Why Generic Health Advice Doesn’t Work for Everyone (And What to Do Instead) Transcript

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Introduction to the Podcast and Episode Two

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she said, I've never seen anything like this. This is extremely powerful. I literally think you could change the trajectory of healthcare with this technology.

Because she was doing this, for providers mapping the genes of their patients and then applying the solution, 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 life.

Now let's dive in. Hi there, welcome back. This is episode two, this is Kim Ressler. I'm joined by my colleague, Corey Colwell, our COO. We're so excited to be here to truly continue our education and to ultimately inspire you to ideas and things, simple, different tools, techniques that you can apply in your own life to understand how to get to your root cause and hit the goals that your looking for.

Hi, Corey. How are you today? I'm doing so good, Kim. Thank you. I am so excited today. The focus of this episode, I think, is going to be incredibly inspiring for people to hear about this company that you built that has a different origin story.

It took a I know you will share, something failed you in life. Many things sounds like failed, you.

Why the Solution Matters More Than Supplements

And so you built something better, Something that didn't exist and something that could make lives better all around for people. So should I dive into my questions so we can hear about all of that?

Absolutely. That would be great. Let's do, let's talk about it. Okay. so why was just another supplement company? never an option for you. Like, why did that never come up for as an idea of ways that you could change the world?

Oh, a supplement company? There's millions of them, right? Yeah, just another supplement. Yeah. No, I never wanted to be the founder or CEO of a I was looking for solutions for myself.

Iwas lookingfor a simple solution versus, you know, $400,$600 worth of supplements stacked on a countertop. And no, I mean, that having a supplement company is no.

It was never anything I wanted. It also sounds like it's not about the supplement. It's actually about this solution, right? It is. That's correct. The solution that you're bringing to the world happens to be a supplement that is customized to you, but you want it to bring the change, not the product.

That is correct. That's correct, I mean, so many of us right now, we're struggling, struggling with we hit a certain age or something happens and you're like, oh, everything just starts falling apart.

It doesn't have to be that way, right? If there's things that we know about you, We can basically alter that trajectory for healthy living, understanding your own genetics.

So yes, and we want it to the solution that you've been looking for. because you haven't found those answers like me in 11 years. I wasn't finding the answers.

It didn't matter how many different providers. They would look at me and they would shake their head and go, you want me to run what test? And I'd be like, what do you mean that won't be covered by insurance?

I'm struggling here. You're not giving me any answers, You are sending me out the door. And then I would feel so defeated, right? So yeah, it's about the solution.

And so bringing yourself back to when you weren't feeling well for those 11 years and you were just desperately seeking answers, what did you see in the wellness industry that made you think, this just isn't good enough?

This just doesn't get enough. This has to be better. Was it so many things? Was one main thing? What do you? I think it is so is what I think. I mean, it's the standard off-the-shelf products.

Proper supplementation is very important. And I that even what we do is not the end-all be- all, right? There isn't one magic pill. There's not. But our solution is taking us so much closer to being that magic Can you repeat the rest of your question?

I want to make sure that people really understand that this test and that test, and try this and, try that instead of starting with me. And it was different protocols.

It was a lot of time, it money, energy, effort. You feel deflated when you keep trying these different things and you're not getting the outcome that you want, right?

That's a lotta time wasted, money spent on things that don't work. Right? Yeah, it almost sounds like nothing was good enough. And whether it is that, like you mentioned a few minutes ago, trying to clean up situations by the time we've already gone, you know, into a lot of pain, we're trying as opposed to take a look at ourselves as individuals and see how we might be able to support ourselves so that we don't possibly go down that path in the first place.

And so as oppose to being reactive, being proactive, and all those other things.

Personal Health Struggles and Missed Diagnoses

And then there was another thing that I know from your history that i thought we might want to touch on in this question of, you know, what in the wellness industry you were realizing, quote, this isn't good enough.

And that is that you are suffering, and you're struggling. Providers would look at you and they would see just on the outside what you look like and they'd be like, there is no way that anything is going on with you.

So you may leave, right? And so this idea that the, outside while it sometimes reflects what's going inside, it doesn't always. And, so you trusting your body and saying something is not right and having providers say, I'm here with I don't know if I can find the answer, but I sure will be with you until, you know, until we can something that moves this needle for you.

