ExciteMy Health: The Healthiest Organic Wellness Gummies | Gary Rollar II | Ep. 11 Transcript

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Intro to Excite My and the podcast

You have one of the healthiest wellness gummies that are out on the market. Being healthy should be exciting. And we hope that we can get you on that journey where you can enjoy being healthy and see real results.

A lot of vitamins these days, you're taking it to feel better, but then it's causing you other problems that you didn't even realize. My heart goes out to so many people that have to take these anti-anxiety medications because it really numbs you.

We're all natural. Were gluten-free, we're dairy- free, were keto. There's a lot to work. The cleaning, the preparation, if you touch something, You're an organic person.

It's intense. It is such a nice peaceful feeling to be able to tell someone this is the highest quality you can get. You have the best product. Welcome to another episode of a healthy point of view podcast.

I'm your host Sam Tahata. And today we have a very special guest. Today we're going to excite my podcast and the reason why I am saying excites my podcasts.

We have the founder, Gary Roller, the second, who is the Founder of Excite My. Gary, how are you? Doing great, Sam, how about yourself? Pretty good, man, pretty good.

So I'm excited about today's podcast, and one of the reasons I am so excited is that I've been throughout that process of your journey in developing some of you product.

And for the listeners that are tuning in that were wondering, well, what the heck is this excitement? So a lot of people have probably already seen your product all over the place, in the airports, and some of these quick little stores, you know, convenience stores.

Probably at the hotels. I know I was at a hotel in Atlanta and get in a coffee and I saw the product. So you have one of the healthiest, if not the healthier, Wellness gummies that are out on the market.

So let's go ahead and talk a little bit about these wellness gummys that I feel so confident in your product that we offer it in all of our clinics, right?

Because I believe that there's different levels of quality product, and most people always go into like, oh, I got pharmaceutical grade. Yours are even at a higher level because of all the qualifiers that're behind it.

Let's talk about a little bit of your story and how you even got here. Appreciate that, Sam. Thanks for that powerful introduction. So yeah, Excite My, you know, I grew up very holistic and my family had a different approach to health, similar to kind of the way Liquivita is.

You know when we got sick, my parents didn't grab us antibiotics, but instead I went and got acupuncture.

From holistic upbringing to Excite My's mission

or I went and got a vitamin C IV. And this was 20, 30 years ago when I was a little kid. That was our mentality. Going into creating a new business and seeing vitamins everywhere and see how sterile they were, I felt I got to make this more exciting because I hate taking pills.

But I know I need to take them because it's hard to get every nutrient in all the meals you're eating. So I looked at the product and I said, let's make this more exciting, hence Excite My.

And we took more of an artistic approach and we wanted to make people's health exciting. We wanted make it where you'll take the products, put it in a form factor that's delicious.

On top of that, we want to it that it looks in way that you wouldn't want hide it. Because you look at all your vitamin bottles, they're either sterile, solid weird colors and you just want put in the cabinet as soon as you get home.

You know, ours, what's the first thing you said when you put our bottle in your hand? I was like, man, I don't even want to put it away. I want it just like keep on holding it.

And I didn't want the bottle away from how nice it is. Yeah. Remember, you told me you're like I feel like a Lamborghini right now. So, that's what we were trying to accomplish.

We want make health exciting. Want to make it fun. bring apart that proactive and preventative health versus what's so traditional as this reactive health.

So we really went for that preventive health in a form factor that's exciting and that fun. I love that, man. So you probably hear us all the time talking, and especially Dr.

Davis says this a lot. It's like we're trying to make health and wellness hip and cool. And your product, I know you put a heck of a lotta time in designing just what the product looks like, is this product here has that type of look.

You know, it has a hip, cool type look and feel. So when it comes to the product that you put together, initially when we first met, we met through a mutual acquaintance of ours, my buddy Isaac who sells me my BMWs.

Mine as well. I remember he hit me up, he was like, hey, I got this guy here who I sold a BMW to that, you need to meet Sam. And initially, when he told me, oh he's got a vitamin supplement, Oh, here we go again, another vitamin supplement guy who's gonna try to pitch me on stuff.

And with Isaac, he's a good friend, and he is a business man, so I was like, you know what, let me see, there's reason why he was reaching out. So we met, I felt the energy coming from you, like I feel like was talking to myself.

