Why Your Antioxidant Defenses Decline — and How to Fight Back with Francois Vix Transcript

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<Untitled Chapter 1>

What is SOD and why it matters

Have you heard of super oxide Have you heard of super oxide disysmmitase? You probably haven't. disysmmitase? You probably haven't. That's because people aren't talking That's because people aren't talking about this, but this is something that about this, but this is something that our body creates that literally keeps us our body creates that literally keeps us alive and counteracts the effects of alive and counteracts the effects of oxygen, the toxic effects of oxygen, oxygen, the toxic effects of oxygen, which again most people have not which again most people have not actually even heard of. Today I'm actually even heard of. Today I'm talking with Francois Vix who is the talking with Francois Vix who is the president and CEO of Glyaden. He also president and CEO of Glyaden. He also has over 20 plus years of experience as has over 20 plus years of experience as a beauty industry leader. He's worked a beauty industry leader. He's worked with L'Oreal and Lancome and Neutrogena with L'Oreal and Lancome and Neutrogena all the big names. And then he went out all the big names. And then he went out on his own and really looked at what is on his own and really looked at what is going to be a gamecher in the industry going to be a gamecher in the industry of beauty as well as in health overall.

of beauty as well as in health overall. And super oxide disysmatase is really And super oxide disysmatase is really something that should be talked about something that should be talked about much more. I love this conversation.

much more. I love this conversation. I'm, you know, I'm of course so I'm, you know, I'm of course so fascinated with oxidative stress because fascinated with oxidative stress because it is such a driver of disease in our it is such a driver of disease in our body and superoxide disysmatase is such body and superoxide disysmatase is such a powerhouse to be able to combat a powerhouse to be able to combat oxidative stress. This episode gets a oxidative stress. This episode gets a little bit sciency, but he really brings little bit sciency, but he really brings it back and makes it practical. He's it back and makes it practical. He's such a lovely man. We had a great such a lovely man. We had a great conversation and I think you're going to conversation and I think you're going to walk away with some really big walk away with some really big mindblowing mindblowing mindblowing feelings and it so much great feelings and it so much great information that he brings. So I know information that he brings. So I know you're going to love this one. Francois you're going to love this one. Francois Vix, thank you so much for being with me Vix, thank you so much for being with me today.

today. today. >> It's great to be here Miranda. Thank you >> It's great to be here Miranda.

Franu00e7ois Voix background

Thank you for having me. for having me. >> My pleasure. So, I'm curious, you know, >> My pleasure. So, I'm curious, you know, you've spent decades at the intersection you've spent decades at the intersection of science and skin health, and you've of science and skin health, and you've been a part of some of the biggest been a part of some of the biggest brands in the beauty industry, and I'm brands in the beauty industry, and I'm so curious, what sparked your passion so curious, what sparked your passion to, you know, really go into oxidative to, you know, really go into oxidative stress particularly?

stress particularly? >> Well, to be honest, I didn't decide to >> Well, to be honest, I didn't decide to go into oxidative stress. It just uh go into oxidative stress. It just uh happened. But it's true that I worked happened. But it's true that I worked for um L'Oreal and Johnson and Johnson for um L'Oreal and Johnson and Johnson and Neutrogena and Neutrogena for almost 18 years. So I had a full um for almost 18 years. So I had a full um carrier as a business executive um carrier as a business executive um global business executive because I work global business executive because I work in many different parts of the world.

in many different parts of the world. Mhm. Mhm. Mhm. >> Um, however, uh, call it midlife crisis >> Um, however, uh, call it midlife crisis or I don't know what it is, but I when I or I don't know what it is, but I when I turned 40, I decided um that I wanted to turned 40, I decided um that I wanted to do something for myself. I wasn't sure.

do something for myself. I wasn't sure. Uh, but um, you know, it's great to work Uh, but um, you know, it's great to work for those large companies, but you don't for those large companies, but you don't have much control over your life. And uh have much control over your life. And uh I think I don't know if it's wisdom but I think I don't know if it's wisdom but uh or maturity uh you know I wanted to uh or maturity uh you know I wanted to have more control over my life and uh to have more control over my life and uh to do that uh I had to leave [snorts] those do that uh I had to leave [snorts] those um uh golden cages you know and and um uh golden cages you know and and tried uh something of my own. So uh when tried uh something of my own. So uh when I turned 40 I I started um I founded a I turned 40 I I started um I founded a small investment company small investment company uh right after um quitting uh leaving uh right after um quitting uh leaving Johnson and Johnson and um I I raised Johnson and Johnson and um I I raised some capital and we would do uh seed some capital and we would do uh seed investment so very early stage investment so very early stage investment in some projects and um it investment in some projects and um it was interesting but it was not exactly was interesting but it was not exactly me. I mean I like I'm very much me. I mean I like I'm very much hands-on. I like to um you know run the hands-on. I like to um you know run the business. I don't like to just invest business. I don't like to just invest money and then um wait and see or even money and then um wait and see or even coach. So um there was one um project coach. So um there was one um project that uh really intrigued me. It was uh that uh really intrigued me. It was uh two French immanologists who conducted two French immanologists who conducted research in the field of um AIDS uh research in the field of um AIDS uh under the supervision of um professor under the supervision of um professor Luke Montany who is uh the laate of for Luke Montany who is uh the laate of for the no 2008 Nobel Prize of Medicine the no 2008 Nobel Prize of Medicine >> and as the co-iscoverer of the the AIDS >> and as the co-iscoverer of the the AIDS virus. So, and he's a an believer um in virus. So, and he's a an believer um in in natural products and functional and in natural products and functional and integrative medicine. And um he he integrative medicine. And um he he believed uh that um um you know of believed uh that um um you know of course to treat AIDS patients the first course to treat AIDS patients the first stage will be retroviral drugs the stage will be retroviral drugs the chemotherapy chemotherapy chemotherapy u but that won't do anything against the u but that won't do anything against the damages you know create generated by the damages you know create generated by the virus. So that's where he believed that virus. So that's where he believed that um uh you had to uh use uh botanical um uh you had to uh use uh botanical extract natural mits in natural products extract natural mits in natural products to uh uh recover and uh and reduce to uh uh recover and uh and reduce oxidative stress caused by the the oxidative stress caused by the the virus. So well back to those two guys virus.

Origin of SOD

So well back to those two guys they came to me and they had developed a they came to me and they had developed a um a orally bioactive form of um a orally bioactive form of superoxidism superoxidism superoxidism so called also SOD. So SOD is probably so called also SOD. So SOD is probably uh totally unknown to your audience, but uh totally unknown to your audience, but it's a very important um molecule. As a it's a very important um molecule. As a matter of fact, without SOD, we just matter of fact, without SOD, we just die. And um that's SOD is a is part of die. And um that's SOD is a is part of an enzyatic pathway that our um body an enzyatic pathway that our um body produces to protect us against the produces to protect us against the toxicity of oxygen.

toxicity of oxygen. And um and it's it's an incredible And um and it's it's an incredible molecule. Um it's uh it was it it molecule. Um it's uh it was it it appeared uh two and a half billion years appeared uh two and a half billion years uh when oxygen uh that appeared three uh when oxygen uh that appeared three and a half billion years ago um on and a half billion years ago um on planet earth was 4 billion years it was planet earth was 4 billion years it was trapped underwater and then it started trapped underwater and then it started uh to evaporate in the atmosphere and uh to evaporate in the atmosphere and when that happened it almost killed all when that happened it almost killed all life forms on earth life forms on earth >> because oxygen is very toxic.

