



VERITAS FACT-FINDING SERIES – EPISODE #83
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Dr. Stacy Irvine
Founder & Co-Owner – Totum Life Science

Dr. Stacy Irvine has worked in the health and fitness industry for most of her life. First as a coach in Figure Skating, Track and Field, and eventually Ballet where she was dedicated to training athletes completing for provincial and national teams throughout Saskatchewan, Manitoba and Ontario. Today she fills most of her time as the founder and co-owner of Totum Life Science. Her company is a national leader in the Sports Medicine, Fitness and Health Industry with five locations in Toronto. Dr. Irvine also works regularly in Canadian and US media as a health and fitness expert for Cityline and Breakfast Television along with various print publications throughout Ontario and associated public speaking engagements. Dr. Irvine's formal education includes a degree in Kinesiology, a master's degree in Exercise Physiology and a Doctorate degree of Chiropractic. She has spent many years acquiring various certifications and special training related to High-Performance Coaching and her clinical practice. Her patients and clientele range from absolute beginners just starting out on a health and fitness journey, to elite young athletes, adult professional athletes and even a few celebrities are often seen added to the mix of loyal followers.

Dr. Irvine is an avid outdoor enthusiast. Her favourite place on earth is her Airstream Trailer parked on a small private lake in the woods of Muskoka. Spending time here with her husband, three children and her best friend Dallas (the dog) allow her to recover from the demanding schedule that raising a family and running a business in the largest city in the country requires. Although she loves the inspiration and excitement, she finds every day in Toronto, driven by her fantastic team at Totum and the diverse population they provide services to, her heart will always be drawn to the hiking trails and beautiful landscapes that surround her.

What Inspired “Your Better Instinct”

After a lifetime of working and coaching in the Health and Fitness Industry I have always struggled with the fact that no one has been able to find a solution to successfully motivate our whole population to lead healthier lives. Sure, we have many people that are on this path and are thriving within their active lifestyles, but they are not the majority. In North America our rates of almost all chronic



diseases are increasing, Obesity is still on the rise, our consumption of literally tons of processed junk food continues and our mental health is suffering along with our life expectancy. At the same time, we have all the science and facts to understand what we need to do, and how we need to eat to be healthier along with many ways to ensure this information is available to everyone, but this does not seem to be enough.

I believe that a huge part of this problem is because, due to our extremely busy often highly connected lifestyles, we are ignoring many of our basic human Instinctual Patterns. These Instinctual patterns are a part of us from the moment we are born, they are developed as we age and as we do our best to navigate our environments. Instincts are responsible for our survival as a species, and they are the amazing attributes that separate us from robots or machines.

Our current lifestyle looks nothing like our ancient ancestors who existed as Hunters and Gatherers, where we moved most of the day and slept most of the night, eating foods that were only available through nature. I am fully aware that no one wants to return to that way of life. At the same time, I believe that we will only benefit from a better understanding of our Human Instincts and if we learn ways to enhance them in our daily lives it will lead to improvements in our overall health, performance and ultimately happiness. This book explores the importance of our Instincts and provides scientific research along with sometimes humorous examples of ways humans can use our basic Instincts to thrive in a technology driven world. A major goal of "Your Better Instinct" is to convince you not to ignore your Human Instincts, but instead find ways to turn them in to your own "Superpowers".