I said, man he has something good, at that point in time that I actually met you. I remember talking with my wellness coordinators and telling my fitness coordinates, like, hey, we have to do things different than what people are used to when it comes to, number one, selling our supplements, our nutraceuticals, and trying to get our clients, or patients, to actually take them.

Most people, they don't wanna take all these damn pills, right? So what do we do? We gotta make something different. I kept on telling myself, I was like, what if we create something where it's almost like a little healthy snack and they're getting all their nutrients?

And then me thinking about this for a few days, few weeks, and voila, here goes Gary. He comes out of nowhere because of Isaac. So we connected. We started offering the product, and I remember you and me talking about the different formulations.

Let's talk a bit about how we got to where we're at today. Because when we first connected, your product wasn't looking the way this looks, then it wasn' tasting the ways it tastes now.

And the qualifiers were not established the same as all of the other qualifies that it has. So let's, let' talk. about that venture, that whole journey of how you got there.

No, I'm glad you brought that up. Yeah, when we first started, we went the traditional route. We had gummies like everybody else. You know, it was your standard gummys, your vitamin C gummy, whatever you see on the market

now, you're standard.

I call them synthetic candy gummiess now. And Sam was like, Gary, You got to make something that's a really strong and get all this stuff out of here.

Get all these fillers out here, get this other stuff that we can't tell our patients about. The fructose and all that stuff.

Rebuilding the gummies with cleaner ingredients

A lot of people don't realize there's like titanium dioxide and these other flow agents that you'll find in a lot vitamins these days and you're taking it to feel better, but then it's causing you other problems that didn't even realize.

So we didn' just start over, we threw everything away. We started completely from scratch and we went and found the best ingredient supplier. So what we did is we found the ingredients.

Not only are they the best quality ingredients, but predominantly we source them from the origin countries. So, what does that mean? Well, lion's mane, mushroom.

I could buy that from California, But it's not from california. It's from Southeast Asia. The best mushrooms come from southeast Asia our maca, or all the different ingredients we get, for instance, from Peru, because that's the origin country.

That's where it's in the most purest, authentic form. So you could take Lion's Mane from California, you can take it from here, take all over, but I would prefer to give it to you from the source.

Let me ask you this. The people that sell it, let's say, out of California. Are they growing it in California and selling it? Or are they still doing the same thing and ordering it from that other country and bringing it here?

I mean, I couldn't speak on where they're getting the seeds or the, not everything has seeds, but each origin, think about it like where their growing it, how the whole process is forming.

It would be grown just like we would, you try to grow a plant in your backyard. They're growing that there in California, there's a lot of things that come into growing, that are even above my knowledge.

Like the soil, like why are the bagels best in New York? The water, right? Because the water. So, I mean, just think about these functional ingredients like mushrooms.

And just to dive into that mushroom for one thing that I didn't mention is we use the fruiting body of the mushroom versus the root. You know, a lot of companies will skimp out and they'll use root, which is the cheaper, easier way to extract it.

We use fruting body, the most potent and best quality. On top of that, not only, like I said, we get the origin locations predominantly, but we want to step further and we went organic, certified organic.

Now, when I first started getting involved in saying, okay, I want organic ingredients, so I thought, Okay, i'll get an organic ingredient. I'll just put organic on it.

It is much more involved than that. I bet. There's even a large financial component as a business to try to do that, to touch up on one of the things that you said about how they grow it.

When I talked about fruits and vegetables, about here in the US, a lot of fruits or vegetables we have, I called them hospitality fruits of vegetables because they look beautiful, but they were nutrient-sufficient and they didn't even taste like what they're supposed to.

And you talking about the mushrooms, you know, where they originally from, it's just like strawberries. You take

about a bite out of a strawberry, and all of the sudden you notice it has no flavor, but you go somewhere to like Costa Rica, or they have these beautiful strawberry fields in the mountains over there in Costa Rico, You'd take a bit out one of those strawberries and you're just, like, Where did all this flavor come from?

So I can only imagine that the different products that you're referring to that are from these other countries, what's in the soil in feeding these different product as they grow is probably where you gonna get most of the supplemental benefits from.

