Podcast Intro and Jess Kane Introduction

If you live near a golf course, they're spraying pesticides. You're exposed to it. BodyBio's products are really designed to enhance your body's natural detoxification process.

When your cell membrane is functioning properly, all of these downstream biochemical processes work better. Has the growth of Bodybio ever been threatened?

I think in today's world. A healthy point of view podcast, we're bringing experts from all over the world to talk about health, wellness, beauty, and mindset.

We have Jess Kane. Everyone is talking about mitochondria. She'll tell you they're missing the part that actually matters. Jess Kane-Burman, co-owner of BodyBio, a third-generation family company built entirely on cellular health.

A man who has a two-year-old and he knew something was wrong and for six months he new his daughter's stool was white. Doctor after doctor told him, it's normal, It's a bile ductitio.

Chat GPT told them to keep pressing. Child has leukemia. Do you feel there's a difference between wellness providers versus functional medicine or precision medicine?

Oh, I think my grandfather truly believed in the power of lipids, in power healthy fats. We're just the stewards moving that forward. He thought you would always need to educate a doctor and then the doctor would need prescribe it.

What pisses you off the most about the biohacking industry? I thinks those people's cell membrane health is actually completely screwed up. Welcome to another episode of a Healthy Point of View podcast.

I'm your host, Sam Tahata. And as usual, we're bringing experts from all over the world to talk about health, wellness, beauty, and mindset. Today's guests, were going to go deep into talking about cellular health.

We're going be talking what's happening in the modern world of modern wellness. There's all kinds of trends. We want to bring efficacy and true science behind what we're doing to really focus on the root cause.

Today's guest, we have Jess Kane. Oh my gosh. What a celebration. Hi. Welcome. Love it. Thank you for having me. No, thank you being here. we've been talking for a while about you coming on this show.

Yeah. Happy we made it happen. Yeah, you're busy all over the place. Educating, presenting, going to all these conferences. And you obviously still have to run a business too, right?

We do. I'm fortunate that I get to be the person that's out here doing the fun things. My husband's the one who's building the whole thing. So I am fortunate to have a great team to able to him as the builder and me as one that is out there getting to do these types of podcasts and all the PR that we do, all of the education.

Yeah. Yeah, it's amazing when you have a strong team. Yes. You know, obviously it takes the right leaders to be able to do that too. It does. That's true.

Kudos to you on that. So before we start getting into all the cellular health stuff, right? Because I know your product. I personally take your project myself.

Um, I want the viewers and listeners to get to know who Jess Kane is. Sure. And I wanna go way back. Who is

Jess Kane? How did you become who you are?

I'm a New Jersey in through and through. I am not from North Jersey. From South Jersey, it's a very different place. My family grew up there and I grew.

Having a healthy lifestyle, I would say, like my parents were always really into this stuff. The person who started body by was my grandfather and he started it in 1998. It's our 28th year this year.

That's her 20th birthday coming up in a, think in about a week actually. And we always grew up like going out to the Amish to get our foods or going to organic groceries or.

really like searching for that kind of stuff. There was no sugar in my home growing up. So these types of things were instilled in me at such a young age.

I don't think anybody takes their health really seriously or takes how they grow up or any of these things or how it affects our health seriously until it starts to affect you, right?

Until it truly starts affect somebody's health.

Jess's Background and BodyBio Legacy

And so for me, whether that was mono, a diagnosis of polycystic ovarian syndrome, GI issues that I had after my father passed away there was this series of different things that happened Probably from about the age of like 18 onwards that really affected the trajectory of my life affected The trajectory my health and got me to a place that i'm in today in which I truly understand that when you find the root cause of your problems you can heal all of these things and build a much more resilient body and so That's really, I'm not an expert in marketing, not a biochemist.

I studied biochemistry but it's more how do you relate these two things and that's what I get to do today and I am so grateful that I got to it. Yeah, yeah I can relate with that because it is like You know, you get stuck in this traditional system, right, where I always tell people you have to question what we have in place, the science should always be questioned, regardless if it's good science, bad science.

You should continue to questions it. And one thing that always happens, you know, I'm not a doctor, or I am not physician. I've been in the medical field as a firefighter paramedic, but people would always question me when I say something online.

It's like, well, You're not doctor. And in my head, and I want to hear your comments on it, because you, know I know myself, right. In all reality, to take care of your health.

If I have to be a Doctor to care for my health, That's a problem. You know, like honestly, children should be able to take care of their health. So in my opinion, health should as easy as a fifth grader being able understand it.

It should be. I think the problem in today's world is, is this not, and we've been bogged down by a system that looks at symptoms, right? They're not looking at the full picture.

They are not at looking the root cause. And so when people find themselves in a health crisis, then you start taking your health into your own hands. That's how we have always led our company and the way that we educate. I don't call it marketing, I call education because I remember my husband sitting down and were looking like the personas of who BodyBio is for and he said it is literally for my wife.

I mean, my wife embodies this because I've been through so many health struggles, whether it be Lyme disease or mold toxicity or what it is. and you have to become your own advocate.

I mean, I was in a store today, hearing a story of a man who has a two-year-old and he knew something was wrong. And for six months, he, knew his daughter's stool was white.

He was like, this isn't right. Pediatrician after pediatrician, after doctor, told him, it's normal. It's a bile duct issue. Chat GPT told them to keep pressing because something is critically wrong, child has leukemia.

So we've become our own advocates out of necessity in our system, which is, it's a blessing and a curse, right? Yeah, yeah, absolutely. Jess, you didn't just inherit a health company.