It seems like there was so much that you could choose to change, But the solution that You brought to the world encompasses everything. All of those things, kind of in one.

I think an important thing to put in here And Kori, you kind of nailed it truly with the question that you asked is what was happening? And you said it.

I was seeing for five years straight, I seen an endocrinologist. And because of the way I looked, and my weight, and he literally told me that I appeared to have something different, which didn't even lead to him testing me properly.

Never. Even though the blood work from before had shown these ups and downs, somebody will say, that's crazy, why didn' they go ahead and test you? I mean, I was dying inside, but the way I appeared on the outside, with the terrible fatigue and the sleep and just all of those things, the away I looked didn't mirror the ways I felt.

And that is a hard thing when you are trying to get answers as to what's going on, because I never even tested properly. I think that's something that really needs to shift and change.

Blood work is important. micronutrient testing is important, but how you're actually feeling is also really important and they all need to match and marry up.

And if you are feeling less than your best, getting older shouldn't be suddenly chronic fatigue. Getting older, shouldn' t be terrible sleep. We may be slower and like we don't have the energy of an eight year old, right?

But we should be able to wake up feeling refreshed and feeling good and having energy throughout the day, etc. So I think that was a big miss. It's a Big Miss of understanding.

it's just kind of like we talk about polygenic risk scores. You are an individual, you need to be seen for that. You were very special and your genetics make you who you are.

And that's where we need start on this whole journey of personalization. The next evolution of this longevity is you, it's nobody else. Yeah, yeah, and so you have taken genetics and applied a solution that is nutritionally based and what you Have seen in supporting probably thousands at this point.

I mean, I don't know how many people that's a guess And seeing the changes that have happened for them, is there a moment when you realized that you couldn't not build this company to bring this to the world?

Was there moment where you were like, that's it. Everything stops. I am doing this. The world needs this? There's a couple different moments. One with a client that was literally down to eating six foods.

histamine response through the roof. Afraid to travel, afraid to go out in public, always just having issues, been sick for 25 years. And when I watched what happened with her addressing her genetics, when they watched, what happen with and understanding that the body is such an amazing, amazing thing.

The body has meant to heal itself if it's given the right proper micronutrients and watching what transformed for her and her life. That was one, because that had to be one of the most complicated chronic conditions that I had ever seen somebody apply a nutrigenomic approach.

And before you go on, what did change in her life? She went from, you just mentioned the things that she was struggling with. What did that become once she applied nutrigeonomics?

Oh, she is able to eat virtually everything now. She's traveling around the world comfortably. you know, my husband enjoys a nice glass of wine on occasion.

She goes, I hadn't been able to participate in anything with him socially in 20 years to live that way and to feel that restricted. I saw her carry around her eight and a half by 11 sheet.

On the front side, it was everything that she could not eat. on the back, there was this little bitty section. And I was like, And she would literally take it to a restaurant and hand it it him and say, this is what I can eat.

Can you do this? If not, I mean, it was a serious pay the price, right? It wasn't like, hey, i'm sensitive to gluten. The breadth of foods, like I said, she was down to virtually being able to eat about six different foods.

And that was it. So seeing what happened with her, that was one. The second thing that really, really was very instrumental for me is finally in 2020, this is prior to SNP, I took the technology that we work with to a geneticist.

And it is when I do have an underlying autoimmune. And I had brought it out raging for the first time in two years. I took my technology that we work with to a geneticist and I said, something's not right with me, I haven't felt this way in 2 years, it's really bad and nobody's ever been able to tell me what my underlying problem is.

Because I've already fixed, you know, been living, feeling amazing for last two year applying this nutrigenomic approach.

Genetics, Nutrigenomics, and the Turning Point

I shared with her our technology, my genetics, and she did my blood work. When she reviewed everything that she viewed, My Blood Work based on my Genetics, she said, I have never seen anything.

Now, this lady is a geneticist. She does genetic mapping for doctors to tell people what they should be taking. So that's the thousands of dollars a process, the genetic, mapping and then the stacking all the supplements.

She said, I've never seen anything like this. She goes, this is extremely powerful. she said I literally think you could change the trajectory of healthcare with this technology.

