

Scam-fluencers: Social Media Grifters Part 2

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Entertainment

Midnight Facts for Insomniacs

Podcast Transcript

(Note: transcript consists of episode outline)

Welcome insomniacs, members of the midnight masses, all of you minions menaces and maniacs, to the the podcast that feeds all of your late-night knowledge needs.

I don't know about you, Duncan, but I enjoyed our last episode. And actually, what am I saying, I DO know about you. I know more about you than I ever wanted to these days. So I know about you Duncan, and you enjoyed our last episode, in which we exposed and reveled in some of the worst possible examples of scammy, scummy humanity. Our favorite pastime.

However, there was a problem with the previous episode and yes everyone who messaged me...it was supposed to be about corrupt influencers, but we mostly focused on people who *became* famous as a result of their online scams rather than people who used their fame TO scam. So we're going to fix that this week. These are legit, bonafide influencers who leveraged their influence for evil. We're going to

start with the small fries and work our way up to the big fish, and once again I'm realizing that I frequently drop puns and jokes that don't make sense until you hear the rest of the story. Big fish will be relevant soon but for now I'm realizing that was completely pointless. Anyway.

Rawvana

It started with a video posted to YouTube by a young beauty influencer named Paula Galindo. However, Paula is not the subject of this segment, nor was she involved in the subsequent controversy. I'll do my best to describe the video: So Paula is enjoying a meal at a beachside restaurant in Bali and seems excited to have run across a fellow fitness influencer; she pans the camera over to reveal Yovana Mendoza, an attractive young internet celebrity known online as "Rawvana" due to her raw, vegan, plant-based diet that she claims results in health and wellness and a skinny waist and apparently millions of Instagram followers. Just 24 hours earlier Rawvana had posted a video in which she revealed that she was on vacation in a "plant-based Paradise." However, for someone enjoying a meal in paradise, Rawvana doesn't look thrilled to be on camera. She glances self-consciously at her plate and awkwardly adjusts her arm in a feeble effort to hide its contents. Eagle-eyed Youtubers quickly realized the reason for her discomfort: on the plate next to some rice and veggies was...drumroll...

a slab of fish. Aka cooked, dead animal carcass. Aka the antithesis of the all-raw, all-vegan diet that Rawvana had promoted so fervently. Rawvana was forced to go into damage control mode, she uploaded a 30+ minute video explaining that she had been incorporating eggs and fish into her diet over the past couple of months due to "health problems" caused by vitamin deficiencies. Now of course you can absolutely be a healthy vegan, but you do have to be strategic about your diet to make sure you're getting all of the nutrients you need, and the diet that Rawvana had been recommending and implementing herself was not remotely viable.

Rawvana also casually mentioned that she had recently completed a 25 day water fast, aka starvation. According to a yahoo article, "...Rawvana stopped getting her period for two years because of her diet, and blood tests revealed her hormones were pre-menopausal." This is sad and scary for her but also somewhat sinister on her part as well; despite two years of health crises, Rawvana had never mentioned any of this to her followers and in fact had been recommending a calorie intake of about 1200 a day, which is fine if you are a small child, but not if you are a mid 20s adult female, which describes both Rawvana and the bulk of her follower demographic. I'm assuming her demographic also included guys who like skinny girls with round butts...I'm pretty sure her million followers isn't simply the result of being internally

healthy but rather is the result of looking externally hot.

So in the video, which has since been made private, she primarily blamed her two months return to omnivore-ism on a diagnosis of SIBO, small intestinal bacterial overgrowth, an excess of bacteria in the gut which can lead to malnourishment. She said, "I made a mistake, and I was not planning on hiding this for you. I was planning on telling you but on my terms and my time." Here's a clip.

Honestly the Rawvana backlash is kind of the best part, because as much as I am annoyed by hypocritical so-called health influencers who preach nonsensical, unhealthy fad diets and then half the time don't even practice what they preach, I'm equally annoyed by the vegetarian and vegan and PETA watchdog community that exists only to enforce culinary purity and delight in the unmasking of their equally judgmental peers.

Here is a clip of a YouTube video from another raw vegan influencer and a former friend of Rawvana. It starts with some great digital remixing and insulting sound effects. This is some major vegan beef, so to speak.

Here's a clip.

I actually love this, it gets so petty. And she's not even wrong, she's just a little crazy. My favorite is when she starts

dissecting the photos on Russ's Instagram and pointing out that they are not exactly focused on her travels or her diet. Like this photo in which She is leaned up against an elephant.

