



The Good Clean Nutrition Podcast Episode 15 Show Notes

Episode 15: Plant-Based Eating: Overcoming Challenges to Accessibility with Common and Dr. Andrew Abraham

Welcome to today's episode of *The Good Clean Nutrition Podcast*, hosted by integrative dietitian and nutrition educator Mary Purdy! Each episode provides healthcare practitioners and health-minded consumers expert information on current and trending topics. Today, Mary is joined by Orgain's Founder and CEO Dr. Andrew Abraham and award-winning artist, actor and activist Common. They'll discuss their upcoming collaboration and how to make healthy plant-based food accessible, affordable and appealing to all.

Common is an Academy Award, Golden Globe, Emmy and Grammy-winning artist, actor, and activist, who continues to break down barriers with a multitude of critically acclaimed, diverse roles, and continued success at the box office. While an accomplished musician, actor and producer, Common's focus on health and lifestyle activism is what brings us together today. He began his wellness journey in the 1990's, and in 2020 launched a YouTube series, Com+Well, to share the self-care knowledge and tools he's been made aware of.

Dr. Andrew Abraham is an integrative medicine physician and the CEO and founder of Orgain. While fighting an aggressive form of tissue cancer as a teenager, he began turning to nutrition as a first line of defense, blending shakes at home using only all-natural, food-based ingredients to replace the low-quality, conventional nutritional shakes given to him by his doctors. Years later, while seeing patients as a practicing physician, Dr. Abraham realized the quality of conventional nutritional shakes had barely improved since his diagnosis, which inspired him to found Orgain in 2009. In addition to leading Orgain, he supports several early-stage, high-growth food and beverage companies as an investor and advisor.

To begin, Dr. Abraham reveals that his life was transformed through nutrition after dealing with cancer. He believes Common would attest to the fact that his life was also transformed through nutrition. That shared experience is what aligned and inspired them to bring this message of nutrition to everyone. Common reveals that during the pandemic, many of his friends and family were reaching out to him for health and wellness advice. In response, he created a YouTube series sharing his vast knowledge on clean living. For Common, making plant-based foods more accessible means giving historically overlooked communities life where nutritional healing needs to take place.

Dr. Abraham elaborates on diet as either the most powerful form of medicine or the slowest form of poison, and believes we need to set the tone early on in childhood to teach people how to eat healthy. Common shares his own health journey as a kid growing up in the south side of Chicago. Hip hop was the first vehicle bringing wellness to his life and introduced the idea that poor nutrition kills. When he changed his own diet, Common noticed that he had more energy, his mind felt clearer, and his vocal quality improved.

When Dr. Abraham started Orgain, his goal was to create the cleanest protein products and make them accessible for everyone. Common shares about the contributions of the Black community to the plant-



based movement. They both offer advice for people just getting started on their health journey. It is important to get everyone on the same page about the true cost of poor nutrition. Though accessibility is one of the biggest issues surrounding health, the investment is well worth it for ourselves and the environment. The most important thing we can do is educate and empower people on the enormous ways food can change lives. It is the duty and responsibility of the people with the knowledge and access to help provide education and opportunities to people who are unaware.

Links:

If you are a credentialed healthcare professional, [request an Orgain Healthcare Ambassador account](#) to gain immediate access to product samples sent directly to your practice and patients, shareable coupons, and free continuing education opportunities!

Watch Common's [Com+Well YouTube series](#), connect with him on [Instagram](#), [Facebook](#), [Twitter](#), and visit his [website](#).

Learn more about [Dr. Andrew Abraham](#) and [the story behind Orgain](#).

Visit [Orgain.com](#) to learn more about Common and Orgain's partnership and to check out Orgain's good, clean nutrition products.

Connect with host, integrative dietitian and nutrition educator, Mary Purdy, MS, RDN, on [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#), and visit her [website](#).

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