Summit Welcome and Brian Vesely Introduction

Hey, everyone. Doctor Eric Linsky here. And welcome to the Heart Attack and Stroke Prevention and Recovery Summit. I'm absolutely thrilled to be part of this life transforming event that has been carefully designed to give you and your loved ones the natural living tips that you need to enjoy a long, heart healthy life.

This is information your doctor will not be telling you about, so please clear away distractions and get ready to take lots of notes. No joke marketing.

You will not find this collection of practical, natural solutions anywhere else online. From avoiding hidden toxins in your home that are currently damaging your heart to easy natural product swaps, to simple lifestyle shifts that you could do today, each expert will empower you with simple, money saving tips that put your heart health back in your hands.

And remember to keep this life changing knowledge at your fingertips. Be sure to grab the summit recordings and bonus materials for ongoing support in your journey to a heart healthy, abundant life.

And today, I'm thrilled to introduce you to a good friend and colleague, Brian Vesely. Brian has been a prominent leader, researcher, and advocate in healthy aging and longevity for over 20 years.

He's the founder of the Popular health destination with over 500,000 members. The Art of Anti-Aging dot com, whose mission is to empower you with the most effective, evidence based natural solutions to avoid and overcome disease.

Live long and thrive. He's the host of the Art of anti-aging, highly respected healthy aging summits which have impacted the lives of millions of people.

And he's the founder of Purity Woods, one of today's fastest growing certified organic skincare and supplement companies. In his long career, Brian has interviewed, guided and worked closely with hundreds of top MDS researchers who focus on different aspects of healthy aging.

And he's renowned for his ability to provide you the most important steps from these diverse areas of health in a clear and compelling manner. As you are about to hear Russ, because of the circumstances that you put yourself in, because you're working on something really special and, why I want to mention that is you're the founder of art and aging, and you host some of the largest, most influential online events in the world, and you're in the throes of it right now.

So I think this is kind of interesting to talk to you like you're editing. You're you're you're tweaking. You're probably doing a bunch of things right now getting ready for your upcoming event.

First off, just thank you, for not just giving people like me a voice because it's been an honor to be featured in these events over the years. But for sharing this information in such a way that is palatable for people, that's easy to access and actionable.

And for those of you who don't know, Brian's the guy, and I just read his bio. So you got the the official version of it. But Brian, give us a little background of why you've done these events and kind of go through today.

So, you know, how is this how is this relevant for people now, as it even more was when you first started? Yeah, it was a great question as well regarding the pressure.

First of all, it's all year long, man. Yeah, yeah. But I love it, I love it I one of my childhood idols was Michael Jordan

and he performed well under pressure.

So you know I learned from all that. Try to learn from all the greats in all different walks of life. And yeah, I do enjoy that because I just, I'm doing what I'm called to do as I know you are.

And you know what I, what I'm called to do. And there's reasons behind the why is, provide the most evidence based, natural steps. In other words, not toxic steps, not medicine.

In terms of pharmaceuticals, not surgeries. The most evidence based natural steps for people to look and feel their best avoid possibly even overcome disease and live long doing this is my heart and soul that, you know, is what the the Art of anti-aging dot com is entirely based on.

And our summits, I every single event, I try to, make it even greater than the last you've been a part of pretty much all of them.

Brian's Mission and Personal Origin Story

A core part, for good reason. Because you have again. So, you know, a wide swath, really of insights, you know, learned insights to offer the world. So you've been in it.

You know, I've been on the other side of this chair where I'm doing a lot of the interviewing. You've been on the other side of that, and, I just take I just take heart, first and foremost to it.

And then, you know, so I lead with heart on it and pull in the best of the best in terms of the experts, you know, before events, I, I grill you on, on, you know, exactly.

You know, what you're going to provide to the world through these events, and we just massage it and make sure it's outstanding. And, it's helped. It's helped.

Now, I'm so honored, millions of people at this point. And, you know, every day I'm like, I can't I can't believe I'm in this role where it feels good to touch one life when you're touching millions of lives.

It's it's an honor. Humbling, to be honest with you. So I appreciate you putting the spotlight on on our own events, when in fact, you're doing yours here.

And again, I'm so looking forward to being on the other side of this chair and sharing some really powerful information. Brief origin story. If you want me to go deeper, I will.

But, you know, first half of my life was was quite rough. I, as a young boy, I was abused by my father, to be frank about it, he was a good man until around my age of nine.

Then he turned severely alcoholic. And, you know, if his life was written into a novel, people wouldn't believe what he went through. Super fast. You know, he was, basically a spy for the U. S.

in World War two, and he was in Germany, and he saw everything happening there. He fell in love with a woman. They were going to get married. She turned out to be a Russian spy posing as a German.

