Introduction to Skin Longevity

Welcome back to the Bioregulator and Peptide Summit. Folks. We have a fantastic session here for you today. We've been doing a lot of talking on the summit about what we can do from the inside to slow the aging process, but what about what we can do from the outside?

Our next guest is here to show us that the two are far more connected than most people even begin to realize. Diana Arcos is here representing one of the most innovative brands in the longevity beauty space, Young Goose Skincare.

Young goose was built on a simple but revolutionary premise that skincare should work with your biology and not against it. Their formulations are rooted in the same science we explore throughout the summit peptides and cutting edge actives that target aging at the cellular level, right where it begins.

Janka brings both the science and the passion to this conversation. With two decades of practical, hands on experience as anesthetist and skincare educator, she understands the true skin longevity isn't about masking the signs of aging.

It's about addressing the underlying biological processes that drive it. And that is very much the language we speak here. We are so excited to have her with us, to share how topical peptides based skincare is changing, what's possible, what it means to age well from the inside out.

Please join me in welcoming Diana Arcos. Thank you so much for being here today. It's a pleasure to meet you. Thank you so much for having me. I'm excited to be here.

Yeah. So listen, as an esthetic for two decades, what made you what made you want to work with a with a company like Young Goose? Like what? What sets them apart from other clinical skincare brands on the market that I'm sure any one of them would have been thrilled to have you.

Well thank you. So originally I had heard Amitai, one of the co-founders, on a podcast, and he was talking all about targeting cellular health and how that is the important part when it comes to skin longevity.

And so I basically contacted them. Try the product was wowed. Truly game changers in the treatment room and for all my clients. I saw what they could do.

And so I reached out to them and I was like, I have to work here. And so here we are. You need to hire me. You may need this, but you need to hire me.

You must hire me. Yeah. And here we are. And I've loved every product I've tried. And so what really sets them apart is that they're designed to support how skin functions at the cellular level.

So most and I'm generalizing here. But most skincare lines will target the symptom. So they'll go after wrinkles hyperpigmentation laxity. But what we do is we target the root cause of aging because we like to define aging as a accumulation of unrepaired damage in a general sense, and the root cause of that.

Yeah.

Why Young Goose Targets Cellular Aging

And the root cause of that is going to be cellular energy decline as we age. We don't have enough energy to repair the damage that's accumulating. So what Yungas does is kind of flood the skin with longevity molecules like nad

like sperm and Dean like, ergo thinning to support the cell, to support the energy, to help to signal and help to protect the cells.

And when you support the cell, everything else flourishes. So the philosophy is that when the cells function like younger cells, the skin naturally is going to function younger as well.

And in turn, you target all the things like the wrinkles, the hyperpigmentation and the laxity. Yeah. So you mentioned that earlier. And I think this is what kind of this is the distinction that really needs to be made for these other for a lot of the products on the market right now, how are they looking to address it. That is different.

So with young Gus we know that they're taking these bioactive. They're making them very bioavailable to the cellular system in the skin to kind of get at the problem from within.

But I think what's happening with a lot of other products on the market and if correct me, if I'm wrong, you know, they're plumping like it's almost like an irritating feature that by irritating and bringing a little bit of inflammation to the skin, you make it look better.

So the wrinkles might not be as prominent. The sagging might get, you know, there might be a bit of a tightening effect, but effect is the operative word here.

Like it's a little bit like a party trick. It's not really getting at what's truly going on. Yes, you're exactly right. That's what's happening with a lot of these ingredients, for example.

And there's a time and a place for them. Sure. So like hyaluronic acid. Yeah. Like a quick plump up Asos. So hyaluronic acid for example. Great ingredient. It's beneficial.

But if your skin doesn't know how to hold on to the hydration, then it's not going to work in long term. Something else like alpha hydroxy acids. Yes, they will smooth the skin and help it look a little bit more plump and smoother, but that's a temporary effect.

So you really want to make sure you target that root cause with different longevity molecules, so that when you do give your skin some of these ingredients, it actually knows how to use them long term.

And that's where that transformation comes is by targeting that cell. Yeah. And so how long. So with the young goose formula is because you know people again people have been trained right.

They buy a product and the product says you're going to put this on and you're going to look so much better almost instantly. And it feeds that instant gratification muscle that we've which is a little muscle.

