How Copper Peptides Rebuild, Remodel, And Renew Skin Transcript

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Introduction and Debbie's skincare background

Hey, guys. My name is Michael McNeal and I am your host for the Bioregulators and Peptide Summit. And we have with us today, Debbie, who is the creator, founder, CEO and just a badass woman, created this amazing skincare company called by Tali.

And so, Debbie, thank you so much for joining me today. And I look forward to hearing what is the magic behind copper peptides and what they can do to make us youthful and beautiful and just look amazing.

So thank you so much for joining me. Absolutely is so great to be here. And it's good to talk with you today. Well, copper peptides, changed my life at 64 in many ways.

I was I had retired from a 37 year old year career in marketing, and was taking some time with my grandchildren. And I was, my doctor, doctor Suzanne Turner for re, who is, you know, specializes in regenerative medicine.

She had help me with Tessa mallen and all these wonderful peptides working on my overall health. And one day I just said, okay, you gotta tell me, what have you got for skin?

And she goes, I'll tell you what I used. It was like this secret, you know, GHQ. I can get it from the compound pharmacy. And I'm like, sign me up. I want to try that.

I have this crappy skin. I have, you know, all these things appearing. You know, my pores are not right. It's, you know, fine lines, puffy eyes, all that, and so I started using this foam.

It wasn't a beautiful product. It was like a, you know, something from the compound pharmacy. I love compound pharmacies. I mean, I spent a lot of time there, but it was a foam and I used it.

Discovering copper peptides and building Vitale

And after about eight weeks I thought, okay, there's something different. You know, I've spent a lot of money, in department stores with the, you know, nicest products and not seeing the result and the way my skin felt healthier.

So, continued to use it, and then my husband, who has a really big entrepreneurial spirit, said, you're paying too much for that foam. We need to figure this out.

And we worked with an organic chemist, wonderful chemist, and dreamed of what this product could be. Not foam, but like, what do we want to put with it?

How are you running acid brown out? You know, other ingredients. And we, built the product and now we have ten different. We started with three. The serum, this beautiful blue, copper purple.

Yeah. Show us that. That is beautiful. The blue. There you go. Yeah. That's beautiful. Yeah. And, feels so wonderful. And, just the reason we wanted to do this is we we asked people like our people I played tennis with, like, do you know about copper peptides?

Do you know about GHQ? And they're like, no, I know about collagen peptides. But no one, you know, they were not into the peptides like we were. And so we thought, we want people to know about this.

You know, they're spending their money in department stores, not getting what I call the really good stuff that heals and, you know, makes a difference.

And so that's that's really how Vitale was founded. And it's now that's incredible. Five years later and we're still here. So I think that's a good sign.

That's definitely a good sign. That's awesome. I can't believe that you are. How old are you. Don't 69. No, I like me. We need the license approval this year. Yes.

That is beautiful. It's made it. It has made the difference. Wow. And, I mean, it. Scars and fine lines, pores. It has worked. And and that's why I feel so good about it.

And I have we have we're in about 20 countries now. And people are they I mean, they when they run out of it, they almost panic. Like, how can you ship this to me?

Oh my goodness, I bet that is fine. That's awesome. Very cool. I love the fact that a long time ago, a friend of mine had created a serum with some peptides in it.

But I also feel like there has to be some form of delivery that's better than others. It's sort of like, felt like it just sat on my skin. It didn't really absorb into the skin.

So is there like a a difference in the delivery or the way that you prepare them that makes them transdermal absorbable? Absolutely. And that's why we have really good chemists that do that.

In fact, when we we started with a 2%, a 1%, then a 2%, and then people want more and more and more. And so we went to 3% concentration and it changed the viscosity.

So we did have to really work so that it would, you know, go into the skin. I mean this stuff absorbs. It does not sit on the skin, which is what is so beautiful and that there's an art to that.

There is a definite part to that. We spend a lot of time in the lab to make sure that happens. See, I love to hear that because I, I feel like I've, I've wasted like, thousands of dollars.

How the products absorb and support post-treatment healing

I can't even tell you because I'm a skincare junkie on just serums that don't work in skincare. That doesn't work. And so I'm just excited to to step into your realm and and see what copper peptides could do for me.

I'm 35. I've done plenty of esthetic treatments like skin pin microneedle, you know, all these types of things like that. Is this really good for post healing? Yes.

There's any institutions listening or or even clients who like to get those services. Do you recommend this, like after a treatment? Absolutely. In fact, I'm glad you brought that up because that is one of the it's it's on steroids when there's a wound.

I mean, this was discovered in the 70s, 1970, for wound healing. And so when you have that and what's so beautiful, we'll show you, one of the scar, you know, before and after.

But what is so beautiful is it really? You say you want your skin. You want skin to repair, but it actually remodels. It. Does it just repair? It goes in and it it takes out the bad damaged skin cells moves that around.