>> because oxygen is very toxic. And um and it's clearly it's a very And um and it's clearly it's a very powerful source of energy and um so uh powerful source of energy and um so uh but and it's the source of energy for but

and it's the source of energy for our cells. So we without oxygen we die.

our cells. So we without oxygen we die. Uh but when you consume oxygen we die as Uh but when you consume oxygen we die as well but we but it takes longer.

well but we but it takes longer. >> Um because basically we breathe uh >> Um because basically we breathe uh oxygen. Oxygen is used by our cells as oxygen. Oxygen is used by our cells as the source of energy and in the process the source of energy and in the process of um consuming and burning that oxygen of um consuming and burning that oxygen there are two to three% of um oxygen there are two to three% of um oxygen molecules that are not properly burnt molecules that are not properly burnt and they give her birth to uh reactive and they give her birth to uh reactive oxygen species the most toxic free oxygen species the most toxic free radicals. Mhm.

radicals. Mhm. >> So, um anyway, it's a long story. I'll I >> So, um anyway, it's a long story. I'll I I'll get back to SOD because it's really I'll get back to SOD because it's really interesting. But those two guys uh had interesting. But those two guys uh had been working on SOD and uh for NSOD is been working on SOD and uh for NSOD is very well known. It was discovered in very well known.

Medical use of SOD

It was discovered in 1968 by two American scientists 1968 by two American scientists um Michael Fredovich and Joe McCord um Michael Fredovich and Joe McCord um and um they it was its critical role um and um they it was its critical role um they discovered its critical role and um they discovered its critical role and its importance and when it was first its importance and when it was first discovered it was called the enzyme of discovered it was called the enzyme of life life life >> because every life form botanicals >> because every life form botanicals animals humans uh which consumes oxygen animals humans uh which consumes oxygen produces super oxidismas to neutralize produces super oxidismas to neutralize the toxicity of oxygen the toxicity of oxygen and that sod appeared two and a half and that sod appeared two and a half billion years when oxygen was in the billion years when oxygen was in the atmospheres and it hasn't changed in two atmospheres and it hasn't changed in two and a half billion years and a half billion years >> so it's [laughter] it's usually nature >> so it's [laughter] it's usually nature has this uh habit of modifying molecules has this uh habit of modifying molecules and things that are not perfect you just and things that are not perfect you just to make them perfect and in that case to make them perfect and in that case sod has remained the same and it's it's sod has remained the same and it's it's so critical that it was um as I said it so critical that it was um as I said it was called the enzyme of life because uh was called the enzyme of life because uh the more SOD a specy produces the longer the more SOD a specy produces the longer it leaves there is a direct correlation it leaves there is a direct correlation between SOD that protects us against the between SOD that protects us against the toxicity of oxygen and our longevity. So toxicity of oxygen and our longevity. So um it's a long story but usually not um it's a long story but usually not everybody and not many people know know everybody and not many people know know this story. So those two iminologists this story. So those two iminologists came to me and said well um you might be came to me and said well um you might be familiar with SOD um SOD's been used familiar with SOD um SOD's been used extensively in medicine as a as an extensively in medicine as a as an anti-inflammatory anti-inflammatory anti-inflammatory but and in an injectable form. So uh for but and in an injectable form. So uh for example to treat osteoarthritis example to treat osteoarthritis in the knees.

in the knees. However um it was acid was extracted However um it was acid was extracted from beef liver from beef liver >> and it was purified to a very high >> and it was purified to a very high degree so it could be injected.

degree so it could be injected. Um back in the ' 90s mad cow disease in Um back in the ' 90s mad cow disease in France in Europe France in Europe >> uh we can't use um you know animal >> uh we can't use um you know animal extracts anymore. And um so you had to extracts anymore. And um so you had to switch to an alternative source of SOD switch to an alternative source of SOD and uh but SOD extracted from botanicals and uh but SOD extracted from botanicals can be cannot be purified to a very very can be cannot be purified to a very very high level. So it cannot be injected. It high level. So it cannot be injected. It had to be taken orally and and really go had to be taken orally and and really go through the GI track.

through the GI track. However, However, However, SOD is a very small molecule and it's SOD is a very small molecule and it's destroyed by the the acidity in the destroyed by the the acidity in the stomach. Mhm.

stomach. Mhm. >> So you had to develop and that's what >> So you had to develop and that's what those two guys did a protective matrix those two guys did a protective matrix to uh you know protect the so that it's to uh you know protect the so that it's delivered where it should be delivered delivered where it should be delivered uh and un and damaged and um so they uh and un and damaged and um so they they used a fraction of gluten which I they used a fraction of gluten which I know is a bad word but this is not such know is a bad word but this is not such a bad word because a bad word because [laughter] [laughter] [laughter] >> uh the a fraction called glyadin.

>> uh the a fraction called glyadin. >> Mhm. Um and glyadene has two purposes. >> Mhm. Um and glyadene has two purposes. It's a it's a hard protein. So it will It's a it's a hard protein. So it will protect the SOD against the acidity but protect the SOD against the acidity but it also has very strong bioadeshive it also has very strong bioadeshive properties.

properties. properties. And um so those bioadditive properties And um so those bioadditive properties will uh help it to stick at the upper will uh help it to stick at the upper level of the small intestine level of the small intestine where you have your 70% of your where you have your 70% of your imunocmpetent cells and that's where the imunocmpetent cells and that's where the absorptions will happen.

absorptions will happen. >> So guadine has two purposes. first >> So guadine has two purposes.