You inherited a legacy. Yeah. you're talking about your grandfather just starting it 28 years ago. How has that been? Has that a gift, a burden? When you inherit a legacy, you got to keep it going.

You do. And it was by choice. So the second generation, my father's generation wasn't interested in getting involved. It skipped a generation and went to the third generation.

We really see it as a gift and we're so grateful to be able to. Be the steward that brings it forward to help more people. My grandfather truly believed.

in the power of lipids, in power healthy fats, and the fact that they could make everyone on the planet healthier. And we're just the stewards moving that forward.

We know how to do it in a way that he didn't ever understand. He thought you would always need to educate a doctor and then the doctor would need prescribe it.

he thought PC needed to be turned into a drug. My husband really felt that this is a turning point. Ten years ago was this turning in health. that was then amplified by social media, which is now being amplified AI, in which people can really take their health into their own hands, be their advocates.

And I think we're seeing a very different trajectory. So I don't think of it as a burden ever. I'm very grateful. What I am meant to be doing on this earth is to help other people.

It's just an amazing position to do that. You know, one of the things that I've told everyone, well, specifically with my company, Liquivita, is that, yes, we have these longevity clinics that we do all this functional medicine.

But in all reality, if I went back like about five, six years ago, I'd tell people that were marketing PR company first and a medical company second. And today I actually tell people that we're a software technology company first, marketing and PR second, and then clinical and medical clinic third.

It doesn't diminish the efficacy of what we do on a clinical standpoint is that without the marketing in PR, without that technology in today's world, you don't have a business, right?

So what you're doing on the market side, that's the driver. So that leads me to my next question. So when it comes to, you know, your very, number one, data-driven person.

Yes. Because I hear you talk quite a bit. I follow you on social media. Your grandfather, as you just mentioned, was very data driven as well. And when you take in a lot of this old school medical mentality of what your grandfather put together, There's a portion that is missed when you're trying to bring this to the mass market, right?

And you try to tap into this modern wellness world where things have to be a little bit more trendy, have be be little sexy. How do you merge those two together?

Because that's a very huge responsibility for someone like yourself who's heading the marketing. It is. I think we have the, because my grandfather started by educating doctors.

So it was MDs and DOs only. And then they would go back to their clinic and they educate their practitioners, their nutritionists, they're acupuncturists.

Whoever else worked in the office, the registered dietician. Then it kind of kept growing and growing. We have this

base of practitioners. And first and foremost, that is what we think about when we come out with a product, when rebrand, we change any of the language of anything.

We are a practitioner first company, so we want to think what data points they need to see first, and then it can translate to the consumer that's taking their health into their own hands.

So that's really important. I think that intersection is really, really. But I overall it's, it just, we've always led with education and you just continue to educate.

This is not a disease claim. You know, this is an FDA concern. Basic biology, phospholipids, essential fatty acids, short chain fatty, the things that we specialize the way that it ties into your cellular health and your cell membrane.

this is just high school biology. And so taking that and making it in a way, and kind of the art of not manipulating, but changing the language so that somebody can relate to it.

Cellular Health and Cell Membrane Basics

Because people don't relate cellular health, they relate brain fog. They don' relate mitochondrial dysfunction, They relate fatigue. So just learning these over the years and how you tie these things together, a lot of that anecdotal data, comes from our practitioner base.

We have tens of thousands of practitioners who then work with our sales team that feed back to me to say, hey, did you know we're seeing PCs clearing microplastics in our patients?

That's interesting. Let's do a clinical trial about that. Lets put some money behind that to see that, to publish that type of data. So that anecdotal data is leading a lot of the ways in which we market.

Yeah, yeah. You mentioned cellular health. What is cellular health for the lay person out there? I want you to break that down. I often think of it as a resilience towards today's world, right?

Cellular health is how our 32 trillion, 40 trillion in men, women differ, how they interact in our body and how all of our systems are interconnected and working together.

Cellula health. Is something that cannot be missed in todays world. Right? You do so much work on environmental toxicants and how they're affecting our health and how their triggering disease.

When we take care of our cellular health, you're just making your body more resilient. But in today's world, cellular has gotten confused for mitochondrial health.

Our mitochondria are just one organelle within our cell, but where we really focus is on the cell membrane. So it is this bubble that protects our cells.

And when we have a breakdown in this bottle, You have leaky cells, just like you have, a leeky gut, bad stuff is getting into ourselves. and that's when it's affecting and our mitochondrial DNA.

So we want to shore up our cell membrane health. Now I don't call it cell-membrane health because that's just getting too esoteric. And so my team even hates it when I use the term cellular health, because they say people can't relate to it.

You know, they relate brain health or they related to liver health They can relate cellular but I've always maintained that we're going to keep on this because this is what my grandfather created in the first place.

He saw what was happening on the blood test. He said, issues are happening at the cell membrane level. Let's go in, let's repair those cell membranes.

And then people can do other therapies or other things on top of that. But there's this foundational layer that you need to make sure your cells are healthy.

So I'm going to go deeper into that because you're talking about the self membrane and how things get into it. It's almost like a leaky gut, right? I want to talk about disease, right?

Disease formation and how it relates to what you just said about the cell membrane. Yeah. This is where I think a lot of the research that my grandfather was doing in the early 2000s was just fascinating.

A lot the doctors that he was working with were seeing When you have a leaky cell membrane, bad stuff is getting in. That bad is stuff getting into your nuclear and mitochondrial DNA, and it's altering your epigenetics.

So everyone has their Achilles heel that they have, that might be a genetic predisposition, That might a certain type of cancer, Alzheimer's, Parkinson's all sorts of things.