And and one day, near the end of the war, I believe it was she was disappeared. And he never saw her again. He had to deal with that. Then he later in life, he watched his first wife.

They were arguing. She's stepping out of a car and he watches a truck hit and killed her. Then a little bit later in life was, you know, his wife before my mother, who he was married to for the final 25 years of his life.

But, he lost a son who was 14, who got hit and killed. And back in those days, as you know, doctors see, people did not deal with trauma like that in such a healthy way.

They certainly didn't, you know, go through counseling or anything like that. So he didn't deal with it in any way. He dealt with it by hitting the bottle and then figuratively and literally hitting us.

And so I had a rough early part of my childhood on that front. And then on top of it, you know, to his credit, he did kick the bottle, but then he spent the last ten years of his own life, mostly in hospitals, dying a frankly horrible death.

And my mother was right there by his side the whole time. I witnessed first hand as a young, as a child, through being a very young man. How inept. I'll just put it this way.

How inept and cruel our medical system can be. And so I watched that, and I had a lesson in that. And, you know, they essentially experimented on him with drugs and different things and, and had very little sensitivity.

You know, during the whole process, I learned a lot that I, I did not ask to learn, but I learned a lot at a very young age. Then I was poor, and I became a very young father myself, and my wife and I, we struggled, I mean, dirt poor, but nonetheless, we pushed ourselves through college full time while working, you know, minimum wage jobs, full time, lived in studio apartment, for example, where I had to choose, you know, uncertain months before.

But between putting food on the table for my baby or keeping the lights on. So it was rough. Rough first half of life. Long story really short, the one consistent thing that helped me pull through all of that and be in the spot I am today alive and indeed thriving, is powerful.

Women. Women, a wonderful angel of a mother. Same for a sister. Certain teachers in my life, certain friends, they all happened to be women, and they really stuck by me and held me up when I was suicidal.

I had, you know, at different points. So that's that's the early part of the story. So now fast forward, I have been on the inside of the bad guy, meaning my very first real job.

You know what? I did? Get out of school. I had to take. It was inside of, I'll just put it this way. The pharmaceutical industry. So I saw a lot from the inside there and everything.

All the people. Suspicions I will verify are largely true. That's not bad. People that work inside these organizations. But as a whole, it is not doing wonderful things in our world.

There are some things. Some drugs can become necessary. Of course they can. The excessive amount is a massive problem. And what goes on, people wouldn't believe.

Anyway, I went as soon as I could. I finally did find my way out of that. Got into the natural health world, as you know. I met a doctor and he was crazy and he was brilliant.

And, you know, basically he and I, you know, he showed me what he wanted to do. He showed me in some ways how he was doing it. And I was like, well, there's better ways to make this happen.

That doctor was Doctor Mercola. He and I really grew mercola.com. Now we're talking 20 some years back now 24 or 5 years ago. But, you know, that's really how I got even more of a deep education.

Now, fast forward 78 years ago, I think it was what was it, 2018, 17, 18? I was at a crossroads. I'm like, wow, there's a lot of things I can do here now in my life.

I could I could go this direction, this direction. But I really didn't have a choice. Again, I was called and part of the calling was I watched these powerful women, doctor Z, that had been so key to really saving my life and helping me overcome a lot of internal angst from everything that happened and thrive.

And I watched as these powerful negative messages of aging impacted even them, and in very negative ways, in mindset ways. And I'm like, wait a minute.

This myth, this aging myth goes that once you hit 40, you're over the hill. And, you know, as as each year progresses, you're doomed more and more to suffering and disease and decline and being honored, attractive and incapable, invisible.

And I'm like, whoa, whoa, whoa, whoa. This does not match at all with everything that I have learned, evidence based, learned in all of my experience, which is that the 40s of 50 to 62 70s, even the 80s and beyond, these should be the best years of people's lives.

And I mean, from a physical, mental and emotional perspective. So that myth that's harming so many people, especially women, that aging equals doom is in direct opposition to the reality, which is that, no, this should be, on all fronts, the best years of your life.

Long story short, the Art of anti-aging was born. I'm like, I'm going to pull forward to the world the truth here. And that's why today our mission still is to provide the most evidence based, natural steps to look your best for your best, avoid disease, and live long.

And the unreal ability just to pull the best out of people when you interview them. Brian, it comes from that story. And thanks so much for sharing it.

The compassion, the love, the genuine, the genuineness. I mean, from the pain was birth this passion that you couldn't run away from? It's kind of like you were in your proverbial belly of the whale, like the story of Jonah.

