Introduction and guest background

Welcome back to the conversation. We're talking about mitochondria today and how to get more energy. And today I have one of my dear friends here talking to us about toxins in skin.

Brian Vaszily, it's so wonderful to have you back to the conversation. You were with us last time. Welcome. Yeah, I love what you're doing. Of course, we're we're friends.

And that's helpful, too, but excited to be here and share some really important information, to be honest. So every weekend. Yeah, so glad to. And let's introduce you to our audience.

Who doesn't know you yet? I don't know how people won't know you because you're everywhere. But let's let's tell people all about you. Brian, you are one of today's most respected natural health leaders, researchers and advocates.

And for over 20 years, you've helped guide literally millions of people to something very important research based natural health solutions, not just natural health solutions, research based ones, which I think is really important.

I come from a heavy science background myself and research is important. So you are the founder of the Art of Anti-Aging Bcom and you've also created and hosted multiple online health and longevity summits, just like the one our viewers are listening to right now.

And you're also the founder of Purity Woods dot com, which happens to be my favorite line of certified or certified organic skin care products. I use it twice a day.

So today we're going to dig deep into just this very topic, you know, toxins in cosmetics and personal care products. They're some of the worst offenders when it comes to toxins and people.

We're going to talk about the common chemicals to be aware of on labels because there's thousands that you don't want to put in your body. And we're going to talk a little bit about greenwashing, too, because that's a whole thing, this this whole concept of people marketing themselves as clean and organic, but they're not the marketing.

You know, the marketing situation is very tricky and misleading. So let's jump into this, because for over 20 years, like I said, you've been this leading natural health advocate and you've built a lot of organizations that many of us have probably heard of, and many of our viewers probably follow a lot of health practitioners that you helped build in this, you know, integrative and functional medicine space.

And so you also have this art of anti-aging, which is a really trusted company. And I want to know how you ended up becoming this voice in helping shift this mindset and conversation.

How did you get to be where you are right now? Yeah, well, first of all, I'm glowing not from purity which products, but from all your kind words and from purity was products.

But really that that was a kind introduction. I really appreciate that. And that is a big question that you just asked me. And in the interest of time, I'm going to give you the short version, the answer you know, so I'm right now I'm 53 and you can kind of cut my life halfway down the middle.

And the first half was what we call really quite rough. And at a very young age, it was rough. I grew up in a in a in a rough Chicago neighborhood, lost friends to gangs, you know, was routinely they were trying to recruit me and many other things.

You know, it was it was hard on the outside and up until the age of my age of nine, it was not so bad inside the home. But then my father turned severely, severely alcoholic, severely abusive to to me and my sister and my mother.

And, you know, that endured for years. And what I the short version I like to state is that as I as I grew to his credit, he did kick the bottle, but he was still a very angry man.

He did not do what I recommend everyone do, which is deal with your trauma. That's that's what. Hold on, hold on. Let's just say really quick. I mean, this is critical.

I'm so glad you said that, because in my years of practice, the people that I have a hard time getting well with every, you know, tricky functional medicine and biohacking thing I know how to do, if you don't deal with the severe traumas in your lifetime, it will often hold you back from achieving that health.

So I just want to pinpoint that because what you just said is profound.

Brian's origin story and anti-aging mission

And so you're watching right now and you've tried everything and you've worked with, you know, five, ten practitioners. You've taken every supplement, you've done every protocol out there, and you're still not better.

I implore you to dig in on your traumas and stressors throughout your life time. Okay. So I'm going to get off my soapbox and give it back to you. Yeah, well, no, it's an important soapbox, to be honest, because, listen, you know, there's something we all have to be grateful for is that we actually live in a time right now where we have infinitely amazing knowledge compared to ten years ago, 20 years, 50 years ago, about what we can do, steps we can take ourselves.

I'm not talking drugs. I'm not talking surgeries. I'm sort of things we can do. It's the light is shining so bright. And the proof you talked about research based is there and regarding trauma.

He lived in a time, yeah, even when I was young, where it was unacceptable or not widely accepted to do something about all of the heavy duty weight your parents, if you went to a counselor, if you went to anything, you know a lot of people, are you crazy is what's wrong with you.

So they didn't do it and he carried some immense weight. He lost a child who was hit by a car from a previous marriage. His he was a spy for the U. S. and World War Two fell in love with a woman turned out to be a Russian spy.