She's silly and annoying, but she's not wrong.

Despite clearly not benefiting from her own diet and abandoning it, Rawvana stuck to her guns about her commitment to the raw vegan lifestyle. In a statement to the Washington Post she said, "My heart is with the vegan community and I want to reiterate that the plant-based diet is not what made me sick. Anyone can get SIBO. My passion for this lifestyle is so important to me."

That steadfast commitment lasted a matter of months.

Rawvana is currently pregnant and has reinvented herself, she now goes by her real name on Instagram and there are videos in which she prominently consumes sushi and steak, with captions like "do your own research and feel confident about the food choices you make while being pregnant." so which is it, are we supposed to do our own research or trust sketchy Instagram influencers who did their own research, failed, and lied about it? So confusing.

OK so that one was annoying but mostly inconsequential. Let's ramp it up.

Belle Gibson

I really enjoy Mel Gibson's movies, many of them are amazing and he's a pretty great actor. But he's also a terrible person, and it turns out that it might not be his fault. It might just be the name. Because as far as I can tell, anyone who has a name that even rhymes with Mel Gibson is automatically an awful human being.

Belle Gibson was an attractive young Australian mom who in 2009 at age 18 experienced a health nightmare, beginning with 3 painful heart operations as the result of cardiac arrest, during which she died twice on the operating table. Belle had been born in Tasmania, an island state of Australia known primarily for its devils. Which would turn out to be apt, as you shall see. After settling in Perth and becoming deeply involved in skateboard culture in her late teens, Belle detailed all of her health challenges in online skate forums, tapping out updates from her hospital bed. A few months later, her story got even worse. "I had a stroke at work - I will never forget sitting alone in the doctor's office three weeks later, waiting for my test results. He called me in and said 'You have malignant brain cancer, Belle. You're dying. You have six weeks. Four months, tops.' I remember a suffocating, choking feeling and then not much else."

However, a few years later in 2013,

Belle's

health trajectory appeared to have reversed. She posted on Instagram: "I have been healing a severe and malignant brain cancer for the past few years with natural medicine, gerson therapy and foods. It is working for me." Gerson therapy is an alternative cancer treatment developed by German-born American Max Gerson in the 1920s, which is the era I look to for all of my complicated medical procedures. The Gerson system basically consists of a vegetarian diet, tons of fruit juice, and frequent coffee or hydrogen peroxide enemas. If you choose the peroxide, Bonus: free anal bleaching. If you choose the coffee it's more like the opposite, does that leave a ring?

What followed for Belle was a miraculous recovery accomplished by holistic medicine, clean eating, and wholesale fabrication. Belle began railing against conventional medicine, blaming her cancer on vaccines, of course, and then rejecting traditional medicine. Belle claims that she had been prescribed oral chemotherapy around the time of her pregnancy, at 18, but the side effects were intense, so she quit the pills and began forging her own organic, holistic medical path. She would later write, "Six weeks after my diagnosis I changed my diet. Like most Australians I found I was eating too many sugars, red meat, and refined foods. I pulled myself out of chemo and radiotherapy. My doctors freaked out but they couldn't stop me. I was

empowering myself to save my own life through nutrition, patience, determination and love. as well as salt, vitamins and ayurvedic treatments, cranial sacral therapy, oxygen therapy, colonics and a whole lot of other treatments." On Instagram her recovery was awe inspiring. She is an objectively attractive woman, and she looks incredibly healthy and vibrant in the photos, especially for someone suffering from a life-threatening disease; as a result Belle quickly became an inspiration to other patients with terminal illnesses who not only wanted to believe that there might be hope for recovery, but that their recovery might not involve invasive surgeries, chemotherapy, losing their hair...all of the misery that Belle claimed could be avoided by cutting out gluten and shopping at the local farmer's market. And to be fair, Belle had indeed discovered the solution to avoiding chemotherapy and painful, invasive treatments...she practiced the simple method of not having had cancer. Or heart problems. Or any problems. Belle looked healthy because she was as healthy as she looked.