Why Franu00e7ois got interested

Building the company and product development

first protections then really targeting uh the protections then really targeting uh the right area and um so those we didn't right area and um so those we didn't know that much you know when they see me know that much you know when they see me and and the reason why I was very and and the reason why I was very interested in their story was that I had interested in their story was that I had come across SOD when I was at L'Oreal come across SOD when I was at L'Oreal >> because L'Oreal has multiple patents on >> because L'Oreal has multiple patents on topical topical SOD topical topical SOD >> or hair graying hair loss and so on >> or hair graying hair loss and so on >> and um So when I met those two guys, I >> and um So when I met those two guys, I was very intrigued, you know, and only was very intrigued, you know, and only bioavailable form um wow this is got to bioavailable form um wow this is got to be uh very interesting be uh very interesting es especially as sod has for a long time es especially as sod has for a long time had a very bad reputation in in the US had a very bad reputation in in the US for example because for example because >> it was um not bioactive orally bioactive >> it was um not bioactive orally bioactive because everybody knew it will be because everybody knew it will be destroyed and stuff like so those two destroyed and stuff like so those two guys guys guys >> you know had done um that developed that >> you know had done um that developed that protective matrix they patented it and I protective matrix they patented it and I was interested you know maybe I was a was interested you know maybe I was a little crazy because you know starting little crazy because you know starting um so I I I suggested I offered those um so I I I suggested I offered those two guys to come uh with me and we'll two guys to come uh with me and we'll start a company and we and that's what start a company and we and that's what we did which was a little crazy because we did which was a little crazy because you don't start a company in life you don't start a company in life sciences you know on your own you know sciences you know on your own you know it's far too [snorts] expensive you know it's far too [snorts] expensive you know uh you can spend and millions and uh you can spend and millions and millions and after 10 years you still millions and after 10 years you still don't know whether you have something don't know whether you have something >> you know it's it's not um it's it's very >> you know it's it's not um it's it's very very uh it's a very expensive um way but very uh it's a very expensive um way but um so we we anyway we raised capital and um so we we anyway we raised capital and we developed a strategy to focus on we developed a strategy to focus on natural products we didn't go into drugs natural products we didn't go into drugs we didn't go into biotech we said let's we didn't go into biotech we said let's uh let's try to extract from natural uh let's try to extract from natural products or and then to do way to products or and then to do way to develop energy which is what we did and develop energy which is what we did and um that took us two years and a very um um that took us two years

and a very um very difficult job because SOD is very very difficult job because SOD is very unstable unstable unstable >> so everything every time you damage the >> so everything every time you damage the molecule it will lose its activity up to molecule it will lose its activity up to zero because it's a chain reaction zero because it's a chain reaction >> and uh but we managed to stabilize it >> and uh but we managed to stabilize it and um and after two years we we had a and um and after two years we we had a product that was uh like 20 years ago product that was uh like 20 years ago and um and uh we started um you know and um and uh we started um you know marketing around the world uh that that marketing around the world uh that that it which what it was it was a natural it which what it was it was a natural product a neutical and um and but we product a neutical and um and but we also always um took the high road. So we also always um took the high road. So we invested in science, we invested in invested in science, we invested in research. So today we have over 40 research. So today we have over 40 published studies on our product published studies on our product >> incredible >> incredible >> incredible >> and in 10 different countries. So it's >> and in 10 different countries. So it's not just research that was conducted in not just research that was conducted in a small lab in the south of France. you a small lab in the south of France. you know it's it's actually research that know it's it's actually research that has been validated by many uh labs some has been validated by many uh labs some of them in the US but also uh you know of them in the US but also uh you know we've worked with uh the top Japanese we've worked with uh the top Japanese universities for example because funny universities for example because funny enough SOD is uh on the top of the world enough SOD is uh on the top of the world in Japan the medical and scientific in Japan the medical and scientific community has a lot of respect for that community has a lot of respect for that molecule molecule molecule >> but also in Korea you know in France in >> but also in Korea you know in France in Germany and so on in Poland pretty much Germany and so on in Poland pretty much everywhere in many different uh fields.

everywhere in many different uh fields. That's why you probably would be That's why you probably would be interested because as a uh integrative interested because as a uh integrative doctor or functional doctor, you know, doctor or functional doctor, you know, we we work in cardiovascular health, we we we work in cardiovascular health, we worked in metabolic syndrome, we worked worked in metabolic syndrome, we worked in oncology, we did we did all I mean in oncology, we did we did all I mean not all uh human clinical studies not all uh human clinical studies obviously but a lot of good good obviously but a lot of good good science, good research and then we have science, good research and then we have um human clinical uh studies in um human clinical uh studies in dermatology dermatology dermatology uh um plastic surgery you know for uh um plastic surgery you know for recovery we have a um you know sports recovery we have a um you know sports medicine you know because all those what medicine you know because all those what all those uh indications have in common all those uh indications have in common it's oxidative stress it's oxidative stress >> right >> right >> right >> you know uh uh so if you look at >> you know uh uh so if you look at dermatology 90% of skin diseases are dermatology 90% of skin diseases are linked to your immune system it's some linked to your immune system it's some sort of dysfunction sort of dysfunction >> of your immune system um So that's where >> of your immune system um So that's where we stand today. We have lots of we stand today. We have lots of research. We market our product in 50 research. We market our product in 50 countries mostly with physicians countries mostly with physicians >> which is pretty unique because um >> which is pretty unique because um not a lot of uh neutical companies can not a lot of uh neutical companies can go to a doctor and present a [snorts] go to a doctor and present a [snorts] product with the right supporting data product with the right supporting data which we can and we we which we have which we can and we we which we have done in many many countries.

done in many many countries. >> Yeah. And um >> Yeah. And um >> yeah, it's it's well took us 20 years. >> yeah, it's it's well took us 20 years. [laughter] [laughter] [laughter] >> Well, honestly, I you know, I I love >> Well, honestly, I you know, I I love that you're mentioning like maybe it was that you're mentioning like maybe it was a little crazy, but I feel like that's a little crazy, but I feel like that's where the magic happens in business and where the magic happens in business and in life when we do something that's a in life when we do something that's a little bit crazy. we take a risk and little bit crazy. we take a risk and it's I mean it's something that's like it's I mean it's something that's like you said has been around for a very long you said has been around for a very long time and is definitely you know tried time and is definitely you know tried and true in that sense and it's really and true in that sense and it's really just making it possible to be used as a just making it possible to be used as a neutrautical which is incredible that neutrautical which is incredible that they were able to do they were able to do >> and it makes sense that it has so many >> and it makes sense that it has so many applications because you know our applications because you know our cellular health is our every health it's cellular health is our every health it's everything we're

made of cells so everything we're made of cells so >> that makes so much sense >> that makes so much sense >> it looked from there oh go ahead No, no.

>> it looked from there oh go ahead No, no. Well, just to, you know, back what you Well, just to, you know, back what you just said, it works on uh the cellular just said, it works on uh the cellular homeostasis, but it really reestablished homeostasis, but it really reestablished the cellular balance. And uh by the way, the cellular balance. And uh by the way, everything that I'm telling you is everything that I'm telling you is published. Okay? I'm not telling you published. Okay? I'm not telling you something that is not published. So, uh something that is not published. So, uh because you know, it's just not my because you know, it's just not my style. So, yes. Um sorry just for the style. So, yes. Um sorry just for the interruption but I thought it was um so interruption but I thought it was um so we we've published a study on that shows we we've published a study on that shows exactly that you know in um you know new exactly that you know in um you know new frontiers in allergy which is a top uh frontiers in allergy which is a top uh publication in the field of energy publication in the field of energy showing that how we can uh under an showing that how we can uh under an aggression from an allergen the product aggression from an allergen the product can help reestablish the cellular can help reestablish the cellular balance.

balance. balance. >> Incredible. Yeah. And I appreciate you >> Incredible. Yeah. And I appreciate you saying that because it is there are so saying that because it is there are so many claims that people can make, of many claims that people can make, of course, we can just say whatever we want course, we can just say whatever we want nowadays on the internet, but to be able nowadays on the internet, but to be able to back that up with research to say to back that up with research to say this actually does have a, you know, this actually does have a, you know, clinical difference that that is saying clinical difference that that is saying a lot. Definitely.

a lot. Definitely. >> And I just wanted to go from there to go >> And I just wanted to go from there to go a little bit deeper. you know, you a little bit deeper. you know, you covered, you know, what super oxide covered, you know, what super oxide disysmotase is and, you know, how it disysmotase is and, you know, how it came around, but I I would love to go came around, but I I would love to go back to that with just what oxidative back to that with just what oxidative stress is because you're right, most stress is because you're right, most people don't know really what that is, people don't know really what that is, what that entails. If you can go into what that entails. If you can go into that a little bit.

that a little bit.