I still get goosebumps when I hear that person think because she was doing this for providers mapping the genes of their patients and then applying the solution, right?

And she said, this is actually very accurate. And I think it's about 95% accurate and the 5% that it is not, it not that is it, is just those patients are gonna need additional support.

I'm gonna have to dive down further, you know, further things. When she that to me, literally, I was just like, Why isn't everybody doing this? Why are people not starting with this?" And I'm probably going on a tangent here, but I feel we need to.

When a baby is born, you aren't given an owner's manual. However, if you understood their genetics, from the time that they're born. And this becomes a little controversial, but I'm gonna say it.

You may make, if you understood that you've got specific markers that maybe make it harder for you to detox vaccinations, you should know this. That you could work with your provider and your providers should understand this, that may be you do an alternative vaccine schedule or you other precautions or other things after those vaccines.

So let's step further, because I'm not saying I am pro or anti-vaccine, but understanding how your body works would make you make different decisions for your children, right?

We all want our children to be healthy, have the best lives ever, and if your child could be somebody that may have that response or a different response, you just want to make it the So let's step it through.

We get older. And what do we hear about a child maybe in second, third grade? Oh, my child has ADHD. If we understood their genetics and we understand the what and why behind it, what if, because ADHD leads to more anxious children, can also lead to depression.

If we understood these things upfront and if it's specific nutrients and specific formula formats that that person needs, this is ultimately what introduced me to Neutrogenomics was a girlfriend trying to not put her son on, she refused medication and she wanted to understand his genetics and addressing his genetics, it was night and day different.

Each of those things have a pharmaceutical attached to them, right? And they progressively could be worse, you know, and the effects, etc. Now, I'm not saying pharmaceuticals are bad at all.

They are absolutely needed where they're needed. Yet, if understanding you have specific markers in a specific

pathway and applying the nutrients and understanding maybe that gluten is not your friend and eliminating that, and it's a night and day different child.

Wow. Why are we doing this for everybody if the science is there? Why does everybody not understand their own owner's manual? Simply, you know, I just got this image of how everything is mapped now, right?

Google Maps. you can discover how to get from, you know, Seattle, Washington to Timbuktu. There's a map we no longer have to use, remember the Thomas guides?

Yeah, oh my gosh, I remember that Thomas guide. Those were difficult to us too. Very difficult use. But we have maps to gets us from here to there. So why wouldn't we want a maps, to our own bodies, our children's bodies that can guide us to got from her to their, in health and just know where the roadblocks, where these challenges might be.

This might the easiest way, without the traffic, the construction, all these things, that why wouldn't we want these maps, these guides? And it's really not much more complicated than that, right?

You can take whatever roads you want, but if you know which are going to be the smoothest straightaways to get someplace, wouldn't you wanna give that a try?

Absolutely, and especially with our health, because health is so complicated, there's so many components of it. And I say it over and over, we all only have 24 hours in a day.

That's right. I used to think that I had like 27, 28, 29, but then my body told me, no, you don't. Yeah, exactly. So yes, having that information and understanding it simply, I mean, the thing is genetic mapping has been around for a long time, right?

It was complicated, confusing. We're simplifying it to hit what we need to do. It's not about rare diseases and rare genetic mutations that one in three million or billion or whatever have, right?

They're common and they impact us in basically adult onset diseases, and aging, et cetera, but it's also they impacted us from the time we're born. So why wouldn't we know this when we were young just to Hey, I cannot convert folic acid to the bioactive format in my body.

I'm going to, and I've got these genetic markers. There's no way I could eat 13 cups of spinach every single day for that offset. But understanding that, now I know what to do in general.

So that's what genetics gives us so much information about you, the individual. Yeah, so cool and what an amazing time to live in that we have that opportunity to discover that.

So you are building something really big and really revolutionary and that could also be super scary. I mean, I don't want to, again, put my, you know, phrase a question in a way that is making an assumption.

But what scared you most about starting SNP? And what made you say I'm going to do it anyway? What scared me the most? Well, first and foremost, it's I think a lot of people, well, that imposter syndrome, who am I to this, right?

because I'm not a doctor. But you know, the big thing is this, and I am really proud of this is we surround ourselves with amazing providers. And so I think that was one.

