Introduction to the podcast and episode theme

Well, if we address the genetic component, If we can help support the body, then you know this. Science says you can live up to 20 years a healthier living, right?

I mean, come on, who doesn't want to live healthier longer? So I think this is why it becomes very important in midlife because it's that person down the street that quote unquote had no symptoms, but passes away of a heart attack.

something was building, something building up. And when we can see these things, we're just more aware. Your doctor's not in charge of your health, you are.

I just have to say it right there, right? Welcome to This Might Change Your Life. I'm Kim Ressler. This is where small insights spark big shifts and real change.

No noise, no hype, just honest conversations about what actually moves the needle in your health, your mindset, and in you life. Now let's dive in. Hi there, welcome back, episode three.

If you're still here and you are listening, we're just getting into the good stuff of the what and why, at least of what we do. I'm Kim Ressler, founder and CEO of Snip.

And joined by our COO, Corey Caldwell. Happy to see you today, Cory. How are you? I am doing so great. Awesome. And so on these initial podcasts, we're kind of sharing the role.

We're flipping it back and forth with the interview and we are going to talk a little bit more about the technology that SNP is actually bringing to market.

So Corey, I'm going turn it to you.

Origins of SNP nutrigenomics and the Human Genome Project

to ask the questions and we can have this conversation. Sounds great. Yeah, so today we are talking about the science without the overwhelm. And I think that that's kind of a fine line to walk, right?

Because sometimes science is so complex that we cannot make sense of it. Or we kind think we're making sense it, but at the end of the day, it's not really useful information.

And so I think it might be helpful to start out today. I'm going to go off script a little bit here because I do have my questions that I really want to get to.

But two things that i think might What is the science that the company that you have developed, SNP Neutrogenomics, what is that science the companies based on?

Like going back to the beginning. There's science all the way through till now, but if you could tell about that. And then after that, if you could talk about what nutrigenomics is, because the name of the company is SNP Neutrogenomics, well, what exactly is it?

And again, I know you do a lot of talks and you a do lot speaking to scientists and doctors. I would think that a of our listeners have a vague idea about nutrigeomics but really just kind of basics of what that is and then again to hear about the science and the background on that.

Awesome, I'd be happy to. So, yes, Kim Ressler didn't develop this technology, and we have to just say that. The technology that we actually have the pleasure of working with was originally developed by a group of doctors and scientists that were part of the Human Genome Project.

I think that's what you're wanting to hear about. And I have talked over the last seven, eight years of working with this technology, I've talked to multiple, whether they be chemists or whatever their PhD is, and they'll be like, oh, we worked on a gene and we applied specific nutrition, then we could see what the reaction was, right?

And now, guess what? Yes, that is what we work with. So, it's years and years a science, When first the human genome was discovered, it was first like, what were you gonna do with it?

But it gave us information. It gave a lot of information about an individual. We'll step into nutrigenomics in a minute because that is actionable genes.

What they found was there were specific genes, they had developed this technology against these genes that were quote unquote actionable. And ultimately what we've done is we just furthered the science.

we've continued to sweep through finding the actionable genes and be able to formulate for them. So again, I didn't create the technology. It was created long before me.

Providers were doing this by slowly mapping in an office setting. I've met with geneticists that will say that their entire room will be loaded with papers of watching and following the pathways of where the genetics are, right?

Okay, so now let's go to Neutrogenomics because now that's where we, All right, nutrigenomics is ultimately, it is the study of genes and nutrition when you have genetic variations that why you might need one ingredient over the next to optimize when we have what we call a genetic variation, a mutation, variant, et cetera, right?

So that is nutrigeomics, applying nutrition to your specific genes that you were born with. Right? We all aren't the same, and there's over 200 actionable genes, right?

Let's talk about an actionable gene that will allow us to make an edit. One would be our MCM6 gene. That gene tells me about your propensity to be lactose intolerant.