What oxidative stress actually is

>> Okay. So, oxidative stress and free >> Okay. So, oxidative stress and free radicals are toxic molecules. Basically radicals are toxic molecules. Basically you know in in oxygen there are oxygen you know in in oxygen there are oxygen molecules that are have not been molecules that are have not been properly burnt and they are unstable properly burnt and they are unstable molecules. Three radicals are unstable molecules. Three radicals are unstable molecules. They are missing usually one molecules. They are missing usually one electron.

electron. electron. >> So uh the common feature in all ox free >> So uh the common feature in all ox free radicals is that they will do a lot of radicals is that they will do a lot of damage to recover that missing electron.

damage to recover that missing electron. Mhm. Mhm. Mhm. >> So oxidase damage. Uh so they are the >> So oxidase damage. Uh so they are the two major sources of free radicals are two major sources of free radicals are oxygen consumption oxygen consumption and uh the second is sun radiation.

and uh the second is sun radiation. >> But basically a lot of things are >> But basically a lot of things are producing free radicals. You know producing free radicals. You know whether it's our environment, the food, whether it's our environment, the food, you know, pollution, you know, pollution, diseases, some even drugs, some drugs.

diseases, some even drugs, some drugs. So um they all contribute to um build So um they all contribute to um build building that building that big you know system that is called big you know system that is called oxidative stress and um if it's oxidative stress and um if it's unchecked it can do a lot of damage unchecked it can do a lot of

damage because uh basically in the case of because uh basically in the case of oxygen reactive species for example um oxygen reactive species for example um you know in that search you know in that search for the missing electron they might um for the missing electron they might um do some damage on the cell membranes.

do some damage on the cell membranes.

How oxidative stress impacts aging and disease

though they will damage the cell though they will damage the cell membranes uh which is mostly made of membranes uh which is mostly made of lipids and good way to measure your lipids and good way to measure your level of oxidative stress is to measure level of oxidative stress is to measure lipid peroxidation and that's uh lipid peroxidation and that's uh commonly you know done commonly you know done so you can measure your it's called MDA so you can measure your it's called MDA melanide melanide melanide but then once the the free radicals have but then once the the free radicals have kind of punctured cell membranes they kind of punctured cell membranes they are going to go for the nucleus are going to go for the nucleus and the nucleus if if your nucleus is is and the nucleus if if your nucleus is is damaged if you have DNA uh lesions on damaged if you have DNA uh lesions on your it will prevent your cells from your it will prevent your cells from duplicating themselves in a homothetic duplicating themselves in a homothetic way which could lead to accelerated way which could lead to accelerated aging or it could lead to even cancer.

aging or it could lead to even cancer. >> So that's how damaging free radicals >> So that's how damaging free radicals are. Um, as I said, you know, in in in are. Um, as I said, you know, in in in the past, you can protect your um your the past, you can protect your um your from the sun radiation by using topical from the sun radiation by using topical sunscreens and so on. Um if internally sunscreens and so on. Um if internally you can protect your um um your your you can protect your um um your your cells from reactive oxygen species by cells from reactive oxygen species by having healthy um SOD levels, catalyze having healthy um SOD levels, catalyze glucathione glucathione glucathione um but that also declines with age. You um but that also declines with age. You know our ability it's not so much the know our ability it's not so much the levels of uh SOD that declines with age.

levels of uh SOD that declines with age. It's our ability to replenish and It's our ability to replenish and recover those levels once we have had a recover those levels once we have had a shock fox distress.

shock fox distress. >> So um basically we we we've done um >> So um basically we we we've done um >> you know it's it's called the leading >> you know it's it's called the leading theory on aging is called inflammaging.

theory on aging is called inflammaging. So it's that low inflammatory noise So it's that low inflammatory noise and and free radicals produced and and free radicals produced inflammation. Inflammation produce free inflammation. Inflammation produce free radicals.

radicals. radicals. uh and they can certainly contribute to uh and they can certainly contribute to a the aging process. a the aging process. >> So yeah.

>> So yeah. >> Yeah. And I you know to remind people >> Yeah. And I you know to remind people that the aging process you know we I that the aging process you know we I think so often in our regular lives we think so often in our regular lives we think about it just as the clock ticking think about it just as the clock ticking by. But as you pointed out it's really by. But as you pointed out it's really that that process that's happening on that that process that's happening on our cells that could go a lot faster our cells that could go a lot faster than our typical age or slower than our than our typical age or slower than our typical or our chronologic age. And so typical or our chronologic age. And so that process is actually somewhat, you that process is actually somewhat, you know, independent of our actual age, know, independent of our actual age, even though it can may correlate for, even though it can may correlate for, you know, with the longer time that you know, with the longer time that we've been on the planet, the more, you we've been on the planet, the more, you know, wear and tear we might have had.

know, wear and tear we might have had. So I appreciate you describing all of So I appreciate you describing all of that. that. that. >> Oh, go ahead. >> Oh, go ahead.

>> No, no, sorry. But you can do there are >> No, no, sorry. But you can do there are things you can do to slow down that things you can do to slow down that Yeah. And that's a piece that I think is Yeah. And that's a piece that I think is very empowering to all of us where it very empowering to all of us where it isn't just a process that is happening isn't just a process that is happening without us. We can do something about it without us. We can do something about it because especially nowadays there are a because especially nowadays there are a lot more insults to our cells. So many lot more insults to our cells. So many more sources of oxidative damage and more sources of oxidative damage and oxidative stress. And so at least we can oxidative stress. And so at least we can do something about that then to slow it do something about that then to slow it down a bit down a bit >> with that too. Can you speak to how we >> with that too. Can you speak to how we typically are producing super oxide typically are producing super oxide disysmmitase and is there a reason why disysmmitase and is there a reason why that is beginning to slow down as we that is beginning to slow down as we age?

age? age?

