day, 50% of the shock absorption is designed to be absorbed by the foot. If your heel's striking, it's the arch and the Achilles and heel system that absorbs, if you take away that, then you have to absorb all that force up the kinetic chain. So, 99% of Westerners are walking around with feet that are 60% weaker than they should be, that's ridiculous. And that's, you can probably say the same thing for their guts. You can say probably the same thing for their bloody sleep patterns. You probably say the same thing for so many other just basic rudimentary sort of health patterns that we see today.

Darin: And you could probably easily make the argument that if your feet are stronger, you are stronger. So, you are compromised. Why wouldn't you want to increase your strength by 60% and see how you potentially can transform your entire life? Like that stat is just astonishing. Imagine like if someone came up to you and said, do you want to be 60% less strong? No one would be like, no, I have a life to live. I want to be strong. So, you are like, okay, well just take your feet out of those shoes and put them in those shoes.

Galahad: Yeah, the numbers of people in chronic pain in the west over 50 are let's say 50%. And I think it's more than that. And obviously sedentary lifestyles have a hell of a lot to do with that, but a hell of a lot to do with that. It's just lack of natural movement and that builds up over years and so young people can't quite understand it. You can get away with anything when you are young, as you know, but obviously the sooner you just start moving naturally and you then need to look like a complete dufust these days to be able to let your feet move naturally. We like to think we could do better with women's shoes. We know that we are working hard on making sexy women's shoes and we have got some cool new stuff going out there, but not huge failure, you know,

Darin: Well, fail forward. I'm inspired by you and the company. My feet love your shoes. I hope everyone listening really hears some of that stuff. This isn't about selling shoes, this is about selling common sense again, this is about waking up the hidden tiger in all of us, right? Get back that 60%, man. Come on.

Galahad: There you go. There you go.

Darin: Let's go. We need that tribe. We need those warriors. We need new systems. We need a new planet like let's go.

Galahad: No time to waste. we are in the extinction zone now, so we have all got to muck in asap.

Darin: It's gone time. I'm so stoked to have this conversation with you and I'm just so excited for all of the work and innovation and failures that you are doing so that you can create more and more stuff. We need more people leading the march like you and just honored to know you and know that you are failing forward.

[00:42:40] Podcast Outro

Darin: Thanks for tuning in to this episode of the Darin Olien Show. I hope you took something valuable away from this conversation that will help improve your life in some way. If you would like to learn more about my incredible guest, you can find all of their information in the show notes on my website. If you enjoyed this episode or even you didn't like it, please rate this podcast, the team and I value your feedback so we can continue to give you the

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