It might not be triggered until much later in life, but it getting triggered earlier because you this leakey cell, this stuff's getting to our cells where it shouldn't be, And it literally changing our epi genetics.

And that was his theory. It was then looked at through research. I mean, the amount of research happening on mitochondrial dysfunction, mitochondrial DNA, how these things are passed down from mothers to children is just fascinating.

As you know, it takes 17 to 20 years before the research is actually making it to the mainstream doctors. And so when you go to an intense children's hospital, they know these thing, paroxysomal diseases, these really intense, awful diseases.

These doctors know things, but your basic GP primary care, their not connecting all of these dots. And so it's just one of the precursors. But one really interesting test, it is not available anymore, but it was a really incredible test from Germany that was called the IGL test.

I was able to do it years ago when I had mold toxicity. And you could see where the mold was sitting on my nuclear and mitochondrial DNA. It was linked to a predisposition of Parkinson's, early onset Parkinson.

Well, I was able to do the IVs, the oral protocol to remove these things from my cells, and now I'm not concerned about that. But so often we just hear Parkinson's and you think just Parkinson.

I hear Parkinsons and I think when was that person exposed to mold 50 years ago? By going back to the state of the health, when you were talking about how these toxins and stuff can affect epigenetics.

So can you get a little bit more specific on what's happening with the epigeneetics? If you could break that down a bit better in layman's terms. Yeah, I think that that's also another term that kind of epi genetics is a change in your genetics, right?

What you could see through a test like the IGL was that certain toxins, so I could all sorts of levels of, let's say different types of forever chemicals, different heavy metals, um, Different molds, and different chemicals.

You could See where they were sitting in your nuclear and mitochondrial DNA and how in turn that would alter your genetic predisposition towards these things and activate things.

Right? We are born, we're not necessarily born with these things activated. Some children are, right? They know that that's because of the mother passing down that mitochondrial DNA to the child.

Unfortunately, that a burden that moms carry. People go crazy when I say that, but it's just science. And they pass that down onto our children. So I think there's this interesting intersection of research that being done by researchers like Doug Wallace and even researchers Robert Navio.

Dr. Bruce Lipton and his theories on the cell membrane and how it's the action of our cells and our bodies. All of these things kind of add up together.

And I think you're seeing some really incredible research on what is causing these diseases to start earlier and earlier. Right. It's not just your cell membranes.

Not just phospholipid therapy. So many different things. But I don't think no one can deny that these environmental toxins are affecting our world. They now know that like cancers, what, is it like five percent of cancers are genetic?

All the rest are environmental. And we can put our head in the mud if you want, and you might get sick. But it's just the reality of the world that we live in today.

So I don't say it from like, I never want to sound like a fear-mongering person. Fear is always what sells best on social media and in marketing. I really don' want go there.

It's more about empowerment and education. Yeah, and that's important. And you know, the reality is we live in a toxic world, right? It's having a direct impact on our health, on, our children's health.

Right. Um, And, you, know people are quick to say, well, live a healthier lifestyle, avoid the toxins. Okay. Well, we'll try the avoidance, but there's only so much you could truly avoid.

So, With a lot of the supplements you guys have that you have put together with BodyBio, explain to me exactly on how this is working on enhancing the detox pathways.

Really being able to help your body get rid of these toxins, right? Versus avoidance, because avoidace will only get you so far. Avoidance will only get you so far.

I like to often tell people like avoidance is only going to get so, but think about where you live. Do you love near golf course? Do live near perfectly green grasses and perfectly manicured lawns.

They're spraying pesticides. You might not feel it. Your not spraying it on your own lawn, But you're exposed to it and so body by those products are really designed to enhance your body's natural detoxification process.

This isn't pushing detox, right? This is in a binder that's going to be going in and removing something. This really a system, a synergistic system of products that work together to make your liver work better, to your gallbladder work for better bile flow, so that when neurotransmission when hormones communicate, they land on the cell membrane.

And so when your cell is functioning properly, all of these downstream biochemical processes work better. So when you take these products, it's about just making your body more resilient.

It's not about removing It's not about even enhancing, it's just about allowing our body to do what it is naturally designed to. But in today's world, we're not getting enough of these things from food.

So they, to me, are not supplements, they're essential nutrients, right? Minerals are an essential nutrient. Phospholipids are essential. We should be getting from eggs, from soy.

Unfortunately, most soy we have problems with in the today world. How many people do you know can't even eat eggs because their gallbladder is so backed up?

Butyrate, an incredibly important short chain fatty acid for gut health. We are seeing systemically low levels of butyrates because of antibiotic overuse, because pesticides and herbicides.

These things are disrupting our gut and our guts are not able to produce this important postbiotic. And so my grandfather just saw this way ahead of time.

You know, he saw us in the 1990s through the blood test that he was doing. And he said, these are the products that we need to create together in this synergistic form.

This is where it's going to go. He just was way out of his time, Right, right. I mean, this is what your body needs for it to function, as the biochemistry of your, body for you to be able to actually function properly.

So right now in the wellness industry, there's a lot of hype, right? There's lot trends that are out there. How do you maintain that the science but also still kind of participate in that hype and the trends?

Toxins, Detox Support, and Root Cause Medicine

You don't want to just be another product that comes and goes. You want have the signs behind it as well. Like how do navigate with everything that's happening in wellness industries?

We just always stay true to education being our guiding light in terms of how we market. And I often will encourage my team, because as you can imagine, the people doing our social media are much younger and they're trendier.

