Can You Build a Health Company Without Compromising the Mission? Transcript

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Opening on Health Struggles and Hope

I'm blessed, I am fortunate. I spent 11 years trying everything, you name it. Very expensive doctors, eastern, western, and anything in the natural space is all cash pay.

And I tried it. I did it, PMF five days a week, a naturopath, and this and that. Everybody was still throwing darts at me. They were. And we weren't getting to where I needed to be.

and I'm blessed and unfortunate that I had the funds to able to do that, but I understand people lose hope. You've heard it they've gone completely bankrupt trying to deal with their health.

on the forefront of prevention of something that people go, oh, well, that's where you start. Welcome to This Might Change Your Life. I'm Kim Ressler.

This is where small insights spark big shifts and real change. No noise, no hype, just honest conversations about what actually moves the needle in your health, your mindset, and in life.

Now let's dive in. Hello everyone, I'm Kim Ressler. Welcome back. I am the host of This Might Change Your Life, where small shifts in edits can yield big results.

That's what I m about. Simple things to really, really change your life. If you didn't hear last week's episode, we had Corey Colwell, SNP Neutrogenomic COO share her life story and how SNIP truly and Code Complex has changed her lives.

So if you didn't watch it, just take a step back, watch that episode. It was really good, it was a very moving quarry, very much shared from the heart.

And I can't thank you enough for sharing your story with everyone. Well, you are so, so welcome. And today, I'm excited for you to share more of your story.

Absolutely. Let's do it. let's dive in. Okay. So today there's so many aspects of focusing on your Story Kim and your health journey and how kind of these things came to be.

Introducing the Podcast and Guest

When you started SNP Nutritionomics, There must have been a framework that you were starting from, things you are going to do and not do. And I would imagine that those things come up maybe frequently.

But can you talk a little bit about, well, at the end of the day, just Building a business for health or for profit like not that those things can't both be the same But I think we don't talk about this enough I Think this is something that you can speak to that I'm not sure a lot of other CEOs are willing to talk to I didn't start snip to own a supplement company.

I mean, yes, it is a Supplement company I really started snip because I wanted to up-level things, I want to educate. I feel that everyone should have access to the technology.

It's not new, it's been around for years. Neutrogenomics, your elite athletes were going and being genetically mapped tens of thousands of dollars and understandably it used to cost that.

But as science continues to progress and the technologies that we work with, we can make this available to the masses. That's what's so, so very important.

I had watched thousands and thousands of lives transform with using Neutrogenomics, and I want to make it accessible to masses." I mean, that is at the root.

You know what, Corey, I was retired. Well, you were too. And I means, yours due to health issues. But when you've got somebody who's really struggling, classify themselves as Well, I've got this and that's just the way it is.

And it's almost like a loss of hope. So yes, i want to bring personalization and we are. We are on the leading frontier in the preventative space of being able to personalize on somebody's own genetics.

Why SNP Was Founded

for better health outcomes. So that's why SNP was founded. It was truly to bring this message, to truly educate, and for people to stop with the mass confusion and the wasted money and dart throwing.

And I mean, some people are even, you know, I see it commonly, beyond with a song with provider a couple weeks ago. She goes, you know, my genetics tell me this, but look, I just got these results.

And she'd been overdoing it with something. She was flooding her system. I think that it's just so powerful when we start so simply with genetics. What drives you or what drove you from the beginning and what drives now is the mission and the potential and purpose.

And it just sort of, it happens to be a supplement. It happens in the supplement industry. But really, the end result is the changing lives that's behind everything, yeah?

There is nothing more rewarding when somebody calls you and there's so many of these videos that we've got posted on YouTube. that it is somebody that called and, hey, I've waited seven months to make this phone call and this has changed my brother's life or this is changed, my life, or I have to tell you this.

And, you know, one person at a time, somebody might laugh as another CEO and say one percent at time. One person at a time is truly how we change things.

And we give people this because it is, it's a different mindset. We're so used to, I got a headache. I take an Advil and it gets rid of it. No, this neutral genomics is so, so different that it going to the source of you and only you.

Well, so tell me a little bit about that. I know recently you were at a very small gathering of other CEOs and founders in the health and wellness space.

And I knew you shared with me that you are really inspired by them and their stories and your story being yours and being different in many ways, what does make you different, in the way that this company is being brought to the world?

I mean, it's a very optimistic and shiny outcome to be able to share that, but in a day to day, In the day-to-day running of this company, what is different, but also what's different in the shiny outcome-driven vision of it?

What's just different about Kim, the CEO, from other CEOs in health and wellness space? Well, I think one big difference and We've bootstrapped, and I haven't taken funding.

And there's been very specific reasons I don't want to. I, at this point, it's not to say that we never would, but I want somebody to look at my cost of goods and go, You're not charging enough.

Or you need to change something. You need remove that really expensive ingredient.

Bootstrapping and Keeping Supplements Affordable

My heart is truly in this for, and that sounds a little corny, right? But I try to explain to people. I've taken my

supplement panel to a compounding pharmacy and I handed it to them and said, hey, can you make this And they'll say to me, give us two days and we'll get back to you.

