What Makes GHK-Cu Different From Ordinary Skincare Peptides? Transcript

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Introduction and Debbi's skincare origin story

Welcome back to the Bioregulator and Peptide Summit everybody I have an incredible guest with me today. She's I feel like all of my guests are like my dear friends, but certainly a number of them are my dear friends.

And this one is a truly dear friend we've known each other for. I mean, I don't know how many years, but we met on a retreat that I was hosting in the Dominican Republic, and Debbi came.

Was that before Vitaly or after? It was in the early, early, early days. Earlier days? Yes. Yeah. Anyway, I'm going to tell you guys a little bit about Debbi because she has this beautiful background and this company does amazing work.

And so basically Debbi had 37 year career in marketing and decided that she wasn't quite done when she retired and decided that she her second act would be to give life to this beautiful skincare company as an innovator no less.

You guys will know. You'll see it. You'll hear it when you hear her speaking. This is about passion and purpose. So as the founder of Italian Regenerative Skincare, she has channeled her entrepreneurial spirit into a brand that is transforming skin health.

The seed for Vitali was planted when Debbi personally experienced the remarkable benefits of our topic peptides. Now under the guidance of her mentor, Peptide Research Authority doctor Suzanne Ferré, who I also adore.

Debbi was introduced to the Blue Peptide GHQ and it's incredible healing powers. This story ignited a mission to create a high quality, accessible version of this potent ingredient.

Now, Debbi is a respected voice in the skincare community. Wait till you hear her sharing her expertise through her widely read weekly blog. Her vision for Vitale extends far beyond skincare, with the company proudly supporting the entire association with a 5% donation profits driven by deep commitment to health and well-being in all its forms.

Debbi Barber, welcome. Thank you so much for taking the time to be here. Thank you for good to spend time with you. Nat. Oh, it's always, always. All right. So tell us why.

Why what really drew you to building a skincare company? Because, you know, lots of people would have been like, oh, this is cool, right? Not everybody would have said, I'm going to build a skin care company around something like peptides, something like JK copper.

I'm sure a lot of your friends were looking at you like maybe you were. They did. Absolutely. Well, I have to go back to Doctor Ferry. She was helping.

We you know, it was I was 64 six years ago. I was 64. And she was introducing me to peptides, you know, specifically like to help build muscle. You know, Tessa Moreland, you know, around the middle and keep that muscle.

And then, of course, thymus and alpha for my immune system, which was right before the Covid. And I was so grateful to have that as part of my arsenal.

And, you know, I was seeing all these improvements. And then one day I was in there and I had this at the top. I remember the top of my list for her. And I said, okay, we've solved so many things.

But I said, what about crappy skin, creepy skin that, you know, in my tennis when I when I see this crappy skin. And around here, what can we do? Is there.

And I had I had not heard of copper peptides at that time. And so she, she said, I'll tell you what I use. And I'm just like, okay, you know. And she said, bring me the secret and said, GHQ copper peptide.

She said, I can write a, I can write a prescription and you can get it from the compound pharmacy. So I started and I said, okay, I'm ready for this. And it was a foam, just this product.

It wasn't great. It wasn't a lotion or serum is really a foam. And I used this and after about six weeks it wasn't, you know, overnight. But after six weeks I really could see this is something different.

There is this is just like the other peptides. There's something here. And so I used it for another month. It was really costly for what you get this little, you know, thing of a foam.

Yeah. But I saw improvements. I saw the smoothness. You know, I could see something here. So in my I think it was about the third time I was ordering it.

It was Terry, my husband, who has more of the entrepreneurial spirit than I do. He said, we need to we need to share this with your friends. We need to develop something here.

You know that's better. And long story short, we go to an organic lab and had some really wonderful, smart people working with us, and we developed a serum and it was wonderful.

It's a wonderful deep blue serum with high uranium acid, and it has the brown algae and wonderful things that is also wonderful to, you know, apply to your face, not just helps.

And then we started sharing that just we did small batches and we had people lined up at the door were like, can you, you know, leave it in the mailbox.

Whatever. We we did not have trouble getting people to try this. And after, you know, just a few weeks, everyone was sold. I mean, that was okay. This is different than what I get at Neiman Marcus.