They'll say, hey, Jess, can you do this? And, I say how would that land? if a doctor, if an MD sees that on social media and they're like, oh, okay, yeah, we can't have Jess doing that.

So I like to put them in check. I think being that steward and understanding that legacy that you have, you're thinking about that in the back of your head, right?

And so I'm thinking that I am thinking all the money that BodyBio makes we put back into the business. How do we double down on science and credibility and our clinical trials and all of these things to support the science?

It's always feeding that education. Yeah, yeah. So, you know, the world that we live in, that allopathic world of medicine, it's a very symptom-based type of treatment.

And that symptom based type treatment always leads to this algorithmic, pharmaceutical driven world medicine that live. You were talking earlier more of root cause medicine.

So when it comes to root cause medicine, how are we playing a part with what you're doing and how you are educating the potential and consumers out there versus what everyone is getting so used to in this allopathic world that we live in?

Instead of putting a bandaid on something, it's going to why it is occurring in the first place. So the archetype of BodyBio was my grandfather. My grandfather was a constant explorer.

He was never taking no for an answer. he started Bodybio because he had chronic fatigue in the 1980s because you owned a steel factory. You had heavy metal toxicity, but he wasn't willing to just say, okay, this is my life.

I'm going to get, you know, X disease in 20 years and I am just going live miserably. He went to the ends of the earth to figure out why. And it's the why that I just encourage people to question more.

Why are you experiencing that headache? Why you are experiencing this autoimmune condition? There's a deeper root cause. And by no means am I saying by healing your cellular health and supporting your cell health, are going to heal that?

But it is a foundational part that we all need in today's world. So it just one piece of the puzzle. But just that questioning of why I think is so important And I think when you get to like the upper echelons of allopathic medicine, if you're really struggling with a very serious disease or you are looking at like oncology, they're going to the Y.

But at the most basic levels of Allopath medicine they are not. They are just putting a bandaid on it because these

doctors only have so much time to spend with you, right?

that insurance has created this monster, and it's really a shame. And I think so many of them, they want to be doing right by their patients. They want too.

they're just stuck in this structure that makes it really hard. Yeah. Is there any particular groups of individuals that you're most passionate of helping that's been helped?

Oh, you know, I think a big extent. I'm very passionate about helping moms understand their health and that they can do a detox, a cellular cleanse, the cellular detoxification that will allow them to have healthier babies.

When people are diagnosed with things, MS, rheumatoid arthritis, any type of severe autoimmune condition, lupus, you need to get advanced Lyme testing.

And I don't think people doing it enough. I think when people finally get to a rheumeatologist, often they're saying, that's a good idea, let's test you for Lyne.

But then they're doing a lab court test. And it doesn't come up with enough of the scope that you need to look at for someone who may have said Lyme for 10 years.

So Lymedisease population, very passionate about. In general, I think people who are really struggling, and I have a lot of empathy because I've been there.

I'm fortunate in that I never had SIRS or really bad reaction or incredibly bad mast cell activation syndrome. through the different conditions that I've had.

I thrived, but that's also because I have my grandfather by my side to tell me, this is what you're going to do. This is how you are going change your diet.

These are the supplements you going take. So I had that handholding and just helping people to understand, I think is really important. I see online so much victimhood, victim mentality and the belief that that disease is who you and I truly believe you can get away from that.

Yeah, yeah. Now you've been doing this for quite a few years already. Yeah. Eight years now. And being exposed from a younger age with your grandfather.

Age of five. What have you seen in those years when it comes to, because I have been started in the functional medicine space when I was 20, which was two decades ago.

Amazing. I'm a days off from the fire department. I was working with Dr. Willix. He was a former heart surgeon. You know, biohacking really didn't exist the way it does today 20 years ago.

But what have you seen with the growth, especially going to these conferences and a lot of physicians that are in the allopathic world that aren't venturing out to like, what else is there out there?

They are, yeah. It's great to see the grow. I think it's incredible. And I just think that it will continue to happen. and I'm here for it. I think it's wonderful.

Are you seeing them question a lot of the new things? I am. Look, I see it from both sides. You see the allopathic coming in. A lot nurse practitioners and people who are physician's assistants, they're trying to do better.

They want to more for their patients. So they are finding functional, integrative, precision medicine, biohacking, whatever you want, and they come in, there's a pushback.

There's always going to be a pushback from the old guard that want to see things done a certain way in a

publication of science in certain ways. And they want pick apart things.

But I think we're breaking down those walls and I that one day you will see all these things together. I don't think that's far off, but I do think you'll see it.

Do you feel there's a difference between wellness providers that are doing more of the health and wellness versus functional medicine or precision medicine?

Oh, I think you've seen an offshoot of a lot of wellness providers who I Think a lots of them are well-intentioned in doing great things I've think seen them come from a of those large functional medicine providers and have offshoots At the end of the day I still have my MD who has a huge functional clinic who's probably the leading Lyme doctor in the country I have her and then I might work with somebody else on HRT or my hormones, I might work with somebody else on nervous system work that I'm doing.

So I think there's a place for all of these things. I am fortunate, right? I can afford that. My husband and my kids come number one, but my health is so critically important to me because I cannot show up for them and for everybody else that we're helping all over the world if I don't feel good.

But I also understand that it is expensive. It is out of pocket. These things are insane, right? The fact that root cause medicine, you have to pay out-of-pocket is crazy.

So to see one day, hopefully in the future, these things join, I think is critically important. But our healthcare system is such a mess that that's, it's tough to it because preventative medicine is not covered here.