To capitalize on her sudden online fame, Belle created an app which has been touted as the first ever wellness app, by lots of people who should know better—there were thousands of wellness apps at this point—but maybe it was the first truly successful one? Regardless, it was called "whole pantry," and it consisted of some 50 vegan, gluten free recipes. That was

the app. It's barely even an app, it's just a bunch of text and some photos linked together, but somehow it was downloaded hundreds of thousands of times, declared Apple's best food and drink app of 2013, and in fact was picked to be one of the default apps on the original Apple Watch. Belle soon began soliciting donations, promising that huge chunks of money would be going to cancer charities and in particular one young boy named Joshua Schwartz whom she had befriended and who had terminal cancer. In all she pledged over \$300,000 to charity, while simultaneously purchasing expensive designer clothes, leasing a luxury car, and renting a lavish townhouse.

In 2014 both Cosmo and Elle magazine featured articles about Belle, applauding her accomplishments. Cosmo even named her their "fun fearless female of 2014, writing "she's fun and fearless because she was diagnosed with terminal brain cancer but instead of giving in, she became the impetus for her dedication to health and well-being." Instead of giving in like those losers who are diagnosed with cancer and pursue medically valid, proven treatments. She had the guts to reject science in favor of quackery. In the wake of those glowing profiles, both magazines received a letter:

"It has come to my attention that you've published a story about a girl I have known my whole life. Her name is

Belle Gibson, creator of The Whole Pantry app, and book and a so-called terminal cancer patient. Unfortunately, there are a few things you might need to know before you consider publishing more about this woman. For one, this girl isn't 26 years old. She was born in 1991 class of '08, Windham High School in Queensland. I've known Belle since her childhood, and I'm close with her mother, and she has always had a problem with fabricating stories from nothing on a regular basis. You must be aware of this before you publish stories about this woman. She is selling her fake sob story in order to profit from her app and book sales. She's a wolf in sheep's clothing, a master manipulator. Sincerely, sick of seeing her lies published."

Neither publication would acknowledge receiving the letter until Belle's story started to fall apart, at which time they both published it quietly and sheepishly, with Cosmo magazine adding this addendum: we need to acknowledge that we not only promoted her work to our readers, but also may have unwittingly fed the situation if she has in fact lied. To be fair, Belle wasn't honored for being a role model, she was honored for her app, which is still fantastic" Aaaand two things, one: go fuck yourselves, this is a woman who claimed she beat brain cancer by being a vegetarian, you didn't bother to check even the easily verifiable lies in her story, and second, and second, define the word fantastic. the app is a 30 recipe cookbook. I do

not think this word means what you think it means.

Arguably, Belle's biggest mistake was her decision to write a book in 2014 named after the app. Pro tip: if you're going to lie, don't put those lies in print. Never commit! don't let them nail you down. Because now you've given solid dates and names and locations that can be fact checked. Like for instance the fact that Belle referred to her diagnosis as stage 4 brain cancer, which is not a thing. Brain cancer is measured in grades. None of it made sense. Now up until this point her entire narrative had consisted of nonsensical girl boss avocado toast health guru platitudes, but now that she had put verifiable facts in written form, the media had something to latch onto. Journalists and information diggers started to journal and dig. The easiest lies to debunk were the ones that involved donations. Investigators simply called the charities and asked if they had received any money from Belle, and many of them were like, "from who?" Which is not a promising answer, and others were like, "yes, we have in the past received modest donations from Mel Gibson. Wait, who? Who the hell is that? No never heard of her." Belle did end up donating about \$7000 to charity, much of it immediately after questions were raised publicly about her charitable donations. That is feeble. She pledges \$300,000 and then when it came to light that she hadn't actually donated any money, she threw her pocket

change at a couple of random charities.

In 2015 Belle would provide an update on her condition. She claimed she had recently sought out a new health guru to determine her progress, but was dismayed when this non-accredited non-doctor informed her that the cancer had spread to her "blood, spleen, uterus and liver." The guru, when contacted by investigators and journalists, would later claim he had said no such thing. And also that he's not qualified to make that diagnosis, which is the really important part, because even if he did tell her that, why the hell would she believe it without getting a second opinion from, you know, a doctor. Belle of course couldn't provide any documentation from a real medical professional indicating that she had any physical ailment, although at this point I think it is self evident that she does have plenty of ailments, they just happen to be of the mental variety.

As her lies began to catch up with her, and reporters and skeptical friends demanded evidence of her diagnoses, Belle once again changed her story. She sat down in June of 2015 for an absolutely iconic interview with 60 minutes. Here's how it started.