Exactly. Yeah, I mean, you can't reproduce. Why do they fly in water from New York for bagels? I keep going back to that, because there's something about that origin, the soil, nutrients, sun, air quality, everything.

I think it all plays a huge role. So I remember when we first started talking, and you were kind of figuring out how are you going to increase some of your distribution business You're in the airports, you're at some of these convenience stores, a lot of the hotels, and a lotta the travel stuff.

And when we connected, You mentioned to me, Sam, I would actually really like to be inside of this wellness centers and med spas and doctor's offices and offer their patients my great product.

I remember telling you, well Gary, if you want that, i wanna show you what you are up against. and I invited you to the A4M, the American Academy of Anti-Ageing Medicine, one of their big world conference.

It was the one in Las Vegas. And it was your first time there. What was you experience and what effect did that have in the development of your new product line?

That show was really eye-opening because the average consumer, when you go to the store, you're like, okay, I need vitamin C, or I just need something very basic, and I couldn't even express it all in this podcast, but they were so much further along than that.

The way they delivered it, the story behind it. You hear of nanotechnology. They were 10 years beyond that at this event. And I'm like wow, need to have something completely different.

I have just little gummy bears with a little vitamin c in it So it really, you know, with that and your push really inspired me to make, not only a gummy supplement, but something that is equivalent or stronger than a capsule.

And I think that's something important to touch on because the product is now, in our common focus, 2300 milligrams in one serving. Find me a capsule that has 2.3 grams in it.

Exactly. They're not there. Yep. So you're going to get, when you taste this and when eat it, it's no longer candy. Candy's out the window. It may taste like candy, but these are functional.

We got the real health benefit coming here. And one of the reasons why I'm putting so much emphasis on us explaining this story and how you got here, is for the listeners, and we have a lot of doctors that tune into the podcast, I want them to understand that this is not just a product that was magically developed for us to sell it, right?

This was a project that you took a lotta time, you connected with aotta professionals in the industry.

Formulation breakthroughs: libido, sleep, immune, and calm focus

And when I say professionals, i'm talking about a gotta people with strong scientific backgrounds, like MDs, DOs natural paths, going to places like the A4M, seeing what is out there, and making sure that you have the one up when it comes to the development of this product.

And that's exactly what you did, right? Because I was in those meetings where we had doctors with strong functional medicine background coaching you and giving you some of the details of like, hey, If you're gonna go

with this product that's gonna be common focus, maybe you should include some of these ingredients because this is what's going to make your product one of the most advanced products out there.

Then we're talking about, well, we are big into biohacking and making sure natural health is always kept intact, like the efficacy of what we doing, the quality of product, making that it's organic, kosher.

or having any of these other qualifiers that most people that are health enthusiasts are looking for, and you did exactly that. And I remember that it was taking quite a while to say, man, is he actually gonna do it?

We're like a fucking year in, right? You know, I followed up with you again. You said, no, Sam, i'm doing it, but this just takes time and boom, we got the real deal.

Now we've got to product here. I'm holding it in my hand. Look, the fit one that has the, uh, organic apple cider vinegar and also the organic coffee.

So, Let's talk about the different formulas that you created. And I know these are your initial formulas. You're always strategizing and brainstorming on what's next, and we don't have to talk that because a lot of those things are surprises to come.

But let's about about different the formulas and why you decided to put these formulas together. So highlighting on the formulas, one thing I've noticed with these as we break them down, four out of five of these, I personally felt the same day a difference.

And that sounds crazy when you're taking supplements. Because I know normally supplements take 30, 60, 90 days till you feel anything. But as break down the different formulas I'll tell you why you are feeling that.

The apple cider vinegar in the fit and the green coffee. If you eat too much food and you start to get indigestion or you get that heartburn, apple cider vinegar dissipates.

Yeah. It really helps with gut health. Can't go to the bathroom. My wife and I, we just had a child and my wife was really struggling with constipation.

Apple cider, vinegar got things moving again. Nice. So to see something that same day, it was mind blowing. By the way, the whole same day thing. When you first brought that up to me, do you remember which product you actually put in my hands when you started telling me that you see same-day results?

Yeah, you gave me the libido once. Thank you, thank you by the by. So I just wanna make sure all the listeners know that. And this guy was not lying, like the Libido stuff really did work.

