



BRAND (X)

Nisha Jackson, PhD

## The Dr. Nisha Jackson Show: BRAND (X)

Rusty Humphries: Well, hi there, and welcome. It is *The Nisha Jackson Show*. I'm Rusty Humphries. She is Dr. Nisha Jackson. If I seem a little uncomfortable in today's program, it is because Nisha just dumped about a gallon of water all over my pants and the equipment. So, while she's nice and dry, I'm a little bit soggy right now. I'm a little moist. But other than that, it's fine. You brought water and these pickup stick things, and we've been talking about them a little bit.

Dr. Nisha Jackson: Yes.

Rusty Humphries: But I guess they're ready now. What is this, and why is this so important?

Dr. Nisha Jackson: Right. I'm sorry about the water.

Rusty Humphries: That's okay. If I couldn't take a crack at it, it wouldn't be any fun.

Dr. Nisha Jackson: It's been a strange day. I walked around half the day with my belt undone – hanging down. I wondered why people were looking at me strangely, and then I just literally dumped an entire thing of water all over him. I mean, sometimes I don't know, I don't even know what I'm thinking. I'm just like, literally, just dump.

Rusty Humphries: And, I keep looking because I have to keep ... I'm finding more and more drops on the equipment. It's everywhere. I mean, you got it good. All right. So, what are these sticks?

Dr. Nisha Jackson: These are PICK UP STIX. They're available now. You can go to [TakeBrandX.com](https://www.TakeBrandX.com). That's T-A-K-E-BrandX.com, and you can get these. This supplement was really designed to help people get out of their afternoon slump. It was a product that was developed as the natural rival to 5-hour ENERGY, but way better tasting.

## The Dr. Nisha Jackson Show: BRAND (X)

Rusty Humphries: But wasn't it also ... I mean, kind of a secret here, but I'll spill it. It was also developed for one of your favorite football players, wasn't it?

Dr. Nisha Jackson: Yes, yes.

Rusty Humphries: Who is one of your favorite football players, and what made you decide to create this for him, and what is the story?

Dr. Nisha Jackson: Well, you know what's interesting is that when you think about NFL players – I mean this is what I think – is that they're invincible. They're incredible athletes. They have so much energy. They're so strong. They're in such good shape, and they must feel awesome. But the reality is, so many of them are suffering from the same things that many of us have suffered from. And that is exhaustion, brain fog, can't sleep really well at night, they hit the wall in the afternoon, they have a hard time with focus.

Dr. Nisha Jackson: I really wanted to put a supplement together for Odell Beckham Jr. He has suffered from many of these symptoms – focus, energy, poor recovery, delayed recovery after working out really hard. And obviously, the dude works out really hard all the time, right?

Rusty Humphries: So, for folks who don't know what team, who does he play for, and what's his position?

Dr. Nisha Jackson: He plays for Cleveland, and he is an amazing human being. He's very passionate about health. He wants really good products that are not only good for your body but work, like responsible products. He thinks that's a very important thing, and he loves learning about nutrition and how to take care of yourself. And so, this product was really tailored for his needs, but it's so good for so many different people, not only people who want more energy and focus and brain function but also good recovery.

## The Dr. Nisha Jackson Show: BRAND (X)

Dr. Nisha Jackson: The interesting thing about this product — I want you to go ahead and show the audience how this works because it mixes really well in a bottle of water.

Rusty Humphries: I'm the attractive spokesmodel right now. Go ahead.

It's filled with antioxidants. It has natural green tea in it for energy. It has a high dose of quercetin, which is a wonderful antioxidant. It has Korean ginseng in it, and it also has ginkgo.

— Dr. Nisha Jackson

Dr. Nisha Jackson: You just take this stick — there are two different flavors. There are berry and orange — and you just rip off the top, and you pour it into your bottle of water, and you shake it up. It mixes actually well with other beverages, too, but it's very tasty. It's filled with antioxidants. It has natural green tea in it for energy. It has a high dose of quercetin, which is a wonderful antioxidant. It has Korean ginseng in it, and it also has ginkgo.

Dr. Nisha Jackson: The thing that I love about this product, and I give it to my staff all the time, is that when you take it ... So, let's say — this is the common problem I have — is that I get up in the morning, I work out, I drink coffee because I love coffee, and then I just fire up. I just go hardcore for four hours, and then in the afternoon or early afternoon — usually right after lunch — I literally just hit the wall. This is a really common problem for people. They just hit the wall, and I think people can relate to living their mornings like I just described.

## The Dr. Nisha Jackson Show: BRAND (X)

Dr. Nisha Jackson: This pickup stick is so excellent. I like to use it in the afternoon, early afternoon because it literally, in minutes, opens up your brain. And I mean like *opens up* your brain, meaning that all of a sudden, you feel really clear. You don't feel foggy. You don't feel like, "Oh I just got to go home and go to bed or eat some sugar or something." You just feel really clear.