Yeah. You know, I mean, they're like I talking about. So from that we developed, you know, the serum, the moisturizer and the eye cream and that I just before I forget, we now have the eye cream in this little pump in the double walled pump so you don't have to dip your hand in it.

And this absolutely is coming out this week. And I know I'm so excited because I've been wanting to do that. Oh yeah. Yeah. Because it, it does like the little.

I know it took a long time to get the right pump that worked right. Double wall to keeping it. Keeping the copper because it has four peptides.

What GHQ copper peptide is and how it works

So anyway that's a new addition. But anyway we and then it was the customers that it was so great because we were new and we were dreaming about a product and we were having people write and like, you have to have a body cream, we need a body cream with this GHQ.

And so and I know that's one of your favorite things. Yeah. And so many people, I mean, I have guys who are weightlifters. They ordered two tubs a month.

I mean, sure they do because they're big. It's yeah, they're big. But so we developed the body cream, which has also, you know, rosemary oil for cellulite, but just having people input about the products.

So we have four copper peptide products that all launched from me saying what have you got for this crazy skin? I love it I love it. All right. So for people who are just hearing about GHQ for the first time, how would you describe what it actually is in plain language just quickly?

Well, it actually resets. It's a signal. It's a signaling molecule, and it really goes in. And I just can hear Suzanne saying this. It goes down into the stem cells of your skin and tells them to act younger.

And by that, it actually helps restore collagen and elastin, which are two major things that we lose as we age. What I love is GHQ is naturally occurring.

And again, that's the beauty of working in this area. You're working with things that your body is familiar with and can use. It's just we need to top it off.

It's depletes. And you know, copper peptides at 20. The difference you lose by the time you're 6,060% of the copper peptides or the GHQ in your body. Yeah.

So it's so wonderful to think that topically you can apply something that can help, you know, restore that so that your body can build its own collagen, elastin.

And there's more research with copper peptides than almost any of the of the peptides out there. But as far as skin and it's those have been with topical.

That's what's so beautiful. The research is not about injecting. It's about applying topical. Yeah. Yeah. The most which is the magic is magic. So so GHQ is a copper peptide.

Can you explain what that means. And why does copper matter here. Like what's the copper thing. It's an it's one of the most important elements for your body.

One of the things I mean it drives so much in your body you need it. I mean, that's why the copper, you know, everybody, the water bottles with the copper, I mean, copper bracelets, you know, you can just think of all the closes that you're trying to, you know, enhance your healing by putting copper, which your body needs, and that that is why.

And one of the other things I just love to share about it is the healing is the it is a healing peptide. And it was actually discovered, you know, in 19 I think it was 76, 70.

I think it was Doctor Lauren Picot. Right? Yeah, yeah. And it was nothing about skincare. I mean, it was they were doing studies on wound healing and they applied, you know, the copper.

Well, they discovered after when they applied the liver, the or the stem cells from the liver into the older person and they'd be started behaving as if they were younger.

They discovered it was the copper peptides, the GHQ that was making that difference and that just all that, everything. And that's why they've been studying copper peptides since the 70s, the mid-seventies. Yeah.

And so we're body, like you just said, so elegantly that our body naturally produces GHQ copper. It naturally we have this in our serum as we're younger.

But those levels decline with age. So you know, what's interesting is it's a systemic peptide. It's doing work in the body. But what does that really mean at the skin level like you mentioned like collagen elastin, the ability to heal.

Isn't there also something about copper peptides that helps to reduce scarring when we when we have a wound. Absolutely. Ceiling of scars. One of the things I love about copper peptides is it brings, you know, we have a collagen one. Yes.

And that goes in. But then that kind of makes it a scar is like a damage knit together, if you will. It's disorganized. Well, it's a rough job. It's like we just got to shut this down because we need to live.

Yes, it's it's a it's a rough job. That's a great way to describe it. But because copper peptides bring that college in for it helps organize, it actually goes in and organize the tissues to, you know, to be smoother.

And then it helps the I love it, it helps with the blood flow which you need going into that. And then the greatest thing, it actually takes away the disorganized tissue.

So it is such a wonderful I've had that experience. I had a scar, a really big scar here that I mean, this is from childhood and after using it, I mean, I really used it, you know, twice a day, use the lactic acid to help remove the dead skin.