I started noticing, I was just like, why am I having these thoughts? But keep on going. Let's talk about some of the other formulas you have. Yeah, so I'll go to the libido next since we're on there.

So what I love about the Libido, you know, when we were coming up with this formula and the people that I was working with, they said, I have this form that was a testosterone formula.

And we brought it on a trip with us and we gave it to some people and didn't really tell them a lot about it. They were taking it and they're like, feeling really good.

Then when they ran out of it, hey, what happened to that stuff you were giving me? I don't feel the same. And it was actually a testosterone formula that's a big part of what's in our libido.

Oh, wow. Because when you take the libidogum, it has different effects. So we have, you know, one thing that really affects your libida is stress. So in the libido gummy, we're gonna lower that stress, but we'll also gonna increase your libado.

And I recommend that people take this every single day in morning, because all the food we are eating is suppressing our hormones. You know, and it just makes you feel like, why am I in a bad mood today?

I don't even know why. Take the little bit of gummy. It just lowers that stressed, kind of makes different, like you feel more confident. You have like that pep in your step.

What's in there? What are some of the nutrients inside of your libido? Yeah, so we have Mucinaparenz, which is the happy drug, not really a drug but it's one of MD said, oh, you have mucina parenza in here?

That's the Happy Drug. We have Tribulus Tetris, we Ashwagandha, horny goat wheat. Now keep in mind, all of these are organic, certified organic and certified kosher.

Nice. So it's not like we just threw some of these horny goat weed like you're seeing in the gas station. This is organic certified kosher certified organic quality.

Quality, quality, extreme quality nice and ingredients tested three times when it comes in from the country tested. When it goes into the product after manufacturing tested when he goes to be packed tested again just to make sure you are getting really what it is.

You're really following the process. Oh, yeah, that's the way to do it It's very but I had no idea this organic process when you see that logo I mean, you know, there's a lot of work the cleaning the preparation if you touch something, You know you're an organic person almost it's intense and then next the dream so The Dream is a really nice formula.

We have melatonin in there. That's the only reason I can't claim that as organic. And I put melotonin because I want the consumer to get used to our product working really quickly like everything else.

But we also put organic valerian root, organic chamomile, and organic ashwagang. Because that's where I feel that we want to grow the Dream into and take melatone out one day.

Where does the melotone come from that you can claim it organic? I'm just ignorant on my behalf. That's a great question, I leave that to my formulators, but I know as the process when we were doing it, the way it's extracted, because it called a natural sleep aid but it still somewhat synthetic, so it synthetic enough that you can't call it organic.

But it is a naturally sleep, if that makes sense. It is, right. You know, so and the market is so used to melatonin that I wanted to make sure that when you take it, you know.

I don't even take this very often unless I'm knocked out and I am not waking up early the next day because it just puts you in a deep sleep. And I want to.

Make sure. That you. Know I. Am not oversleeping. You know, so I wear my oar ring and I work to sleep and get my sleep data. And when I decided to take the dream product, I decide to look at my sleeping data, you're not kidding.

I go into a deeper sleep in longer and when wake up my readiness score is actually improved. So you can only imagine what's happening while you're sleeping, you know, with your mitochondria regenerating rate, all of your body recovering, your muscles, if you are working out how that's recovering and repairing.

So happy to have a product like that because at Lake Wavita, we have tremendous amount of clients that have sleep issues. And we different peptides that we use and different nutrition, but this is a key component with those type of client as well.

100%. And I know also for people that are taking sleeping medication, it has so many side effects. When you're taking a product like this, if you get your solid eight hours of sleep with melatonin, you feel like a rock star the next

day.

You don't have all those other baggage that comes along with taking the sleeping pill or even the issues that opens up. Next, I want to go into the immune, because I liquid Vita, Meyer's cocktail, right?

Oh, yeah. So we wanted to have something that really complements that. And Dr. Davis actually helped me formulate this one. When we were making it, he said, OK, I see you have D3 in there, but where's the K2?

And I'm like, you're right. We need the guardrails. we need to make sure that D 3 is actually absorbed correctly. Right, right? We actually went a step further, though.

Sam said we got to be sure we have vitamin C. I said OK. But how can I take vitamin c a bit further? So, we actually used something called Camu Camo. Do you know anything about that?