Rusty Humphries: And, it tastes good, too.

Dr. Nisha Jackson: He's trying to get really clear right now. It's an excellent, natural energy pickup. This is not crack energy. This is not like, "Oh my gosh, my heart's racing and I'm jittery and nervous and it's too much." It's not like that kind of energy. It's a really nice, sustained energy with excellent focus.

*It's a really nice, sustained energy with excellent focus.*

*— Dr. Nisha Jackson*

Dr. Nisha Jackson: Many of our patients are using it now before workouts and after workouts. So, before, as a pre-workout supplement and also a post-workout supplement.

Rusty Humphries: You know, I just realized, E does equal MC squared. My brain has opened up to such new levels.

Dr. Nisha Jackson: That's so good. Yeah. Well ...

Rusty Humphries: You can feel it very quickly. I feel a little bit more awake. It's good. It's got a nice, solid energy to it, but not where I've got to talk really fast or like that kind of thing.

## The Dr. Nisha Jackson Show: BRAND (X)

Dr. Nisha Jackson: One of our medical providers at our office is super particular about what she puts in her body. She's really weird; she has a reaction to a lot of different things. She's really weird about it. And so, I gave it to her because she was hitting the wall in the afternoon, and I said, "Just try this." She goes, "I don't know. I don't want to have a reaction here at work." I'm like, "You're not going to react. You're going to love this stuff."

Dr. Nisha Jackson: So, I put it in her water bottle. I had her drink it. And anyway, the next day she texted me and said, "Can I order a case of that stuff?" Because it's so awesome. So anyway, it does work. It's wonderful. I'm really glad that it works for Odell. Obviously, he's telling all of his NFL friends about it, and ...

Rusty Humphries: As a matter of fact, we have a TV commercial. You've got a commercial. Can we play that? Is it okay? Is it okay to release it?

Dr. Nisha Jackson: Yes. This is his YouTube commercial that's on his YouTube channel.

Rusty Humphries: All right. Let's play it here on *The Dr. Nisha Jackson Show*.

Today, the most common thing that we see in the medical office is people are exhausted. Their nervous systems are worn out, and they don't really know what to do about it.

— Dr. Nisha Jackson

Odell Beckham Jr.: For as long as I can remember, I struggled with mental clarity and just kind of a lack of focus. You know, I'm always on the go, and I can feel myself running throughout the day, and toward the end, I kind of just burn out. That's when I made it a priority, after last season, to figure out a way to help with lack of sleep, overall energy — everything along those lines. And, that's when I started working with Nisha.

## The Dr. Nisha Jackson Show: BRAND (X)

Dr. Nisha Jackson: Today, the most common thing that we see in the medical office is people are exhausted. Their nervous systems are worn out, and they don't really know what to do about it. So, when I started working with Odell and he told me about his symptoms of muscle pain and focus and a little bit of brain fog, I knew right away that this was a common problem and that we needed to fix it.

Odell Beckham Jr.: We worked on a supplement and a vitamin that specifically tailored to me, that helped me with my focus. Also, helped me get great sleep. And, that's how it all started.

Dr. Nisha Jackson: I love the name BRAND (X) because "X" is the variable that you didn't really know you needed, but it's probably the thing that you need the most. And, people today that are suffering from common problems like exhaustion and brain fog and poor recovery, they don't know what to take. They have no idea what ingredients they actually need. But what they really need is, they need a combination of ingredients, the right dose of ingredients, and responsible ingredients put together for specific problems that will help them get over their symptoms quickly.

I wanted something that gave me real results, more sustained energy, mental clarity, and quicker recovery without putting toxins and sugar into my body. I'm excited for you to try these and hope BRAND (X) can help you as much as it's helped me on a daily basis.

— Odell Beckham Jr.

## The Dr. Nisha Jackson Show: BRAND (X)

Odell Beckham Jr.: When we started BRAND (X), my hope was to create vitamins and supplements that were different from anything else in the market. I wanted something that gave me real results, more sustained energy, mental clarity, and quicker recovery without putting toxins and sugar into my body. I'm excited for you to try these and hope BRAND (X) can help you as much as it's helped me on a daily basis.

Rusty Humphries: Okay. Wow, that's awesome. Did you get a chance to hang out with him much, or how does that work? Is it just kind of an email friendship, or do you hang out in the locker room, or what?

Dr. Nisha Jackson: No, no. All of us ... there are four partners in the company – he's one of them, and we've all become really good friends. And, it just makes me realize that everybody needs a little bit of a leg up and to be able to get information and have something that helps them. I never thought I'd be working with an NFL player, and I feel really honored to be able to do that. But it just makes me realize that even the people who you think have it all together – the perfect diet, the perfect exercise, the perfect life – are still struggling with symptoms that are really common to many of us.