But we've been training over and over again, but with a with a line like young Gus, where what you're doing is you're really going after helping the skin to behave in a different way and get it to behave younger again.

How long does it typically take for people to start to see results? Because it is going to take a little bit of time. It's not going to happen overnight typically.

Great question. So it depends on which product we're speaking of. So something like our Youth Daily which is our moisturizer with NAD with sperm with our thinning peptides.

You'll see instant results when it comes to plumping and firming and hydration. So yes it is a moisturizer. But you're really going to see those cumulative effects, those long term kind of transformative results.

You need to wait at least four weeks. And I think that's to say that all across the board for any sort of product is you want to give it some time and make sure that your clients or people who are using it really understand those expectations.

You're not going to put this on an overnight, you know, you're 12 years younger now. Give yourself some time. Be patient. The skin regenerates. There's like a 28 day cycle for new cells to form to for those cells to rejuvenate.

So give yourself at least a month for weeks and be consistent. Consistency is the key to seeing results in anything when it comes to nutrition, exercise, skin, always be consistent.

Yeah, no that's fantastic. And I would imagine that age matters here and how you've taken care of your skin all along.

Topical Actives vs Temporary Plumping

Like, I mean, I'm one of those people I'm embarrassed to say I barely wash my face for for most of my life, anybody in the skincare industry would be horrified to know, but I also didn't wear a lot of makeup back in the day.

But I also didn't do a good job of protecting myself from the sun. So for me at, you know, 62, it's going to take. And now, having said that, I've been using Young Goose products for, I think 3 or 4 years now.

So I, I feel like thank you. I feel like I've definitely like my skin has benefited from it and probably, you know, and it's interesting because our expectations have to be realistic.

Like, I'm not expecting to look like my 30 year old self, right? That's not going to happen. But you know, if I can slow things down and dial myself back a little bit, I'm pretty happy.

And that speaks to the younger you start, the better off you are to a point. So, you know, how early do you think women people because I know that I'm into uses young goose.

So it's not just a women's skincare line. You know it gets marketing and women, but you know, how old do you think people should be really when they before they start using these much more, these deeper reaching products that are that are going to start to influence the the way the cell acts?

I would say it depends on the product. So we have from, you know, platelet derived exosomes, which definitely not for somebody in your 20s. You don't need that in your 20s. Yeah.

No I would say 30 plus 35 plus we do have a moisturizer called care which is a preventative moisturizer. So that could be used, you know, from 25 up. Yeah.

Our youth line, which is really targeted to address all 12 hallmarks of aging that I would say 30 plus up. So it depends on the product. Everything is can be used for a different, you know, part of your life.

You can grow with a line. So for instance you start with a care the cleanser, the blue peptide spray. You know, ten years later you bring in the youth daily, the youth reset.

So there is a a journey you can take with the line. So talk to us a bit about the blue peptide spray, because I think that's a really interesting product is that it has peptide in it.

The beloved GHQ does it not. That's why it's blue. Yes, it's blue from GHQ as well as methylene blue right. This is the partnership with transcriptions right.

Yes. There's another sponsor of this the this summit actually. So let's let's dive into a little bit of why young goose decided I mean the GHQ is a gimme.

Like we all know, GHQ is a peptide. Is is linked to resetting genes really to a more youthful state. So there's every argument in the world for including it.

But what about methylene blue? That is maybe a little different for people because some people might remember

methylene blue is getting a bad rap during Covid, let's say.

And people talking about fishbowl cleaner, which could not be further from what we're talking about here. Exactly. So methylene blue, it acts as like a redox agent.

So most antioxidants, when they hand out an electron they degrade. And so they're not as effective. Methylene blue is like an electron server. It can keep handing out electrons.

So it's continues to protect parts of the cell like the mitochondria. It's basically like a battery boost for your mitochondria. So this spray includes methylene blue as well as GHQ.

As you exactly what you said. Firming tissue healing really great for aging.

How Long Results Take and Who Should Start

There's also superoxide dismutase a very powerful antioxidant in here. And NAD apex, which is a proprietary complex. We have to help boost intracellular NAD.