Not too much, I know you were explaining it to me the other day, but let's go ahead, and I'll let you break it down. So Camu Camus is a super fruit and it's the most, one, or I say one of the authentic ways you can absorb vitamin C.

Because the sorbic acid, a lot of time, your body doesn't take all of it and you pee it out. But with Camucamu, you could absorb so much more of. It's like one the naturalest versions of vitamin c that your Take that then you say Kimu Kimo Camu Cam Cam you can move and what word does that come from?

What words that what orange orange? Great question. I forgot my cheat sheet right now, but that's all right I'm pretty sure it's somewhere in Asia just by the name or something.

It's summer more in the rainforest, But I'd have to look at it Wow, I'm curious. I want to actually look it up and try to see what it looks like. So one thing, Sam, we develop because with all these formulas, that I remember most of them, but on our site, you know, i got this idea from Ritual.

We want it to be very transparent with where we source everything and the whole process. Actually, Im just going to pull it out myself. You know if you go on the website, pull up the item, the ingredient, and we tell you everything about it.

Tell you where you bought it, So if we pull up the KamuKamu, go on here now. And that's important. It's like, anytime that I'm buying something or doing anything that is for my health, I want to know everything about it, right?

So you having that on your website where people can actually figure out every ingredient, where it's being sourced from, and the quality that behind it gives people more information on what they're going to be putting inside of their body.

So that awesome. Yeah, so pulled it up. KamuKamu is right from Peru. Peru, okay. Where my wife's from. Well, there you go. Yeah. So we keep it close to home.

But yeah, it's such a neat ingredient. And if you got to Whole Foods, actually, you'll see they even sell it like in a powder form. Really? And it, I'll tell you, the powder you will not enjoy.

I tried that route first and I did not like the power, but in the gummy I really enjoy it. You know, we added the, getting back to it organic elderberry, organic echinacea, Nice.

Vitamin D3, Vitamin K2, and we just wanted to make it that it was a maximum immune. And what's interesting I want to point out with this product is some of our competitors, which you'll find in a lot of places, they'll have three gummies that they will present to you in the serving.

Okay. We use one gummy and we're stronger than their three. Wow. And we are organic, and pectin, we aren't made of gelatin. I call gelatin gummies pig gummys because most people don't realize when you're eating a gelatin

gummy you are eating by-products of a pig.

Right. You know I like maybe pig and bacon but not in my gummi. And that's why you have some of these qualifiers, like it's vegan also, right? So having things like that that are vegan-friendly, that plant-based, and that stuff is important.

A lot of people are trying to get away through a lot these animal products and the gelatins and everything else, so I'm happy to see that. All right, but that is awesome, man.

Did we miss any of the formulas? I think we missed, yeah, we got the libido, we left out the one we created in the car. Which one's that? So Sam and me are out.

Oh, I know which one this is. Sam's a super busy guy, so I'm like, Sam, we gotta meet. He's like you're probably not even doing anything, because it's taken me eight months to get these formulas going, but nobody realizes the work it takes to an idea to a finished good.

By the way, all right, and I now exactly what you are talking about, this thing with Gary. being a business guy and developing new things, I always have to be ready for the most awkward things.

And he would always hit me up, it's like, Sam, think I got the next product, you gotta taste it. All of a sudden I meet up with him really quick for lunch break or whatever, he's pulling out all of this random stuff from random packaging.

I'm like dude, dude I don't even know what this guy's making me eat right now, but hopefully I make it home tonight. Yeah, we met in the parking lot. Where was that?

It was by… It's over there by, uh… Fresh Market. Yeah. By the Fresh market. Yep. So, yeah. We're in… We were in a car and Sam's like, okay. I'm like I want to do a calming gummy because there's so much energy stuff and he's, like…

I got it. Do calm, but focus. He's like, you know, if I could be calm, but I can still use it for work, I'm like okay, that's a great idea. You can conquer the world feeling like that.

Just think about it. I am cool, calm and collective. You know agitated and and you know, you're like almost like a nervous wreck But you still focus or you feel like you have some crazy amphetamine or over caffeinated to be focused like that's chemically induced We don't want that and these wellness supplements that you've created are doing the complete opposite of what everyone has been chasing.

People go to these gas stations, they get all of these chemically induced energy drinks that are readily available, then they got the jitters, their not calm, the can't even speak right on the phone, or God forbid if they're on a Zoom call they look like they are cracked out.