Despite her promise to omit all gobbledygook, there would be both gobble and degook in copious quantities. there would be gobbledygook galore. Belle now

claimed that she had never received an official medical diagnosis, but instead in 2009 a freelance immunologist and neurologist named Mark Johns dropped by her apartment to diagnose her. Of course there is no record, no trace...she would never be able to unearth any shred of evidence indicating that this man even existed, despite his supposed multiple medical degrees. But anyway, he diagnosed her with inoperable brain cancer via what she called "integrative medicine." Here's her description of his technique and how she was diagnosed.

So Belle just continued to trip herself up by absolutely refusing to admit that she ever intentionally lied. She only admitted she lied when there was irrefutable proof and even then she always had excuses and rationalizations that painted her as the victim. Duncan, for people like you who don't enjoy uncomfortable situations this interview is excruciating, but for people like me who enjoy watching bad people suffer, it's kind of a master class in applying thumb screws and putting someone on the spot.

Amazing. So, confoundingly, Belle actually made the mistake of trying to back up her ridiculous excuses by providing a couple documents, and managed to completely sink her story in the process. The documents she gave 60 minutes revealed that she indeed had a brain scan in 2011, but not because she thought she had a

brain tumor... She requested a screening for multiple sclerosis. The results were negative, and because it was a thorough brain scan, any tumor would have shown up. None did. 2011 was just a couple years *before* she started posting on Instagram about her brain tumor. So she absolutely knew she did not have brain cancer at that point.

This interview makes some great television and seems to fully expose Belle's lies and opportunism and immorality; she finally got what was coming to her. Unfortunately, one of the things that was coming to her was a ridiculous amount of money. It would later be revealed that Belle was paid somewhere between \$45,000 and \$75,000 by 60 minutes for agreeing to the interview. So that's cool. I want to kill everyone, in this story and most people in the world.

There is a bright side though, as today Belle is frequently cited as one of the most hated people in Australia. Her story was a public-shaming sensation. So, justice served in some small way I guess, although there is a part of me that thinks this woman is severely damaged and that makes it a tiny bit harder to revel in her downfall. But just a tiny bit. Because she also caused a lot of misery for a lot of people, "while the whole pantry has unequivocally denied that Gibson ever helped anyone to reject conventional cancer treatment, Gibson has been quoted from her social media post as claiming

that she had "countless times helped others" to forgo conventional medical treatment for cancer and to treat themselves "naturally" as well as "leading them down natural therapy for everything from fertility, depression, bone damage, and other types of cancer."

Belle was successfully sued for over half a million dollars, and in 2020, when she completely failed to make good on her restitution, the Australian government raided her house to seize some of her assets in order to pay off her debt. The day after the first raid, a video surfaced online, this is great, in the video Belle refers to herself as Sanbontu and is wearing a red headscarf and speaking in the Ethiopian Oromo language, and she refers to Ethiopia as "back home." She asserts that she has been adopted by the Oromo community in Australia and now works for them as a volunteer. However, representatives of the Oromo said, and I'm paraphrasing here, fuck this crazy white bitch. "...on the same day, the president of the Australian Oromo Community Association in Victoria...stated that Gibson was not a registered volunteer, "is not a community member and she's also not working with the community," ...He expressed that nobody seemed to know who she was, and he had only just learned of her backstory, and expressed a desire for her to stop saying she is part of the community."

The Liver King

Duncan have you ever heard of the liver King? Let me show you a picture

How would you describe this man? I think he looks like an action figure with those ridiculous etched abs, he has a long shaggy beard, he looks like the most jacked up scary homeless guy you've ever seen

So our sister podcast, AHC, devoted an entire episode recently to this guy, and as a result I considered maybe not including him, but to me he is the quintessential scam influencer.. I will not, however, give away his asshole score, I'll just say that I mostly agree with their assessment, but I did feel like it would be fun to do our own deep dive into this certified asshole. And yes, I'm realizing how that sounds. Hopefully he hasn't been doing any coffee enemas. Although this guy would.