So this is going to be precursors recycling enzymes to really help. And I feel like your community knows what NAD is at this point critical coenzyme. Yeah.

No I mean you can still get I mean what's amazing what. So number one give us like a your 22nd pitch on NAD. But also like what I'm hearing here this is all about giving energy to the cell to do the work it needs to do.

That's what this is about. Exactly. So we have three pillars. Three pillars when it comes to to how we create our formulas. And that's energy signaling protection.

So the first part which you mentioned is energy. You want to really power the cell. As we age everything kind of dips right. And adds a critical coenzyme necessary for cellular repair and cellular energy.

It's like currency for your cell right. And around midlife we've lost about 50% of that NAD. So we need to replenish. So our proprietary complex NAD apex is going to help give the cells the energies they need to actually help with repair, with regeneration and with resilience.

So that's the energized portion of it. Also sperm ending, another ingredient we have in most of our products, which triggers a process called autophagy.

And autophagy is your cells internal recycling and like cleanup system. So it removes dysfunctional organelles. It removes cellular debris so that your cell kind of get rid of the dead weight and are able to optimize and function efficiently.

Going back to what I said, kind of functioning younger from the inside out. So that's the energy portion. The signal portion is basically telling yourselves what to do.

Your cells are going to communicate through biochemical signals that are going to direct repair and regeneration. As we age, that becomes a little murky.

So when you add in things like peptides, when you add in things like platelet derived exosomes, your cells get the proper signal for repair for a generation to behave younger and then finally protect everything, all the work we've put into the energy and the signaling to heal, to repair, you have to protect that, right?

So you want to defend the system. And we use longevity molecules like ergo thinning, which is a mitochondrial antioxidant. It's able to go into the cell and protect really high stress areas like the mitochondria.

Kind of like a bodyguard for the mitochondria, I love it. And ecto and other really powerful antioxidant that's like a

shield for your cell. So we're able to protect the system from all the, you know, aggressors pollution, UV radiation, non-native emfs blue light to kind of re-up those skin's defense systems.

And when you have the energy, the signal, the protection, your cells are able to function in a much better, more useful way. Yeah, I love that. So let's talk a little bit more about peptides, because everybody that word pops up on skincare all over the place.

And sometimes it's the only word it just says includes peptides. And it's like, what do you mean? So what? You know, we know. I mean, obviously people at this point of the summit understand peptides are small proteins.

But when it comes to skin care, like, what are we talking? What are we really talking about here? And why are they so important for skin health? They're part of the whole signal portion of what I just mentioned.

So they're little computer codes for yourself telling them what to do. Right. And there's so many different peptides. And they they each have a specific thing that they tell what to do.

It could be make more collagen. It could be heal quicker. It could be a neurotransmitter inhibiting peptide which kind of slows the signal, your nerve center, your muscle.

So over time, these dynamic wrinkles, like around the eyes and forehead, become softened. So there's different pathways that peptides can affect the skin.

So for example our youth line contains each formula is synergistic. So we choose different peptides for what that type of skin needs.

Blue Peptide Spray and Cellular Energy

For example the neck is much thinner. It gets creepier faster. It's there's less hydration less sebaceous or oil glands here. So it needs something specific.

We use a combination of palmetto Alexa peptide 12 and loofah to target different pathways of wrinkle formation. So for instance, a penta peptide or hexa peptide 12 is a biomimetic lipo peptide which is also a signal peptide.

So that's going to tell your fibroblasts, the cells that make the collagen and elastin and hyaluronic acid to function better. It's going to support them to make more collagen.

And then the the loofah cell or penta peptide 18, which is also in that formula is a neurotransmitter inhibiting peptide. So that's going to soften the appearance of those expression lines by reducing those muscle contraction signals.

So you're targeting the wrinkle formation via two different pathways. In addition to all those other longevity molecules I mentioned that are going to help with that cellular energy, the nada apex, the sperm ending, the ergo, thinning the tone GHQ, etc..

So synergistically it's all working together to target all these different pathways. That's wild. I didn't realize the one, the wrinkle prevention one.

It's kind of like Botox without Botox. Right, exactly. I never like to say without freezing. You like without. Yes. Without preventing you from having expression in your face, which I think is, you know, it's a Botox is a tough one because on the one hand, there's that argument that says, yes, it prevents wrinkles.