I mean, we all know we could take a lactate or whatever. But other than that, what I know now is I have more of a propensity to have an issue with the lactose and my body doesn't develop the enzymes.

What nutrigenomics means and how actionable genes work

So I might be that person that gets gassy, et cetera, right? So that would be one example, but now let's talk about where we come in to hit, because as I said, there's multiple actionable genes.

We come into hit 22 of the heaviest hitters that impact us in aging. So genes that impact our mood, our cognitive function, are immune resilience, or inflammatory response, the methylation, there's heart health markers, their body mass index markers.

There's energy. So you see how your body detoxes. We hit the 22 heaviest hitters. And in reality, with how we custom formulate, we ultimately impact other genes, but these are the ones that have the most science behind them.

based on the nutrients that have been scientifically validated to optimize the expression and make it work. So we're going to, again, we are not just applying nutrition because, hey, you just got a blood test and this.

No, We are applying what science has proven to optimise the expressions of that gene. Does that help? And that's what you mean by actionable, right? Yes.

So there are genes that are non-actionable, meaning all the broccoli in the world may not help. Again, we've talked about my unibrow. I have a genetic propensity according to 23andMe.

like all the broccoli in the world or all of the beef liver isn't gonna help my unibrow, right? And I can't take you and make you five foot, six foot seven, your genes make who you are, but it's the same, you go through life and you're like, oh, my grandmother died of congestive heart failure, or my grandfather of coronary artery disease, well, ultimately we know that there are heavy hitting genes that are actionable, that very specific supplementation, can offset for better health outcomes.

In other words, where you have that genetic variant. So let's give a specific example so people can understand. I was that person that when I younger suddenly, I as a very healthy child, but suddenly in ninth grade I got sick.

Well, finally, they were like, why does she keep getting sick? They finally tested my vitamin D levels, right? Unbeknownst to me, and all of those years in between, I did not know I have markers on multiple of my Vitamin D receptors.

Now, that is how I take it from the sun. How I then translate that in my body, how then my bodies stores it in kidneys and livers and then releases in the body.

My genetic makeup is that of I have to supplement to keep my vitamin D levels in a healthy range. When we did my Vitamin D Levels, I remember when I was younger and when remember I as a young adult, they were in the teens.

They were the teams. Now we know that the range is very big. I think it's 25 to 70 is what the Western medicine or when you do blood work would like to see.

That's a big range, yeah. It's a big range, and I love to keep my vitamin D between about 60 and 70. That works for me. I have to work at that. I have take my Vitamin D every day to my levels there.

Because of your variant. Because of my variant, that is correct. But since I've been applying a nutrigenomic approach, I mean, it's funny you will even say to me, you never get sick.

How often do I, right? So vitamin D is so important. It's just one area that we look at of understanding, hey, you need this type of dose to keep optimum ranges.

And I do, I need that dose and I needed day in, day out to my vitamin C serum in that range. But again, what does it impact? It impacts 6,000 biochemical pathways in our body.

Vitamin D deficiency is related to all-cause mortality. Don't you want to know? Are you that person that is a super converter from the sun? Or are you the person who really has to supplement?

That's what your genetics tell us. And that's why these kind of goalposts that are like, you know, You should be taking 500 IUs or whatever really don't make sense, for a population.

Because if you have a variant or two variants, and I have none, it's going to look completely different. So this is your whole thing about start with yourself.

Learn about what your body can do well, learn about where your struggles may be, and then apply a solution based on that, right? Absolutely. Yeah. Okay.

In a nutshell, someone might write in or call in and be like, no, nutrigenetics is slightly different than nutrigeonomics and nutritional genomics, but just to simplify.

we have nutrition when it is applied to actionable genes can help that gene to become fully operational or more operational than it could be without it, right?

That is correct. And there's an interplay, too. It's the gene influencing how you absorb those nutrients And it's also the nutrients, very specific nutrients in certain amounts, certain cofactors, that kind of thing that can help that gene to function optimally.