I mean, that is one thing, right? It's scary starting a business. It is scary and part of it is it's very education, labor intensive. because we are all so programmed.

Individuals, and you'll hear me say it over and over, even I am for certain things, I'm programmed to pill for an ill. You got a problem, you want it fixed and want fixed right now.

Longevity doesn't work that way. It's lifestyle, it's habits, its daily habits. on and on, and how do we hit all of those areas, right? So I think that, yes, it was scary.

Is it still scary? At times, Yes, It is. It's still, scary, but every time I get a phone call, or we get something that comes under the support desk and this is happening over and over, and very frequently now, you changed my life.

I just got my blood work done and my result, everything's trending in the right way, or my numbers, this has happened, everything that we do matches up with blood work.

So besides the subjective, like, you know, symptom type of trackers somebody would test, whether you feel it or you're reducing your A1C number or your reducing you LDL cholesterol, naturally, because you're addressing something at a genetic level is really, really cool.

It's the stories, it's stories of people who've struggled for a long time, because a lot of the people are struggling. I read something recently, Cory, and it was all about a heart attack that somebody had at 50. There were symptoms prior to that.

But it didn't just come on at fifty, right? And if that person knew that they were more predisposed, like me, cause I am, I'm more pre-dispose to heart stuff, Isn't that great to know?

It's not scary. What it is, it's very empowering of the things that I should watch, the thing that need to pay attention to, and then I know my solution is definitely supporting me.

So, yeah, I mean, we're going around a lot of different areas, but I think that's, yes, scary, launching a technology because you also hear, oh, is it really real?

Is it real real. Does it really work? Yeah, it is real. It really does work. But it's scary being the one to pop your head up out of the sand saying, hey, we're here.

We're Here. Adopt our new philosophy because we still, I mean, there's been times that I'm like, oh, something's wrong with me. I need it fixed right now.

We have to understand that the body goes through a repair process on its own. We just need to give it the right nutrients and it takes time. So I hope I answered that.

Why SNP Is Different from Other Supplement Companies

But yeah, because there's been other companies that, you know, maybe aren't all fully validated in science and people are like, whoa, is this really real?

But it's real. I'm babbling now. Yeah, no. I mean, it is so real, and your technology has changed my life. And I know I'll get to share my story in an upcoming episode.

But for now, we will just leave that kind of open-ended, like, there are very scary things about starting a company and starting business. and starting a business that is leading edge.

So people don't really understand or know, or they may question, is this real? But it sounds like you are doing it and you're facing that fear because of the impact.

Absolutely. Because of your opportunity to change people's lives. And so you were like, I'm leaping. What's that? There's like a poem about, comes to the edge, she goes to edge or something, and then it's scary, but then she leaps kind of thing.

Truly, this has been a huge growth, right? I mean, we both know starting a company now, because there's so much noise out there too. And all of these, which is one thing I'm really proud of in general, I think everything's pay to

play.

And I think people listening to this understand that it's pay to play. To be on some of these big podcasts, it is pay-to-play. to have an influencer, we don't do that stuff.

We want the authentic. we want authenticity. We want true stories of real life people living their lives, doing what they're doing, having these benefits.

And that's why we've approached this a little differently. Yeah. And I think because we don't have to. Because like you're saying, yeah, it is real. Yes, these changes are possible.

Right. So many, so many amazing stories. I can't wait for those to be shared. Not to put other brands or other solutions down, but I want to return to something that I just think is a really important concept and that you've talked about in the past.

fundamentally incomplete. Maybe that's me paraphrasing, but these other solutions that are in the wellness industry being inherently or fundamentally in complete.

What do you mean by that? So there's a lot of great genetic testing companies out there. We're going to start with those and they offer great information, right?

They do. I mean, they give you your polygenic risk score for this or that or this, or they do, it's great But then they'll tell you, if you've got this, do this.

If you got that, don't do that. And so then you're left confused. There's no solution at the end or you are chasing a whole bunch of different things, right?

So that's where the difference of SNP is to see where science is absolutely validated. We haven't talked about genetics yet because, you know, Corey, I can't suddenly make you six foot five, But these genes that we know we can ultimately optimize, science has already said it, you can do this.