They were going to get married one day. She was disappeared. Never heard from her again. He was abused as a child by an aunt in Hungary. I can go on and on.

I mean, he his first wife, he lost me because they got in an argument. She stepped out of the car angry. He watched as a truck hit her. So unbelievable.

That is. That is like a movie. Yeah, it's more like unbelievable movie. But the point is, you know, he didn't deal with all of this effectively now that some serious trauma today, we are all in a gifted position of having so many different opportunities and ways.

One will click with you. Everyone listening to Will, they might not all click, but you will find a way to deal with that. But to your point, trauma is the worst toxin of all, you know, and to deal effectively with that.

So back to my story briefly. You know, it was rough and then he spent six year or six, ten years dying basically of some horrible diseases and six months of his life.

The last six straight in the hospital where I actually witnessed firsthand what I can only call the incredible ineptness

of the medical system at that point, which still persists in some parts today.

They're great at acute medicine, but there still is a long way to go in terms of other aspects of health care in our health care system saw firsthand.

But I struggled. I was a very young father myself early on, dirt poor. When I say dirt poor, you know, we look my wife at the time and I and our baby at one point lived in a studio apartment where I couldn't afford a bed.

I had a mattress on the floor and I was visited by mice at night. So the struggles were real and they were very hard. And there was a lot of anxiety, a lot of depression.

Longest story short is that one of the only reasons I'm sitting here today, not just alive but thriving, is powerful. Women have women literally saved my life, starting with a wonderful mother who is an angel.

And how she endured certain things is beyond me, sister. Certain teachers that were just much more than just typical teachers in my life, they were profoundly important.

And others, they were all women. So, you know, I entered, you know, out of that, by the way, you know, my wife at the time and I still persisted. And we went to school full time while working full time while being, you know, poor.

But we made it through my very first real job was in a in the pharmaceutical industry. So I saw a lot of things I never wanted to see from the inside.

And the belief about the pharma industry. I'm going to say this to people. There's good people in those industries, but the idea is real. It's not untrue that that medical system is messed up.

Okay. Terms it's really messed up. I saw it from the top on down and I'm like, I got to get out of this. So really long story short, they saved my life.

I endured the natural health and wellness world. Now, two and a half decades ago, I worked with, as you were kind enough to say, and helped so many, you know, renowned doctors who are integrative health doctors and researchers and organizations.

And then about six years ago now, I was at a crossroads where I could have done a lot of things. So this is what I saw. I saw that the oppressive and that's really what it is.

A message out there about getting older was impacting impacting negatively even these powerful women that had saved my life. And and and the message is that getting older, hitting 40 equals being over the hill and doomed to suffering due to disease.

It's all downhill from here. I'm like, you know what? Not only is that nonsense, but I'm watching as this is severely impacting men and women, but especially women.

And I'm like, you know, in honor of all these women who were there for me, I have to put this message out there to the world that the opposite is true.

These ought to be, in every respect, the best years of your life. And it does not mean suffering, disease, lack of mobility, any of the above, losing your mind.

Those are all not part of getting older. And the mindset itself is also a poison. If you believe getting older equals those things, well, of course you're going to live those things, but it's not true.

So that's kind of the origin story of the art of anti-aging. Yeah, I love this and all these things you're talking about, you know, getting dementia, you know, having no energy looking and feeling rundown in my mind.

That's all negotiable. That is not set in stone. That is not something that has to be for people. And it really comes down to cellular health. You know, there's the mindset piece and there's the clearing your traumas and lowering stress in your life.

And yes, that is very important. And there's also this piece of cellular health and mitochondrial health and what you put in and on your body is so impactful to whether or not you will develop long term chronic diseases.

And we live in an era where there is so many toxins coming at us in our air, in our water, in our food, in all of our household daily products and our personal hygiene products.

It's a lot to keep track of. And so in this talk, what I really want to focus on is the what we put on our skin. This is one of the most common questions that I get because people in my community want to know, Laura, what are you doing?

Because I'm 50 and I don't look 50. So, yes, I've got some good genetics. Clearly that's part of it. But I also have a have made a very conscious effort to reduce the amount of toxins coming into my body so that I can protect this body.

And so so let's let's take a look at this. The cosmetic industry in the United States in particular is a bit of a let me just say it. It's a bit of a shit show compared to another.

I'm just going to say it. Well said. You you know, I was interviewing Terri Walls and she dropped a few, you know, bombs. And I said, you know, we're going to go there in this summit.