So you coming up with this product where you can be calm but also focus and be able to speak and think like everything's a high definition, That's it.

You've you've hit the nail on the head. I mean like this product here is the shit. Oh, yeah now this one's my favorite because I know in my past I I've had to take anxiety medication, you know I went through a rough patch and I noticed when I took it people didn't recognize me, You know And I my heart goes out to so many people that have to these anti-anxiety medications because it really numbs you and And I said, you know what?

I would love to be able to help those people, and I'm thankful that I don't have, I am not in that position, but I know some people that are. How could I help them not have to on that medication and feel, okay I do not feel as anxious, we really accomplish it with this common focus.

And I've found within 30 to 60 minutes when I take it, if you're feeling stressed, you go into this zen state. But so

many people ask me, well, are you sleepy?

No. You're not sleepy after. Your zen, but your mind is just ready to go, like exploding with ideas. That's because we have the calming agents, which is lemon balm, holy basil, gota kula, ashwagandha.

Then we complement it the fruiting mushrooms. Lion's mane and reishi nice, so I don't know if you know much about the mushrooms But mushrooms have some crazy benefits a lot of benefit with your neurons in your brain and yeah, it goes all the fun guy It's like crazy that there's a different mushroom for for something else.

It just it's Just yesterday. I was watching a YouTube and my brain was like on fire like really like listening to some of these natural paths and other people that are health enthusiasts talk about it.

And the mushroom business is really taking off. Oh yeah, and just being able to put that all 2.3 grams in a single serving, when you take it, you just feel that zen and you're ready to conquer the day.

I'm so glad we thought of that in the car, that common focus mix, it really delivers.

Packaging, sustainability, and product qualifiers

And Gary, you know, one of the things that I like about the product that you start seeing in a lot of like the nutritional supplements that, You've taken a different approach.

A lot other nutritional supplement that's you see at some of these stores, vitamin stores that are out there, they carry a lotta synthetic nutrients, right?

You look on the back of it and it just tells you vitamin A or vitamin B or Vitamin C. Like, you actually labeled them based off of the actual raw source of their product, where I had to initially be like, all right, Gary, I know this has a different nutrients in it, but you've just given me like the different herbs, vegetables, mushrooms, or whatever it is in there.

It's like what is what? Like where is the vitamin D coming from? Where is vitamin C coming form? So, What you've done is you have actually taken true natural ingredients that have these different sources of nutrients, all of the different letter vitamins that are out there, and you're putting these natural ingridients in there.

So now we're not getting any of this synthetic stuff, we are getting the real deal. It's almost like you are going out into the woods and finding the food source that has the vitamins.

you just package it up very beautifully, right, in the Lamborghini bottle, or how one of my buddies would call it the Samberghini Bottle. So you put it in a nice bottle and then you have it into nice, beautiful gummies that taste fantastic.

What made you go that route, finding actual the raw sources of those vitamins versus just finding the generic vitamin C? Well, I'm glad you asked that, because when I first started, i made a product that was what I was available.

You know, I was able to find those standard, more generic gummies, but something in me was like, this is not something that you really are proud of, or you would really be, you know you could tell someone's the best.

And when i met you, you're like Gary, come on you got to make the BEST gummys. And he really kind of pushed me over that ledge because it was a big jump, huge investment.

It's very easy to get synthetic gummies. There's a lot of companies that'll work with you and they'll make it for you very easily. But to go this organic, wild Harvardist ingredients, it's huge financial investment, is a huge undertaking.

And I got to say, honestly, you that pushed over that ledge because I was very nervous in the beginning to make

that jump. And kind of once I made that, I'm like, wow, it's such a nice, peaceful feeling to be able to tell someone this is the highest quality you can get.

It's the best product you could buy. You may know these other brands on the shelf, but when you flip it over, look at the fillers that they put in this.

all the synthetics, and once I did that, I felt so much better about myself as a person, because now I was selling my true self, like something that I would feel confident taking, versus the other one's like, oh, this tastes good, but maybe it's not the best, This is the Best.

And you know what, Gary, you as the founder, obviously most founders have some kind of passion behind what you do, and you're exhibiting that through your product.