SOD production, lifestyle, and recovery with age

Um [clears throat] well there are some Um [clears throat] well there are some precursors of SOD activities some precursors of SOD activities some minerals that will SOD there are minerals that will SOD there are different kinds of superoxidismas you different kinds of superoxidismas you have the copper zinc iron and most have the copper zinc iron and most important one is manganese SOD important one is manganese SOD >> so uh I suppose that um you know one way >> so uh I suppose that um you know one way to maintain healthier level of SOD is to maintain healthier level of SOD is having a you know intake of those having a you know intake of those minerals because they are minerals because they are >> um but um to um like >> um but um to um like most things with our body if you don't most things with our body if you don't train train train your your own production of SOD you know your your own production of SOD you know um SOD is called internal antioxidants.

um SOD is called internal antioxidants. So our body produces it. So you have to So our body produces it. So you have to keep maintaining healthy production uh keep maintaining healthy production uh of SOD, regulate that production of SOD.

of SOD, regulate that production of SOD. Um you know having obviously a healthy Um you know having obviously a healthy lifestyle helps. Uh we believe that we lifestyle helps. Uh we believe that we can help too uh by stimulating your own can help too uh by stimulating your own internal production of SOD catalyzing internal production of SOD catalyzing glycion and having a imunomodulating glycion and having a imunomodulating effect on your immune system.

effect on your immune system. So um So um but basically um if you want you know but basically um if you want you know very often I tell that to uh people who very often I tell that to uh people who practice sports at a very high level. I practice sports at a very high level. I said you know if you start said you know if you start hyperventilating hyperventilating hyperventilating it means that you're consuming more it means that you're consuming more oxygen than your body can recycle oxygen than your body can recycle >> that produce oxidative stress you know.

>> that produce oxidative stress you know. So if you do uh if you're going to So if you do uh if you're going to practice sports, you have to do it um practice sports, you have to do it um not in moderation but at a very stable not in moderation but at a very stable you know pace you know regular pace you you know pace you know regular pace you know um it's the same with your um with know um it's the same with your um with your life. If you have a shock, your life. If you have a shock, obviously this is going to have whether obviously this is going to have whether it's a physical, mental, it's going to it's a physical, mental, it's going to have an impact on your level of stress have an impact on your level of stress and and you're going to um consume your and and you're going to um consume your own capacity of producing SOD as you do own capacity of producing SOD as you do that. So, you will recover, but the the that. So, you will recover, but the the older you are, the more difficult it is older you are, the more difficult it is for you to recover. It takes longer to for you to recover. It takes longer to recover. So um recover. So um uh basically that's um you know but sod uh basically that's um you know but sod uh and the other thing is um you know we uh and the other thing is um you know we are not all equal when it comes to are not all equal when it comes to antioxidants that's the part of your antioxidants that's the part of your genes antibodies pool you

know it's uh genes antibodies pool you know it's uh obviously if you're part of a mixed obviously if you're part of a mixed population you have probably probably population you have probably probably better protection against oxidative better protection against oxidative stress because you have more anti stress because you have more anti diversified antibodies. Um, some of the diversified antibodies. Um, some of the population that have the population that have the highest level of allergies, for example, highest level of allergies, for example, are the pe the the countries that have are the pe the the countries that have the highest the highest are the most homogeneous are the most homogeneous >> like the Japanese or the Chinese. They >> like the Japanese or the Chinese. They have u you don't have u you don't >> they don't have a very diver diversified >> they don't have a very diver diversified origins.

So that's why you know I mean So that's why you know I mean imunotherapy is very critical in imunotherapy is very critical in countries like China. I was in China I countries like China. I was in China I got back um you know a few days ago got back um you know a few days ago >> and that's very much something that >> and that's very much something that speaks to their um mind and to their speaks to their um mind and to their interest. Um you know most of the interest. Um you know most of the Chinese uh medicine traditional Chinese Chinese uh medicine traditional Chinese medicine is based on you know medicine is based on you know stimulating your immune system stimulating your immune system maintaining a healthy immune system uh maintaining a healthy immune system uh because they know that it's that's because they know that it's that's [snorts] the the base for everything.

[snorts] the the base for everything. >> Oh fascinating. >> Oh fascinating. >> Yeah. >> Yeah. >> Yeah. >> Well I I will probably bring it back >> Well I I will probably bring it back there. But to take it a little different there.

Hormones

But to take it a little different just because this is a women's health just because this is a women's health podcast. Um sure I would love to hear podcast. Um sure I would love to hear specifically how you know how our specifically how you know how our hormones can also impact this process if hormones can also impact this process if it has an impact it has an impact >> through you know the decline through >> through you know the decline through parmenopause menopause.

parmenopause menopause. >> Yeah. So um you know I I looked into >> Yeah. So um you know I I looked into that because that's not so for us u uh that because that's not so for us u uh always um you know uh something that we always um you know uh something that we get I mean we uh women's health is get I mean we uh women's health is obviously uh very important but we we we obviously uh very important but we we we look at it more in the with the angle of look at it more in the with the angle of fertility and we've done some work in fertility and we've done some work in the field of uh women's fertility but the field of uh women's fertility but it's when I looked at some research on u it's when I looked at some research on u menopause and premenopausal women, menopause and premenopausal women, postmenopausal women. What we have seen postmenopausal women. What we have seen is that they are the level of oxidative is that they are the level of oxidative stress in post-menopausal women is much stress in post-menopausal women is much is significantly higher than in is significantly higher than in premenopausal women.

premenopausal women. >> So obviously estrogen's hormone have a >> So obviously estrogen's hormone have a protective role against oxidative protective role against oxidative stress. So it's that's very clear and stress. So it's that's very clear and there are quite there is quite a lot of there are quite there is quite a lot of scientific literature on the subject. So scientific literature on the subject. So it's um so SOD for example SOD level are it's um so SOD for example SOD level are uh lower in post-menopausal women than uh lower in post-menopausal women than they are in premenopausal women and it's they are in premenopausal women and it's the same for other antio enzyatic the same for other antio enzyatic antioxidants such as um um catalas and antioxidants such as um um catalas and glucathione and you have also a higher glucathione and you have also a higher level of lipid peroxidation which is a level of lipid peroxidation which is a the a critical marker for oxidative the a critical marker for oxidative stress in post uh menopausal women. So stress in post uh menopausal women. So definitely there is uh you can see that definitely there is uh you can see that from a the the the angle of oxy stress from a the the the angle of oxy stress you can almost tell the pre and post you can almost tell the pre and post menopausal uh time stage for a woman. So menopausal uh time stage for a woman. So very critical uh to look into that very critical uh to look into that

because I I know that um that's not because I I know that um that's not necessarily an aspect an angle that you necessarily an aspect an angle that you investigate at that time of your life.

investigate at that time of your life. Mhm. Mhm. Mhm. >> You know there are other aspects that >> You know there are other aspects that are but clearly if you have a high level are but clearly if you have a high level of oxidative stress this will have an of oxidative stress this will have an impact on your immune system. Uh hence impact on your immune system. Uh hence you know could lead to uh uh weaker you know could lead to uh uh weaker immune system, depression, you know, and immune system, depression, you know, and that's um um it's to some extent it's that's um um it's to some extent it's you know it's uh you refer to that the you know it's uh you refer to that the baby blues, you know, period. That's baby blues, you know, period. That's that's a shock to your immune system.