We're just going to be really real and talk about talk about how it is. So we have a problem here in the United States. I mean, in Europe, you know, they've banned over 1300 chemicals from personal care products.

But in the U. S., only 11 have been banned. Am I right on that? That's still the. Yeah, I mean, that's really about 1600 products banned in the European Union and about 40 some other 47 total countries.

And yes, indeed, just 13 ingredients banned here in the U. S.. Okay. So so what gives what's the deal here in the United States? Why are we not protecting people from chemicals?

So what's happening here? Yeah, what a great question. You know, part of it is that the industries, the powers that be know that people are not yet aware of how toxic things we put on our skin can be for us.

And so they can get away with it, frankly. So, you know, and I'll go a bit deeper in this, but it's important to remember. So as you mentioned, I mean, you know, I always you know, the simplest way to put this to people is like, you know, health is what you allow inside of you and what you strive to keep out.

You know, simple as that toxins. We talked a little bit about toxins of the mind and then what are the ways into your body physically?

Why skin products matter for cellular health

You know, well, by and large, there's three you know, what you put in your mouth, what you allow in to your lungs through breathing and then what, you know, your skin.

And people don't remember that. A lot of people don't think about that. We've been trained to think of skin as something to experiment on and play with, which is really odd when you step back because it's the largest organ of your body and it is an organ, it's the front line and arguably the most important line of your immune system.

It has its own microbiome on it, by the way, and as people understand microbiome inside the body, it's not very hard to understand the importance of the microbiome outside those all those bacteria, those good bacteria are there for you and they're doing something positive for you.

The point is this is that I would say to people, listen, if you if you could expose your organs, your lungs, your brain, your heart, your kidneys, would you take anything and just say, I wonder what this is going to do?

They told me it's going to do some pretty good. Okay, I'll try to dab this on my kidneys and I'll dab this on my brain. Of course you wouldn't. So the industry knows that people don't think about skin as part of their body almost.

Oh, it's my clothes. It's not clothing, it's an organ. And in fact, it's incredibly important to pay attention to what you're putting on your skin, because especially when it comes to cosmetics and personal care products, a majority of those ingredients are going inside you.

You're eating them. In other words, they're penetrating into your skin to various levels. They are certainly impacting your mitochondria and your cells throughout your body.

Undoubtedly, it depends on the ingredients, but some go to the dermis level, some are that go all the way down to your bloodstream where they're shot around your body and they store over time all these, you know, toxic and potentially toxic ingredients in your organs and have in immensely negative impact on your health.

So how did how did how did the organizations get away with it? Well, 1938 United States FDA, that is the last time any substantial legislation was passed regarding cosmetics, personal care industry.

And the legislation basically said you're on your own self, regulate. You guys got this, do what you got to do. We trust you. Well, not necessarily such a good, they say today.

And, you know, we could say various things about regulation in general, but no, this it is the most unregulated industry out there. Skin care, cosmetics, personal care, products like deodorants, etc..

And you can literally today, any one of you put anything you want inside of a product that's a cosmetic or a personal care product, and go and stick it on a shelf and try to sell it.

You don't have to you don't have to abide by anything. Now, of course, you don't want to put anything in those products that are immediately going to hurt people. Why?

Because it's easy to trace to your product now. So there's only like 14 things that are banned. Right. And you're not going to stick something in there that's caustic, like, you know, hydrochloric acid.

It's going to burn or something because you're like, I can then I know it was you and your product and I can easily go after you. But but you're in the business of profit.

Mm. As these organizations are. So what they do is what is in those, those products. There are again the average woman again uses 12 products a day that contain an average of 168 different chemicals.

Many of those synthetic chemicals, those toxic or potentially toxic chemicals, are not there to help you. They're there to help the organization selling them, meaning short, like fast food, kind of short term positive effects or stabilization on a shelf, you know, longer shelf life or mix ability, anything, any pointers they can cut with these synthetic chemicals cost a lot less than real organic ingredients.

Well. And Brian, I want to say here we are advertised to so heavily. So I'm just thinking of my own Instagram feed right now. Right. And when I'm in Instagram and I'm and I want to go there and I want to see my friends and I want to see my family and I want to see, you know, cute dog stuff.

And I want to see like, like but stuff to just have a brain break. And what I am accosted with is cosmetic commercials. So I can't tell you how how many ads in my Instagram are for eyebrow products.