Yes, it stops you from the wrinkles getting deeper and you can actually erase them. But at the same time there's a there's a flip side to that. And to think that there's a, a topical product that you can use that doesn't produce that.

Number one isn't a toxin, right? Number two can actually help over time. To soften those lines is really it's a very

compelling ingredient. I agree. And I always tell people I'm like, I don't say that.

It's like Botox. I don't want them to think that all of a sudden your face is going to freeze. But like you said, it does have these softening effects over time.

And all of these are research that everything is studied, research trials. We never put anything in our formulas that doesn't have an incredible amount of research to benefit the skin.

Yeah. So this is going to work together to really target those wrinkles, especially the four where your very dynamic wrinkles are forming. That forehead.

And I area I feel like is really tricky for a lot of people, including myself. Yeah. No it's it's I have those big time. It's it's one of those things I keep trying to I'm going to have to start using tape like I do.

Yes, yes, you do it. It's great. It's the it's the Japanese face tape. And it doesn't mess with your barrier, which is something else I want to mention really quick.

The barrier. Yes. I cannot tell you how many people have walked into my treatment room with an impaired barrier. And that's the first place you should start for healthy skin.

A barrier basically is an invisible layer of lipids, and it's keeping bacteria out in hydration in in a general sense, that's what it's doing. And when you're using products that are too aggressive, things that contain alpha hydroxy acids, benzoyl peroxide, salicylic a little bit is fine.

But if you're doing it over and over, let's say like it's in your cleanser, you're using it morning and night and you're using a retinol serum. Then you're using a cream with a you start getting these little micro cracks in this barrier, and now you're going to see redness, irritation.

You know, all of a sudden your skin's drier, more acne. So that is the first thing you should address. And what do people do? They think my skin has more bumps.

I'm going to add more, you know, products to kind of scrub them away. Yes. And so you create this vicious cycle. So it's important to be intuitive, look at your skin and say is the product that I've been using all of a sudden stinging my skin.

That's a red flag. You want to pull back and just use soothing products. You want to have a good foundational cleanser that's not too sudsy because that's going to strip your skin, and that's the first thing you should do when it comes to like, having healthy skin.

I love that you mentioned barrier because it's it is the unsung hero of skin health, 100% and the way and unfortunately we with the best of intentions will damage it.

And actually that reminds me of one of my favorite products that doesn't get talked a lot about of Young Goose is the bio barrier. Oh yes, I love it. Right.

And it's bio barrier is the one that it's almost like a gel and coyly gel. Yeah. But it's it's like it's it's a very you would almost think it's silicone but it's not. Yes.

Right. It's a slippery gel and I will some very often if I'm going to be spending a lot of time outside, I'll even put it on over my sunscreen if I'm, especially if I'm not wearing makeup because I feel like it seals in the moisture somehow.

Am I right? Or time in Arizona where I spent a fair amount of time and I feel like the environment is just trying to suck the moisture out of body? I'll put that on.

Or if I'm flying, I'll put that on.

Peptides, Barrier Health, and Bio Barrier

And I find like it's almost like a it literally acts as a shield for the rest of my skin. Yes. I have a tip for you for a bio barrier. Okay. Great product.

It's made up of biomimetic lipids very similar to the makeup of your own lipids. So it's basically that barrier I was telling you about those little micro cracks.

It's filling those in and fortifying the barrier so that it's wonderful for any sort of sensitivity irritation like a dryness. Anytime you need some TLC, some soothing, bring that in.

It also has a very powerful antioxidant called lipo six, which is able to target different types of free radicals. But my tip for you is if you haven't tried a hyperbaric mask, oh I have, I love good.

Yeah, so put that on first. The hyperbaric mask. Two pumps unlike damp skin because you want when your skin is damp, everything's going. Or when your skin is a little hydrated, everything will penetrate much better.

Put that on a massage in the hyperbaric mask just for like a minute or so. Make sure it's like really absorbed. Then over the top do the bio barrier. And I'm telling you, those two together are basically nourishing the skin.

You'll be plump, hydrated, you'll get those instant gratification results, but also long term if you keep doing that combination for somebody who needs barrier repair or somebody who needs a little bit more help with dryness, like your skin just can't get plump, this combo is wonderful.