You can optimize these with these nutrients. So these other companies aren't bringing the solution. And that's what we bring is these key areas of all of these areas, of mood and heart health and detox and methylation and immune resilience and inflammatory response.

And we can see, are you an overinflamer? Do you intend to do that? And then we know exactly the nutrients to give you. So we are the solution for that simplicity.

Now, let's stop right there because I want to make sure that somebody understands that addressing genetics through us or through SNP is not the end all be all, yet it's the heaviest hitting to understand what and why behind your body.

And it is simple and it one, right? It's one thing. After that, if you have a specific condition, mold, toxin, you know, If you've got something specific going on, I'm not going to be the protocol for everything.

There may be other things, but understanding you at a foundation and get that foundation optimized is very, very powerful. Yeah, I mean, our bodies start with our genes.

The information that, you know, unfolds from our instruction manual, right, is how we become who we are. So it would make sense then to nourish our jeans and to be foundational.

While you're not saying, this is the be-all end- all, everybody, that is all you'll need, all of that. Why wouldn't we start by nourishing these heavy-hitting genes that influence all these body systems?

Like, why wouldn't we start there and then see what you need to add? Because I think so many people would be

surprised that it might be far less or even nothing that you'd need add once your genes are like, ugh.

I've been nourished, I'm been fed, and I don't have to work so hard at all these other things. Agreed. So what is the problem that no one's talking about when it comes to supplements?

Just speaking to the supplement industry or most of the US population that are taking supplements, what's the problems that nobody's taking about? What's THE problem?

Or what they problem, or what are some problems? Well, I think one big problem that nobody's talking about is the fact that we don't need to mega dose everything.

And I see that very commonly and I it very clearly in my blood work. My stack is very simple and mega doses might be needed for a specific condition or a timeframe or something because something's going on in your life.

But the way the body is and what the needs with the micronutrients, that's one big thing, right? Another big things, sorry, I'm gonna say it live and we're gonna get loud about this, is the cost.

I think we supplement for a reason. We cannot get all the nutrition that we need through the foods that eat, right? We know that. The farming practices have changed, et cetera.

When I send somebody to see a provider because they're dealing with something specific and that provider wants to send them out the door with $1,200 worth of supplements for one-month protocol, that's one month.

I apologize. That's maddening. And I'm going to say it. that is maddening. I understand that people are dealing with specific things, but they may need extra, $1,200 in supplements for a month.

Who has that type of money? I don't know what to say because I could be really curt about this. I wanna keep my money so that I can maybe, hey, there's a peptide therapy that is really good.

But I would rather have my foundation so I that could have extra monies to spend on other things that might help my skin as I age or I want a red light therapy pad or whatever.

You know, I wanted to keep hard earned dollars. working. So that's another thing. Most supplement companies have an 8 to 12 times markup. Oh, I just said that publicly, 8-12 times.

I'm sorry, we're going to start to get loud about this. It's something that we talk to. And I think that this, what people aren't talking about, i've had providers tell me flat out they will not carry my product because on average they sell five, six hundred dollars of supplements to their clientele every month.

And I'm sorry, that's wrong. That is so wrong! We need to think about you, your budget, high quality ingredients, third-party tested, and give you what you need foundationally, And these providers are thinking about it wrong.

Let's get you on something that we can help you get to your health goals easier. And then, based on you, they'll have more trust. You'll more have trust in a provider that says, I want you to do this, and then we're going to take a look at what your genetics look, then I'll lay you over a couple of other things.

I mean, that's how they should be looking at it. Yeah, our providers that truly understand the genetics, the foundation and this, that is what they do.

And that's what I say over and over. This covers the Foundation, I fill in the gaps based on the person, based their own results. That's, what your provider should be doing.

I don't know how to tell you anything different than that, but to sell you all of these expensive, 60, 70, $80 bottles, When in reality, do you really need it?

Yeah, you may. You may need, but if we can hit your foundation really well, yeah. Well, so, I mean, essentially what I hear you saying is some of the things that no one's talking about when it comes to supplements are they don't have to be expensive.