And people can see it, they'll be able to feel it without you even being there in their presence. So that's extremely important, what we've created. I know that feeling because all of our IV products, which we sell to over 4,000 doctors throughout the United States, Same thing, I am confident in saying, and I'm prideful to say, that we have the best, the highest quality IV vitamin therapy product.

And I will take anyone up for a challenge to challenge me on that. This is just another product that we're carrying at Liquivita now, that I can feel confident in saying this is the healthiest supplement gummy that's out on the market.

And all of these big names that are out there, and we don't have to mention them, but anyone who's listening, go ahead. Go to the Vitamins store, to your grocery store.

go to Whole Foods, buy whatever gummies you want, right? And compare it to Excite My. I guarantee you that you don' have as good of a gummy Supplement gummy as what excite my offers.

Yeah, I appreciate that's true. And you know, there's one thing we left out that I think is really important What's? One of the things that covering all of our products today and affecting our hormones and things in so many levels You don't even realize anything come to mind.

It's got to be some kind of environmental toxin or something What what is it plastic? Oh plastic what's missing in my product? I? Well, I know that it doesn't have plastic.

Right? So we use aluminum. And something unique about the aluminum is… These bottles, they're aluminum, right? They're aluminium bottles. Aluminum caps.

We have a slight small, small plastic on the inside of the cap just to seal it. But we went with aluminum for two reasons. We wanted that sexy feeling.

When you grab a Voss water bottle, this is special. And two, it's aluminum. So you can reuse this after. You can use it to put drinks in it. Or any kind of storage device.

or you could even ship them back to us and we'll reuse them after we do a thorough cleaning process. But one of my biggest passions and one the reasons I started this brand, besides being able to travel with my family and go over the world, is I love kiteboarding.

And the ocean has always been my medicine. If I don't get in the Ocean regularly, my mind just goes crazy. It's my decompress. I wanted to be able do something different.

So we're actually in a process of working on how do we make it when someone buys this, we are eliminating plastic in The Ocean. because there's so much plastic out there right now.

It doesn't need to be. You know, it's not good for you. There's nothing, like you grab a plastic vitamin bottle, It's like, oh, I'm excited about this.

And if you go glass, you can't travel. So we went with aluminum for the sustainability effect. And it's so much easier to carry and it doesn't harm our environment near as much as that plastic does.

Yeah, I'll tell you one thing about plastic and this is one that Dr. Davis and some of our other practitioners are diving deeper into. And actually recently there's been some data that has come out and the news has been talking about it that even a lot of the bottles of water that we have, they're not testing it for microplastics.

So what's happening is people have these plastics inside of their systems, and they have the BPAs and the micro plastics, what is happening, is that those plastics, it becomes a toxin that's sitting in your body, They sit in the fat cells, and now you have to figure out how to detoxify it.

And most people don't know how detoxifying it, so if you're focused on your health and wellness, why start adding a potential toxin that's gonna cause all kinds of other complications?

So this is great that you avoided the plastic, because listen, a lot of people, you know what they do with their vitamins? They put it on the window sill.

So if got plastic what do you think is happening? The heat starts, heating up that plastic, now it starts leaching into those vitamins, into the gummies.

So you did the right thing with this, this is awesome. The Samberghini bottle. I'm looking at the bottle, tons of different qualifiers. Let's go through some of them.

Talk to us about these qualifies and why you decided to make sure that these qualifyers end up on the bottles. Yeah, so I mean, on that journey, to be able to say we have the healthiest, most organic, natural form of the product, we wanted to make sure organic by far.

We had to have organic. And one thing to caution people, if you see organic product where there's organic ingredients listed on the front and you don't see that seal, you know that something's up.

So we went the full steps, made sure every step of our process certified organic step one. Step two, went certified kosher. And what does that mean? There can't be anything that's non-kosher, so we couldn't use gelatin.

So we wanted to make sure everything was kosher. We used pectin, which is really good for that plant-based customer that says, okay, I wanna be healthy.

I'm vegan. Why would I want a gelatin gummy? And then there's a whole list here. we went cruelty-free. Okay, all of our practices, we make that we don't harm or do anything in a cruel manner because we're trying to a difference in helpful way, not cause a problem in the process.