And is that like an overnight treatment of sorts? You can do it overnight. You can do it as the last step to your routine. But yeah, I love doing it overnight.

So like a serum, let's say Youth Reset, Youth Daily which is our moisturizer. Then you do the hyperbaric massage it in and then bio barrier is the last.

Yeah, the hyperbaric is spectacular. I have to most people again, it's another one of the you know, because we focus on the youth daily and youth reset and then the fancy stuff like the blue peptide spray, you know what I mean?

Like everybody is so fascinated with the or the vampire exosomes or the exosomes, which I do want to touch on. Yes, briefly. But I feel like these steps and I remember Amitai saying to me a couple of years ago, actually, and I don't always do this, I wish I did.

He said they there was a study that showed that using the hyperbaric mask every night for two weeks actually improve the skins ability to retain moisture.

And after that, you could basically use a 2 to 3 times a week to just kind of maintain you have a good memory. Yes. So the the hyperbaric mask, we did clinical trials for weeks.

People saw 56% of improved skin firmness. So they measured the firmness and it was 56% more firm and I believe 33% more elasticity. But they were using it nightly.

So you use that as a last product to kind of seal everything in. And then it also improved hydration levels. So this product is a hero product hero product.

I can't say enough about it. Also after that you don't have to use it daily. Like you mentioned, just a couple times a week is sufficient, but you can continue daily.

Nothing. You know, there's nothing bad on that. Yeah, yeah, 100%. All right. Let's get back to a few of the ingredients. There's a couple of there's one question I left on asked on the blue peptide spray because and I think

this will come up, anybody who's had any experience with methylene blue is going to be how do you know that you're not going to turn me into a Smurf?

Because methylene blue blue is one of those products. Like if you've ever played with the trachys by transcriptions, if you cut a key, it's like stained.

Well, number one, it stains the inside of your mouth. But if you cut it on a on a cutting board, and if there's so much as a microscopic speck left and it touches water, it's like it's got to be the most effective dye you've ever seen on the planet.

So to put it on your face, people might be. Whoa, wait a minute. Yes, I should I should have it here with me to show you. But no, it will not stay. Not at all.

They played with this. They are indeed this. So much to make sure that didn't happen. Yeah. I'm sure. So you can spray it all over the face neck. You'll be fine.

However, if you have like an all white linen outfit on, you know, and you're spraying it super close like this, you don't want to do that. But if you're just using it normally, like a toner, then you're completely fine.

And to go back to your earlier question, I never kind of mentioned what it does. So not only is it that, you know, battery boost for the mitochondria, it's also helping with cellular energy with the NAD, the methylene blue and the sperm ending.

But it also protects against environmental aggressors. Right. It's blue light. So if you're working in front of your like you're always in front of the computer, right.

It's nice to have it next to you to kind of refresh and just kind of re-energize and rehydrate your skin. There's also antibacterial and antimicrobial properties which help with acne.

So if somebody's blemish prone spray away. Beautiful beautiful okay, so guys you've now learned about a bunch of new products now. But let's talk about the vampire exosomes because exosomes are peptides are everywhere.

Exosomes are more everywhere. So I mean they're the big buzzword right now. And it's probably one of the most abused terms next to peptides in skincare, right?

Everybody's walking around saying we have exosomes now. We have people running around saying, well, that's impossible. Exosomes won't survive if they're not at -80 degrees.

So can you help us understand? Tell us about the exosomes that young Gus has you is using in the Vampire Facial in the vampire XL product? So this product, you really do have to try it to see it.

It is fabulous. Another product where you do have to give it some time to see those results. In two weeks you're going to see some radiance, more hydration to your skin.

In about six weeks, you're going to see it working on wrinkles, fine lines and firming the skin. And you're going to and you will see those transformative results.

So in case somebody doesn't know what exosomes are, they are vesicles that are packed with growth factors, peptides, regenerative signals. And they basically tell your cells what to do.

Exosomes, Bio Retinol, and Topical NAD

So going back to that signal portion of what I mentioned earlier, they are coded for repair and renewal, especially because they're platelet derived exosomes.

Your platelets your body sends platelets whenever there's a wound. Right. And they tell your skin calm the inflammation, make more collagen, heal the wound.

