



The Deep Soy State

The aim of the Deep Soy State is the subjugation of any masculine element that poses a threat to its power.

pic.twitter.com/TNE9FJB9xP

– P. D. Mangan ☐☐ (@Mangan150) [April 30, 2017](#)

I joked the other day on Twitter about the Deep Soy State. (I can't take credit for the expression; someone else whom I can't now remember coined it.)

It may not be an actual conspiracy, but it might as well be. The environment around us is now constructed in such a way that unless you take active steps to avoid it, you will be caught in the web of junk food, sugar, soy, anti-meat propaganda, and statins that leads to obesity, flabbiness, low testosterone, and a general decline in both masculinity and health.

Not to mention the pervasive anti-male bias of mainstream culture.

Princeton Hangs Signs In School Gym Warning 'Strength Is NOT Masculine' <https://t.co/Ye0W33WJva> pic.twitter.com/YmcXuEvf81

– The Daily Caller (@DailyCaller) [April 28, 2017](#)

Personally, that kind of thing provides me with more motivation than ever.

You can see the results of this all around you:

[a combined rate of overweight and obesity that approaches 80%](#), higher than

the official figure, bad enough in itself, of 70%;

men who have lost their zest for life;

[a secular decline in testosterone levels](#);

[28% of Americans over the age of 40 taking statins](#), which promote diabetes, muscle weakness, and memory loss – that figure is likely higher for men, since they get statin prescriptions more often than women.

All of this is the environment that surrounds you, and unless you take active steps to strike out on your own, to create your own environment, it will grasp you in its clutches, leading to ill health, low energy, and dissatisfaction with life.

Big Food, Big Pharma, and a pervasive sense of self-entitlement conspire to make you fat and lazy and complacent.

You must go your own way.

The Health Environment

You get together with friends, and they think pizza, soda, and cookies are perfectly acceptable food.

You go out shopping, or to the park, and [everyone is eating all the time](#). Even at your workplace, constant eating.

You see your doctor for a checkup, and [he tells you to eat a low-fat diet and threatens a statin prescription](#).

And even at the gym, most of the peeps are doing cardio, which does nothing [to prevent muscle loss with aging](#), or [to prevent obesity](#).

Avoiding the conventional wisdom has never been more important. I actually feel sorry for men and women who don't know better, who believe the mainstream, and end up obese, flabby, and on a statin, or with diabetes.

Fruit juice is liquid sugar and little more.

<https://t.co/Q0Rw2zaT0k>

– P. D. Mangan ☐☐ (@Mangan150) [April 30, 2017](#)

Avoiding Deep Soy

If you want to be or stay lean and muscular, maintain your energy and your potency, and avoid being placed on ineffective or even dangerous medications, most of what I've written on this website is relevant. My point here, however, is that everything around you conspires to rob you of your health and masculinity.

Using the Pareto principle that 20% of inputs give 80% of the results, here's what I believe is most important:

Cut the carbs and sugar, and lift weights.

The rest is commentary.

– P. D. Mangan ☐☐ (@Mangan150) [April 23, 2017](#)

Avoid the industrial, processed crap food that's everywhere. This will take some effort. You'll need to cook and eat most of your food at home. You may need to educate yourself not only in what's healthy to eat, but also in how mainstream medicine and nutrition has gone wrong, so that you can be reassured that what you're doing is healthy, and to give yourself the resolve to tread your own path. The main things you need to avoid are:

- sugar
- refined carbohydrates
- vegetable oils

Avoiding them is harder than it looks, because virtually all processed and fast food is loaded with them

Lift weights. No other form of exercise fights aging, low testosterone, and lack of self-confidence like weightlifting. No other form of exercise makes you look better.

Lift weights with consistency and before long, all the peeps will be 'mirin'. I see this all the time. On the internet, it's easy to find men my age who look better and are built better than me, but in real life, it's next to impossible.

If you want to look like the average person around you – obese, no muscle, sad – then do what they do. Succumb to environmental pressure. Conform.

If you want to look and be different, you need... **discipline.**

The discipline to create your own environment.

The discipline to work out when you may not feel like it.

The discipline to say "No!"

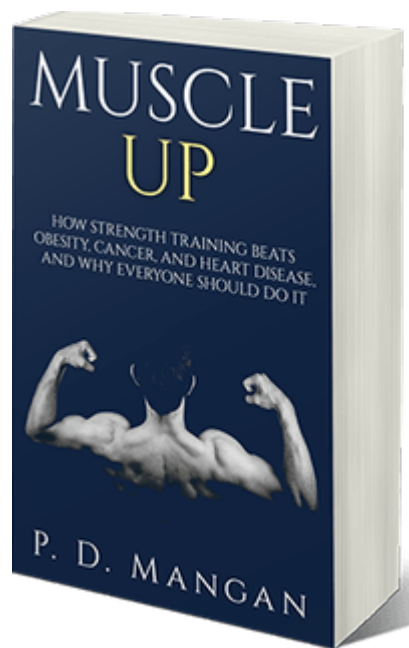
The discipline to say "Yes!"

So go grab your battle axe and start swinging, and ignore what the crowd wants you to do.

BATTLE-AXE? pic.twitter.com/PjcsYuDGnY

– Jocko Willink (@jockowillink) [April 24, 2017](#)

My book [Muscle Up](#) will help you on your way out of conformity and into a much better world.



PPS: [Check out my Supplements Buying Guide for Men.](#)