But it also knows to not take too much. And it takes care of the disorganization and then brings in new collagen and elastin. So I love to think remodeling not repair because repair this is above repair above.

Oh wow. That's that works. Yeah that's what a tag line. So when you love repair so when you have when you have a procedure like even microneedling or you know, peels laser, this is just perfect because you know it, you've had this damage on your skin and it goes to work organizing and remodeling your skin.

So we have oh, yeah, we weren't we were in a lot of medical spots with our. Oh, I bet you would have to be. That would be incredible. Absolutely. I love that I love that so I yeah, I've used, injectable copper BPC 15724.

There's a product called glow. Yes. That really works well. And I've noticed a lot with, hair color because, you know, if you have that, it's copper peptides back in.

It keeps your hair color from going gray. So really has this like anti-aging effect on hair. So I'm just excited to add it into my whole skin regimen.

Like a, you know, I have more skincare products than you can imagine because I love to test things out. Absolutely. To see what works and I'm sure you've prayed a lifetime of coming up with a full system.

What is, like you have that beautiful serum. Is that, like your flagship product? And that is flagship. It has the highest iteration. But then we have a moisturizer and we have an eye cream which has three other peptides, di peptide two and tetra peptide seven and one.

And what is so beautiful about this combination on the eye cream. And that's where you'll, you'll see one of the before and afters, on eyes. The puffy eyes, the, the the one of the peptides works just to help with the circulation and the lymphatic drainage.

The copper peptides work on the fine lines. I mean, they go in and they go into the skin, they go into the dermis and, you know, help, you know, like I said, remodel.

I just love to say it that way because that's that's what it does. And yeah, so there's four peptides an eye cream. And then we have a body cream, which is one of I mean, it's we run out of it.

We, we actually sold out a body cream earlier this year.

Vitale's product lineup and unisex benefits

It's a big large tub of GPC, and it has rosemary oil and other natural and organic ingredients. Rosemary oil helps with circulation and helps with the appearance of cellulite.

And there's you know, that's a hard thing for women. True. Yeah, yeah. And so we we have the that and then we have an exfoliating cleanser with like dark acid and that helps remove the dead skin cells.

This year we launched our resurfacing cream, which has a high percentage, 10% lactic acid, which is fermentation. It's natural. I love the way you're not hurting your skin.

It's a natural, way to exfoliate. And it really makes the difference because you it removes the dead skin layer. So then the copper peptides can go in and do their thing.

We have two also. And I love oils. I before, Vitaly, I was afraid to put all on my skin because I was afraid it would clog my pores. And a lot of people worry about that.

We have a, hydration boost, which has squalane oil, which is most light. You probably you're familiar. Most like your own sebum. Very light. And, I mean, you can just.

If your skin immediately just drinks it up, it feels wonderful. And because we're we believe in like it's not instant with Vitaly. It's more, you know, rebuild slowly and repair more than repair.

We bill, you know, we, have bakuchiol all versus retinol, which is a natural love, but neutral. Yes, yes. And that's one of our, you know, beloved products.

Also, it has vitamin E and squalane. So they're very they're very easy to work. They work with each other. You can

add them in to other products, that you're using.

You know, they're easy. They're not hard to work with. You don't have to use all of them, but a lot of people do. So that's that's our lineup, man. Let's go.

I love that I've been taking, orally. I've been taking the, BPC 157 CP together. CP is known as the beauty peptide because it just gets rid of systemic inflammation.

And I feel like a good synergy is is basically from an inside out which we're handling. But it's the outside in. It's to build a healthy routine around your skincare.

And I feel like a lot of guys, even they don't necessarily build routines. But is your, your, line unisex, like men or women can benefit from it? Absolutely. I'm so glad. Okay.

Just making sure you're okay. 37% of our customers are men, and a lot of them use the body cream. I don't know if they're bodybuilders or, but they I mean, we I thought I was one body cream even to the guys, but 37%, of our customers.

And that's so exciting because it really works. You know, it peptides go in where they're needed, you know, so you really do not have to. It would probably be a cooler marketing thing to have a men's brand and a woman's brand.

And, you know, we've talked about that. But the truth is this wonderful serum, this wonderful blue gchq's, you know, peptide goes in and works where it's needed.

And okay, good. I'm so glad to hear that because I can't wait to get my my shipment of it all in and get started on, you know, just amplify my scarecrows.

You know, I was going to ask. Yeah, absolutely. It it helps where there are follicles, it goes in and repairs the follicles and actually enhances hair growth.

It's actually done that with my eyebrows. I mean I did not gosh, eyebrows. So a lot of men use it. My husband every day like right into it. Let's go. So.

Oh and I'm going to copy a lot of women using it here too. It's not just men that use it for that. Oh, let's go. And then, Debbie, I hear you have some amazing before and afters.