Fitness influencer Brian Johnson claims that his father died when was young and he grew up as a shrimpy, bullied runt in the state of Texas...a state that many people will tell you is not a great place to grow up as a wimpy kid. I can't confirm that firsthand, but I CAN tell you that California wasn't a great place to grow up as a wimpy kid, I'm sort of skeptical as to whether there's a place in America that wouldn't be absolute torture for a boy to grow up in if that is boy small and weak. From experience, zero stars, do not recommend. So yeah, I may slightly understand the impulse to overcompensate with

muscles and virility if you feel vulnerable or insecure, that resonates with me. But Brian would take it to the extreme. He claims—and take any of his claims with a giant pile of salt...a Lot's Wife of Salt—but he claims his life and outlook changed when his mother started dating a guy who owned a weight set. Brian started pumping iron as vigorously as this guy was presumably pumping his mom, and pretty soon he started seeing results. That might be an understatement. Brian got swole. You can find a picture online of Brian as a very buff teenager standing next to a very nice pool at what appears to be a very nice house in a very nice neighborhood, so I'm a little skeptical of his rags-to-riches tale but you can decide for yourself. Anyway, Brian says that when he got yoked, everything changed: the girls wanted to be him and the guys wanted to fuck him, I think that's how it goes. Brian was especially inspired and flattered when a classmate compared him to Marky Mark Wahlberg. Mark Wahlberg was a Calvin Klein model at the time, and objectively had a great body, and he was also a giant tool. I don't know if he HAD a giant tool but he was a giant tool. He was fresh off a conviction for a racist assault...look it up.

After high school Brian claims that he obtained a degree in biochemistry, which may or may not be true, he also says that he briefly attended medical school before dropping out, and then started working as a rep for a

pharmaceutical company. Again, the details are hard to confirm, did I mention Brian lies a lot? anyway he claims that he worked as a pharmaceutical rep, and made enough money to become an avid and frequent snowboarder, and on the slopes is where he says he met his wife, Barbara, the future Liver Queen. From a linked profile of Brian in GQ, "Before Barbara, [Brian] says he was a lesser man, who would throw his gum out on the street, and who wouldn't flush the toilets in public restrooms." That's such a bizarre example of lesser-manliness, to ignore proper bathroom etiquette. I would think a virile, primal alpha pack leader like Brian would take pride in crapping wherever and however he wanted. Flushing is for bitches. I'm not some domesticated soy beta cuck libtard who meekly disposes of his feces, I leave it proudly displayed so that I can intimidate weaker men with the potency of my bowels.

Barbara by all accounts already had a lucrative career as a holistic dentist. In case you were wondering, a holistic dentist is an actual dentist who is also a quack. Quackery is like a side hustle. So she would do regular fillings and bridges and whatever, and then send you home with twigs to clean your teeth. That's a real thing, look up Miswak sticks. Brian and Barbara had two boys they named—and I'm not making this up—rad and stryker. Stryker with a y, which is exactly the syllable I uttered when reading these names. The boys factor heavily in

Brian's mythology. He claims that they suffered from various illnesses and allergies when they were young, which he blamed on their diet. Out of desperation he turned to a book called *Nourishing Traditions: The Cookbook that Challenges Politically Correct Nutrition and Diet Dictocrats.* I didn't realize that food could be woke, but now I know. It was the culinary Lib agenda trying to kill his kids. He began feeding the boys raw meat, he cut out sugar and processed foods, and he says that within seven days they had executed a complete "180." Brian had found his calling, and decided to spread to the world the wisdom found in one batty rightwing anti-woke diet book. But instead of telling people all about the book, he chose to enrich himself by creating a supplement company, which he called ancestral supplements, offering products like beef brain, beef tallow, beef marrow, thyroid, colostrum, and "grass fed domesticated beef liver capsules." Johnson believes that eating raw organs and copious quantities of meat will bring you closer to achieving the utopian lifestyle and body type of a filthy, malnourished caveman who lived an average of 30 years. And what better way to achieve the true ancestral primal, raw-meat lifestyle than swallowing compressed-powdered pills made from domesticated cattle. Primal!

Brian's supplement business was going well, and he decided to go all in on his new philosophy. He hired a marketing

firm called 1 DS collective to package and promote himself and his company. 1DS got to work brainstorming and the liver King was born, along with nine “ancestral tenets” (sleep, eat, move, shield, connect, cold, sun, fight, bond). They cultivated a very specific look and a character, he basically became like a wrestler with a persona. On Instagram the Liver King is always shirtless and pumped, often digging into mountainous heaps of raw organs, Brian has dozens of videos that depict him doing some of the most brutal workouts imaginable, including the so-called barbarian workout, which consists of pulling a 120 pound sled for one mile...while wearing a 70 pound backpack and two 20 pound ankle weights, and also carrying in each hand a 70 pound kettle bell. This workout is... Terrible. Like not just painful, it terrible for your body. It is more like medieval torture, it's basically the rack in reverse, compressing instead of stretching, except for your arms, which are stretched, but you will wreck your knees and your elbows and shoulders do not and I repeat do not regularly slog a mile weighed down by weights and kettle bells. The Liver King doesn't actually do this crap —except when the cameras are rolling—and neither should you. Speaking of liver, we have to acknowledge the most important and central element of his lifestyle: consuming large quantities of raw liver —the nutrient-dense organ meat favored by, as his website puts it, “lions, great whites, and other wild