They don' have t be complex. Th don t have be shots in the dark. they don't have to be, you know, all of these things. Like, it's actually flipping it on its head and saying, supplementing can be affordable.

It can simple. it can doable. All of the things that I don t think most people think about the supplement industry or all the supplements that they see, you know, at their health food store, just even the grocery store as being something that is simple, accessible, affordable, all of that.

And so you're saying it can be, it could be all those things that we need and more, and powerful, by the way. Yeah, very powerful. Absolutely. I mean, remember that $300 to $400 a month in adrenal gland fatigue supplements?

I was getting nowhere. We know supplementation is a consistency thing. So we were doing the classic, you got a symptom, let's go after that instead of going after the root of why.

Yeah, that is so, so important and also so exciting that, again, I know I said it a little bit ago, we live in this day and age when this can be, when our destiny doesn't have to be whatever it is that we're going through or even have our genetics as our destinies.

I mean, it's really cool to find out certain things about your genetics, but it also can really be scary and upsetting and frightening until you learn there's so much that you can do about it.

Yeah. And it doesn't have to be expensive. I don't think it's empowerment. It puts you in the driver's seat. Right? I love that. So along the way, did you have naysayers?

Did you people who were like, you can't do this or you shouldn't, or what the heck are you even trying to do? What is this? Do you want to share a story or two about some of the energy or the words that were coming at you that might have blocked you?

I mean, I don't think anything would have stopped you.

Naysayers, Startup Challenges, and Staying the Course

But I mean, some of the things that were pushing up against you to try to hold you back. I think one is providers saying, hey, the way you do this and how you customized and what you charge for it is not enough.

They want to see a higher price, right? OK, so that would be one that, like I said before, I've had people say to me, i would only go to a dietician for this.

And my response is, we work with diaticians. I think that there's so much noise out there and there is a lot of confusion about ingredients. I had a friend once tell me, oh you shouldn't have that format of whatever it was.

It was a specific vitamin and you know, dug a little deep on that. found out that 50% can't convert from one form to that. So it's microdosed. It's not megadosed and, you know, so there's been a lot of naysayers in general and until when you're working with a doc or provider and they take on your product and use it with their patient base.

and you start getting responses from them about their patients. That's what keeps pushing me. But yes, there's always, I mean, they're going to be naysayers.

There's going be people that go, oh, no, we've got to map one pathway at a time and apply this approach and then this, and, you know, that's the old classic way of doing the genetic mapping instead of how we kind of address it all at once, right?

Wow. Naysayer is about subscription models, but I have to tell you, That's one thing we like to pride ourselves on at SNP. We want to go on the journey.

You need to move your order, you move it. we don't lock you in. There's no hidden, there's nothing hidden. And we're so transparent about all of that.

What other things? I honestly think that we might not be the right choice of words, but I do think other supplement companies it might make them nervous to see that we have this ability to custom compound just for the individual.

Right? Yeah. Well, I was thinking that was where you were going to go originally. And I love that all those other places that you shared to give us a visual of like, wow, there's been probably naysayers at every turn.

But just from a broader sense, I would think that you might have heard from the beginning, you can't do that. We've tried. Yeah, we know the world is going to personalization, but that technology can exist.

And if it did, it would be unaffordable. You can do this because it's not possible. I will tell you a very, very large company that owns I think like 26 supplement lines reached out to me and they're like, how in the heck are you customizing?

how do you have the ability to do this? And I'm like, yeah, we do. And we can make one in nearly three billion formulas now. Three billion. Yeah. They're all unique.

It's based on your own genetics. Amazing, amazing. So there's not a cookie cutter way to create a startup or to launch something, especially something new.

Like you're creating, you bringing something that is an entirely new solution to the marketplace. and it sounds like you meet your naysayers with, you listen to them and you're like, share with me your feedback because that probably helps even if it comes across as being a challenge or being negative.

But in looking back, are there things that you actually would have done differently or in look back really would you have kept the story the same as was, if that makes sense?

Truly, I would have kept the story the same as it is. I mean, it in my opinion, is so important that we understand if you care about your health and wellness, right, which I think everybody does.

We think we're invincible until a certain age, but if your going to take supplements, if are one of those people that are looking at that… I meet biohackers all the time and I will say to them, have you done your genetics?