So when these exosomes are platelet derived, they tell your skin cells the same thing because they could also be like adipose tissue unbuckle cord. Those are perfectly fine.

But they're not as coded to repair and regeneration and healing as platelet derived exosomes are. So you're sending your skin this message to calm that inflammation, to boost the collagen, to heal, to behave younger.

They deliver those biological instructions to help activate those fibroblasts, to make that collagen and just regeneration and healing pathways. And so ours have are in a proprietary blend that keeps them shelf stable.

So you do not have to put them in a fridge. You can keep them at like an ambient room temperature. Obviously, keep them away from a source of heat. Yes.

You don't want to cut our platelets, don't want to, or absolutely not. But they could be the missing piece. Like, let's say you're using a great longevity protocol and you really want to just see even more results.

Bring these in and it will blow you away. Especially if you are an esoteric or if you do get treatments and that are a little bit more intense, let's say micro needling, maybe like a gentle peel using this and it will cut that healing time in half.

It's remarkable. Wow. That's even a super quick example. Would be like I had a really bad cold, went through a box of tissues in a day. It was insane a while ago during the winter, and I put these on the nose where it was really irritated and the next morning completely fine.

So that's just an example of how quickly it heals your skin. So I love this product. Yeah, that is a crazy what else is in there? Like it's not just the exosomes. What what's the stack.

Because this is what young goose does, right? They build these synergistic stacks in every one of their products. What else is in there to support? Whether it's supporting the exosomes or helping them to get to where they need to go.

So you have the exosomes you have from the call where you've NAD to help boost NAD within intracellular NAD. And that's something that you don't see in a lot of exosome or platelet drive exosome serums. It's usually just for access.

So we have the rejuvenated for that cellular energy. We also have a complex that's very hydrating because whenever you stimulate cellular renewal, your skin can become a little bit more dehydrated.

So it's important to to reinforce that barrier and to hydrate the skin. So we have a bifida ferment to help with the microbiome hyaluronic acid and beta glucan.

So that's going to help to kind of stabilize the formula but also help with your barrier health. And so it's important if you're doing red light if you're doing like our bio retinol, if you're doing vampire exosomes that you also use a moisturizer afterwards.

You just want to let this absorb about 2 to 10 minutes before you apply your next product for optimal results. Beautiful. You mentioned the retinol. And again, this is another exceptional product by young goose because a lot of retinol products out there are pretty irritating and drying.

Yes. And this one feels like a moisturizer. Like it's it feels like a treatment. And again, like it's about that biomimetic lipid that they're using in the formula.

Right. That yes. It's like a it's like if retinol and the bio barrier had a baby. Yeah. And it feels like yeah, it's that jolly

like when I say I don't mean as an oily see, like a liberty, like a liberty like a gel oil.

And it like, basically absorbs into the skin. So the bio retinol also has these bioidentical glycolipids and phospholipids which speak the language of your barrier.

So as you're bringing in this, this cellular renewing vitamin A derivative, which is the retinol, which can be irritating to the skin, you're also reinforcing the barrier.

So somebody with sensitive skin, somebody who tends to, you know, get a little flaky with retinol, will not have that same response due to that to the biomimetic lipids in the formula.

Okay. All right. Let's talk I have a couple more things I want to poke around with you. So and one of them is folks, if you're listening to this, one of them, the final question is going to be bringing this all together and helping you to make sense of what to use when.

And we'll build you a couple stacks. One of the features that young goose brings to the table, actually, which is fantastic because as a line that is so complete, they actually have consultants you can talk to, right?

You can get you can get, you can get recommendations from young goose in terms of what's a good line, what's a good series of products for you based on your needs in your age and stage and stuff?

But before we get there, Young's focus heavily focuses heavily on topical NAD. You've mentioned a couple of different forms used in different products.

A lot of people might say, well, I supplement nad orally, right? Like I take an ad every single day. Sometimes I even get IVs. But why? Why would young goose kind of get be so aggressive with the topical specifically for skin health and aging?

Great question. I love this question because originally Amitai Anastasia, the co-founders, wanted to create like a supplement line, an oral line. And so they did this big study, and they found that when you take oral supplements like NAD sperm, whichever that may be, it's absolutely beneficial for use for your system.