alpha organisms." I'm pretty sure lions don't have any organ preference when they feast on you, they enjoy your heart and muscle tissue just as much as your liver, but hey, every influencer needs a gimmick. And as I mentioned the liver King's gimmicks include going shirtless at all times without sunscreen, like our ancestors question mark? I'm pretty sure clothing was one of the first and most beloved and appreciated inventions especially for our primitive ancestors living in the Pleistocene Ice Age. I mean of course there was a time without clothing, there was also a time without toilets and medicine, but I don't think he's abstaining from hospitalization or shitting in a hole. but whatever, Liver King hates shirts and loves ultraviolet radiation, and it shows, his skin is more of a hide...he looks like a bulging leather wallet. On the Logan Paul Impulsive podcast Brian announced with a straight face that he never needs to wear a shirt, because he doesn't go to restaurants or movie theaters or shopping, he lives primarily outdoors. except, of course, when he's in his expansive luxurious mansion or traveling by private jet. Just like our ancestors. All of his claims are of course bald faced nonsensical bullshit, there is an online video you can find in which he's giving an interview while driving and wearing a camouflage shirt. Like many other ridiculous alpha-male bullshit artists, Liver King appeals to the Incel, men's rights, anti-feminist, anti-woke, red-pilled contingent of hustlebro young American males who

have been convinced by the Rogans and Jordan Peterson's and Steven Crowder's and Alex Joneses of the world that we're all being relentlessly pussified by the dems, these are the guys who quote the art of war even though the closest they'll get to combat is a flame war in the comment section on one of their silly pick up artist videos. These are the guys who worship fight club without realizing it was written by a gay guy as a criticism of toxic masculinity.

(Speaking of which, this cracked me up, I was arguing this point with some douche bag along time ago and if you type into the Microsoft edge browser, "was fight club a criticism of toxic masculinity," this is the screen that comes up)

was fight club a criticism of toxic masculinity



SEARCH

CHAT

SHOPPING

IMAGES

VIDEO

Yes

According to 2 sources



www.pinterest...

At its core, Fight Club is a **fervent criticism of how American culture perpetuates toxic masculinity** through destructive gender expectations, hyper-consumerism, and an extreme glorification of violence.

[The Virus of Toxic Masculinit...](#)
illusionofdemocracy.com

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PEOPLE ALSO ASK

What is toxic masculinity in Fight Club?



Is Fight C
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bing.com



Obviously the Liver King's whole philosophy just boils down to the Paleo diet on steroids. Literally. We'll get there. If you've seen this guy's body, no spoiler alert necessary. Liver king frequently Claims he eats a pound of liver a day. Which btw is toxic, don't do that. You can poison yourself with vitamin A, and experience vitamin A toxicity. So that is a lie. And we know it's a lie for reasons I will explain soon.

One of his favorite sayings is "Why eat vegetables when you can eat

testicles?"

He said, "don't eat anything your grandma wouldn't recognize a food. " Grandmas would recognize breaded spam and Jell-O molds and ambrosia salad and marshmallows

He said to GQ magazine, "Vegetables don't have the raw material required to produce a healthy set of testicles," he explained. "Testicles do have everything required to produce and support and strengthen them."

From that article: "While there is a pile of twenty axes in the entryway, there are no mattresses in the house—the family sleeps on hard wooden slats to better mimic the sleeping conditions of our cave-dwelling forebearers."

Bullshit. Just, such fucking bullshit. Which is something the liver King probably sells powdered supplements of.

The liver King would post supposed research from very sketchy organizations to support his diet and lifestyle recommendations, for instance his claim that eating specific organs strengthens those specific organs in your own body. This goes back to his testicle quote. So in other words eating heart gives you a strong heart, eating spleen gives you a strong spleen. I can only assume that he eats massive amounts of penis, because based on his logic, why wouldn't you?