I must have watched an eyebrow ad at some point, because that's all I see now. And I'm looking at these these products that are, you know, lashes and brows and what else do I see?

Nail polish. I mean, super toxic, right? I and we are marketed to like this is the next best thing. And if you don't look this way, if you don't have this level of beauty, there's something wrong with you, right?

It's ridiculous, really. I mean, indeed. Listen, regarding beauty, there's nothing, you know, and people are on the fence, some about the word anti-aging.

We'll start there quickly. So what I was including in our organization names, in part it means against this idea that aging equals doom. Aging, it doesn't.

And then when scientists and, you know, doctors talk about anti-aging, that's more clinical. And there's a great aspect to that as well. But you can do a lot about these things.

I will say this if if folks are trying to if you're 50, you look amazing, by the way. But if someone is 50 and they're trying to look like they're 20, there is something a little off about that.

Yeah, but here's here's the reality. Unfortunately or fortunately, depending on how you look at this, most people today ought to look a lot younger than they look. Why?

Why? Because of the same suspects that cause our health to decline in other ways inside of our bodies, poor diets, toxins, as we're talking about here, etc., etc..

So the good news in all that skin is incredibly receptive. It's probably the organ that responds the fastest to positive change. So it's not about trying to look younger, even though that's a phrase we all use, but it's really about trying to look as young as you ought to look.

And the beautiful thing is when you you know, we're just talking cosmetics now in appearance, when you start getting rid, ironically, of some of these ingredients that have way worse effects than just how you look, all of these synthetic chemicals, and you start just truly using natural products, not greenwash natural product, but real natural products.

The beautiful thing is your skin response positively, often, very quickly to that picture, in a way more important than that is I want to stress this.

All of these chemicals you are eating by putting them on your skin, and there again, there are more than 1300 that have been banned elsewhere. There are thousands of them.

There are 80,000 chemicals allowed in this country. And and these cosmetic personal care products companies have free rein on so many of those and many are used in products.

And a lot of them, by the way, you can go there, are hidden inside of products as well. Worse than just all looking skin is the fact that these do impact your mitochondria.

Your speakers have and will covered the impact of that. Well, you know if you have issues like why am I sometimes dizzy, why do I lose my breath? Why do I have these weird rashes on my skin?

Why do I feel so moody? Digestive issues, fatigue, brain fog. I can go on and on. Sinus issues and you don't know.

Spotting harmful ingredients and greenwashing

It may well be because of the cosmetics and personal care products you are feeding your body or goodness. Can you talk about I want to make sure people walk away with some really tangible, helpful things here.

So can you talk about some of the ingredients to look for and can you also talk about greenwashing? What does that mean? Yeah, well, offers talk about a few ingredients anyway, but that I'll give the bigger picture better approach because again, if you know that 1300 chemicals have been banned elsewhere and that literally

thousands more are on the docket to be examined in these other countries that are taking more effective action than us here with 13.

If you know that, the real question is how am I going to possibly look on a label for thousands of chemicals or hundreds of chemicals? That's not the best way.

That said, there are a few times where you know or a few instances where I still can spot something I will look at and put back. If a first and foremost, just by looking on the label.

A couple of things. If it has any ingredients with aluminum these days, I've become far more acquainted with the fact that we really don't want to be putting a lot of aluminum in our bodies and a lot of cosmetics and personal care products and other products.

And as well, packaging does have it. It's directly tied to, you know, mitochondrial damage and really, I suppose I should say, to be medically correct, potentially tied tightly to Alzheimer's.

But in you, it is a key cause of Alzheimer's. Oh, yes. And, you know, I test I do toxin testing on my clients and we test for heavy metals. And aluminum is one of them.

And this is something we frequently see and absolutely linked with neurodegenerative chronic disease. So the end stage, mitochondrial disease are things like Alzheimer's.

And so this is something really critical to look for in your skin products. So thank you for bringing that up. Right. Another one when you get this is a telltale sign for me that put the product back is fragrance.

Oh, let's talk about fragrance. Yeah. When I see that, that word on any, any product, you know, certainly by the way, it's a key component of most of these fancy perfumes that set you back 80, $150 as well.

And it's certainly in many, many, many cosmetics and personal care products. Well, the problem with fragrance is that they don't have to tell you what that really means.

Okay. That's the first problem. And they don't have to tell you what it means because it's a trade secret, how they get that fancy. Wonderful. That's me being sarcastic.