that's a shock to your immune system. You know, giving birth is a shock to You know, giving birth is a shock to your immune system. And it's it's just your immune system. And it's it's just um because your your your level of um because your your your level of antioxidants are depleted, you know, you antioxidants are depleted, you know, you need recovery.

need recovery. >> Uh I think that uh the menopause is is >> Uh I think that uh the menopause is is is to some extent has the same is to some extent has the same consequences.

consequences. consequences. >> Yeah. So um but yes I'll be happy to >> Yeah. So um but yes I'll be happy to share with you uh some of the studies share with you uh some of the studies that we uh we did some research on that that we uh we did some research on that subject and it's very clear oxidative subject and it's very clear oxidative stress is higher among women post stress is higher among women post menopausal women than premenopausal menopausal women than premenopausal women. That's a sure fact.

women. That's a sure fact. >> Yeah. Well it's interesting to me >> Yeah. Well it's interesting to me because we know that there are increased because we know that there are increased risk factors post-menopausally for women risk factors post-menopausally for women including cardiovascular disease of including cardiovascular disease of course our bone health but you know you course our bone health but you know you mentioned depression as well things like mentioned depression as well things like that. And so it's interesting then to that. And so it's interesting then to see and I wonder if maybe there has been see and I wonder if maybe there has been any you know direct studies here but is any you know direct studies here but is there maybe a connection then with not there maybe a connection then with not just directly the hormones impacting our just directly the hormones impacting our cardiovascular disease for example risk cardiovascular disease for example risk but just lowering our antioxidant and but just lowering our antioxidant and our immune health and then our immune health and then >> that that risk going up. No, I I >> that that risk going up. No, I I obviously I haven't done the research, obviously I haven't done the research, but I my my intuition is that there is a but I my my intuition is that there is a direct correlation between the level of direct correlation between the level of oxy stress, the the estrogen protection oxy stress, the the estrogen protection against axillary stress and the you know against axillary stress and the you know the the consequences after. Mhm.

the the consequences after. Mhm. >> So, um yes, I I think um you know, it's >> So, um yes, I I think um you know, it's it's it you should consider doing some it's it you should consider doing some um you know, taking some steps to avoid um you know, taking some steps to avoid that uh that uh depleted uh level of that uh that uh depleted uh level of antioxidants or even weaker immune antioxidants or even weaker immune system. You know, it's I think that's system. You know, it's I think that's very necessary.

very necessary. >> Yeah. Um, [clears throat] >> Yeah. Um, [clears throat] >> I think that could pro provide women a >> I think that could pro provide women a lot of hope because there's there's a lot of hope because there's there's a louder conversation now about hormone louder conversation now about hormone replacement therapy helping with those replacement therapy helping with those risk factors, but there are some women risk factors, but there are some women where that isn't an option. For example, where that isn't an option. For example, just this past week, I was talking to just this past week, I was talking to one one of my patients who had breast one one of my patients who had breast cancer that was sensitive to the cancer that was sensitive to the hormones and she can't

she's not a hormones and she can't she's not a candidate for HRT or at least she will candidate for HRT or at least she will have to be very very careful with that.

have to be very very careful with that. And so, she wanted to know what her And so, she wanted to know what her possibility was for decreasing her risk possibility was for decreasing her risk factors. And so, there you go. So you factors. And so, there you go.

Effects on energy, sleep, and overall function

So you know it I think that's a great thing know it I think that's a great thing again to give hope to you know the again to give hope to you know the things that you do to support your cells things that you do to support your cells and lower oxidative stress maybe and lower oxidative stress maybe including SOD then you know those risk including SOD then you know those risk risk factors could be mediated that way.

risk factors could be mediated that way. >> Yeah. Yeah. Because um even you know >> Yeah. Yeah. Because um even you know even among um you know healthy people even among um you know healthy people like these women you know what we see like these women you know what we see what we observe and that's in every what we observe and that's in every country it's increased energy you know country it's increased energy you know uh it's also uh skin clarity because if uh it's also uh skin clarity because if you strengthen your immune system you you strengthen your immune system you have better uh photo protection have better uh photo protection >> uh it's even kind of have an impact and >> uh it's even kind of have an impact and don't ask me how because but I'm just don't ask me how because but I'm just [laughter] [laughter] [laughter] you know sharing with you some you know sharing with you some observation on the quality of sleep observation on the quality of sleep >> and um it doesn't mean that you sleep >> and um it doesn't mean that you sleep longer. It might all even mean that you longer. It might all even mean that you sleep shorter lengths shorter lengths of sleep shorter lengths shorter lengths of time but the quality of awakening is time but the quality of awakening is better sharper mind more focused and better sharper mind more focused and these are um you know observations that these are um you know observations that we have um uh we have you know seen we have um uh we have you know seen everywhere around the world you know everywhere around the world you know it's from Japan to the US uh Europe so it's from Japan to the US uh Europe so um while those are I mean clearly good um while those are I mean clearly good to take you know at that stage in your to take you know at that stage in your life Mhm.

life Mhm. >> Now, it's not going to do anything in on >> Now, it's not going to do anything in on the the the hormonal front, you know, hormonal front, you know, >> but clearly on the energy, on the >> but clearly on the energy, on the sharper mind, maybe on the quality of um sharper mind, maybe on the quality of um um quality of sleep, possibly even the um quality of sleep, possibly even the quality of skin, quality of skin, >> it might uh you know, it might have a >> it might uh you know, it might have a beneficial impact.

beneficial impact. >> Yeah. Oh, that's really interesting. The >> Yeah. Oh, that's really interesting. The sleep part is very interesting. It's sleep part is very interesting. It's okay if you don't if you can't explain okay if you don't if you can't explain that but that's really interesting to that but that's really interesting to see that correlation. H see that correlation. H >> yes um you know I I mean basically there >> yes um you know I I mean basically there is an impact on the way your um your is an impact on the way your um your body is functioning it body is functioning it >> at civil level it works better. So uh >> at civil level it works better. So uh there might be some connection with the there might be some connection with the circadian cycle. I I I am I I don't know circadian cycle. I I I am I I don't know what I'm sharing with you is, you know, what I'm sharing with you is, you know, the feedback that we get from being the feedback that we get from being present in 50 countries.

present in 50 countries. >> Yeah. >> Yeah. >> Yeah. >> Well, I don't think anyone will argue >> Well, I don't think anyone will argue that better sleep is sleep and that better sleep is sleep and especially women who are in pmenopause, especially women who are in pmenopause, menopause, I don't think anyone would menopause, I don't think anyone would bat an eye at, you know, being able to bat an eye at, you know, being able to get better sleep. So, get better sleep. So, >> you know, >> you know, >> interesting.

>> interesting. >> interesting. >> No, absolutely. with skin specifically >> No, absolutely.