In other countries, preventive medicine covered. And it's really a shame. So that's why you're seeing the growth, I think, of people taking their health into their own hands to such an extent.

What do you think is the biggest problem with the medical system, with our current medical systems right now? Pharma lobbyists, the pharma model, health care, healthcare model.

The way that it just approaches these things. There's no prevention. It's just, OK, you have this. Now we're going to treat it. And this is how we are going And it's a bunch of band-aids.

And then let's make sure it doesn't reoccur in five years or whatever the timeline is. But let' talk more about why that 40-year-old got breast cancer in the first place, right?

There's And I'm not saying that I hold the keys to the reasons, but let's get to a place where we're utilizing that research and all the great things they're doing in precision and functional medicine to determine that reason and then help that person with an even better chance at that not occurring a few years down the road.

And you know, I've seen too many friends experience this. Heartbreaking. Yeah. What pisses you off the most about the biohacking industry? Um, I think those people's cell membrane health is actually completely screwed up.

And I've seen it through testing. So the, they will focus on the trends. They will. On the hacks and the tech. and they will not focus on their cell membrane.

And it's because it is not sexy, it not popular, It's not your mitochondria. Cell membranes are super geeky and I'm here for the geek cell membrane but I've seen it time and time again.

They do a red blood cell fatty acid analysis through us and their cells membranes are screwed. So all of these things that they are doing they're not really landing, right?

And so they might feel they, might look good, but they may not feel good. And they maybe chasing the wrong hacks. But for true longevity, they have to shore up that cell membrane.

I've seen it so often. The one biohacker who, you know, grandfather bio hacking, who really takes care of his cell membranes actually and understands the importance is Dave Asprey.

Dave knows his stuff when it comes to lipids and Healthy fats and PC takes it every day and he'll talk to people about it because he knows how important it is He's written about in his books.

He wrote about his fertility book and He really gets it. You're gonna be at a show. Yes Nice that's pretty cool. Um, so so You talk about being a mom, you're very passionate about that, right?

How has motherhood shaped your vision in what you do when it comes to health optimization? It's mother hood more than anything I've experienced. More than any illness, more then Lyme, being told I was going to be infertile because I had polycystic ovarian syndrome.

Even losing my dad and all my health issues at 18 years old. Motherhood has taught me the the correlation between your central nervous system, your own emotional regulation and your health.

When you are stressed, you're body is stressed. You are going to be unhealthy when you were stressed as a mom. The household is stress. It's it's really taught.

Me so much about emotional self-regulation and how important that is, but also how it is to pause. take time for yourself to know when you're burnt out, because you can imagine like three little kids running a business with my husband.

So there's no, there is no time that we're not talking about work, right? There's not stop to it. And recognizing the impact that that can have on your body and my health.

I mean, I've seen it, a few times over the last eight years. of like you're running too hot and I've had to just stop. So even in September of this year, I told our PR company I'm not doing any more podcasts until February.

I can't do it. Can't travel. Need to take care of myself. Just knew I was getting towards that place where I would have a complete breakdown. Yeah. After this I am done.

And I think taking that time. My kids have really taught me that because they know when I emotionally and physically not in a good place. And it affects them, right?

The other day I had this terrible headache and it's a hormonal headache. I knew it. It was happening right before my cycle.

Wellness Trends, Biohacking, and Medical System Critique

And I can pinpoint, I'm thinking in my head, is it Lyme? Is it thyroid? I was like, no, this is hormonally. But I didn't address it early on enough in the day.

I didn't take my Vitex, which is what I take to maintain my hormonal levels. And my kids, I started getting upset because my headache was so bad that I couldn't function.

Oh, my kid start crying. They feed off, right? They get scared. So I know just how important it is to take care of my health so that they see that and that can mimic that as they get older.

Now, you being so data-driven, do you wear any wearables? So I don't, I'm also like an EMF Bluetooth nut job, right? So you won't catch me with AirPods in.

I'm a turn off wifi at night type of girl. Um, I don't love wearables. I will say when my nervous system is a little out of whack and I've got a lot of travel and i'm doing a.

A lot, i've actually been loving the Apollo neuro and know it does have Bluetooth on it, but I love that device because it's really helpful with nervous.

System regulation. And so if I am feeling just like stressed, have a lock going on or before a podcast or something before big presentation, um, been wearing that and really like it.

I don't do a NeuroPod. So I do the Neuropod on my ear for Vegas, Vegas tone stimulation. I have a Chi machine, I've a vibrate, you know, one of those vibration plates, i've got an Align PEMF mat, which is the only one that's shielded from EMFs.

iIve got a Sauna Space red light next to my office, so I'm always wearing blue light blockers. so i do alot of that stuff, but I I dont want to track I don't want to wear like an aura ring.

I am very intuitive when it comes to my health. If I want check in with that intuition, I do not need another data set. Look at data sets all day. And so for me, based on how I wake up feeling in the morning, how am feeling before bed, check-in with myself.

Yearly yeah blood work is a non negotiable every year I'm doing a functional stool test and extended lab core test I am doing functional environmental toxin test.

This year, I used mosaic for those in past years I've used real time all sorts of different testing companies yeah. So, supplement wise, because you know, I know you're into a lot of the health and wellness and biohacking.

What is your non-negotiable supplement that you take that's not your supplement? Oh, okay, that is not mine? Energetics Pure Body Clear. It's a supplement for liver support and for clearing environmental toxins.

Its natural. Some herbs. I really like that supplement. That's non-negotiable every single day that I take. Any other biohacking modalities that are non negotiable that you have to have implemented?