Speak nice smell. All right. And we have been programed. We need to program this, but we've been programed to equate these, you know, musky or citrusy, fake citrusy, fake berry, fake whatever.

Scents with. Oh, effective Mr. Musk really mean it's working. Those are synthetic ingredients creating that effect. If you see fragrance or scent or perfume, if they're trying to be fancy on a label.

And the problem is, is that, again, that can be and often is dozens to even in some cases, hundreds of ingredients that they find in there. And the EWG, Environmental Working Group and others have dug in and done research on this and shown that hiding in that phrase is often a lot of known or potential carcinogens, endocrine or hormone disruptors, hard allergens and other things you don't want to be feeding your body.

So when I see that on the label, I'm like, All right, you're not even telling me what's in here. And I just guessing, especially if I see other ingredients of concern.

I don't want to be feeding that to my body. I put it right back in. So that's another telltale sign. Now where I can go, you know, deep in all kinds of ingredients.

But let me pull back here and say it's awfully hard to try to examine and know. Like I said, hundreds of thousands of ingredients to avoid. Fortunately, as I mentioned at the start, we live in a pretty good time and there is a very fast growing number of good organizations out there in the world who are doing hard work.

And I could tell you, because that purity woods, it's hard work, but coming up with cosmetics, personal care products that are USDA certified organic and I would advocate for anybody it doesn't have to be organization but patronize those.

Give them your support through your dollars because there's a lot of good deodorants out there now. There's a lot of makeup products you can search the Internet for USDA or certified organic makeups.

They don't have to be hours. Hours, I think are great. You know, our cosmetics, the anti-aging creams and so forth and on and on. But but the point is, is that there are independent certifications.

That, to me is still the the gold standard here in the U. S. There are some state certifications that are pretty strong. If you live elsewhere in the world, there's eco cert, which is in Europe and some other countries not quite as strict as USDA, but it's way better way better than than nothing, because when it's used to be certified organic, here's here's the lowdown.

That means it's at least 95% truly toxin free ingredients. And it must be farmed. The ingredients must be farmed organically. An important point, meaning no pesticides, herbicides.

What about the other 5%? There's a very short list of allowed ingredients, and often it's because they cannot be certified organic, because they may be minerals, which, of course were never living or living eons ago.

They can't they can't be certified organic because the zinc or whatever might be in there. Right. So I would say that is your golden ticket. Just look for certified organic products.

The closer it is to your skin, the more important it is to make the switch on that product first. So, Brian, what you're saying is there's a difference on a label from USDA certified organic versus just organic.

There is a night and day difference because, okay. This is really important. People don't realize this. Yeah, yeah. It's you're looking for an independent.

So a purity, which is what we have to do is all of these ingredients, they are strict and they want to see even the ones we include. You raise them organically, no pesticides, herbicides in the soil, the ones you include, they're they're real.

They're not synthetic. They're not potentially toxic. You know, it's a hard process, but it's doable. We're doing it. Yes. There's a difference. Because, again, let me jump back to the statement.

The most unregulated industry out there, cosmetics, personal care products, including and what they can say now, you can't entirely lie, but they come close enough.

What I mean is this what they are doing today is greenwashing people. What that means is they are using phrases like family free, paraben, free, organic, natural, all natural, wild, crafted, on and on.

We can go all these. Wow, that sounds good. Of course they can say that it might be paraben free. They can't lie, but then turn it around and it contains 16 ingredients you do not want to be feeding your body aside from the paragons that aren't in it.

It might say organic in a big word. And then read the fine print closely contains organic. You know, whatever lemon oil. So what you turn it around and you see yeah, it's got one organic ingredient and it's got 16 synthetic ingredients that I don't want in my body.

They are greenwashing people, which basically is another word for bamboozling people, which is another word for they're tricking you, they're lying to you, they're yanking your chain.

Don't pay attention to whatever company is marketing to. You look for that independent certification. It's so key.

USDA organic. This is key. So you so viewers, you can go to my website, Laura French TerraCom, go to Trusted Partners.

You'll find a link to Purity Woods, which is Brian's company.

Certified organic standards and practical buying tips

This is what I put on my skin every day. Once I learned about your company and transition to that, I have never looked back because I know I'm safe. When I put this on my skin, it's a no brainer for me.

It's easy and safe. The stuff works, it's clean and my skin looks amazing. So. So I love it. And this is the big question I always get. Laura, what do you use?