I think the lowest price I got was $650. And not only that, they literally said, we do not have agreements with some of these registered trademark company or these products.

We can't even give you it all. Knowing $159 to custom compound for you, that's a hefty price tag for some people. It is such a robust product. And then when you see what it would truly cost, and I think you mentioned last call that you were spending $1,000 a month.

I guess I really kind of want to disrupt that whole world as well of the actual cost of supplements, And I want make this accessible for the masses. I mean, let's be real, Corey, I'm blessed, unfortunate.

I spent 11 years trying everything, you name it. Very expensive doctors, Eastern, Western, and anything in the natural space is all cash pay. And I tried it.

I did it, PMF five days a week, a naturopath, and this and that. Everybody was still throwing darts at me. They were. And we weren't getting to where I needed to be.

and I'm blessed and unfortunate that I had the funds to able to do that, but I understand people lose hope. You've heard it they've gone completely bankrupt trying to deal with their health.

on the forefront of prevention of something that people go, oh, well, that's where you start. You at least start with you so that we can get to that route easier.

I think that in a nutshell on that kind of difference here is that as opposed to looking at the bottom line and saying, what is going to make us profitable?

What is going to raise capital, what is gonna do all of this? What I hear you saying is, I'm not taking shortcuts to change what I am bringing to the world, which is I bringing something that is so important, but I gonna keep it and make it affordable.

I may have other people that say, there's no way you should be charging three, four, five times as much. But what I hear you saying is you're kind of holding two lines, because of course there has to be business sense.

Absolutely. In things. What I heard you say is what's something that is different about you is that you are so mission driven, you so passion and purpose driven that your holding both those lines at the same time.

And it's hard sometimes. Yeah, tell me about that. play a lot of roles. If you're hearing this right now, you have to know that the CEO probably sees your support ticket.

You are involved in everything. I am. I am involved. In everything, I'd like to think that I come up with good ideas.

Leading the Company Hands-On

And maybe sometimes, some of the things I'm kind of like holding myself back. yet this is special to me. It's very special. To me, it's special that somebody doesn't come in and change things and decrease what we've created.

So yeah, my hands are in everything and it can be somewhat, admittedly a little bit overwhelming, but I think that's also, you know, where We kind of talk about this, this life balance.

You and I talk it a lot. Hey, not feeling so hot today. The world's not going to come down. I mean, we are all human. And I think as a CEO, I hope when I lead and lead my team that I see you as very valuable person that plays your role.

Well, quite frankly, I couldn't do what I do without you. But there's got to be balance. We can't be over, even though it's stressful at times, there has got be that moment of, hey, i'm taking a break.

I'm walking away. The supplement world is very competitive. It's very and you see commercials constantly about this and that, then I have to go back to, let's start with your two genetics.

I mean, this CEO sees pretty much and it has her hands. Events, we're just starting to launch to additional events that I'm actually not going to be at, which is kind of exciting.

We're rolling into that. A new phase. But normally, it's Kim trekking to the event. I love to meet the people, and I like to hear people's stories. I loved that connection to the business. I love it when somebody reaches out and says, I just had to share XYZ with you of my blood work, my this, that fuels me.

And one day I know I won't be able to do that, but that's where we are. We did double last year. over doubled, which is fantastic. So it's working? And it is working.

And we've partnered with a lot of clinicians who really see our mission of education to come in and support patients at a better level as well. That's a beautiful thing.

I think a little bit there is so much mistrust in general for a lot of things and truly staying true to who we are and is just so very important. Yeah, you know, hearing you talk, it almost reminds me of motherhood, which both you and I are lucky enough to be moms, and hearing your talk about, kind of your baby.

And like, when you have a baby, You're not letting everyone else be, you know, taking care of the baby right away. You know at some point they're going to go off to preschool and they are going go to high school and then college.

But in the beginning you really kind of nurture all aspects of it. And it's very, very overwhelming. Motherhood is, one of, roles in life that is just at times tireless and at time thankless.

Being a Woman CEO in a Male-Dominated Industry

And so hearing you talk, actually, I'm like, this is your baby, and it's no one else's. Meaning the other CEOs that are leading with their own way and their mission, their style, this could have been launched in the way it has with the success it had if you weren't leading in that way, meaning you've done a beautiful job.

And I think that some of that is just, it's important to you to nurture this baby until it can you know, until it can fly. And so we're heading into some new stages.

A reflection of mine from the outside is that, but let's talk about being a woman. I mean, we talked about motherhood. So the reality is all industries are male dominated and even health and wellness, which, you, know 80% of the American dollars spent by women, women are the decision makers of health, and, wellness and nutrition, all those things.

and yet the industry is dominated by men. So what has that been like for you to be a woman in this industry and a women who is bootstrapping and woman who's changing the world with a brand new company that's so revolutionary?

What is that like? This is a really personal one and I don't know how bold and blunt you want me to because I have had people say the wildest things to me.

about me running this company. Admittedly, Cory, I mean, some of it's a little stingy, you know, the man, The Man Song by, just say it, by Taylor Swift.

Because when somebody comes up to me and says, oh my gosh, what you're doing is this and this, and you, know I'm going to own half your company, Great.