And they're priding themselves on being a biohacker. And I'm sure they are. They're doing a lot of different things. But did you go to address the foundation of you first?

I believe that anybody stepping into that needs to start with understanding. A cold plunge is good for me. It might not be good you. I've seen cold plunges make somebody have a seizure.

You can see some of these things, right? fasting and hours of fasting, one person is good, the next is not. There's no one magic diet. I mean, we're all independent individuals.

We need to look at you as the individual. That's what we need do. So, was the rest of that question, did I answer it? I think you did. So I have one other question for you, and that is for someone who's listening and they're like feeling inspired, I'm going to change the world with this idea and not idea.

What misconception is there about what it takes to build something like this? That's a good one. I think passion is what leads me truly and the stories.

It's not easy. You've got something amazing. I think you have to stay true to yourself. My big thing is all about the

quality of the ingredients and making sure that we keep the third-party testing and the quality of ingredients.

I want to keep improving and not go backwards. When we get bigger, I don't want somebody to go, oh, your cost of goods are too high. No. So my point is it's passion and perseverance.

And I tell people I will continue to fail until I succeed. You have to have that mindset and you have be okay with it. And I really, admittedly, I thought things would move faster in some regards.

I just did, right? I though they would more faster. But I think adopting a new, we're embarking on something that's so very, very special. It's going to take time.

You've got to stick with it. And you've gotta stay true to yourself. and just work to continue to get better about everything you do. So yeah, when you know you've got a hold of something, whether you're an entrepreneur or whatever, you got to hold something that's so much bigger than yourself, it hits in a different place.

And it's why when I say I feel I was gifted this technology. I truly do. I feel like I was gifted the technology to take to the world and to be the person that educates. I care very deeply about everything we do and I care about your outcome.

Beautiful. Well, we are at the end of this episode of your podcast, This Might Change Your Life. And we want to offer lots of ideas and inspirations and nuggets of of yumminess to grab and go, I can apply this to my life and this might change my like.

Also, we'd like to try to end every episode with just quick, easy idea. It could be absolutely anything at all. So the very first episode of this podcast, We ended with gratitude.

You had shared that gratitude is something that might just change your life because it has changed yours for the better.

Perfection Is Not the Goal: Closing Takeaway

For today, Kim, I'm wondering if you'd like to offer a little other nugget, or it doesn't have to be little, it could be a large nuget. Just something that maybe we didn't touch on today that just might change someone's life.

Okay. I think before we start really diving into other things, the big thing I want people to hear today is health and wellness is not about perfection.

Our lifestyles are not They're about small little steps to get to the right place. And it's kind of something that I am really focused on this year, myself, of understanding.

You can't beat yourself up because you ate two bundt cakes over the weekend. Okay? This sounds like a very specific example. It might have been your birthday.

Well, it was. No, but I think that life is moderation. I'm here to tell you that things don't have to be perfect. I'm here to tell you that we make little choices in life.

And that's what we're gonna, some of the things that were gonna talk about, these little choice and little steps that make big changes. This is why this might change your life, right?

But that is the first thing I really want to drive home. It's not about the perfect routine, the perfec diet. Its not abut the gym seven days a week. I am, we are going to be talking about little steps.

And the first thing I want you to know is perfectionism is not what it needs to. Okay. So perfection be gone. Perfection be done. We're all a work in progress.

I can't go to the gym one single day and think, woo, I'm going have big muscles, flat stomach and everything else. It's something that what are your goals and writing them down, et cetera, whatever, but it's small steps.

And that's what this might change your life is gonna be about. Love it. Love it. Well, I am so grateful to have heard more about your story, Kim. And even though I've known the story I feel so honored to get to understand even more deeply what has motivated you and what's been behind this extraordinary venture that you have taken.

In future episodes, we will get hear even. Is there anything else you'd like to add before we close today? No, Cory, I think this has been great and I it's great that if you're listening, it is great you get to hear kind of the behind the scenes of this journey and the challenge of really introducing something new as well as you hear the passion in both Cory's and our hearts and in our minds because I'm very blessed to get the opportunity that we get work together.

It's a lot of fun too, yeah. Alright, well until next time, we'll see you soon. Signing off. 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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