So it is just so elegant. Had I known this back in biology class, I might have paid a little bit more attention because it was actually really cool, don't you think?

I do. I mean, well, it's personal. Who doesn't want to know about, instead of the masses and the blankets of everything, you want know know you. That's what makes it so much more interesting.

When it is about us, and it all about you, all listeners and everyone, You have a story. And nutrition can support that. So today's episode being the science without the overwhelm, I think that's just like a great place to start and hearing more about that, Kim, is just with that realization that our DNA is not our destiny, that certain genes that impact so many things are actionable.

And a bunch of scientists have already and they continue to study what nutrition you need for those genes to help you feel your best and do your Absolutely.

All right, let's get into some of the questions that can help highlight exactly the science without the overwhelm. I think my first one I'll start with is, why doesn't doing everything right work for so many people?

Why is that? So many people say, I thought I was doing this right, or I read all the books, you know, this TikTok, people will say this and this. I though I'm doing everything right.

But why isn't it working? Why isn' it not working because it's not you. We have to start with you if we're going to do it right the trends, the influencers talking about different things in general.

Why personalized nutrition beats one-size-fits-all advice

I mean, how do you know, does that actually apply to you? Did they start with you on all of these things? No. In understanding genetics, we're 99% alike.

99. Whether you're male or female, you are still 99 percent like me if you were a male listening to this. That 1% that makes us different? are how we absorb and utilize, what we need, where our weaknesses are in our genetics and how it's going to impact us in aging.

It's really interesting because when you start to look at an entire family that has done, like I have, remember I'm from a big family, all genetically tested, and it is really to see the similarities and the differences and what each of us as adult children, with our different strengths and weaknesses, are based on what Yeah.

And so to that same effect, isn't it possible or how is it possibly that people doing super healthy things might actually be doing something that's working against them?

because it might not be what they need or it's the classic case. I was just on the phone with a provider and she had been doing a specific therapy and I wouldn't call it mega-dosing, but basically mega dosing.

She'd been doin' a specifically therapy, and just got back blood work results. And it is through the roof, off the charts, saying this is, ultimately, it was out of range in not a good way.

It was too much for her body. So the point is without knowing, She thought she was doing something that is so standardly common known to be good for the masses, yet it's messing up her blood work.

It could be causing toxicity in her body, et cetera. That's why we have to start with the individual, understanding you and the what and why behind you versus, oh, you know, everybody's talking about, I think it was something with NAD.

and not saying it's bad. I'm sure it is great. But it was too much for her body and the blood work she shared with me, she's like, I am doing this too.

Which, yes, can cause other problems. It reminds me of myself and my two pregnancies with my daughters who are now young adults and I wanted to do everything right.

And I woke up in the morning and I took my, whatever it was, 400 or 500 of synthetic folic acid, and, like, I'm doing everything right. And then years later, come to find out I have variants, which a lot of people have.

that I shouldn't have been taking that form. That form my body couldn't absorb and utilize. And I wish, I so wish that, that could go back in time and that i could understand my genetics so that it could have taken a different format of that.

I'm the same as you, I have those markers too, and I am all about life isn't perfection, but had we known, had known and now we know. And the science, it's there and it is out and a lot of people cannot take and convert folic acid to the bioactive formats in their body.

It's highly related to all kinds of health conditions and issues. Yeah. Had we known. But now we do. Now, if you are considering getting pregnant or you actually, it really doesn't matter what phase you're in your life, does it?

Because like you were saying on our previous episode, imagine if we had a little bit of a roadmap or a lot of roadmap when we were born. My 93-year-old dad, is on the supplement from SNP that you developed.

Because he is a lifelong fitness guru and health and everything. And he knows that supporting his genetics, even at 93, is going to be something that is good for him.

Anytime, anytime of our life, this can be helpful. If someone is taking a handful of supplements a day, what are they probably missing here? What are probably they missing?