Saw that, you know, just smooth out Terry, who has had most surgery more times than I want to think about. He had this Frankenstein looking scar in this thin part of his, you know, this had on the forehead.

And he started he was pretty aggressive, pretty, you know, even I think when the stitches. I'm not suggesting this, you know, wait till the doctor tells you.

But he was using the copper peptides right away with some or. And the doctor could not believe. I mean, they're like, what did you do? Or he's like, I did a really good job on this scar, but we have just seen it over and over with the healing because of the way it the way it works, it goes and organizes.

Well, you know what? I'm just realizing I have a scar on my cheek from birth. And for years and years, people would come up to me and say, oh, you have lipstick on your face.

Do you know what's interesting, Debbi? I really I just really and I've been using your products for the last six years since we first met, or five years, whenever that was.

We first met. Nobody said that to me. In years. I'm feeling for it now. I can feel a very faint scar, but I think that over. And this is like, this is an old scar.

This is a 62 year old. So I'm like, it's very interesting. So definitely that rearranging of the fibrils of the collagen and elastin realigning them is really quite a spectacular effect.

And I think that one of the things that a lot of people don't necessarily know about GHQ is that it it acts on our genes. It acts on our DNA. Right? So it actually it's not like a magical there's nothing magical about this thing.

It become, as you said, because it's coming from the body. And it actually there are receptors on the cells and through those chemical cascades, through the receptors, it is able to reset the genome to a more youthful setting.

And I think it's at Stanford that they did all these big studies following Doctor Picard's work.

Formulation, concentration, and skin penetration

And they discovered that I think it affects over 3000, 4000 genes up and regulates up and down. You can run. Imagine it running up and down. And this needs to go less. You need more here.

I mean it's your body setting it for healthy skin for your whole body. Yes but but but as you said, the fact that it's that you can use it topically like a lot of peptides you can't use topically, this one actually lends itself really nicely to topical applications.

So let me ask you this. Like, you know, there's a lot of talk about peptides in the beauty industry like this. The beauty industry has been talking about, oh, we have ceramides or we have peptides, we have this, that or the other thing.

But GHQ really has, as you've been saying, has a much deeper history than most. What is it that makes it different from those peptides that we see in these mass market serums?

Because you can go, frankly, you can even go to the drugstore. And I'm sure not that I look for for skincare in a drugstore, but you can find skincare that says they have peptides in there.

So what makes GHQ? Well, I think one of the things that it absorbs, if you if you formulate it properly, it absorbs and goes into the dermis. So I think that's part of it.

I think it's that it's the fact that it works. Epigenetics. Yes. I just don't think there's anything else out there that to that degree with your yes, topical products that really impacts the genome, which is really what's fascinating.

So let's talk a little bit about formulation. Right. Because you can't just you know, and this is the interesting thing. Like you get people who will run out and they'll buy the GHQ in the little vial that other people might, you know, go to that next level and inject into their bodies, which, by the way, can be really painful, but we're not going to go there, right?

Aren't burns like a, like a, like a beast and then some. But you're talking about there's, there's something about formula that you need to formulate it in a certain way so that it is accessible to the skin cells so that it penetrates.

Do you want to talk a little bit about about giving away trade secrets, like what are some of those challenges. Yeah, yeah it's water based. And so and then you have to be careful.

One of the things when I see people just adding it to whatever they like, I think, what about the what is, you know, because part of it is the that you work with.

So that's one of the things I've learned. We have to balance and be careful about the fen. You put ingredients together. So that's one of the things we had to work.

We need hierarchic acid. It really so if you're what you're using doesn't have high acid. That can be that can be difficult because you need that to have it you know work in the skin the more stories as well.

So I think those are some of the challenges. And then having it work with, for example, vitamin C, right. There's vitamin C, acid is one of the vitamin sees that does not play well with copper peptides.

And I mean it's probably one of the biggest questions I had when we started the business is how do I use my vitamin C and what I've learned? Well, first of all, your acid you need to separate.

You do not layer together because it's not stable. And they are. They do have a different acid the first different. So you do not do that. You do not.

And I thought I would have loved to have had vitamin C in our in our copper peptides when we started, but I did not because I just, I had learned you can't use vitamin C with copper peptides.