You couldn't get out, and then you're like, I'm going to do it. And and folks, to recognize the value of Brian being a researcher for well over now, two and a half, almost three decades to bring the best of the best.

And that's what I really value. And that's what we're going to do today. We're going to we're going to we're going to pull in. And out of all your vast knowledge, I've asked you to just just hone in on one particular topic is, is skincare.

It's relationship chip to heart health and why it's so important. Because when you look at the top causes of death, we consistently see heart attack, stroke, diabetes, which isn't a cause of death.

Diabetes usually ends up being a factor in heart disease, heart attack, and stroke. So it's again, it's interesting where we're at when it comes to it.

But ultimately, maybe it's more about a broken heart and maybe we could talk a little bit about that too, versus just the physical trauma to it. So one thing I value and I would would love to begin with you, this is the best of the best that that you've seen.

I mean, drop a couple golden nuggets on people like these little known things that that you've had the privilege you said very, very eloquently, very humbling to be in front of the world's most foremost clinicians and experts and scientists consistently.

And you got this knowledge at your fingertips. It's powerful. It really is a couple things that people need to take away. And I think people are going to be surprised at at least one of them.

I'm not sure if they're going to be surprised, perhaps. But, you know, when I first one thing that comes to mind immediately is that when I first in the first even decade of being deeply immersed in research, I heard a lot of people say, and I was also a believer, that if you optimize your health, you are essentially immune to what I call the biggest problem today.

Now I call it that, which is toxins. I believed that, you know what? If you really do everything close to right proper diet. Trish. You know, the nutrition aspect, the exercise, the sleep all all the all the big keys and and some of the smaller ones.

And you can avoid the issues that toxins present. I am now a firm believer, based on deep research that the

opposite is true. You can be the world's wealthiest person, but if you are not taking steps to reduce your toxin exposure, you're in for some serious trouble and it's and your life will be cut short and your quality of your life will be cut short.

Not only, you know, with the organ called your skin, but every organ in your body, including your heart, is going to be impacted. You have to take steps on both fronts.

It's a two pronged process boost your health, reduce the toxins. We can talk, especially in the context of skin. In some ways to do that. That's one of the biggest, very related.

A more recent, realization is just how impactful air pollution is inside of the home. So we've heard this for a while. However, it has escalated, you know, in terms of its severity.

And, and now I have learned how deeply it impacts even your brain. So this internal air pollution, there's pollution outside, but the air inside homes can be up to 100 times more polluted.

Perhaps people have heard that, and that's very true. And, this impacts your brain. It causes inflammation. Now, this is a big problem. Not because only because it leads to all sorts of issues and diseases.

It can prompt decline and dementia, etc.. Eric, it's a it's a big problem because it impacts your ability to make wise decisions. Yes. All right. When your brain's inflamed, you can't even, you know, the more it is, the harder it is for you to make choices that are based on your on what's best for you long term.

You're much more prone to make impulsive, terrible decisions that harm you. Worse, it kind of becomes a downward spiral. You have to take steps. Largely, air pollution.

I call number one on that front. But these other sources, if cosmetics and personal care close second, another close second is the toxins. Unfortunately, in so many municipal water supplies these days, this is a huge problem.

It's only growing. The reason it's more of a problem inside homes, is because we are bringing more and more stuff inside of our homes that's just loaded with toxins.

The numbers anywhere from 86,000 to 93,000 different chemicals are allowed and for use or used in a wide variety of our everyday products. Of all those, 1% have been tested for safety, 1%.

Why Toxins and Indoor Air Pollution Matter

So that's a huge, you know, red flag unto itself. And here I want to make a, an important statement here. And this might be the third thing it's about calmly taking steps to reduce your exposure.

But if if I am worrying you, if anybody worries you, if you feel worry on that on this front, the worry is a worse toxin than anything we're talking about.

And I must make that public service announcement. If you feel scared, if what I'm saying to you scares you, that's not the point. Because the point is, take it just gradually, step by step.

Every move you make on this front has a more profound impact on improving your health and well-being than most people imagine. So I if you feel worry that's a worse toxin, address that worry that toxin first before any of all this, this is just education and taking it step by step.

Man, any step you take that we discussed today can go a very long way to improving your health. Something I discovered. I'm glad you said that, because something I discovered when I, I jumped into this natural health world that a lot of folks in this space, especially the people that are that are some of our favorites, are out there.

I've had many conversation with the doctors in the New York Times, best sellers and people in our space and a lot

of them are hypochondriacs. They invent things their nuts and and their, their, their popularity is is surmounting because you're so passionate about it.

And it's like if you have an if you have a micro milligram of mold in your home, you basically just need to get your well set up, you're gonna die. Yeah.