There's one other aspect of the liver kings philosophy: outright paranoia. He

claims that sleeping in a modern bed is making you sick because of chemicals in bedding, he says, "If you have your cellphone next to your fucking dick and balls, that's going to change your testosterone." Meanwhile he's eating raw food packed with parasites, flying on private jets that feature very cushy seats filled with chemical infused bedding, he's ridiculous.

While the liver King strongly proclaimed his opposition to PEDs, there were skeptics. At first you might think someone like Joe Rogan would be on board with this guy, but if there's anything Rogan knows, it's steroids. And who's on them. He called BS early on, refusing liver king's requests to be on his show and saying, "he's got an ass filled with steroids, that's what he's got."

And the douchebros over at barstool sports clearly agreed, though their standards for guests are clearly lower, because they gave this scamming jackass their platform.

He once again refuted Rogan's accusations on another podcast called Mark Bell's power Project, sounds like a 1980s electronica band, the interview was conducted in front of a kitchen background with both men sitting on giant thrones. Nothing is more alpha than sitting on oversized chairs in front of a sink.

I have to say for the most part the liver King is actually pretty charming and seems to have a good sense of humor about himself, but occasionally you get a little glimpse behind the curtain, and there's some vicious defensive maliciousness, he clearly is getting tired of getting called out for his bullshit.

However at the same time as the liver King was clapping back at his detractors, clapping back I assume not with his hands but with those meaty primal cheeks, he was also emailing prominent bodybuilding influencers and asking for advice. Weirdly and inexplicably, one of the people he emailed was a bodybuilder who loves to unmask juice heads on his YouTube channel called "more plates more dates." in the email the king of livers revealed that he was starting to see the effects of aging despite his current regimen of steroids, which btw include over \$11,000 a month worth of HGH alone and that's not including some of his other supplements. "As I've reached my mid 40s it's getting harder and the back fat fucking kills me. To support these exhaustive efforts I've recently started taking Omni trope." Which is human growth hormone. He complains that he's not getting the results he expected, and says "I wonder if taking a fuckload of other peptides could be confounding the results and interfering with the efficacy." He was getting these steroids legally, as far as we know, and

I was Saturday years old when I realized that doctors will actually allow you to do this to your body if you pay enough. But anyway, he basically started messaging prominent bodybuilders with an entire list of his steroid recipe and asking what more he should be doing because apparently he wasn't juiced enough. As we'll discuss, body dysmorphia is real. Also Shocking that a distinguished gentleman named "more plates more dates" would expose a fellow influencer. I mentioned that we know details about exactly what liver King actually eats, and that's because Brian had to submit his diet and workout routines to his doctors so that he could to be evaluated by doctors to determine his ability to handle the kind of steroids that he has been prescribed, and his disclosure indicated a very normal diet plus approximately 3 ounces of liver per day.

"More plates more dates" dropped the liver King exposé a year ago, in November 2022. Brian didn't respond right away, in fact the day after the exposé hit the media, the liver King's instagram instead posted a video saying, "What up primals? Liver King here. We just took down a Mongolian yak. And where do you think we're gonna start? Of course, the liver first, because liver is king!" I guess he thought maybe it would all blow over. It didn't. The top comments on his post included "I'm guessing your [sic] huddling in your primal cave with your team... trying to figure out how the fuck

to get outta this one?" Brian eventually broke down and, as you would expect, released the requisite video apology, which starts out pretty solid with some no one to blame but myself language, but quickly veers off course. He calls his followers Primals btw, that was a marketing decision by one DS collective. I don't have any problem with naming your followers, as the insomniac are aware but I promise we didn't consult any marketing companies, we'd be a lot more popular if we did.

So just to be clear, Liver King HAD to lie and take people's money, because how else could he address the mental health crisis of young male insecurity other than by presenting them with an unachievable physique and berating them for being subprimal if they didn't follow techniques and philosophies that he himself never followed and if they didn't achieve (through honest clean living) the chemistry-sculpted physique that he paid for. I find most of this pretty funny, but there's a really dark element, and in some ways I do see how, similar to Belle Gibson, liver King is also a sad tragic and pathetic figure. Here's a clip that I think is the closest he gets to an honest self-assessment.