I mean, I think the original bio hacks are free. Grounding, barefoot, and grass. Getting morning sunlight in your eyes, not I mean, I love sunglasses for fashion reasons, but you won't really catch me wearing them.

I'll wear them when I'm on the beach or if I am out fishing or skiing, like you don't want to burn your. But getting natural sunlight is so critically important.

So for me, that is like an OG biohack that my grandfather was doing in the 80s. And I think the other one for me that is so important and free is lifting.

It's cheap to buy a pair of weights that you can use. I have kettlebells, my husband and I do kettle bell workouts together. Heavy weight lifting is amazing and so incredible for our health and important.

I just go back to those basics of biohacking to me. It's not a sauna, it's a cold plunge, a hyperbaric oxygen. These things are nice to have. They are not need to haves in my opinion.

Keep it simple. Take it to the natural. I do a lot of rucking with a weighted vest. Good for you. You did? How many pounds? I think I don't remember what I ordered.

I, I didn't know what started with, but I do. My three pound ball of weights on my ankles and my arms. And then I did pretty heavy kettlebells. Um, and I remember when I order to order whichever one Gary Brekker talks about it.

Okay. Yeah. He wears his wherever he goes all the time. Does I won't be, won' be doing that. A little more into fashion. Uh, had a guy on the podcast, Phil Drew, um, where he actually like competes with the, Not really, like, compete.

Like, he just does it for veterans. He'll do a 100-mile rucking hike, you know? I'm like walking my dog. Like he starts

going into the science and talk about like how good it is to just go walk with a weighted vest.

And that's when I was like, you know what? That seems pretty easy. So I'm gonna start doing it. My wife and I started doing. She got her weighted vests.

I got mine. Obviously the women's is a little bit different. Keep it simple. Get into that zone three training. The more I start understanding the benefits, like lifting and walking with the weight of S and the things of that nature.

Especially for women for strong problems. Big time, especially as you're entering menopause and perimenopausal and I think it's so important. Yeah, absolutely.

So has the growth of body bio ever been threatened in any kind of way? Nobody's ever asked me that question. The reason why I ask this, Me having Liquivita, right?

I have my distribution side where we sell our products. We sell it into every single state. Now ours is a pharmaceutical. You know, we're regulated by a lot of the pharmaceutical stuff, FDA included.

Um, you know I, I've had a lotta different threats from different, uh, Board of Medicines, different states. Yeah. Y'know I get sued. Uh, y-you name it.

And you, as a marketer, You have a huge responsibility. I've gotten warning letters from the FTC. I dealt with all of it and I spent hundreds of thousands of dollars just defending a lot of this stuff.

That's a question that I always like to ask someone like yourself, kind of understand what you have to go through. Somebody actually said to us, a strategist said, how much runway do you think you had before a competitor comes in and tries to take you out?

And my husband always goes back to like, you're building a brand. It's not just one product, it's a brands. But the synergistic effects of these, that's about the anecdotal data of doctors using it for 30 years.

That's the trust that people put in us as stewards of the brand, looking at the quality and looking the raw material ingredients. And so I think people are going to come and go i think in today's world there's less like these massive kind of VC backed vitamin companies that are coming in because there is just not as much finance for it.

But you see what's happening now is a lot of like private equity coming into the space and buying out some of the OG companies. And then it affects their quality.

It always is going to affect their qualities. That's what PE does. And that's just not something we would ever do. So for us, it's maintaining quality and looking ahead and not thinking about what others are doing.

I mean, really, that what it is. Because they'll come out with great marketing campaigns and incredible clinical research. And they're funding this stuff, right?

Like you look at a company like Pendulum Therapeutics that came out with some new strains of bacteria and new, um, you know, acromancia, for instance, their studies are solid.

They're beautiful studies. I started with a lot of funding. Th they came up with the products in the right way, but there's, there're not a of companies doing it that way right now.

And the wellness space, I feel like it's like an influencer wants to create something because they are talking about it and it has helped their health.

So then they become, You know, the next creatine company, because it's what they're talking about. It's at the end of the day, a lot of these things are manufactured by contract manufacturers, as you know.

That's a benign entity that is not a marketing machine. And what's out there are just a bunch of marketing machines. For us, we take that very seriously because we are the manufacturing and the marketing.

So we make market and sell supplements. My husband always says. And I think that that is where the difference is for BodyBio. Right now, we have three manufacturing sites.

We're actually looking at opening a fourth. And we're really double downing on that. On the quality labs, on the third-party testing, We spend hundreds of thousands of dollars on third party testing a year.

It's incredible. We spend so much more to get the best quality raw materials that we possibly can. And we go into, I mean, you should see our R&D process.

There's a reason we can't ever come out with new supplements. The R and D process is so long for just making sure this product is effective. the amount of crap that's on the market.

That's not even effective is wild. and so I think at the end of the day, if you just stay the course in that. and maintain that, I don't even really think about what others are doing.

I'm sure someone's gonna come out with a PC one day that they say is better than this and it's better then BodyBio for X, Y, and Z reason. You'll be ready for it.

Good luck. Do you, being a marketer in this field of health and wellness medical, do you ever worry about any of these governing agencies coming after you?

It's my worst nightmare. The three letter word agency. That's what I lose sleep over is, you know, the FTC, FT, FDA violations. FDA, we do an FDA audit at random once a year.

So they come in, they check all of our stuff. They check what we're doing on social media. Check what i'm saying on a podcast. they're there to really check our manufacturing records, our quality control records.