And their bags and get out of that house run. Right, right. So how do you I love that because. And take it back to my faith that we've been designed to be very resilient.

And if you compare our environment today versus 500 years ago, it's, comparable. It's a miracle that we're alive. But then again, it's not. And I think about Brian, maybe we can kind of go down this rabbit hole for a second or not, if you wish.

But how many times have you gone hiking and you see a tree growing out of this, like cleft of a rock in a 90 degree angle here, and then it goes up there because it's where the sunshine is.

And you just think back. And when I look at things like that, like, how does this grow in this area? It's like when God created nature to thrive, to live.

We have been designed to live and we will create resilience. So with that said, we cannot ignore the danger because we're just, we'll put ourselves in a position like your father, like my grandfather, like my living parents.

Right now who are have have no quality of health to speak of. Like you can live to your 90. But did you really die at 70? And what are you doing. Yeah.

So we can't ignore that, but yet trust that we will overcome. Trust that we are resilient enough and not let it affect us up here. Because otherwise you'll be paranoid.

You'll go nuts and you'll go broke. You'll spend all this time and money doing all the things that everyone tells you to do. Yet one thing we're going to hone in on are getting the biggest bang for your buck.

And when it comes down to it, like what? What are the models? You mentioned that you kind of glossed over it, but let's kind of go in the skincare thing for a minute because why did you decide, out of all the products that you could have created?

Purity was by far it is a gem and it's a gift to the world. Like, why did you decide skincare you could have done anything like why did you feel is the biggest bang for your buck to help people?

Yeah, and we have it. We have a couple supplements over there. Yeah. Originally my idea was, okay, I know supplements, you know, can be some of the most contaminated products out there.

I'm going to put some, you know, good ones out to the world. Then. It's a very practical story, actually. Then simultaneously in our bathroom mirror, my wife and I were both looking at our faces, you know, together we were getting ready for bed, and I was like.

And she was like, almost simultaneously, oh, my God, I have a ton of crow's feet. You know, crow's feet are the heavy duty wrinkles around the eyes. And she it to a she is a cosmetologist by trade.

And and you know, she's very much on board of course, with natural approaches. And, and I was like, well, I know exactly what I'm looking for. Again, I'm a geek.

I mean, I go deep and I, know all the research about plant and plant medicine, so on and so forth. So I'm like, I know exactly what I'm going to go look for out there.

I need to find a product that has this, this, this, and this, at least in its, and be it's got to be certified organic. I know

what I know will get there.

I couldn't find it. I could not find this product. And I'm like, that's horrible. You know, I looked I looked online, looked offline here in the US. Elsewhere there were, you know, some, products that that could have qualified, but I couldn't even get my hands on them easily in other countries.

So long story short, we developed that first product, and I selfishly developed it for me first. And my wife and and. I love. It. Yeah. And and it worked like gangbusters and quickly.

And I kind of knew it would. It has, well, we'll go into these ingredients if you want, but it has red, red maple leaf extract, which is like nature's miracle ingredient for boosting elastin, which is a key reason that skin breaks down and gets wrinkles.

It has asked us Zanten. Another miracle ingredient from red algae. Red algae are what makes salmon and flamingoes pink. And it is an I haven't found in nature, or more powerful for that matter.

Even outside of nature, I haven't found a more potent ingredient for reversing the effects of UV sun damaged skin. You know, those wrinkles and that weathered looking skin.

I can go on. You see, I start to get really passionate about this. Anyway, it had all the right stuff. It worked like gangbusters and I'm like, it would be an injustice here not to bring this to the world.

I'm shifting and I'm going to provide this and another, you know, are, hyper lift serum, you know, came on at the same time as the first two ingredients.

Today we have more and purity, which is grown into, I believe now the world's fastest. Really? Let me one of the fastest growing organic skincare companies in the world.

And those are still, you know, two of our signature products. And it's called the Age defying Dream Cream. That's the name I gave it because that's what it is.

It really is an age defying dream of a cream. Perfect name. And that's what it is. It's our number one bestseller still to this day. So that's that's the origin story of Purity Woods.

Yeah. But even taking a step back, I mean, knowing what, you know, why didn't you go to Costco and choose the wrinkle cream there? Like what? What what worries you most?

Thank I let's kind of go down that route on that route. What worries you most about what's out there as the solution, that literally tens of millions of women and men are putting on their skin every day, like, what is what is.

Yeah. Like, why would it was only tens of million? It's actually, probably worldwide, several billion. All right. Well, wow, here's the problem. I mean, here's the problem.