Which is why I wanted to bring you on here because so it's so important from a cellular health, mitochondrial energy function and brain function and and, you know, eliminating and reversing chronic health conditions.

It's important what you're putting on your body. So what I'm hearing you say is that this advertising on the label, we're paraben free, phthalate free, fragrance free.

That doesn't necessarily mean that it's free of all the other crap. Exactly. I mean, that's exactly the point. And unless it is some certified the best, again, that that I know of is certified organic.

There are the strictest there are certain states that have, you know, strong standards as well. You know, I could spend an hour here getting into all kinds of different, you know, lower level certifications.

But do your homework on that that is worth it. You know, you don't even have to believe me. Go look up what USDA certified organic means. And isn't this interesting, by the way, this just might be something that our government has done right.

What I mean is USDA certified organic was originally and still is applied to foods that you put in your mouth. And it's a very good system as well to go find USDA certified organic foods that you put in your mouth.

Isn't it interesting that they extended it out to cosmetics and personal care? In other words, they are acknowledging this stuff that you're putting on your skin and in your hair is food as well because they don't apply it, obviously, to to, you know, furniture or anything else like that out there.

Although I think that would be important with the amount of toxins that are coming. My God. Yeah. I wish I wish there were standards. There are other standards for things like bedding.

It's not, you know, mattresses. Oh, my gosh. Like, yeah, yeah. And there, too, there are other I'm telling you, it's it's the best thing we've got is to go and understand the certifications when we're talking about clothing, bedding, furniture, you know, if you know fabrics on certain things, there are great organizations trying hard to to put standards in place.

Is it perfect? Probably not. But it's way better than the alternatives out there right now. It's worth knowing those USDA certified is, you know, cosmetics personal care and food.

Yeah. So as we wrap up here, I think the message I would like our audience to hear is that you are your own best advocate. You must dig in and not necessarily trust the advertising that you see on face value, on body products, cleaning products, food products.

You really must educate yourself and advocate for yourself just like you would, you know, for your kids. You don't send them out there and say, figure this out.

You know, you advocate for them. You got to do that for yourself as well because there is a lot of trickery. But

remember that companies are in the business of making money.

So that's my final words on this. What are your final words, Brian? What would you like to share with our audience as we wrap up? I would just, again, really like to stress, if you take nothing else away from this, remember that, you know, when you are pushing your grocery cart down the shampoo aisle, the cosmetics side of the personal care aisle, the makeup, while you really are pushing it down a food aisle again, there are there are different ways the toxins enter our body.

We have more consciousness, thank goodness, at this stage about being careful with the foods we put in our mouth. We're thinking about what we're breathing in.

But just as important is what you're feeding your body through your skin. So never forget that. And if you are a health conscious eater in terms of what you're putting in your mouth, you need to be just as health conscious about the food you are putting into your body via your skin and the things on your hair.

And one little tip, I understand affordability is an issue. And how do you you know, the beautiful thing about this, by the way, is compared to other steps you have to take that can improve your health, it's not that difficult, especially now on that wonderful time we live in where there are a surge of truly USDA certified organic products out there.

It's not that hard to make big changes here, but I say that and I recognize that people have some many of us. Right. Tight budgets, if that's the case, a little litmus test I use is how close is that and how long is that stuff sitting on your body?

Start there. In other words, it's important to change it all. But if you can't afford to change a shampoo or you have a choice between a shampoo and a cream or something that sits on your face all day or all night start to cream because you are literally putting that on your body and it's sitting there.

The intent is for it to sit there and get penetrated, at least to rinse the shampoo out that doesn't have some residues not left behind. My point is, think about it in those terms.

This is food and it's especially important the older, huge one change that bleeds because that's in one of the most sensitive areas of the body skin areas of the body.

Anything in our private area is very important to think three times about using something very clean there. Including feminine hygiene products, women.

Going inside when it comes to its mission, critical, you know, for your health, your longevity, your mood, your, you know, maintaining your brain late in the life.

This is so key. And I thank you for letting me share that with people. I'm so thrilled to have you back, Brian. And to our audience, make sure you check out Brian at the art of anti-aging dot com.

Brian, thank you so much for being a part of this movement. We are definitely committed to helping people live healthy, long lives, and it starts with cellular health and you cannot ignore this piece of what you're putting on your skin.

So thank you so much. The good turnout by.