We're all natural. We are gluten free. Were dairy free, were keto. Now each vitamin on our website, we break down exactly because one ingredient might be keto and vegan, but then if you complement it with another, it changes.

So I'm going to read you just one of our items. But on the site, We break on every single skew by what's in there. When you're certified organic, you are also non-GMO.

So we don't have any GMOs in our products, which you'll find a lot of GMO's out there right now. Uh, we're soy free. We mentioned before, were checked three times.

So, checked ingredients when they come in. Soy free, that's good. You don' have to be like one of the soy boys. No soy boy's here. Where men are turning into women.

Right. Yeah. And also, check three times. So ingredients come in. Ingredients when it's made. And then ingredients when its packed. Nice. You have a three-time check process.

Vegan and lab-tested for purity.

2024 growth plans and where to buy

We tried to make sure we checked all the dots, dotted all of the t's to makes sure that not only are we giving a product that works, but that it is going to be healthy.

Because if I'm taking a gummy vitamin, but then it has soy or it gluten or It has you know a filler in it. I am causing a problem kind of like traditional medicine out there I´m solving one problem, and then creating another one.

So we want to make sure that we're solving that problem or assisting in It and not causing A different complication that's unneeded That's amazing, man.

That amazing. So, Gary, we're still in the beginning of 2024. What are some of the things that people should expect from Excite My for this year? So from excite my, you know, as we talked about before, were on a journey to have the number one health and wellness brand.

You know we want to make the average person that says, I want feel healthy, but I don't want do the work to be healthy. We want to make sure that we provide an opportunity for them to be healthy.

I know Blake, when I first met her, one of your high-ups here, she said, I can't take vitamins. They make me sick. It hurt my stomach. So we want get the process and get this out there in front of everybody that they're taking a product that's going to help them healthy in a way they enjoy.

So we're partnering up with athletes. We signed up a Red Bull rider that is going to be promoting our product really heavily. He's competing to hopefully in the Olympics for kiteboarding.

Nice. So he loves our products. he takes our common focus and different ones to make sure he performs at his best. And you'll see us a lot in travel destinations.

so we are actually placed now in top hotels all over the country. Over 150 locations you will be able to grab our in our travel size package. That's awesome.

And we also use a sustainable option there as well. We're really just trying to blow up that natural space with something different. Because if you go out there now, you're not gonna see a bottle that looks like ours.

You're gonna not see that form factor that look like our product. Our goal is to deliver that in a fun, exciting way. I love it, I loved it. So Gary, if people wanna find you or get more information on the product, where can they get it?

So there's two ways, three ways I wanna call out. Obviously on our website. But you gotta check out Liquivita, right? That's facts. If you go to Liquavita you'll be able to find it right there in their stores.

And we even have a store finder on out website, so if you wanna buy it shop local, you can go on to our site, go the storefinder. if not, ExciteMy.com, we have it we ship all over the world.

And guys, when you go on excitement.com, you're gonna get all of this additional information that Gary was talking about where you could actually figure out every single ingredient, where it comes from, what they're doing.

They're connecting into different organizations to help save our environment as well. These guys are really focused on bringing health and wellness to the masses.

The really focus on doing the right thing for our Our planet, our environment. So I love that theory. Is there anything else you want to add here? That's a great question.

Well, real quick, we're gonna be at Expo West, which is the largest natural food show. Okay, where's that gonna?

So that's gonna in Anaheim, California.

So we'll be exhibiting there. This will be our first major show, it's going to be in March, first week of March. I think it is March 14th through 16th.

We're going be exhibit there and just to approved in that show just as a testament to our products because there's strict process to even be allowed in the show And to be a new brand to automatically be allowed there.

You know, we're excited but you know Being healthy should be exciting and we hope that we can get you on that journey Where you can enjoy being healthy and see real results because I know so many people had gummies that did nothing for them and and they see a gummy, I don't want another gummy.

I dare you, try our gummy! If it doesn't give you a result, let us know. We'll give your money back. You know, we'll we give a full refund because our products really work and it's an enjoyable process.

I love that man. We got to excite my health. we just excited my podcast and we're going to keep on exciting a lot more down the line. I appreciate it, Gary.

And thank you, everyone, for tuning in. Make sure you subscribe, follow, Follow Excite My on Instagram and all of their platforms. Leave comments. Go ahead and share until next time.

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