Let's start with some statistics. So the, on average, a woman in the United States uses 12 personal care products a day, including cosmetics, personal care.

On average, these contain a 12, 128 different chemicals. All right, so day after day, year after year, month after month, decade after decade. Now, what are these chemicals?

They're largely synthetic chemicals. I mentioned at the start earlier in this conversation, there are a total of 85 to 93,000, chemicals used in any types of products within in the United States.

Within cosmetics, there are are about 10,000 different chemicals that can be used, and infinitesimal small amount have been tested for safety in the European Union and other countries.

Eric 1300 to 1600 chemicals have been banned or severely restricted from cosmetics in the United States, 1111 have been banned, just 11. So in this country, we'll just say that that that the the beauty industry is the chemical industry.

They're incredibly powerful. That situation is not going to change, you know, by any conscious, you know, choice on anyone's part. It is the most buyer beware industry there is.

Skincare, Hidden Chemicals, and Purity Woods

The problem is that people largely don't realize, I call it the worst offender when it comes to toxins is skincare. It is number one. It's number one because of the sheer volume of toxins that people are putting in.

Let's not forget. And if we don't know this, let's remember that your skin, everybody, is an organ. It's an organ. And it is not something that's meant to be experimented on.

Just like you wouldn't put, you know, some chemical in a cream on your brain or your heart, which is what this event's all about. You know, if I came along and said, hey, you know, let's open up your chest and try this thing on your heart, would you be like, okay, you sounds interesting.

If you tell me it's going to help my heart out to know you would want to know what's in it. But sorry. Strong word, but true. We have been brainwashed by a massive multibillion dollar industry to not think of our skin as an integral part of our health and well-being, and so we are using again, women are using 168 different chemicals on average daily.

Now what happens? So the skin is it's not a piece of, metal. We're not much penetrates. It's the opposite. It's a living piece of you and much, if not most of what you put on your skin goes into your body.

In other words, you eat with your skin and you do. And it's. And some of these nasty chemicals of these thousands of chemicals that are in these products can penetrate somewhat deep and cause, ironically, early aging.

And so they even the ones that are does you know, that proclaim anti-aging? Sure is like fast food. They might work for a day or a few days, maybe two days later.

These synthetic chemicals, you're like, yeah, my skin smooth. It's kind of like fast food. Oh, that's that tasted really good. But then you pay the price hours later.

Days later, of course, months and years later, you're paying a hefty price. That's the case with these. But worse than that, some of these ingredients, many of these ingredients penetrate all the way to your blood, your bloodstream, where they are.

Then day after day, month after month, decade after decade, shot around your body. There's not much filtration and not nearly enough going on there. So many of them are stored in your organs.

Some of these have horrible half lifes, by which I mean they can last a long time in your body. And then people get what many might call mystery symptoms.

Wow. How am I feeling? So fatigued? Why am I getting this brain fog? Why am I getting dizzy? Oh, I'm so moody. Digestion issues, skin issues, vision issues on and on we go.

And a key course and I am very comfortable saying it. If not, the key cause is the consumption day after day, month after month, decade after decade of literally hundreds, if not thousands of different chemicals that don't belong in our body.

And side note many if not most, of these chemicals come from petroleum. Now, if you brought a 500 years ago, even if 150 years ago, I came and said to you, hey, here's a bunch of petroleum based ingredients, would you mind

putting them inside your body?

I don't think anybody in their right mind would say, yeah, sure, I'll try that. You know, they'll be. How are you nuts? That doesn't belong inside of me.

So good old common sense ought to prevail. But we have been incredibly, as I noted, as a as a large unit here. You know, I'm talking collectively brainwashed to not think about this and not even equate cosmetics with being what they are, which is food.

So that is is the big problem in a nutshell. And this is common knowledge now. Or it should be common knowledge because it's mainstream. And this is where the insidious nature of desensitizing ourselves to the dare to reality is becoming real.

I mean, this used to be something where you had to be in the know, right? I remember Brian, and I think I shared this with you this before, but when I became a Christian 22 years ago, it was me, the Bible and Doctor mercola.com.

And it was. That's all I had available at the time. There weren't any trusted websites that I knew of that I could go to. And and knowing that you were instrumental, like you and Doctor Mercola mentored me for years.

I remember literally waking up. Can't wait to get that email. Can't wait to get the news that I can't wait to learn. So this was like hidden knowledge.

Now it's in your face and it's like, how do you not see it? Because look, this is the New York Times, you know, straight up, many personal care products contain harmful chemicals.

Here's what to do. And when you're looking at things, one chemical that's consistent and endocrine disruptors that's been directly linked to heart disease, increasing your risk of heart attack and stroke or phthalates.