Skin disease

with skin specifically you kind of mentioned skin you know what you kind of mentioned skin you know what is the relationship there with our skin is the relationship there with our skin health and oxidative stress health and oxidative stress >> well I mean you know 90% of skin >> well I mean you know 90% of skin diseases are linked to your immune diseases are linked to your immune system you know atypic dermatitis as system you know atypic dermatitis as pigmentation disorders you know a lot of pigmentation disorders you know a lot of um uh women can have uh melasma for um uh women can have uh melasma for example example example >> melasma is uh it's your immune system is >> melasma is uh it's your immune system is not effective enough you or your photo not effective enough you or your photo protection, natural photo protection is protection, natural photo protection is not effective enough. So, um not effective enough. So, um strengthening your immune system is is strengthening your immune system is is is going to have an impact on your skin, is going to have an impact on your skin, including um you know, reducing photo including um you know, reducing photo damage, you know, working on the damage, you know, working on the elasticity.

elasticity. elasticity. Uh as a matter of fact we we we have um Uh as a matter of fact we we we have um you know we have our core technology the you know we have our core technology the SOD but we have also a couple of SOD but we have also a couple of products that we that where in which we products that we that where in which we have combined SOD with other ingredients have combined SOD with other ingredients >> to make them more uh relevant and for >> to make them more uh relevant and for example on um skin inflammation example on um skin inflammation there's a product that we call there's a product that we call anti-aging you know glycine anti-aging anti-aging you know glycine anti-aging and it's very effective on reducing red and it's very effective on reducing red in red kerm you know red inflammation in red kerm you know red inflammation >> uh again this is a study that's been >> uh again this is a study that's been published so um you know I think that if published so um you know I think that if that's the product I will probably that's the product I will probably recommend to women in postmenopausal recommend to women in postmenopausal women because uh it will sod is going to women because uh it will sod is going to help with your immune system but uh if help with your immune system but uh if you want to improve your skin you know you want to improve your skin you know dryness uh you need uh omega gasree for dryness uh you need uh omega gasree for example lipids because that's what you example lipids because that's what you need to and that's not sod is not going need to and that's not sod is not going to do that to you to do that to you >> um and that is a very effective product >> um and that is a very effective product for um you know people who suffer from for um you know people who suffer from dry skin or who have a lot of photo dry skin or who have a lot of photo damage you know damage you know >> um >> um >> um >> so yes they they I I believe they could >> so yes they they I I believe they could benefit from that as well.

benefit from that as well. >> Yeah. And is that an oral product or a >> Yeah. And is that an oral product or a topical? topical? topical? >> Yeah. Oh no we only do oral products.

>> Yeah. Oh no we only do oral products. >> Okay. Mhm. That's my my my aim in life >> Okay. Mhm. That's my my my aim in life is to do the best oral products you know is to do the best oral products you know in the world but I you know thought of in the world but I you know thought of doing topical products has crossed my doing topical products has crossed my mind but I said you know it's too mind but I said you know it's too challenging to because um there are so challenging to because um there are so many good topical products on the market many good topical products on the market you know so many uh you know so many uh >> and and our expertise is really in oral >> and and our expertise is really in oral delivery so that's what we want to stick delivery so that's what we want to stick to.

to. to. >> Yeah. Well, that's amazing because I >> Yeah. Well, that's amazing because I think there is also there is some think there is also there is some exhaustion that can come with all the exhaustion that can come with all the topical things, you know, the procedures topical things, you know, the procedures that can be done, the products that can that can be done, the products that can be applied also. And so, being able to be applied also. And so, being able to take something orally and something take something orally and something that's going to not just help our skin, that's going to not just help our skin, but also help our health, our immune but also help our health, our immune system, our our clarity of mind, you system, our our clarity of mind, you know, all of those things. I think you know, all of those things. I think you know you're addressing things from such know you're addressing things

from such a deeper angle which I appreciate.

a deeper angle which I appreciate. >> Yes. No, absolutely. But we we've done a >> Yes. No, absolutely. But we we've done a lot of work. Um it's funny that you lot of work. Um it's funny that you should mention topical oral products should mention topical oral products because we've done a lot of work and we because we've done a lot of work and we have published clinical studies showing have published clinical studies showing that on average we can double the that on average we can double the effectiveness effectiveness of topical effectiveness effectiveness of topical products.

products. products. >> Really? So if you are going to use uh >> Really? So if you are going to use uh retinoids uh you know topical retinoids retinoids uh you know topical retinoids for anti-aging wrinkles and so on what for anti-aging wrinkles and so on what we've shown that if you combine uh we've shown that if you combine uh retinoids with oral uh our anti-aging retinoids with oral uh our anti-aging formula for example you will have uh you formula for example you will have uh you will have uh double efficacy on will have uh double efficacy on elasticity on reduce photo damage on elasticity on reduce photo damage on wrinkles on skin hydration wrinkles on skin hydration that's for one um again this is that's for one um again this is published data. I'm not sharing with you published data. I'm not sharing with you something that is not published. We've something that is not published. We've done work, you've mentioned uh laser for done work, you've mentioned uh laser for hyperpigmentation, for example. Well, hyperpigmentation, for example. Well, this is a very inflammatory process you this is a very inflammatory process you know you know non-ablative CO2 lasers know you know non-ablative CO2 lasers and so on. So if you combine we have and so on. So if you combine we have another product called skin brightening another product called skin brightening >> which contains again a lot of oils like >> which contains again a lot of oils like bash oil uh um a and so on and this is bash oil uh um a and so on and this is going to um when you're undergoing um going to um when you're undergoing um laser treatment for to reduce laser treatment for to reduce hyperpigmentation or treat melasma hyperpigmentation or treat melasma you're going to uh reduce if you take you're going to uh reduce if you take the products in combination with your the products in combination with your treatment you will have much less treatment you will have much less transermal water loss your skin will be transermal water loss your skin will be and you will uh have much less uh and you will uh have much less uh pigmentation rebounds post the laser pigmentation rebounds post the laser treatment treatment treatment >> incredible >> incredible >> incredible >> again this yeah that's published >> again this yeah that's published [snorts] data so which um so yes and uh [snorts] data so which um so yes and uh I could have multiple examples where we I could have multiple examples where we we've done we've published a very we've done we've published a very interesting study on vitiligo which is interesting study on vitiligo which is the loss of pigmentation the loss of pigmentation uh by the way um you know we are part of uh by the way um you know we are part of the international medical guidelines for the international medical guidelines for the treatment of vitiligo. So that's the the treatment of vitiligo. So that's the the worldwide guidelines the worldwide guidelines >> in combination with phototherapy. we can >> in combination with phototherapy. we can double the efficacy of phototherapy double the efficacy of phototherapy uh you know in terms of repigmentation uh you know in terms of repigmentation uh and we are about to publish another uh and we are about to publish another study uh with uh our product in study uh with uh our product in combination with eczeimemer lamp again combination with eczeimemer lamp again on treatment of vitiligo but we have uh on treatment of vitiligo but we have uh shown that um or the treatment of shown that um or the treatment of melasma for example melasma for example >> uh if you're using the cleanman trio >> uh if you're using the cleanman trio which is uh the treat topical treatment which is uh the treat topical treatment of reference for melasma M again if you of reference for melasma M again if you combine it with SOD with glyceridin you combine it with SOD with glyceridin you will double the result in terms of will double the result in terms of reduction of the mazi score which is you reduction of the mazi score which is you know melasma severity index.

know melasma severity index. So um and I could multiply you know I So um and I could multiply you know I could show you multiple examples um of could show you multiple examples um of of uh those uh effects and results on of uh those uh effects and results on skin.

skin. skin. >> Amazing. Amazing. And that, you know, I >> Amazing. Amazing. And that, you know, I think that speaks so highly too to just think that speaks so highly too to just the things that we're doing internally the things that we're doing internally to support our cellular health, to support our cellular health, especially on this level. What a big especially on this level.

