

Jonathan Hunsaker:

Welcome everyone to another episode of [Empowering You Organically](#). I'm your host, although today will probably be more of your co-host, Jonathan Hunsaker, joined by our host, TeriAnn Trevenen.

TeriAnn Trevenen:

Hey, everyone.

Jonathan Hunsaker:

Listen, the reason I say that is because today's podcast is talking about a product that you guys have been begging us to create for a long time, and it is our anti-aging serum. Yes, and this is TeriAnn's project. She has been working on the organic skin product night and day. That's why I say I'm a little bit more of the co-host today. I'll just be the Eye Candy, and we'll let a TeriAnn talk to us about all the specifics of this phenomenal anti-aging serum that she has formulated.

TeriAnn Trevenen:

We are super excited to release this product to you. It has been in the works for quite some time. In fact, it was well over a year ago that I started looking at other anti-aging serums and what people were doing in the industry. I've talked about this before, but I want to touch on this again. When we're looking at products, in the skincare products, we look at what other people are doing in the industry, how we want to do it better and how we can do it organic and natural for you and get the same benefits. But not only the same benefits, but better, because what we are learning and what we're understanding more and more in this industry is that, just like the food we put in our body, there is food that we are putting on our skin.

TeriAnn Trevenen:

The things that we put on our body, that we use on our external physical aspect of our body every single day, actually seep into our skin. Our skin is our largest organ. A lot of people in the world do not think about, hey, I just put that lotion on my face. That's going to translate into seeping into my skin, into my bloodstream, into my body, it's going to impact me, and the benefits, or the lack of benefits are going to impact me, not only externally, but internally as well. We've talked before on this podcast when we talk about skincare, about how under-regulated this industry is. There is something really beautiful and a very fine balance to regulation versus non regulation, but in the cosmetic and skincare industry, where there is a total lack of regulation, people are running their products and running their lines in any way they see fit. We know that the United States has thousands of toxic ingredients that have not yet been banned while they've been banned in other countries.

Jonathan Hunsaker:

They've been banned all over the world. 2,000 plus different ingredients that are banned all over the world, but they're not in the US. Listen, I'm all for free market, I'm all for limited regulation, but there is something to be said for approving poisons to be in a skincare product.

You talked about how our skin absorbs over 60%. It gets into our body, into our bloodstream. That moisturizer, that cream, that lotion, it's not just making your skin a little bit smoother and removing a few wrinkles, it's going into your body, and your body is processing it just like a food. So, to allow a poison like that would be to allow poison to be put on certain foods, which I guess pesticides and herbicides, maybe they do, but that's a whole nother conversation.

TeriAnn Trevenen:

It totally is, but it's all related and interconnected in one way or another. Where you spend your money and time being educated impacts what you do in your life. Just like the food industry has been turned on its head and people are talking more and more about organic pesticides, herbicides, fillers, preservatives, what we need to be eating, we need to be educating women and men on the products they're putting on their skin in their mouth, in their eyes, in their ears, on their nails, on their hair more and more. This is something we're becoming so passionate about, because just like food can have a negative impact on your health, so too, can your skincare products, your cosmetic products and things that are in your cabinets, in your cleaning cabinet, in your bathroom cabinets.

TeriAnn Trevenen:

That is why we are so passionate about the skincare line. We want to be the trailblazers, along with a few other people who are really changing this industry right now, to have clean high quality skincare products that are sourcing ingredients that you can trust to put on your skin. Anti-Aging is one of our most requested products, as Jonathan mentioned. Why? Because we all want the fountain of youth, especially when it comes to our skin.

Jonathan Hunsaker:

Well, and I think what's really interesting is when you talk about an anti-aging serum, in my head, I start thinking, okay, well, that's for later in life, that's for when I get a little bit older, but the reality is, if I look close in the mirror, I've done a lot of damage to my body from being out in the sun, to smoking cigarettes, to drink a lot of alcohol. We don't even notice it as much, I think, sometimes because it's that slow progression. But really, your skin starts to age after your 20, mid-20s, late 20s, early 30s, your skin is starting to show signs of aging.

Jonathan Hunsaker:

While I wouldn't recommend just any product off the shelf for anti-aging at that age, because I think they're so filled with toxins that'll actually age you more, if you're going to do something about it and want to look younger longer, then obviously something like what we created with our [Reverse](#), that is totally clean. You can start using at 25, 30, 35, and it truly will keep you looking younger longer, but what's phenomenal about our [Reverse](#) is it really does reverse. Now, being 41, almost 42, I start putting on and I can see a difference, 45, 50, 55. A lot of people that have tested us out, they're telling us it is phenomenal.