Yeah. And it's like why would they even put it in their and maybe even beyond that is like you mentioned, it is allowed. And we need all the more to be massively, radical on what we allow in and on our bodies and our children's bodies.

And you really eloquently explain that, if you were to give people a top three or 4 or 5 or even ten, I mean, there's tons I mean, I mentioned phthalates, but when people are looking at their, their skincare, what are the non-negotiables?

Like, what what are the ingredients? I have one particular I'm not willing to negotiate on. I don't care what in the world is. Yeah, but it's similar.

Maybe it's not. We'll see. My first response to that is don't do that. What I mean is, again, 10,000 different chemicals are allowed. Many of them, most the vast majority have not been even tested, even, by the way, when we say that there are some that are tested and are suspected or known carcinogens are suspected or known.

You know, a neurotoxin suspected or known as, you know, the endocrine disruptors. All of these impact your heart. You know, all of that impacts your heart.

We're not we're not a bunch of different organs. We're holistic. Any of these things that harm you in some way harm you in many ways. And you do want to avoid these.

That said, we'll get to, you know, that's why, you know, Purity Woods, I mean, everything is USDA certified organic or I don't put it out there. None of the skincare would go out there.

If it's not, you want to look for independent, strict certifications like that when it comes to your skincare. That one is the one I know of. That's you know, the strictest and the most well known to in the United States.

There are others. There are some elsewhere in the world, cert in Europe, for example. But, that's really what you want to do because you can't. I'm, I've dug deep into this for decades, really.

And, and I don't know, half these ingredients, but I do know I do know some of the more common ones. So I will entertain your question, because if you can't do that, at least avoid this. We'll play that right now.

And so if I don't see certified organic, because the problem is that not every single type of cosmetic or personal care is yet available in certified organic.

We've got what I will confidently say are the world's best certified organic anti-aging creams and serums. Period. I will stand by that because it's true.

But we don't have certified organic, deodorants and other things like that. Some of them are out there, some are not. So when you need a product, and especially if you can't find a certified organic, cosmetic or personal care product, the first easy litmus test for me is I turn it around and I see if it says the word fragrance. Yes.

Thank you. My number one baby. Come on. Oh, I knew it, I knew it, and it's true and it's true because it's just. And by the way, everybody, you might also see the very basic scent instead of the word fragrance, or you might see the fancy French sounding perfume and all the same thing.

Oh, it's sexy, I got it sexy. Oh, boy. I remember thinking like. Ooh, yeah, the French, it's also pretty and it's nasty because what it means everybody is that that under that one word it can contain, tens, hundreds of different potential ingredients.

There have been, you know, organizations that tried to break it down and found these are definitely many ingredients. You don't want in your body. So how do they get away with it?

What are they doing there? Well, fragrance is what gives. You know, these products, they're fake, pretty smells, mask, strawberry, fake scents, whatever it might be.

And it's a proprietary formula. That's what they're claiming. It's a proprietary sex trade secret. We by law, they don't have to reveal what they claim is this mix of, synthetic or otherwise, but in many cases, mostly synthetic ingredients that create that smell.

They don't have to tell you. So when I see that, I'm like, listen, at least the other ingredients I could see here. And I know in this case I don't even get to know.

And they've been, you know, studies on this. And in many, if not most cases, it's terrible. I put it back and I walk the other way sometimes run, you know, when I see fragrance on there.

So that's a very key one to look for it. But you brought up phthalates. Fortunately more spotlight being put on that. That's a plasticizer. That's the reason they use it.

You know, it does other things, but it's especially the make thing, you know, form is more, I guess we'll call it flexible. It's a plasticizer and it's horrible. It's horrible.

And and you in that case you want to look for. So this is this is the hard part because then I start geeking out and this is too much information, too hard for people.

But you want to look they don't just say phthalate phthalates. They'll list Dehp or DBP or BP. Who's going to remember all that? But there are others.

Another, probably the worst chemical when I do see variations of it is, is formaldehyde. And the problem is this is used extensively as a preservative in cosmetics.

Everybody remembers high school or maybe college biology. And we used formaldehyde to preserve frogs and whatever it may be, or brains in jars and all the stuff.

It's a nasty carcinogen. And this one is a known, by the way, carcinogen, known neurotoxin. And the I guess we'll call it the excuse when, when they put the, you know, these ingredients in that are either formaldehyde or that create formaldehyde.

And that's also a big concern is, oh, it's in such minute quantities it's safe. It's not safe. Because again, if you use that product one time it's safe.

But we use these products day after day, week after week, month after month, decade after decade. And we don't use just one of them. We use many of them over and over.