Now I know as the as I have studied and then our scientific advisor has led me along. There are there are more stable forms of vitamin C that you can blend with copper peptides.

So on our recent my most recent product, the Vita exosomes, we have two forms of vitamin C that I love, both the map and the THC. And we mix those with the copper peptides which we have included in the exosomes.

And it's just so beautiful that you can learn, you can formulate those things if you have the right. The it's one of them's all based. One of them is water based.

They work differently, but they're stable. So I think that's ability is a big issue and ability is huge. Yeah I've learned by mistakes we've made about stability.

Oh dear. Believe me. No. We've we've learned and learned fast and we're we were able to make changes. But I think the stability and when you work with more natural or organic ingredients, that's even more important about like what do you do to preserve and protect and take care of people with your preservative, but you must use some preservative, or you're going to have worse than, you know, something that any preservative to do.

Yeah, for sure it's not. So I think preservatives are a big part of formulating. Yeah. And so so we're talking about bioavailability obviously as we're talking about that this copper peptide can actually penetrate into the skin. Yes.

So how are you making sure that it penetrates and actually can act like are there other steps that you're using. Like you can't just plop it on top of your skin.

Like, do we have to, well, clean skin. And if you use if you leave your skin a little wet, that's one of the things a little wet helps the molecules go.

Does it really? Absolutely. Okay. The other thing that's really important, and this was one of our products, I guess two years ago. And it's just such a wonderful product, I use it, I love it is lactic acid.

So because we have, you know, the dead skin cells, they just, you know, and the older we get, the more the slower our skin turnover is. I mean that's 60.

You're talking 60 days, two months for your skin to turn over. And then if you have if you're sick, if you're stressed, I mean, you have other things going on.

It can even slow it down more. So we needed something that could help remove the, you know, break the bonds, remove the dead skin cell. So we developed a product with 10% lactic acid.

It's called a resurfacing cream. And that has been a game changer. I mean that that not only just that helps the face because the next day after I used it, when I started experimenting with this particular formula with 10%, I didn't want to just burn the face off, but I wanted to feel I wanted to feel some tingling.

And I really don't care for scrubs on my face because you can damage your face. You can get these micro tears. And the older you get when your skin thins, you just.

I mean, that's why I don't scrub my face with, you know, granules. I love the lactic acid because it it basically goes in, breaks the bonds from the dead skin cells.

And then you can sloughed those off, wash those off. And then the products do go in much easier. So that's a really important thing. I think everyone should use some type of exfoliant.

And what I love about this one, it is also it's one of the ones that has a little bit larger molecules and it is hydrating. So you're not going to have the side effects that you have with some of the other assets that can cause drying, and it can cause drying.

Absolutely. Right. So let's talk about concentration because there's a lot of talk about this. And some people, you know, there's people who are like, oh, well I just found this product.

It's 10% can see you. And then there's other really somebody will say, well, I just found this product of GCU. It's like it's ten bucks. It's amazing.

And you look at the concentration and it's like, where is it on Amazon? Yeah. So how do you know? Like talk to us a little bit about Doctor Picard's work in this area.

Like he was very specific about the effective range. And you can go a little lighter a little heavier, but yes, you can. What's that range? I actually learned this straight from a video.

We use the same source for our GHQ that Doctor Picard used. That was I wanted to start because I learned so much from him. I studied, I read his book, I read all his papers.

Yeah. I mean, he was just a brilliant mission. I mean, it was it was I learned so much. And in doing that, I was watching one of his videos. And in that video he talked about the top he would use that he felt was an appropriate amount to, you know, really do something was 3%.

I mean, I have that in a recording because there's so much out there, and that was the most he would use. Now, I'm not saying and when you buy 10% and mix it with something else you aren't getting, you're diluting it.

Yeah, yeah, you're diluting it. And so when I saw that and I still have that video, I thought, okay, we're going to have a 3%, but then everyone may not want to pay for a 3% or they may not need it.

You know, if you're younger, you may not need as big of a boost. You know you haven't lost, you still have lots in circulation, will have a lot of circulation.

So then we have a 2%, which is we call more of a daily use. But if you're having a procedure or you really have like if you want to work on a scar or you have, you know, something specific, specific things to work on, I like the 3% I do.