Yeah. What do they not know? If they're taking handfuls of supplement and they are really into health and wellness and their taking 70, you know, whats his name?

Whats that guy's name, the longevity guy, Brian Johnson. Oh, I think he takes 100 a day. Oh 100 day, okay. So 70s, so if you're taking, you know, whatever, if your taking several dozen or even a dozen different supplements a days, what are you probably not understanding?

Well, one, do you truly need all of that? I mean, that's one. If it hasn't been designed for you. More than likely not, you're taking a whole bunch of off-the-shelf stuff, right?

I mean, sorry, but are you mega-dosing where you don't need to be mega dosing? Is that causing another burden on your liver? Things like that. Too much is too much.

We need simplify this. I mean, it's not customized to you. You are taking a standard off the shelf, made for the masses. Is it dosed for you correctly?

Is scientifically validated dosing, et cetera? I means, those are the questions to ask. Yeah, you're missing the point. The most important thing to helping to be your North Star or your guide is, does your body even need this?

What does you body need? Exactly. So, okay, then in that case, we can also flip it around and look at blood work and people will say, Okay, well, do you need my bloodwork so that you can know what I need for these specific genes?

And can you help shine a light a little bit on what is the difference between testing your blood or testing other biomarkers and genetic testing and how useful one or the other is?

Okay, so the beauty about genetic testing, it's a one and done test, right? That is what you've inherited, that's what are going to have, where you have weaknesses and strengths, That's just the case.

Blood work on the flip side is a snapshot of time. It can change over time, Right? It shows me where are you at a very specific point in time too. Your genetics, that's you.

And blood work is just that snapshot of time, right? I mean, were you fasting? Were you not? It can show different things. So we can use bloodwork to ultimately show us what the formula is doing.

I means, standardly, you don't walk into the pharmacist, and I have to say this right now, just because people are going to have this question. You don' walk in to the pharmacy, I think I'm going buy this vitamin C.

Hey pharmacist, what's this vitamin C gonna make me feel like? Do I need it? What's it gonna me make feel and what can I expect, right? But when we take it to a genetic aspect, people wanna know how you can track.

Well, because of all of the areas that we hit, there's so many ways you track, standard and common blood work.

Genetic testing vs blood work and how to track progress

could track this and see, you know, we want to keep cholesterol is actually a good thing, but we wanna keep it in check, right? But some people have the tendency to have a higher LDL, which is the lousy, that's the Lousie cholesterol.

That's how you remember it, LDl, lousey cholesterol! Okay. Anyway, you want to keep it in check. So if your body, if you are one of those people that have markers on like your APOB and your PON1, P-O-N-1 is how we detox the bad cholesterol.

That's something that's going to be more beneficial for you to get support on. And how do you track that? That is, how you'd track your results is blood work, standard and common bloodwork, whether it be the CMP, CBC, c-reactive protein, which is an inflammatory marker, vitamin D serum levels, et cetera.

So blood work is a great tool for seeing how you can move the needle. Of course, some people, I know your husband and my husband are on their SNP formulations.

And my understanding is that your has been the same as mine that are like, but I don't feel, biomarkers in these tests, and they can see that needle moving, right?

So for those people who feel the difference and say, I might not need to track because I feel you're saying that we can still see it. We can it kind of objectively.

So it's a good tool for tracking. But at the end of the day, one doesn't substitute the other. That is correct. There's no replacement for knowing your genetics.

Right. In this way. That is correct. Okay. So that's where we start. And then you could do a baseline blood test or other biomarkers and then check it again and what, four months, five months?

What do you normally suggest? If you are going to be one of those people that really tracks your blood work, I would say once every four There are other things that might be checked by a provider.

They might tracking, I think, A1C, they track over a three-month period and things like that. There might other, but if you wanted to do your full panel, a red blood cell cycle is basically 120 days.

That's four months. So that is what I would suggest if somebody really, like my husband, you just said it. My husband doesn't quote unquote say he feels what feel.