So it's like death by a thousand cuts or formaldehyde and variations on it. I'm trained. I watch for that. But, how are people going to know, you know, know that as well.

And there's so many more. I mean, I could geek out. And here's an interesting one for you treacle sand, treacle sand was, banned in 2016. But, and here's the weird part.

It was only banned because there was a public outcry from hand soaps. And they and they said they thought, yeah, it's nasty. We're going to ban it from hand soaps. But guess what?

It's used and used widely in skin creams and other products still doesn't even make sense. So you're acknowledging even publicly, and then you're saying, but you know, it's fine if you're going to put it around your eyes where the skin is the thinnest.

Let's just keep it off your hands. What doesn't even make sense? So you know that that's a that's a nasty endocrine disruptor as well. I could go on here.

I don't know if you want me to because I could dive deep into all kinds of different chemicals that are very commonly used that, you know, people want to avoid.

But the big picture here is there are so many of them and they're so widely used. You really do want to look for these independent certifications. You know, nothing, nothing, nothing.

I'll even say this USDA certified organic nothing is 110% everybody. But these certifications. I can tell you, as a business owner of Purity Woods, they're tough and they they and I'm glad they do.

They put us through the ropes to make sure that not only are we not including any of these, you know, synthetic ingredients, you know, so you don't have to worry about that.

But even the ingredients we do include in there all plant based ingredients that we include in there were grown organically. So they were not grown with pesticides, not grown with synthetic fertilizers.

It's hard. This is why we don't have, you know, 12 dozen different products. We've only got 7 or 8 that are the most exceptional for what they each do.

It's hard work, but I'm happy to be doing it. Someone needs to do it. And and it's a again, we continue to thank you for this because we need we need people to step up.

And there's certain things you just can't compromise on. And you know, when we don't have time because we try to DIY, but certain things you just can't DIY like there are certain things I'm not like a wrinkle removing sort of solution.

It's hard. I mean, y'all, we you go to our website, you can check out we have 100 plus DIY solutions for everything to help reduce the toxic overload.

But when it comes to certain things like a specialty item, night creams, like it's really, really challenging. And that's what I appreciate because people aren't going to be able to source your maple extract.

I'm like, it's it's out of my budget to to do that. And so unless you come together with a co-op, this is where finding a company so at the end of the day all I hope that you are inspired to not just look into Purity Woods, which I hope you do yet look into just in general.

What are you exposing yourself to? And what I love about this discussion is we're actually talking to the owner, the product formulator, the expert, the research here.

This is a family owned business. I mean this is as American as you get in for our international audience. You know this is one of the special things about our country that many countries share.

But we feel very blessed and unique.

Heart Health Tips: Sleep and Skin Support

This is the American here that's like, Brian can do something like this and help millions of people behind a computer screen. It's like how in the world?

Wow, I just thank God I really do, and I, I this is like a hallelujah moment and I celebrate that. And so we can come and share these things. And so I want to highlight the fragrance issue because I'm glad it was like a I hope I hope it was a love for you.

Slam dunk. Because you mentioned air pollution. And the big part of your air pollution is fragrance. And so phthalates are in fragrance to make the fragrance last longer.

And it's like this whole web. And so if you're that's why, Brian, I decided to devote my life and and career to essential oils because we have the solution, the fragrance and that is it from every which way.

This has been wonderful. I know that we're wrapping up. So this is kind of, I guess, the part of the interview where the, the pilot says, okay, we're starting a descent back up thing, so we're coming down the runway.

What what else would you like to encourage people with? Maybe we could shift gears away from skincare and talk about, because I know you've written some books, some really great guides on there, on heart health, things that you can pull in, like what can we leave people with?

We talked about the toxicants and the toxins people need to reduce their exposure to any other good heart. Health advice to help people reduce the risk of heart attack and stroke.

Yeah, well, I think your other experts are, you know, going to go into some key areas on that front. You know, for example, sleep. Now we talk and there's a lot of shared tips these days that many people are familiar with.

I will tell you, you know, I'll go personal for you on this one, everyone. Of course, sleep and getting healthy and proper sleep is essential for your heart health.

You know, your your all your organs, demand effective sleep. You've heard a lot of the. I hope. And if not, I can run through a few very key ones here very easily, which is go to bed at the same time and wake up at the same time every day.

Try that. Make sure your room is as dark as possible. Make sure there's, you know that you're not consuming food at least a couple of hours before bed.

Avoid certain foods well before bed caffeine long before bed 3 p.m. is often cited as the time I can go on and on with those, but for me personally, I found something interesting that really works.

And we've all heard of white noise. And if not, I can explain it. But there's also pink noise and there's also brown noise. And these have been so helpful to me personally, because I am one of these people who wake up.