Dr. Nisha Jackson: I love this supplement. We're coming out with a larger supplement line. He's very popular with the kids, and so we're coming out with a kids' line of supplements that are really, really good for the brain. And brain power for kids is important these days.

Rusty Humphries: And not only do you have a cool supplement, but you have that cool movement too [crosses arms and makes a whoosh sound]. That's pretty cool.

Dr. Nisha Jackson: The "X" factor.

Rusty Humphries: I'm very proud of you. This is very cool. I think this is going to do really well, and we're going to see it all over the world.

## The Dr. Nisha Jackson Show: BRAND (X)

Dr. Nisha Jackson: I think so, too. I'm excited that you can go into convenience stores now. Most likely, we'll have it in those stores soon and be able to get something that's *actually good for you*.

Dr. Nisha Jackson: It's good for your immune system. It's good for recovery. It's good for energy. It will help you not get sick if you think you're getting sick. I just did this recently. I was around a lot of sick people, and my throat was starting to get scratchy, and my nose was stuffed up. Anyway, I did two of these for three days in a row, and it made a really big difference. I actually didn't get sick.

Dr. Nisha Jackson: I think it's something that works to solve your common ailments that you may have and symptoms that you have, but at the same time, it's really good for you. These are the kinds of products we need more of.

Rusty Humphries: It's awesome. So, how do we find it? I know [NishaJackson.com](https://NishaJackson.com) is where you have all your repository of information, but how do we go directly to get this product?

Dr. Nisha Jackson: Yes, you can go to [TakeBrandX.com](https://TakeBrandX.com). We called it BRAND (X) because "X" is the algebra variable. "X" is the variable that you didn't know you need, but the one you probably need the most to solve the real, common problem that you're suffering from. So, PICK UP STIX, pick it up.

'X' is the variable that you didn't know you need, but the one you probably need the most to solve the real, common problem that you're suffering from.

— Dr. Nisha Jackson

Rusty Humphries: Pick up the STIX. Again, the website is ... what's the website?

# The Dr. Nisha Jackson Show: BRAND (X)

Dr. Nisha Jackson: [TakeBrandX.com](https://TakeBrandX.com).

Rusty Humphries: Notice she has this very dark black bottle of water right next to the microphone that's having to move back and forth. She's only spilled one of these now and has put that right in the danger zone. But good thing I've got my BRAND (X) because I'll be okay.

Rusty Humphries: So again, one more time. The website ...

Dr. Nisha Jackson: [TakeBrandX.com](https://TakeBrandX.com).

Rusty Humphries: [TakeBrandX.com](https://TakeBrandX.com). [TakeBrandX.com](https://TakeBrandX.com). [TakeBrandX.com](https://TakeBrandX.com). Go get this for your family. You're going to be so glad you did. Go to [NishaJackson.com](https://NishaJackson.com) for more information. Also, go to your bookstore or go online and get the brand new, the book, *Brilliant Burnout (Brilliant Burnout: How Successful, Driven Women Can Stay in the Game by Rewiring Their Bodies, Brains, and Hormones)* by Dr. Nisha Jackson. And again, subscribe, subscribe, subscribe, and like the show. If you're on Facebook or Google Podcasts, Apple Podcasts, wherever you're watching or listening, please subscribe. Tell your friends. Check it out at Roku, Apple TV, Google TV. It's everywhere. We sure appreciate you. I'm Rusty Humphries, she's the smart one – Dr. Nisha Jackson. And, we'll catch you next time, here, and get BRAND (X), right?

Dr. Nisha Jackson: Take BRAND (X).

Rusty Humphries: [TakeBrandX.com](https://TakeBrandX.com). See, I've got to say it three more times. [TakeBrandX.com](https://TakeBrandX.com). [TakeBrandX.com](https://TakeBrandX.com). [TakeBrandX.com](https://TakeBrandX.com). We'll see you next time, here on *The Dr. Nisha Jackson show*.



# Nisha Jackson, PhD MS NP HHP

NISHA JACKSON, PhD, is a nationally known hormone expert and functional medicine specialist. Nisha founded and is the director of Peak Medical Clinics, which specialize in functional medicine, hormone balance, age management, and disease prevention. For 28 years, Nisha has subspecialized in hormone balancing for men and women. With in-depth testing and balancing of the adrenals, thyroid, brain chemistry, gut, and sex hormones, she has successfully helped thousands of men and women reverse chronic problems such as fatigue, brain fog, weight gain, and depression and regain focus, stamina, drive, and optimal mood and energy. Nisha is a renowned lecturer, motivational speaker, radio host, columnist, and author. She is the founder of Peak Medical Clinics in Oregon, Texas and California, and the founder/owner of Balance Docs Inc., a nutritional supplement company, and Peak Laboratories, a full-service laboratory for in-depth specialized testing and research.