Yes. And I, I got a little preview of them. It's insane the differences in these. So I'm going to I'm going to come up for you if you want to talk about what we're going to look at as I cue it up, that would be amazing.

Yeah, it'd be great. The first two, and I'm, just want to thank, the Wells Prescott, medical spa.

Before-and-after results and wound healing case study

They they're owner founder. Loved our product so much, she got in on her. I loved her review. She said people are always asking what I'm doing. She was so impressed with the product that, you know, she said, I'd love to use this with, you know, she uses it, sells it.

But then she said, I'd love to see some examples. And I said, okay, let's try the 3%, the cleanser and the exfoliating resurfacing cream. Let's get get some of your customers to use it, and let's do some before and afters.

So two the first two came from her spa and they had no treatments. What's so great? And she was great to do that. Be hard to not want to do the treatments.

But if you see this, this is Terry. This is a person who she took really good care of her skin, but she had a lot of this blood vessel, you know, redness and blood vessels, if you can see.

And her pores were actually enlarged. She used the serum, the resurfacing cream in the cleanser for three months. And this is the before and after. No spa treatments.

And she was very pleased. You can see the wrinkles, around her mouth. How they've smoothed out, how it just is just smoother and brighter skin. It's incredible.

It's almost as comparable to a laser treatment. I mean, I've never seen anything like it. It's so powerful. It's really smooth. It evened out. And one of the things the blood vessels, one of the things GHQ.

But I can't say it, it does help with the blood vessels, you know, it helps blood flow and that can go in and help smooth the skin and help with the blood, you know, the redness.

Yeah. Yeah. It's amazing to see even those broken capillaries get healed up. That is so while it is. And this is a and and she's her husband really noticed her skin.

So she was so excited. But if you look she had a lot of lines. Look at the lines across the top. You know where we do our laugh lines. Our expression lines are yeah, lines that show we live.

Well, yeah. Looks like she got Botox. She's. But she's, you know, treatments. She used the serum, the lactic acid in the cleanser for three months. And this is the before and after.

And she was really pleased because even the lines around her nose. Look at the hyperpigmentation. See how she on the left. It's there's more brown spots and it's, it's just a brighter, smoother complexion.

And I'm so proud. I mean, this is what we did this for. We did this because we want to help people feel more confident with their skin. So when I get to see these pictures, it makes me just try harder.

Like, what are we going to do for let's go. Oh heck yeah. Does. That's awesome I love that, that's beautiful. Okay, this is gnarly. This one caught my attention.

This is crazy. This one is personal. This is my husband. This is Terry. And I wished I had now a year out. Because you can't even. It's. I need to make the next picture.

He had to have Mo's surgery, which is not fun to do. Anyway, where, he had some cancer, and he on this thin area, I mean, the one of the thinnest areas on your face is your forehead.

The skin is so thin. So he had this huge gash, you know, surgery. And I thought, okay, I'm going to take it before I don't know what we're going to get here.

And he started using even before the stitches were out. Now everyone should ask their doctor, you know, how to use the products. But he started using the 3% serum, and then he used the bakuchiol.

All because when you have a wound, you need to keep it hydrated. And so this and sometimes people use the retinol. But we wanted to go a little bit gentler.

So he used the serum and then the bakuchiol all twice a day and look at six weeks and then look after three months. And now I really need I should bring him in here because it's totally I mean, you can't even see that red place now. Wow.

And so that it's incredible. His hair is also thicker. I don't know if you can. That's what I was going to say. Oh, I, I of course I notice. Yeah that's the thing I bonus.

Absolutely. So it's love it, it loves. It's a wound healer and it it really if you're, if you're going to have a procedure, you're planning any kind of procedure, you really should have your copper peptides waiting, to help, you know, minimize scarring and to just heal.

Man, I love that. I love that there's universal applications to it, too. So it's not just the skin of the face. You could put some in your hair. You can rub it on your cellulite.

It's got this. Oh, I'm absolutely on. That's wild. Absolutely absolutely. Oh my gosh. Yeah I can't listen Debbie I'm going to I'll be your Instagram promo model.

Trust me I love it. Yeah I will I'll use it daily and I'll report back for. All right. You need to you need a daily. Yeah I definitely well we'll call Debbie.

Where to find Vitale and closing remarks

Is there a place that they could find Vitali or is there any, website or Instagram account that they get Ahold of you vitaliskincare.com vitaliskincare.com.

Perfect. And we will put that in the show notes. And we'll put a little offer in there for you if you're interested in by Tali and Debbie, thank you so much for joining me today.

This is an awesome interview. Thank you for you. Have a good trip. All right. Thank you for watching. I know if people are wondering, I'm in the Omaha airport doing this podcast and usually I'm in my home studio.

So a little bit of a different background. Fun this time. Yeah, this was fun. Awesome. Thank you. Appreciate you. Yes, ma'am.