I use it every day. And it's, I think over a certain age, like over the age of I mean, honestly, I would say that it was post 55 that I really saw changes in my skin until 55.

I was like, I could, I was good, I was pretty happy because you, you had such good nutrition. Yeah, but between 55 and 60 there's things start to move in a very specific way.

So I'd say over 55, over 60 is when you want to move towards the higher concentrations. But definitely like you said, like if you're younger and you still have a lot of GHQ in your body, what you're doing is you're just slowing things down.

You're right. Exactly.

Supporting ingredients and skin barrier care

You're reinforcing because, you know, one of the things I think that's interesting about the way the body works is it's working in priorities. And how your skin looks is not actually a priority to your body.

So if it needs GHQ for a whole bunch of different things systemically, the skin is going to be the last place that's going to get the attention unless you have a wound, and maybe then it will.

So to your point, I think definitely younger people can get away with the 2% serum and then absolutely, probably post menopause is even a better way to put it is when we could really use the higher concentration. Absolutely. Yeah.

So you talked about vitamin C, which is a great topic because a lot that's a lot of confusion. So you've already addressed that. Is there anything else that you felt really was going to enhance the GHQ.

Now we're going to talk about the exosomes in a little while, but is there anything else like you mentioned the brown seaweed. Like you've got a couple of really ingredients that themselves could be hero ingredients in your formula.

They are there. The brown seaweed. Actually, I love thinking about the brown seaweed in the sea and how all the years it's out there protecting. Yes. And it brings that to you. Protection.

It is this great protection for your skin. And so we have that in all but the eye cream. We have other we have three

other wonderful peptides and I cream.

But we have the brown seaweed in there because it does help against oxidative stress. Does it protect from UV damage. Yes that's part of what it brings.

The table right. Seaweed. Fantastic for that. Absolutely it does. And we have that in there. And then we've carefully chosen, you know, some natural organic walls.

One of the products that I think you love this one to the higher the hydration boost. Yeah I know we're really using that. This is something everyone can use.

Anyone can use. I have never had anyone have any problem with their skin oil. It's 100% organic squalene all from olive and it is so wonderful. I use this every day is the last step before I put on tinted moisturizer or tinted sunscreen, and it just makes you just your skin loves it.

It just it first of all, it helps your other ingredients absorb. So I love anything that can help push that copper peptide into the skin more. Of course it protects your skin and it it really hydrates.

Yeah. And so if anyone starts, one of the things that I tell people when they're starting, if they've never used GHQ or an active any, you know, active like that, consider a hydration or squalene.

All because your skin may dry. It may be, you know, when you first start using something, you may feel some dryness. We see that when people start using copper peptide and I say add this hydration boost to the top, press it in and it will make such a difference.

Yeah, I also really like it when I'm flying. Oh yes, because the planes just suck the moisture out of your skin. Absolutely. So I like it when I'm flying and I like it also when I'm at altitude, like I, you know, I was telling you about the retreats we do in Sedona.

You're in the high desert. It's a really great product to have on hand just to seal in the the moisture. And it is a simple, inexpensive I mean, to me, what you get with that hydration boost is just a no brainer to me.

With any products that you're using, I will say it is just it's a win. And in some sense, I mean, you could put use that stuff on a baby if you need to.

I have I've my granddaughters, they're my testers was things that I feel are good for them. Yeah. And my granddaughter that has the eczema, she can use the hydration boost.

But there's so many things you know out there that she cannot can't touch with. Sure. Exactly. So well, we talked about anybody who's concerned about skin aging.

Is there are there any skin concerns or things that people I mean, you just mentioned eczema might benefit from some of these products. I think that what's you know, the absence of fragrance is a big deal because it neutral.

It keeps it neutral, right. Are there and you just mentioned your granddaughter's eczema responding well to to the products. I know that you've also posted on your website at times.

I don't know if they're still there. There have been some incredible pictures of healing from Burns. Yes. And we we haven't talked about that. So wound healing for sure.

But even for Burns, right? Yes. I had a customer who had a grease fire burns like had these big huge oh my God, bubbles on her arm. And fortunately she had the 3% serum.

And she used that like several times a day during this. And I have her before and afters and it is unbelievable. There was no starting almost right. Like the no no there's not because you know, it works.