And we've never had a citation, which is amazing. They'll come, they'll just show up at your door one day. It's wild. The FTC is the one that scares me more because in today, like we were taken off of Facebook for talking about butyrate, sodium butylate and its role in natural GLP-1 induction.

So when you have ample levels of butyrate in the gut, your GLp-one levels will increase. Some drug company got us literally removed from Metta. We were off Meta for 10 days last summer.

As a marketer, that's my worst nightmare, right? Like you're costing me hundreds of thousands of dollars. And you're losing sales because your new customers are finding out about you through Instagram, through Facebook.

And so we were removed and had to appeal. Now it's incredible to me that so many other companies are making these GLP one claims everywhere, but they caught us out.

So, you know, whether that's I've, I haven't had any FTC violations because we have a great regulatory team that checking things. We're not making disease claims, right?

I'm not out there saying X is going to cure X. That's not what we're doing. We're making structure function claims, explaining the education behind what a phospholipid is and what it does.

So brain fog is not a disease claim. Fatigue is a not disease a claim and so we can talk about these things and we talk how they tie into other diseases but we are not actually claiming we making any disease claims.

That is where we have to be so careful as a marketer. And you have be very creative as market as to how you put that message out there. Oh yeah. You know, everyone has a different definition of success.

How has your definition success evolved throughout the years doing what you're doing? That's a great question. For me, success is in seeing the products change people's lives and that grow.

Right, so I don't look at success of a certain financial target or certain goal of the company. It's how many lives are we impacting? And the greatest things to me is when I get a DM from somebody who's saying, you know, this helps with X, Y, and Z, or I feel so incredible, I'm feeling so great, Or I am getting out of bed now and I couldn't get out from Lyme.

That is success, right? That to be is empowerment. I think empowerment in our own health is really where success lies for me. that that's one of the most rewarding things about doing what we do.

You know, it's, um, that, what allows us to stay up all night working and busing our butts and stuff, right? Yeah. What is, for people that have been listening to us talk about health and wellness, St.

Louis health, and everything else in your, your professional opinion, What Is The First Fundamental Step Of Someone Truly Taking Care Of The St Louis Health?

I think the first fundamental step is in defining what is a healthy fat, right? And what healthy fats does our body need? I thing for a very long time we've been under this low fat nonsense.

Obviously we're coming out of the low-fat craze of 90s and the early 2000s, but it still persists, people are still searching for milk alternatives and they're drinking oat milk and crazy things.

Motherhood, Personal Health, and Daily Biohacks

And when you truly understand that healthy fats are bioactive lipids that are feeding our cells, which is not an avocado and it's not olive oil, right?

Our cells are not made of olive. Our. Cells are. Not made. Of fish oil. Are cells. Made of phospholipids and essential fatty acids. And for me, that's that foundational piece.

and those are the two products that my grandfather felt everybody on the planet can benefit from. That's phospho lipid and. Essential fatty. Acids. Those are healthy.

Fats. I've distilled it down to the term healthy fat, because people can understand it more than when I say a bioactive lipid. But these are these living, breathing, moving, polyunsaturated fats are a part of it.

So good seed oils, not bad seed oil. These are the fats that our cells need, and we're not getting enough of our food. That is the most critical foundational step, I think, to reinstating cellular health.

Love that, love that. So Jess, right now there's a big movement that's happening. It's called the Maha Movement, Make America Healthy Again. When it comes to body bio, how does it align with the maha movement?

I've been really cautious about aligning with anything that can be political, because health should not be politically, in my opinion, ever. And root cause medicine and taking your health into your own hands, everyone should be on the same playing field when it come to that And so I never want to say, like, I believe in this or I don't believe that.

I think what Maha is doing is wonderful because it is getting to the root cause of so many different things. And it's bringing to light things like pesticides and how they are affecting our health.

And so I think it's really great. I'm just really careful and cautious because I never want to offend a customer in any way. And I thinking in today's world, people get offended so easily and I just don't want align with anything on one side or the other.

For me personally, I thing Maha is doing great things. And, you know, obviously with what you guys are doing, in

the Maha movement, there's a lot of talk about toxins, right?

And in my opinion, when we're talking about removing toxic chemicals out of the food and everything else, this component here of your supplements and what helps removing it out of our body.

It's critical. So this is definitely something that people have to focus on and be aligned with as well. When it comes to legacy beyond the business, what is it that you and your husband hope to leave your children when it come to the legacy?

Oh, just raise good humans, right? Raise empathetic, good, humans that want to help be a part of changing the world for a better way. I think that that's something really important to both of us.

Our kids are a. Part of so many things that we do. They see us in our daily habits. I always tell them like when I'm going on a trip, I won't say like I am going away for work.

It's I going a way to help people. This is how we are helping people, this is what we're doing to people and I think that they feel that and they're a part of that.

So if that's something we can leave for our children, i feel very blessed to be able to do that So are your kids big into health and wellness? They are.

Yeah, they take their we call it brain medi in our house. They take there their PC every day. If they get a leg cramp and they're out playing lacrosse and know exactly why they'll go and reach for their electrolyte, They know why.

Right. There are already looking for the root cause of things. And it's great to see. Do they ever call out on anybody if they see any of the other adults or something doing the wrong thing?

Typically. Yep. But I'm also I like to balance it. I am not the mom that's going to say, no, you can't eat that cupcake because it has red dye. indulge in a cupcake once in awhile if it's outside of my house.

Yeah, here's some PC when we get home. Halloween, I'm like, they get at home, like balance oil and PC. They already reach for it. I mean, eight and six years old to go reaching for.