However, your body prioritizes survival organs like your liver, your brain and your muscles. So you take the NAD. It's going to go to where it really needs it, because your body doesn't see a little laxity or wrinkle as, you know, a survival problem.

This is not a problem. It's not a problem, not a problem. So when you apply it topically and it has to be the right molecular weight and size with the right delivery system, because if you could just sit on top of the skin and do nothing.

So it's really important that it's formulated correctly. But when it's the right molecular weight in size, with the right delivery system, these topical molecules like NAD are able to go directly into the skin and into the cell and go to this place with that needs to be kind of healed.

That's not a survival priority like your wrinkles, laxity, hyperpigmentation. So that is why it's like a topical arm of longevity. We like to say yeah.

So you're taking things orally. You're taking care of your body. You have a great lifestyle. So what are you doing for your skin bringing young goose.

And you'll have what you need. And you don't need a million products to move the needle. You don't need a ten step program to see the changes. I love that you just said that, because that's going to be the next question, because I myself sometimes get all crossed up, right?

So if you were going to build let's build a couple of stacks okay. Okay. Let's build a stack for our your 30 year old

customer. And then let's build a stack for your woman.

Maybe just going through perimenopause. She's just kind of making that transition. Her hormones are completely off out of out to lunch I went up, down.

Sorry, I said I would know. Okay, well, you look fantastic. So whatever you're doing. Thank you. And then let's go to the post-menopausal person. And then when it comes to men, where where would they fit?

Would they fit on the postmenopausal plan, do you think? Or because they have thicker skin than women, they do. And I think it really depends on the skin and what you're targeting.

But there's a couple of products that will work across the board. So let's start with a 30 year old. You don't need to much. Definitely a great foundational cleanser.

So everyone needs something that's not going to strip their skin. If you I mentioned earlier that barrier. So our adaptogens cleanser is a great starting point.

There's a little bit of leather without stripping the skin, so that would be a great one. They can add in the blue peptide spray. Yeah, they can do our care moisturizer which is a preventative.

It really focuses on targeting the mitochondria and supporting cellular energy. So it's targeting one maybe the most important pathway for aging. Yeah.

And then last but not least SPF because if you're 30 your skin's most likely looking good. You want to prevent prevent prevent. And I'm not the sort of ascertain that says never get any sun like I think it's very important for your hormones, for your emotional health, for a lot of things.

But it does aid you, especially if you're getting at midday for a long period of time. It's important to get it the right dose at the right time. Not everyone is doing that, so using our bio shield SPF 40 is 100% mineral wonderful SPF.

It's an elegant formula that blends right into the skin, gives you a dewy finish that would be part of that stack the next Perimenopausal stack. Now we're now we want to focus more on, you know, all 12 hallmarks of aging.

Building Skincare Stacks by Age and Stage

So I would say you three set 100%. Youth reset is our serum that is has our most powerful percentages of these longevity molecules of the NAD. This fermenting ergo signing the peptides that I mentioned.

So I feel like anyone 35 and up can benefit from you three set men and women. So going back to your question can then use it. Absolutely. It is a wonderful oh go ahead.

Didn't it just get reformulated youth reset. Is it youth reset that just got reformulated. There's a new care. Oh sorry. Never did we. That's okay. Yeah.

We added some liposomal creatine some ethylene blue. So let's keep going with our 30 or we're on pause now. Yeah. So youth reset 100%. The the most powerful longevity molecule percentages in this serum I would then follow with Youth daily.

Youth daily is like you said sister with barrier fortifying properties as well as a moisturizer. So I mentioned before, whenever you're creating cell renewal, you must hydrate.

And so those two are going to go hand in hand. And then definitely the SPF you can add into the mix. If you wanted to get a little bit more in depth and there's always more you can add.

I just don't like to be the person who, like, I read the room and I talk to the person individually. So if someone's like,

give me ten steps, oh I will.

Oh yeah, but I will, don't you worry. But if you just if you're like, I'm very simple person, I just want two products. Max, I can work with you as well.

So I would also add something called ladder. This is called the stems for light activating DNA repair. This is a serum that's meant to be used with red light.