It it truly goes in there. And as we said, it organizes it. Well first of all, it heals the blood flow. Yeah. Bring the nutrients for the healing is it's a great healer for me.

Yeah. So if anybody there has a bad burn, just you might want to talk to your doctor first. But it's definitely can be part of a healing process. The GCC copper for sure.

So is there are there any contraindications like is there any are there any people who might need to be cautious with the GCC copper. You know, the only that I in in all in the six years if you have and I don't really I can't answer all this if you have high copper.

Yeah. Like if you have shown to have high copper then you need to be careful and not use it even though until you balance it was in. Yeah. Well zinc. Absolutely. Yeah.

But I think that's a great question because that is people that is one of the early questions when people have not used it. Is this going to give, you know, bring too much copper to my body.

And I mean I use myself, I have been using it heavily for almost six years. And I take the burn and will inject it, especially after my back surgery. I injected, you know, I took the burn and injected the GHQ and my copper numbers are fine.

I mean, there's no high copper. And what doctor told me is that if you see the line of your nails, if you see blue, that would be an indicator that you have too much copper.

So she always tells people, you know, check that. But it's rare that we and even taking a daily like taking a daily supplement that has a bit of zinc in it, will also help to balance. Right?

Absolutely I take zinc. Pardon. Well and it's important for skin healing as well. Right. Yes, absolutely. So let's say somebody is using other products like how would they incorporate something like I would think the serum and the squealing oil are the two products that you can you can use with anything else. Right. Absolutely.

Would your serum be kind of like your first step and then your squalene be your last step? And then whatever you do in between, that's absolutely that is it.

You said it. And I have a lot of people that will tell me and I and it's interesting to me because I learned so much from my customers. They'll share me your protocols and what they're doing, and I love to either, you know, this is great, I'm going to study this too, or say you are killing your skin barrier.

I mean, I do have people that when they ride, and that is one thing I think that's really important that we talk about. You can overuse actives and it is not good for your skin barrier.

And I've had people try to combine I mean, when I'm looking at the list and I'm like, oh my goodness. You know, this alternates things. Too many things, too many things.

Exosomes, mitochondria, and aging skin communication

But the serum works. It plays well. It works well with so many other different skin care out there in the spring. Anybody? Yes. Yeah. And I think one of the things a lot of people don't know about GHC copper is that not only has it shown up in research for wound healing, but also think, well, hair for one, but also for inflammation.

And even there's there seemed to be some indications on neurological contacts like it helps with healing of nerves. So does that broader biology kind of inform how you think about what you're building.

The broader biology informs how it well, first of all, it reassures. I think it more reassures that we are on some. We are working with something that can heal in so many ways.

I haven't I haven't applied well the blood reading studies about the blood vessels and how much the, you know, helping rebuild blood vessels and blood flow, definitely that informs because you can see all the different ways that that can be used.

And I have I have people with so many, I mean, it heartbreaking things that they're dealing with with their skin. I had someone who had a flesh eating virus from Costa Rica, and she was in clinical trials, and after they got that under control, she started using the serum and she just said she she doesn't believe she's even going to have scars because she's been using the serum on that.

Wow, that's so powerful. It is powering. All right. Well, so with all these powerful, incredible stories, you thought, we need something else. We need one more thing here.

So you've recently introduced exosomes into the picture? Yes. So you talk about how peptides and exosomes represent a software update for aging skin cells.

Do you want to talk about that a little bit? Yes, I do absolutely. And the reason we you know after copper peptides and we love them love love love them.

And we thought what is next. And one of the thoughts I want something that will help the current products work even better, our products or other people's products.

So it's not just what's the next new thing, what will help the products work better? And as we did the research, we clearly zero age exosomes. They did it for me.

There was this research about 20, 30 years ago where in the embryo when they're scarring, they determined by studying this that the scarring totally healed.

I mean, the wound healing it healed and no scarring, which means there's something pretty powerful about what happens in the embryo, this zero age. And so I was intrigued about that.

And then as I turned, was turning 70. You know, I know that even the products that are wonderful do not work as well. I mean, there, you know, and and that's the hallmarks of aging, stem cell exhaustion.

So you can have the greatest product out there. But if your stem cells are not able to fire and signal and act the way they used to, then you need help.