Lifestyle changes

What a big effect it can really have even effect it can really have even externally. externally. externally. >> What other things can women do? You >> What other things can women do? You spoke a little bit earlier of, you know, spoke a little bit earlier of, you know, even just like our lifestyle and things even just like our lifestyle and things like that. You know, I I think we're all like that. You know, I I think we're all sold on your products definitely helping sold on your products definitely helping with a lot of these things, but what with a lot of these things, but what else can people do in their life that else can people do in their life that can have an impact on oxidative stress can have an impact on oxidative stress Well, it's, you know, I hope I'm not Well, it's, you know, I hope I'm not going to disappoint your audience, but going to disappoint your audience, but you know, some I do I try to do some you know, some I do I try to do some very basic motherhood stuff, you know, very basic motherhood stuff, you know, to maintain, you know, balance is the to maintain, you know, balance is the key key key >> uh in life. Um so, um I mean basically >> uh in life. Um so, um I mean basically you have to look after you have to be you have to look after you have to be very careful about what you drink, what very careful about what you drink, what you eat, what you breathe. you know you eat, what you breathe. you know that's where it starts. Mhm.

that's where it starts. Mhm. >> So um food well you know >> So um food well you know lot of a diet which is uh rich in lot of a diet which is uh rich in natural vitamins you know natural vitamins you know by seasonal fruits you know I mean by seasonal fruits you know I mean nothing out of this world but the nothing out of this world but the problem with for example fruits and problem with for example fruits and vegetables is today you cannot control vegetables is today you cannot control the amount of vitamins that uh because the amount of vitamins that uh because there is so much um uh you know there is so much um uh you know fertilizers, pesticides uh you know that fertilizers, pesticides uh you know that is being used is that those uh product is being used is that those uh product are going to impact the amount of are going to impact the amount of vitamins that you get in your food. So vitamins that you get in your food. So it's always best to you know if you can it's always best to you know if you can take organic and seasonal produce take organic and seasonal produce >> um >> um >> um again you know food rich in fish you again you know food rich in fish you know and I I mean I'm sure you know your know and I I mean I'm sure you know your audience is very familiar with what they audience is very familiar with what they should eat uh drink as well you know is should eat uh drink as well you know is critical uh you know your water critical uh you know your water and and and what you breathe I mean this and and and what you breathe I mean this is very basic you know I'm I'm almost a is very basic you know I'm I'm almost a little shame and to share that with you little shame and to share that with you because I don't have any extraordinary because I don't have any extraordinary piece of news to share with you about piece of news to share with you about what you should be doing you know uh what you should be doing you know uh regular exercise you know all those regular exercise you know all those things you know you're everybody is very things you know you're everybody is very familiar familiar familiar >> sleep quality of sleep >> sleep quality of sleep >> yeah well truly it that's okay to not >> yeah well truly it that's okay to not have anything extraordinary there have anything extraordinary there because it it just goes to show that because it it just goes to show that those things are those very basic things those things are those very basic things are what we need to do there isn't are what we need to do there isn't anything extraordinary we just have to anything extraordinary we just have to live that way. And it is interesting live that way. And it is interesting that you you you know earlier talked that you you you know earlier talked about exercise especially on the about exercise especially on the athletic level that that actually you athletic level that that actually you know it's it's a good stress on our body know it's it's a good stress on our body also but that that even you know too also but that that even you know too much exercise could be too much as well much exercise could be too much as well too much oxygen so you know having that too much oxygen so you know having that balance I think is a good point to drive balance I think is a good point to drive home. Yeah.

home. Yeah. >> Yeah. Yeah. No absolutely. >> Yeah. Yeah. No absolutely.

Final takeaway

>> Well this has been so enlightening. I >> Well this has been so enlightening. I think you probably have blown a lot of think you probably have blown a lot of women's minds here with this uh women's minds here with this uh conversation already. Is there anything conversation already. Is there anything else that you want to leave the listener else that you want to leave the listener or you know a final point to make?

or you know a final point to make? No, I I I think you know part of my No, I I I think you know part of my mission in life is we covered that mission in life is we covered that briefly is the synergy between uh you briefly is the synergy between uh you know skin care in and out you know I know skin care in and out you know I mean um mean um >> it's I know it's um buying nuticals in >> it's I know it's um buying nuticals in conjunction with your skin care is a conjunction with your skin care is a little more expensive but the the little more expensive but the the outcome is so much better and uh that's outcome is so much better and uh that's what we're trying to we that's what what we're trying to we that's what we're focusing on is is showing the we're focusing on is is showing the added value of all products in your added value of all products in your beauty and longevity regime.

beauty and longevity regime. >> Yeah. Yeah. Well, you know, the the >> Yeah. Yeah. Well, you know, the the studies that you spoke to really studies that you spoke to really definitely drive that home. If you're definitely drive that home. If you're going to invest in a laser or something going to invest in a laser or something like that that's very expensive, you like that that's very expensive, you might as well just do a little bit more might as well just do a little bit more to really make it even more efficacious, to really make it even more efficacious, probably. Yeah. Last, you know, longer probably. Yeah. Last, you know, longer with those results. So, that's really with those results. So, that's really incredible.

incredible. incredible.

Franu00e7ois research website

>> Yeah. And uh I'll we'll be happy to >> Yeah. And uh I'll we'll be happy to share with you the the links to our we share with you the the links to our we have a research website where all our have a research website where all our research is available online and uh so research is available online and uh so there are many studies for you know some there are many studies for you know some of your uh listeners that are who are of your uh listeners that are who are interested in art science and um uh and interested in art science and um uh and of course you know the the our more of course you know the the our more commercial website or our um Amazon link commercial website or our um Amazon link you know because we're also available on you know because we're also available on Amazon.

Amazon. Amazon. Great. Yeah. Yeah. We'll link that in Great. Yeah. Yeah. We'll link that in the show notes. Um well, thank you so the show notes. Um well, thank you so much for taking the time to talk with me much for taking the time to talk with me today. It was such a pleasure, you know, today. It was such a pleasure, you know, meeting you and hearing all about this meeting you and hearing all about this is really incredible.

is really incredible. >> Oh, thank you for um inviting me. It's >> Oh, thank you for um inviting me. It's great to uh to have this discussion with great to uh to have this discussion with