And it optimizes the way your red light works by tenfold on a cellular level. This has these marine derived photo laces, which are enzymes that are activated by red light and near infrared light that actually help repair DNA damage.

In addition to the sperm ending the GHQ and the NAD. So it's if you use red light and I feel like, you know, paramount and pause, it's going to be beneficial for your skin 3 to 5 times a week.

Then you want to bring in the serum and it's going to take it to the next level. Beautiful. And finally, for our menopausal people, we're going to use Youth Reset, Youth Daily, Vampire, exosomes 100%.

And the Perimenopausal crew can also benefit from vampire. It's your own. Yeah yeah yeah yeah. You're at on. I also see a lot of dryness when it comes to more mature skin.

So I would add in ladder and the hyperbaric mask as to seal everything in. And we did create a little PDF for you that has some of these stacks in there.

I tried not to make it to elaborate, but I also explain the whole energy signal protect and how it's important to take care of your skin cells on a cellular level with these beautiful longevity molecules.

And so the new care that has the methylene blue and the GHQ and all the things is, first of all, is it blue? And if it's not blue, how did you make it? Not blue.

It's blue. It's a light blue. It is. It's a light blue and not Smurf. Blue not Smurf. There's no Smurfs. No Smurf blue. Who's that going to be? I mean, I think our most as a postmenopausal women, I use a number of the products.

I have a high tolerance for that. And I don't use them every day. I mean, I don't use the retinol every day, that kind of thing, but that the new care where how far down the line do we go?

Would we also recommend it to our perimenopause or to our 30 year old, or is it more of a 40 and up or it's actually the opposite. So care is going to be your gateway product.

It's going to target the the mitochondria. It's going to target cellular energy. But that's the main pathway it's targeting. It's great for prevention.

It's great for barrier resilience, still great for longevity and healthy aging. But if you but for more older clients or more mature, more perimenopause to menopause, 100% youth daily, that's going to have the strongest percentages and target all 12 hallmarks of aging.

Also creamier, more lipid based texture, whereas care is lighter. So if you're like, okay, like both moisturizers, but I have only skin, go for care. If you're like, I need more moisture, go for youth daily, I love it.

Great. Now there is GHQ in a number of the products of Younghusband. They're not blue. Can you explain to people why that is? I think it's the percentage.

I think if you have the right percentage, it won't turn blue. And we're all about the proper percentage too. In our formulations, for example, there's certain peptides.

I think GCU, if you use too much you can have facial hair. So it's really important to choose the right percentage in the formulations. Too little. You won't see anything too much.

You can have little, you know, issues. So finding that sweet spot. Well, because GHQ is really good for hair growth. I never thought of it. Yeah, if it's too much, it could happen.

Not saying it will, but it know it could. Yeah. That's really interesting. Fascinating. Okay. Well, have we left anything unsaid that you wanted to cover for this line?

We talked about the foundational ingredients in the line. I think if you want to recap those, I mean, that would obviously be I mean, there's the nad there's the fermented like there's so many, there's so many.

We mentioned that NAD apex to brew cellular energy. We mentioned the sperm which targets that autophagy process to optimize your cells. We mentioned ergo thinning the mitochondrial antioxidant GHQ.

We mentioned. There's so many different peptides in each formula. It would take another hour to go through them.

Final Product Questions and Where to Learn More

But yeah I think we got everything. And then we have that PDF for anyone who's watching as a downloadable kind of doc to accompany this, that helps kind of build little stacks for you and kind of breaks down what we discussed.

Beautiful. This was really educational. I love talking to you. I mean, this has been a fantastic conversation because I've learned a lot that I didn't know, which, you know, that happens to me every single day.

But thank you for all this and thank you for the taking the time for this. It's been it's a pleasure to meet you. And it's a pleasure to meet you. Thank you so much for having me.

Meet a new phase at Young Goose. Or for me, anyway, you've been there for a while, but we've never met. So where can people get the PDF? And where can they learn more about Young Goose?

They should be able to download it here, I believe. And then you can find us at younggoose.com. And our socials are at Young underscore goose underscore skincare and give a check us out.

You're not going to be sorry. You're going to love the products. Oh yeah I can vouch for that. Yeah. Look at her. Look at her. Thank you so much. Thank you so much.

It was a pleasure to meet you. Likewise.