And so that's why we chose exosomes, because they can work to help the GCC. And one of the things they do, one of the things I love is the exosomes help the GCC go even deeper.

I mean, it's a little nano bubble can. That's why we say use it first. I like it on wet skin. Put the exosomes first, then put the copper peptides and the exosomes in that little bubble can take it deeper into the dermis to do more.

So you've got this tired stem cells, and then you're firing them up with the exosomes, which are the beautiful parts that you can bottle. Yeah. I mean, you put cells, you can put them into the bottle and you can use them.

So I think it's just it's it's a wonderful way to make products work better that you're using. Yeah I love that. And definitely it's it's becoming it's a new product but people love it.

I can tell you in my membership community they're all over it. I love it. Okay. So but the other thing, you know, everybody's always talking about mitochondria.

Yes. Right. So let's talk a little bit about how Sod two is coming into the picture here. Right. Because this is one of the issues in skin as it ages is this whole inflammation aspect that's happening here.

So how is this is it the exosomes or is it the that's that's kind of triggering all this work. It's the work is the zero age

exosomes. It is the only exosome that triggers Sod two in your mitochondria.

And you need that help because you have the exhaust, you know, in the mitochondria, the you know, the reactive oxygen reactive you. Absolutely. So by using zero ohms it can actually it is the side two goes into the mitochondria.

It's in your mitochondria. You need to again it's another thing to top off to add to. And it can help remove that. And you think about you remove the things that are aging in those skin cells.

Then your wrinkles and your skin I mean it's it's going to heal. Yeah. I mean guys that you've got hope you're watching this I don't know I don't even know if these interviews are available.

Audio only like Debbi's 70 years old. You like your skin is spectacular. Just spectacular. You really look nominal. And and you don't even look phenomenal for a 70 year old.

You just look phenomenal. Thank you. All right, so I just I, you know, I think that like talking about this skincare that you've now brought these exosomes on board.

And this is really where I think one of the aspects and maybe you want to talk about this a little bit, is that you're really one of the hallmarks of aging.

What are you trying to say, Natalie. Cellular communication starts to go down. Yes. Right. And I think that by bringing the exosomes on, which are little packets of information to those in, this is what you're talking about.

The crosstalk with the stem cells is you're now in addressing another one of these hallmarks of aging and that cellular communication, which is absolutely pretty magical.

Absolutely. I know one of the things that Doctor Flus shared with me, and I don't know why this made me cry, is when you get older, the more you hear, more you hear every day about something else that doesn't work as well.

Yeah, something that is depleted. You know, that's a common. And you have to tell your body it's okay, it's okay. But yeah, you know there's constantly but he said, well your stem cells can they may not be able to signal like they used to, but they can always read the message.

And I just want I thought they can read. So now we have something these exosomes that can help, you know, fire them up so that they can not only read but they can send the message, we need more collagen here.

We need more laughs in here. I mean, I think that's beautiful and it just helps me love it more thinking that it's doing that all over. Yeah, exactly of it.

All right. So let's talk about the bigger picture for just a couple of minutes before we close. Where do you see the science of peptide based skincare going in the next five years?

Well we're the big focus is longevity, I think. I mean, yeah, focus on longevity, which is not only to make things look better now, but make sure that it's healthy and will last for the year.

You know, that will keep going. So I think with that, and again, I just have to apply it to my products because that's what I've worked with the most.

It's helping all these, you know, working in the mitochondria, working to make the communication, as you just said, better. Who knows? Jordan is a much better person to talk about where it's going because he lives in that, you know, with and he works with you.

So that's a fortunate thing where we're we're very fortunate to have a scientist like Jordan working with us, for sure. And we have an interview with him too in this summit.

So you if you want to go for the deep science check out that one is much more the deep science. You're the the the the soul, the soul of the brand, the heart.

What's the one thing you wish more people understood about GHQ before they just dismiss it as just another skincare ingredient? Okay, before they dismiss it?

Well, you know, we talked about you can buy it for $10 and you can buy it for $119, but that this I guess that not just the cost, I don't know, they dismiss it.

If it's $119 that I can't pay, that when I can buy it for ten. And I know I'm kind of getting off the subject, but to understand the purity and the beauty of this peptide and the fact that it's been researched, you know, for 60, 70 years that it can heal that, as we said earlier, up and down regulates genes.