If I don't take my customized supplement, for three or four days, I don't feel I need it. I physically need, need I feel it, right? I fell the energy, got the better sleep, more stamina, et cetera.

He doesn't fell it but we see it in his blood work. Like you said, his apolipoprotein B reduced, triglycerides down, LDL down. Things like that, so that's how we track his.

Inflammation markers, etc. It's so great that we have tools for people who may say, is this real? Does this really work? Well, give it a try and see. Let's see how you feel and let's what your biomarkers show.

I mean, there doesn't have to be this big mystery, right? I think that's the thing. Some people, they'll go, oh, I tried it for a week. It didn't work for me.

Sorry. But I mean, the body doesn't that work that way. There is a reason, and I don't know, let's be a little funny here. You hear the commercials about a pharmaceutical.

This may cause. And then the whole list goes on and on. It's not like the commercial, right? And why do they all cause a problem in the nether region?

Yeah, I don't know. But the point is, wouldn't it be better if you could take a medication just to fix the problem, right? Well, nutrigenomics comes into the source, to help optimize that DNA, that expression where you have it, so that the body can do what it needs to do.

So, let's go back to me. I had been struggling for 11 years with chronic fatigue, terrible sleep, horrible digestion. The symptoms kept compounding. Perimenopause in my early 40s, I was way too young to have the issues.

My metabolic health was just like off. Didn't matter, it was working out all the time. It was eating really clean. That goes back that question. When I first addressed my genetics, It was first the energy and the sleep and then the digestion and it was like little light switches flipping back on.

And it's like, hmm, was it in my head all of those years that I didn't feel well? I mean, I thought it, but at the end of four months I was the improvement.

So I started tracking my blood work. I starting watching and paying attention to things. It wasn't until two years later that found out that had an underlying autoimmune even.

Yes, I was failed. I failed that I wasn't tested properly, ever. But hindsight's 20-20. And I'm happy because naturally, right now, at the ripe old age of 54, which I am celebrating, It shouldn't be, when I see somebody that's 40 and they're talking about they are only on three medications, we start one, then another one's added, another ones added to offset.

Why are we going to the root? Just see if we can support that person from the beginning instead of just layering on another and another. Oh yeah. Yeah and you know that actually is perfectly in line with my next question for you was to talk a little bit about the difference between optimizing and biohacking.

This term bio hacking that is you, know it's there's a lot of buzz around it and then optimizing is sometimes used sort of synonymously but they're really actually very different.

Can you talk the difference of the two, and maybe a story from your own life about one or the other or both? Well, optimizing. I mean, biohacking, I could bio-hack one thing, right?

Like I love PEMF, Right? I do. Love it. It's a great tool. I would consider that a bio hack, red light therapy. These are other little things that we can do, but for my own health and wellness at the core to optimize how my genetics are working so that my body can recover quicker.

When I'm exposed to somebody else that's around me that has been sick or whatever, I think I've got everything

pretty optimized. I go down very, very seldomly as far as even to get, you know, we talk about this, Cory.

You're like, oh, i'll tell you one day I didn't sleep real well. i feel it when i don't. And I just, you know, I listen to my body. I go to sleep the next night and I get a good night's sleep and like I'm bounced back, right?

But a lot of people that start to go down that path when they're not optimized, that's what leads to that sickness, or that, getting that nasty cold versus fighting it off.

Optimizing healthspan in midlife with genetics

Does that help? Yeah, for sure. It reminds me of, I guess, the way that I think of it is that optimizing is our birthright potential. We come into this world, yes, we have some variants, but we also have the beautiful solutions for what these variants need to thrive in nature.

It's this beautiful synergy that we have available to us. I'm looking out right now, out my windows at the trees that are just beginning to bloom in the springtime.

They are feeling optimized because they have the sunlight, they had the soil, all of this. It is their right to lead the fullness of what they came into the world to be.