But I think it is about balance. them understanding that balance and not being too restrictive with our children. But my kids are really funny. We were in California recently and my son was in the hot tub and he looked at this woman and she was complaining about brain fog and this is eight years old.

He goes, have you ever tried body biopc? And she's like, no, what's that? He starts telling her about what it is and how it will affect her brain health.

She goes, can you please go find your parents for me? She comes over and she said to me, your son is a wonderful salesperson. He told me all about what phospholipids were and how important they are for my brain fog that I'm experiencing.

But also my husband's a chiropractor and he'd love to learn more about your products. It was very awesome. So it was like the perfect sales pitch. They're already, they're very, very in tune with what's going on in the house.

Amazing. So you know what? We're going to have a little fun here. So one of my favorite podcasters, Steven Burlett, with the diary of a CEO came out with these conversation cards.

I'm going have you grab that. Just take that sleeve off and then pick two cards randomly. And what you're gonna do is you get to read it and answer. Am I reading the OK, so that part?

Yeah. All right. We got these two. All right. Oh, what scares you most today? Gary Vee asked that question. Well, it scares me most. So I'm so a person that lives in the moment.

I don't worry about the future or everything that I've been through in my health. In my life, I lost my father very dramatically at 18. Like I am so live in a moment, and I do not think about that past.

And I think that about future. I guess like, I don't even know how to answer that to be honest with you. I'm not like a person that worries. Isn't that weird?

What scares you most right now? For me, what would scare me the most is death. But my reason is a little bit different. I don't think about it as much anymore, but for years when I did this, all I saw was death, so it wasn't until I retired from the fire department, and then it was probably, I've been retired since 2019, seven years.

It was a good about four years until didn't I think of death so much. Um, so that, that was probably the thing that would bother, like scare me the most.

And it's still kind of there, you know, it kind sits with the PTSD from it. It'd be you'd get these 911 calls. You know you respond to it and it'll be the.

Most random thing. Like I would see people die the Yeah. Tragic, you know, family members next to them and even like the old people, like, so some old person that lived by themselves for for many years and just died in the kitchen in.

The morning while grabbing their coffee. And it's just like one of those things that just you saw so much of it. So it became one. Of those. Things were just.

Like, I would even think about just my dog dying or, You know. One of my family. Yes. You. Know, So that I. Would say that's what would scare me the most today.

Besides that, nothing really scares me. Because I'm just ready for the challenge of whatever it is. I always expect everything to go wrong. That's just life.

You can't get upset, you just gotta figure it out. I think in reflecting on that based on your answer, the PTSD that I probably have from my dad dying is losing somebody so close.

The way I look at it is I'm afraid of my death for how it will impact my children because of dad's death affecting me so much. So even the amount of travel that I do and things like that, I'm really cautious about even how I got here.

Typically I'll have a driver in these cities that like I trust I am not using random Ubers often, things that. I just cautious how much my life is worth to those three little children and my husband.

All right, next question.

Audience Questions, Reflections, and Closing Advice

Tell me something you have never told anyone before. Oh Lord. That's a deep one. Oh man, something I've never told, let me think about stuff I told my therapist that I only shared with her.

I think that there's a, and I'll say this, because I talked about being grateful for being in this position, there is a toll that it takes on your own personal health too.

And that's that a concern of mine, right? Somebody once said to me recently, you're too available to people. Um, and it's true. I give a lot of myself to other people.

A lot to myself, to my family. Give a of my self to everybody that we're helping. And, um, I need to make sure I'm prioritizing myself more and I don't, that's not something that I say out loud.

Yeah, yeah. Um. Recently have started saying that out. Loud. Yes. Uh, do you feel the same? You know, it. But at

the same time, it's like, I know I'm living my God-given purpose.

Which requires me to have this certain sacrifice, which sometimes my health is that me being with my family, not being my with family is part of the sacrifice as well.

But my parents tell me all the time that they wish they would see me more often. They live locally here. And those are things that you can't do everything.

So, but even with my own health, like I'm so focused on taking care of so many other people that my health sometimes goes in reverse. But the cool thing is that I can dial back in.

You know how to dial it in, yeah. And that's really powerful too. Same, I am the same. That happened to me, a very close friend of mine passed away in August and it just affected my thyroid.

I knew how it affected me health. It's still kind of an ongoing thing, but I know what I need to do to get out of it. And I'm starting that work next week.

I am going to a nervous system, an amazing clinic in Sarasota called a warehouse. So I will do some nervous systems work there and I just know I have to go back and dial it in.

Nice. Actually, Dr. Davis, our chief medical officer, my business partner, he's in Sarasota. Yeah. Awesome. Jess, as we wrap up here, if there's any listener, viewer of the podcast that really resonates with today's message on the stuff that we talked about, what is that last thing we can lead them off with?

Oh, I mean, we've talked so much about the importance of cellular health. I think that just don't skip that foundation. It's really, really critical. And I've seen it day in and day out.

All the time with the way that it changes people's health, don' fall for the trends. Some of the trend can be great. They're short term wins. But if you really want the long term fix, you have to make sure that you're taking care of your cells in the right way.

Amazing. If people want to find you, where can they find Bodybio.com, all our handles are BodyBio, my personal handle is at Jess Kane, and I say that I'm too available, I answer every DM and all these things, then I probably should not be, but I really love helping people.

Amazing. Jess, it was a pleasure having you on A Healthy Point of View. Thank you for having me. Guys, you heard Jess. The basic fundamentals. You have to look at these fundamentals to take care and take control of your health.

Guys, make sure that you take this podcast, share it with friends and family, someone that will resonate well with today's message, where they can take that step in taking care of their health.

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