Like you're putting something on your skin that goes in and tells your skin to act younger. And it is researched and proven clinical proof of that for over 40 years.

So that's why it's not not another. Yeah, don't dismiss it. I'm glad you asked this question. Do not dismiss it. If after a week my skin is not all of a sudden puffed up and beautiful, that's what I mean.

That is one of the things that it makes me sad, actually, that people will try a product and they'll say, okay, this isn't working. And I look and they've had it seven days or ten days and you know, it's like, but you've got it.

You know, your skin didn't get there in seven days. You know, you need to give it a chance. Its first got to go in and, you know, really work on the skin barrier.

For example, do the thing. So I would say don't dismiss it because it's not doing.

Longevity skincare outlook and closing advice

Maybe there are many products that you can puff up your skin and make it look good for the night. Don't dismiss copper peptides because, oh, in a week, you know, I haven't seen my skin smooth out in my wrinkles.

Go away. Yeah. How long? How long do you find? How long do you think people should give it? I think, and I'll go with Doctor Pickard on this to three months to really see you definitely see changes both with the copper peptides and exons in the first month.

But it's more like softening of skin and, you know, texture and to touch. But to really if you think about skin cell turnover, you know, is in your 20s, it's 25 days in your 60, it's 60 days now, you got at least two months, but you have to for years to turn over, give it 60 days to really assess it.

And I think that's important. So I'm glad you brought that up. Beautiful. All right. Lightning round short little answers. Oh, no. Let's go. Here we go.

What's your favorite skin supporting habit that has nothing to do with skin. With products? Washing my face every night of my life, I just I clean my I cannot I mean, my Tardis moment now when I was a teenager, that was different.

Yeah. But in, you know, the last 40 years, I cannot say there's one night that I have not cleansed my face. Even if it's the missile or water. Just you got to get the gut off and let it breathe and repair.

Beautiful. One ingredient you think is criminally underrated in skincare right now. Well, I think the squalene all. We've already talked about it. Yeah? Yeah. Perfect.

What's a skincare myth you wish would just die about burning your face up and over? I think being overly aggressive, being being too aggressive, especially as you age, the thinning of the skin, I think being overly aggressive can work against you.

Okay. If someone had to pick morning or evening, when does GHQ work? Hardest evening. That's when your body repairs if you do nothing else. Perfect. Yeah, absolutely.

One book or podcast or even resource you'd recommend to someone really wanting to geek out on skin longevity? Oh, wow. Yeah. Is first. Absolutely. I didn't pay her to say that.

But you know, because you go into I mean, you know, if there's interested in a particular ingredient and how you use it and why you use it and why it works, and you didn't pay me, but it's true.

Thank you. Well, and we have a bunch of episodes we did with Vitali. We did. When was Susan Foray? Way back in the beginning. And with Jordan more recently.

So definitely a couple of episodes there. All right. Last one. Finish this sentence. Healthy skin at any age is really about well, this is Pollyanna, but attitude. Yes.

It's your attitude toward your skin and what you say and it really is. I got real quickly I did by my one of my daughters. They called Terry recently because I made some comment.

Well, for an I made a comment. Well, it's not bad for an old lady and it was dead. You got to tell her to quit saying things like that. And it's not my normal and are being funny, but that really I have that had that really made a, you know, impression on me that my daughter noticed that.

Yeah. And so I think the attitude about it instead of, oh no, this is looking deeper. But this skin. Look at it. Yes. So attitude love it. Beautiful and totally encapsulates you.

So Debbi, thank you so much for being here today for taking the time. Thank you always for your support. And why don't we tell people where they can find you, where they can find your products?

You have a beautiful blog that people should really sign up for and how they can get their products. Yes, the Tally skincare. com and if you order and put in the code promo code talks, you can save 20% on any of the products.

And also if you want to ask which products to use or just want to talk about it, you can email me Debbi@VitalisSkincare.com and it's Debbi. Debbi no e at at Vitali Skincare.com and I'm so happy to try to help.

Beautiful and your blog, how do they sign up for that? They sign up for that on the web site on the website skincare.com. Yeah, beautiful. Debbi, thank you so much as always.

A pleasure spending time with you. Thank you.