I have no problem falling asleep, but I wake up maybe three four in the morning and my mind's racing and and I have had a challenge with falling back asleep, and that's way too early to get up.

And, and I have, you know, gone through many things. This has worked like gangbusters for me, specifically brown noise. So I just want to explain real quick, because if you have a problem with going to sleep at night or waking up and then trying to fall back asleep, you know, there are a few key tips here, but this is the big one.

So white noise, pink noise and brown noise are all, basically level frequencies. The difference is white noise. You could kind of say is the highest of those, you know, a higher frequency pink noise is in the middle, Brown noise is a lower like, kind of like a rumbling waterfall in the distance.

And it's a preference thing. But research has shown that many people I'm not going to say most yet because it's newer research. Many people do much better with pink noise or even going down to the brown noise, with with falling back asleep.

Not only does it shut out any noise out there, cars off in the distance, whatever it might be. It also kind of works in sync, synchronizes with your brainwaves and it's helped me fall back asleep like nothing else.

So I wanted to give a very practical tip on that front. A weighted blanket is also something to consider. That's just what's popped out in me. Because, you know, you everybody knows this.

You could feel your body saying, including your heart when you've had bad night, multiple bad nights of sleep, your body saying, don't do that. It's so, so key to, you know, to your heart health and overall health.

If you want to comment on that, I've got one more thing. I'll add here. I'll jump back to to skincare. I'll give people super fast lesson. I'm really good at this.

What to look for, what to avoid if you want, but if you have any. Yeah, please. Okay, good. So, So skin. So the interesting thing about skin not owning, you know, just putting all this junk that we've been talking about, you know, harm your health.

You need to know that your skin isn't just, an outside billboard for your internal health. Your skin actually impacts other organs in your body. So healthy skin impacts and creates a healthier heart.

You want to keep it healthy. Okay. But I know everybody. You know, when we talk about skin, they want to hear. And it's it's valid. How do you how do you reduce.

How do you get rid of the wrinkles the fine lines. And so here's a super fast lesson for everybody. There are four really key components that lead to skin looking old, which by the way also is a reflection of internal health.

But there's four key components elastin and the breakdown of it collagen. And the breakdown of these two proteins. Number four the reduction in moisture hydrate.

And then the fourth is photo damage UV rays. Because back in the 1980s, some of us didn't know better. Most of us. And we're putting baby oil on to get suntans and we're paying the price, you know, for overexposure, you know, to the sun's UV rays.

So these four things reduced collagen, reduced the last. And, overexposure to UV rays and, you know, reduced ability to moisturize skin as we get older anyway.

And reduced hydration I will say here's my little plug because it's true. All of our products, for example, the age defying dream cream, have ingredients because nature knows what it's doing far better than any human being in

the lab.

Still, trust me on this. It contains ingredients that address and address really well. Each of these components you brought up red maple leaf extract earlier.

It's outstanding for boosting the elastin. The age defying dream cream has Indian gooseberry, also known as Parma. Incredibly sky high in vitamin C that addresses the collagen.

I mentioned Asta Zanten, the red algae based ingredients outstanding for reversing the, you know, the look of wrinkles from this sun damage. And then hydration.

It's got several, you know, nature miracle ingredients, aloe vera juice, for example, cocoa butter, just great ingredients that address all of these. But I hope you consider our products at Purity Woods.

But no matter where you go to things, please, please, please, as we have defined well in this conversation, look for truly clean, ideally certified in some way, organic products when you feed your skin.

And number two, make sure the products you use do address those four key components. Love it! And you just said you do a great job educating everybody.

And I want to encourage people to go to the art of anti-aging dot com and Purity woods.com. Wonderful articles, blogs, e guides. You could try out the product.

You cannot but your choice. But stay educated. That's that's the main thing. And I encourage you because my wife and I love the product and especially my wife, she's kind of stingy when it comes to sharing certain things.

And when it comes to her anti-aging routine. Mrs. Georgia, she gets a little, a little territorial on her dream cream. So I had to have the setting send us, an extra, gift package so I could try a little bit more.

But I'm getting a little better. I'm getting older, Brian. Man, I'm almost 45 years old here, so, Thanks again, my friend. What a blessing you been. And just, you know, extract 20 years of blood, sweat and tears.

You've been in the trenches, behind the scenes, in front of the scenes, both sides of the microphone. Just thank you. And, folks, thank you for tuning in.

It's been an honor and a privilege to be here with you. And as always, is Doctor Eric Zelensky. My hope and prayers that you and your family truly experience the abundant life.

We'll talk soon. Bye bye.