So I think of optimizing in that way. we all have this potential to be, you know, to live longer in a healthier way. We all the potential feel well. Whereas biohacking is like, how can I trick, kind of trick nature a little bit, which is awesome, right?

It may not feel available to everyone though. So I think there might also be kind accessibility questions there. Oh, yeah. And then in some biohacking techniques, they're so, so outrageously expensive.

I think there are bio hacks out there, but you are right. This is what SNP is bringing to the table is healthspan. When I talk about health span, it's about longevity.

i don't want to live to 150 if I can't move my body. No, thank you. no, I mean, i want Moving, eating, walking, traveling, you know, I think that should be our goal.

Yes, absolutely. I am wondering with this discussion, let's say about optimizing, and we all come in, world with maybe some variants, but also these beautifully matched nutrients that are available to us.

At the same time, there is something about midlife and maybe about women as well that, to me, makes this such important information for us women in mid-life, but men in the mid life as to really hear and understand why do you think or how do think that nutrigenomics is such a great tool for those of us in a midlif, e but especially women.

Well, I mean, there's so many changes that happen in our body, right? So let's go back. Life is stressful, stress or events happen or, how do I know? I'm going to say it again, Stress.

Stress is one thing that can absolutely, remember we said these genes are actionable, and stress is on thing can make a gene. So, let us go to birth before we do.

I have to. And I like to this, when we come out of our mother's womb, We don't come out of our mother's womb with gut issues. We do not come with chronic anxiety.

Um, we do have all of these things, right? We come as this beautiful little baby and we go through life. to epoxides, chemicals in the air, we breathe them, things in our water, you know, plastics.

We're going to say it again, stress, all of these things, and then body changes through life, right? So those things are either what triggered these genes that one time when you were younger you felt great, it was like you had a battery that just kept going, And when we're older, when things happen, and you have those genetic variants, you

are stressed.

It might stop working optimally. So why is this so important for women? Well, I said it. In my early 40s, suddenly, something was off with me. Right? It was just completely off.

Perimenopausal. I mean, this is everything that it can impact and all of the symptoms that somebody can, I can make life miserable living, right? It just can.

And I think having the simple solution of understanding your genetics and then that one single thing can help optimize. I Think it's important. We're also, we're aging and now we are aging.

we were aging from the day we born, but we aging, and When I turned 40, I walked into the doctor and I said, hey, want to get baselines, why do you want baseline?

Because I know what I'm predisposed to, let's get these baselines. That's how we should be handling our aging. And we don't have to be obnoxious about it.

If you just do your blood work once a year even, that's totally fine. But understanding that these are things, the genes that we work with, are highly related to adult onset disease.

And if we can help optimize them, just like in heart health, I think coronary artery disease, 50% genetic and 50 percent lifestyle. Well, if address the genetic component, If we could help support the body, then you know this.

Science says you can live up to 20 years a healthier living, right? I mean, come on, who doesn't wanna live healthier longer? So I think this is why it becomes very important in midlife because it's that, you know, person down the street that quote unquote had no symptoms, but passes away of a heart attack.

Something was building, something was buildings up. And when we can see these things of, we're just more aware. Your doctor's not in charge of your health, I just have to say it right there, right?

Yeah. Yeah, and whether you feel it or not, especially in midlife, your body is changing sometimes rapidly. And so supporting your genes to be nourished and to able to function optimally at a time of great change, again, whether your feel or it not is a really great opportunity, yeah?

All right, one other question for today. So, okay, I think that you have explained what nutrigenomics is in a very digestible way, and we've talked about the simplicity and the affordable nature, especially the technology that your doing.

But what would you say to somebody who feels like this just sounds too advanced or intimidating? What would you say to somebody who approached you and said, you know, I hear this and it still feels intimidating or too advanced for me?