I know that there's always this elegant way to put it back, but the Missouri in me says, bring it on. Come on, let's go. Bless your heart. You know, it's truly been, I don't know.

It's made me learn a lot about me. It's made me reflect on my strengths, my own weaknesses. Can't take it personal. And, you know, I've got a really, really soft side of me.

I really do, even though I might be the bold and blunt one. We get a lot of those great people that work with us or for us, whatever, when we don't have the complete answer.

The thing is, is I don' want to be the smartest person in the room. I love to educate and I'd love be educated. And I think there's something about a woman running a business, I do think I lead with heart.

There's some thing about that in a long run, it's not just the bottom line. people see and trust and have a real connection to. Yeah, like the relationship part of it matters.

It does. Yeah.

Trust, Transparency, and How to Choose a Company

Well, I mean, given that there's nothing more personal than your DNA, we are asking people to trust that we can be there with them as they learn about their own bodies and trust us to stand beside them, as we offer the nutrition that their bodies are asked for.

And so it is a very kind of intimate experience, that potentially could be handled in ways that wouldn't grow that trust. And I think very clearly you do.

Well, I that's another thing you just said reminded me of a conversation I had earlier. If you were to walk into the pharmacist, local drug store, and say, Hey, you're gonna buy an off-the-shelf supplement.

You're not gonna ask the pharmacist, how's this gonna make me feel? What's that gonna do in my body? When we take it to a genetic level, like you said, it gets so much more personal.

Everybody wants to start being diagnosed and treated, et cetera. That's not what we do. We're supporting your genetic weaknesses. your body's gonna do with it what it needs to do.

But I think there's a higher standard that everybody wants to hold. That's fine, we're holding that line because we are a genetically informed customized formula for an individual.

It's almost like other health and wellness companies are telling you what to, do I have the solution and you should do this. And you are bringing something to the world that says, I'm listening to you.

Yeah, I am listening to you and I'm going to listen to and honor and support what your body needs and help bring that to You I think it's such important work and i would like to Ask a question that I would be good to end on unless you have some other Some other nuggets of insight that you'd like To share of course so excited for this whole podcast of yours to just continue and love to hear all the insights that You have on every level, but if you are a person who is trying to make decisions about what companies to trust, what health and wellness companies are leading with integrity.

And maybe it's really the rare company that's leading with heart. I don't know. But what would you say to someone who hasn't yet met a Kim and can say, oh, I can trust her?

How do you go about being a wise consumer and looking for companies that you can't trust? What would be a simple way that people can know if they can just trust a company?

I think the biggest thing is, you know, do your research. Some people are going to do a high level, some people

more, right? But ask the questions. We're very transparent and the entire code report, which stands for custom optimization of DNA expression, is to line out gene by gene, by exactly what nutrient science has clinically validated to support you.

And we lay it all out. We lay in there, you know, the proprietary blends. And it's not, there's nothing wrong with proprietary blend. I'm not saying that there are.

But I want somebody to feel very confident and comfortable in knowing exactly what is in their formula. So I think asking the questions, do you get a response or does it go unanswered?

And again, not here for medical advice and not hear to treat, cure, prevent, whatever. Do they answer them and to the best of their ability? Yeah, I think that's really the relational stuff.

It's how did they relate to me? When I have questions, are they available? Are they willing to answer, you know, these questions? are there willing? To even hold a boundary, right?

Like, this is what I can say, and this Is what? I Can't say this. Is who you should go to for those questions. I mean, even that has to do with integrity.

and not trying to play all roles. Like, we're not your doctor. You know, this is what we do and this what can offer. And I think that helps people trust a company even more when they really know who they are and what they have to offer you.

Closing Remarks and Where to Learn More

I mean, it's great to be able to guide somebody and, hey, you've got a lot of these markers. Really dive deep into the additional detox report because that one's going to guide you a little bit further and deeper.

And I think we help lead people to be able to ask the questions, to as their providers that they love and trust. When I was struggling, I didn't know the question to asked.

I want to empower the individual with that. So, yeah, it is, its relationships. It was fun. it was to sit in a room of somewhere between 80 and 100 of the top health and wellness founders and CEOs and three of those top, top people.

They're huge proponents of SNEP. Well, you are the reason that SNP is here. You are synonymous with this mission and all the good that it is doing. So I am so excited and also not surprised to hear that.

And I think of this might change your life. Like the theme of episode is really trust, because trust can change. Your life trust and open up so many things and I just really appreciate and honor the trust that you create every day.

Thank you. So where can people go to learn more, to hear more? If you want to learning more thismightchangeyourlife.com, if you wanna learn yes, that's where you're gonna go, find out a lot of different information.

All of our episodes will be posted. Please get to know us and what our whole goal is of really supporting individuals. We've got a huge lineup coming of great future podcasts and guests.

I am all about small steps, yielding out big change for your health and wellness. Things that are easy to implement, easy, to do. It's small things that make big changes.

So thismightchangeyourlife.com to learn more and to see before and future episodes. Follow us, like us and share. Okay. We'll see you next time. Bye. Thanks for listening to This Might Change Your Life.

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