I have a lot of remaining questions. And I feel like "I lied to get rich" is not a complicated as fuck topic. So here's the biggest question I would ask Brian (I won't call you the fucking liver King, Brian): if you suffer from low self

esteem despite your lifestyle, it sounds like your lifestyle doesn't fix the problem, it doesn't achieve the results you're touting. All kidding aside, Body dysmorphia is real. And I have personal experience in this area. Up until about three weeks ago I was dealing with a really bad shoulder injury, and I was just absolutely beating myself up because I felt like I was losing muscle every day. Like objectively I have a very mainstream appealing physique, I have muscles and abs, but it's because I put myself through hell if I slack off and I judge my body incredibly harshly. so like me, the liver king is a sufferer of body dysmorphia, but it's hard to have sympathy for him because he has contributed so much to the body dysmorphia and insecurities of other people, specifically the young men that he claims that he's trying to inspire and whose lives he's ostensibly attempting to improve.

And as much as I find this story amusing and can dismiss the king as someone who gets caught up in his own mystique, there is a sinister motive behind it all, this is about money as much as it is about his insecurity and dysmorphia. He's not just telling you that his lifestyle will make you healthy and happy, ultimately it all boils down to the same goddamn hustle bro influencer culture superficial and materialistic message.

Because what's more primal and ancestral than Benjamins and Bugattis. It's just so cynical and fake.

I feel like I should give some updates on the current state of the liver King, which is exactly what you will find if you peruse his website, regular updates such as this one from September 24: "LIVER KING CONFIRMS ATTACK RELATED TO EYE INJURY, WRESTLES ALLIGATOR, WORKS W/ SHAMAN, [states] "I'M NOT A SOCIAL MEDIA INFLUENCER," AND RESPONDS TO COMMENTS ON HOLDING WIFE HOSTAGE...

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LBS

That's a lot to unpack. We could devote an entire season to this guy.

I'm not going to address any of that except the eye thing, the liver King claims that he is blind in one eye because a resistance band snapped during a workout

I know it's so embarrassing... I'm doing the face pulls with double bands, and I have them around the doorknob.

Boom, boom, boom, snap. It comes off the anchor point, both of them. Four impacts: two fists to the head, bands right into the eye, and then head to the floor."

But don't despair, liver King is in good spirits. Here's a recent video he filmed while walking in the rain with an eyepatch.

I simultaneously find this guy charming and silly and fun and I was also really hoping that he would get struck by

lightning.

I'm going to end this segment with a perfect quote from professor Jonathan Jarry from McGill University in Canada,

"... it is draining to watch our pop-cultural kitchen churn out health influencers by following the same recipe over and over again. The steps are simple and lucrative. Separate food groups into angels and demons. Pit the inherent goodness of Mother Nature against the toxicity of man-made materials. Exalt the merits of an ancient tradition, sadly forgotten but now rediscovered. Look the part. Make sure your phone's camera is always pointed at you. Repeat your catchphrase. Importantly, sell your own line of supplements."

So if you wanted the blueprint for becoming a shitty, scamming influencer, you're welcome. We could do this, we have a following, we could be the insomnia kings. Lifestyle gurus. We'll preach the benefits of caffeine and exhaustion and delirium and hallucinations. You won't be successful but it also won't matter, you'll have no idea where you are. Just like our coked out ancestors of the 1970s.

We have a new minion! Our first minion from Singapore.

New SGD 4.50 member! 🎉 Meet HuiZhen Tan



HuiZhen Tan just became a SGD 4.50 member!



HuiZhen Tan
huizheeeen@gmail.com

We also have a new review. And look, I don't mind a bad review, if it's honest and constructive. But this might be the worst possible review that I could imagine. Because I don't even know what it supposed to be.

Midnight Facts for Insomniacs

New Reviews

Probably good.



I hv never listened to this podcast but if I did I think I might like it.

DaveFromOz_777 via Apple Podcasts · Australia · 10/19/23

Dave, you're trash. Just switch it to one star and say you hate us and that's fine, but I really hope you're not going around leaving random ass three star reviews on podcast you haven't listened to. It's a crazy world.

Insomniac, if you haven't left a review, and especially if you haven't left a review on Apple Podcasts, grab the nearest iPhone, let's erase the impact of this ridiculous troll.

<https://www.justice.gov/usao-sdny/pr/>

[prominent-ghanaian-influencer-charged-role-romance-scheme-and-extradited-united](#)

<https://www.thecut.com/2019/11/yovana-mendoza-on-watching-her-online-life-implode.html>

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[the-liver-king](#)

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