I totally understand that. I do totally that, however, it's been proven over and over. And there's so much research out there now that we have the ability to tap into and understand these nutrients.

support the outcome of this gene functioning optimally. And when we start at the genetic level, the genetics are functioning at a better level. The cells are healthier, which leads to healthier tissues, it leads healthier organs, and it's a symphony.

It is a complete orchestra, a beautiful big orchestra with all the key components coming together. You know what I really love also about what you have developed, Kim, is that there's people who geek out on things like I do, and I want to know, like, I wanna know everything and then more, right?

But at the end of the day, i'm getting support for my genetics at a foundational level in a way that has transformed my life. And I don't have to understand it.

The understanding of it just makes me happy up here. But I feel like for people who maybe do feel overwhelmed or don't geek out on stuff and they're like, that's not cool to them, you can still benefit.

You don''t have to know anything. All these scientists who've been working for years and all the evolution of science that continues to happen, your company does that on the back end.

So you don' have have a PhD. Right. We don have feel overwhelming. The steps that you take are to do a swab, less than five minutes to get your genetic test.

Making nutrigenomics feel simple and accessible

You don't even have to look at them. We look. And then we tell you, here's what we believe that you need. Give it a try. See how you feel. That's it. It can be simple.

Absolutely. Well, that would be my husband. He doesn't care about the science. And for him, how does he, he watches his blood work. And he was, you know, for a while I was like, if you're going to watch your bloodwork, Yeah.

It doesn't help just sitting by your desk. You've got to take it. Anyway, and when I really honed him in on, because he's like, is this, you know, he loves the idea that it's for him.

He doesn' want to know the science. he knows that we've done it, but then we started, I started explaining some of his blood work, right, to him a little bit as we were watching from one test to the next.

of, hey, look what's happened to your triglycerides over the last six months, because that's about how he does blood work twice a year. So I go, Look what happened your triglycyrides.

Look, what happens to you LDL. You know, so we try to eat clean and healthy. I'm not saying that we aren't perfect. And again, I'll go back to the previous episode, we talked about life is not about perfection.

It's about small little steps to continue to improve. And when you see his blood work over time and tracking what's happened, he's like, oh yeah, I see the difference.

I feel it. Okay, well we have come to the end of episode three and at the of every episode we will ask somebody, in this case it's you, but in the future you'll have other guests and you will have them because this podcast is about this might change your life And we could insert in there, this simple thing might change your life, right?

We're just going to throw out ideas. We've talked about gratitude, we've talk about not looking at things in terms of perfection. Just start. You know, just try something and be consistent with that.

What would you say today, Kim, is another thing that just might your change life? That is a simple things. Simple thing. It could be complex, but I'm sure you could make it simple.

Well, I think with this episode, where I have to go, if you're at all inclined to want to learn about your own genetics more and how we are able to do that, first things first is you need to genetically swab.

That is what I believe might change your life of understanding your genetics. Whether you decide to swab with somebody else, you want to swap with us or you already have with another company and you have your raw data, we have the ability to decode it all and show you what would be in a custom formula.

So I think that's my big one today is, you know, We're talking about this and how do we truly know what to tell somebody until they have their genetics.

I Think that is important. Well, I've got so many little tips of little bitty things that are so, so easy to do, but we've gotta start with your genetics.

Absolutely. And it's a simple thing. It's like a cheek swab.

Episode wrap-up and call to action

Rub it here, rub it there, put it back in the mail, done. You never have to it again. When and done, like you say. All right. Did we miss anything for today's episode, Kim, that you'd like to share?

Or are we ready for episode four coming up? I think we're ready episode for, and I look forward, I the first few, it's going to be you and me. And we'll keep diving into more to educate people.

We are really keen on education. This is longevity, and nutrition is one component, but it's a really special component. But there are other things, it is all about applying these things simply in your life.

So we'll see you next time on episode four, Corey. Okay, we will see then, Kim. Thank you. Thanks for listening to This Might Change Your Life. If this episode resonated with you, please feel free to follow us or share this with someone you know is searching for answers.

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