TeriAnn Trevenen:

Yeah, absolutely. To go along with that, I never want to be the person to say that one thing fixes every problem. I am a big believer that good health, good skin, healthy bodies start young, and they have to be nurtured throughout your life. You're not just going to put a product on your skin and overnight have amazing skin. I'm never going to sell that to women, and I'm never going to market that to women because I don't believe in that, and I don't think that's the honest truth for women. Eating healthy, taking care of your body, making sure you protect your skin from the sun, all of these things come together in a holistic way to help you have a glowing, youthful, beautiful skin. What we do to the inside of our body is reflected on the outside, but also just like the inside of our body needs that support, that nutrition, that really well-cared for physical aspect of your body, so too, does your skin need to be well-taken care of.

TeriAnn Trevenen:

Protecting it from the sun, making sure that you're using cleansers and products and different things on your skin that are not damaging or harmful filled with toxins. We've created a line that has natural ingredients that you would use in your food supply, in many cases, for your skin, food for your skin to benefit your skin.

Jonathan Hunsaker:

By the way, I want to jump in because I think a lot of times when we start thinking about natural organic, things like that, then we instantly think that it's not as effective. That oh, well, I need these chemical things to reduce the appearance of wrinkles. I need these chemicals to do this, that or the other. Wait until you hear this ingredient list and the things that it does. This isn't some woo-woo spray it on and hope to look better because you put some natural stuff on your skin. This will outperform, in my opinion, anything else that's on the market, and it's clean. That's the difference. That's why it's taken us a year to put it out. We weren't just going to put out some stuff that we could sell. We're great at selling things. We could just put something out and sell it. No, we took a year to put together, in my opinion, the best anti-aging serum, and as bonus, it's totally clean.

TeriAnn Trevenen:

Absolutely. Yeah, and the other thing too, to think about when it comes to skincare, I like to compare it to the pharmaceutical industry. They give you this pill to make you feel better, but it has all these side effects so you have to take another pill to make it feel better, and then you have to take another pill to make it feel better, and then it creates this vicious cycle. When you have toxins and poisons and chemicals in your products that make it better. Other things are going to spiral into effect that you have to use to make that better, and it's no different with your skin. You have to be very mindful of what you're putting on your skin because you can damage it to the point where you're putting products on that you think are helping, and then you got to get more to fix that problem that came from that product.

TeriAnn Trevenen:

Then it just goes on and on, and you're spending more and more money on your products. I literally looked at some of the most popular ingredients in the anti-aging industry and found

their natural counterparts. Not only are you feeding your skin, but your body's absorbing these amazing ingredients, and this is going cellular level deep to benefit your skin and your body.

Jonathan Hunsaker:

I'm going to add just one more comment here is, sometimes we don't even see the side effect in the places that we're using it, right? It's not like you put on somebody else's anti-aging cream, and all of a sudden, you're going to see something happen on your skin that you have to counteract. Your body's absorbing these toxins and so it may show up in ways you're not even realizing. Now, maybe you're a little bit more lethargic, maybe you're getting sick a little bit easier, maybe there's all of these other things and you're thinking, I'm eating clean, I'm doing this other stuff, I'm going on my walks, but how much of this stuff are you gooping all over your body that's full of toxins that now has to be processed by your body like a food and couldn't be causing things other places that you're not even realizing.

TeriAnn Trevenen:

Absolutely. Let's talk a little bit about this aging concept and why we need to be protecting our skin, specifically when it comes to that aging process. With age, our tissues lose their function and capacity to regenerate after being damaged. A study published today in Seoul by scientists at the Institute for Research and Biomedicine explained how dermal fibroblast age. The main conclusion drawn is that fibroblast, they're ... blah, blah, blah. Let me go backwards. Starting over. The main conclusion drawn from this study on fibroblasts is that these fibroblasts lose their cell identity as if they had forgotten what they are, and consequently, their activity is altered, thus affecting tissue. We're talking about impact of aging at the tissue level. The study reveals the cellular and molecular pathways affected by aging and proposes that they could be manipulated to delay, or even reverse the skin aging process.

TeriAnn Trevenen:

But think about that on the flip side, you can help the process so that it delays it, but you can also be doing things to speed up the process, and let me just point out that toxins and chemicals and garbage in your skincare products are not delaying that process. It's not something you see every single day. It's slowly over time that it's impacting it at that tissue level. We can do things to manipulate the tissue level of our skin to slow down that aging process. The skin is the most exposed organ of the body, and it functions as a barrier against external aggressions. We've talked about some of this, sun damage, toxins, environmental exposures, all of these things impact our skin just like they impact our health.

TeriAnn Trevenen:

It results in significant biological alterations, characteristics of premature aging. This is why we create products like this to help combat some of those issues that we face on a daily basis with damaging our skin. We've created products that will literally reverse that process and get you your healthy, glowing skin back. With that, let's jump into the ingredients in the anti-aging serum. First stop, we have argan stem cells. I'm super excited to have this ingredient in the anti-aging serum because it has incredible properties and benefits for your skin. This is referred to as

liquid gold. Argan oil is fast absorbing and known for increasing cell regeneration, reducing the appearance of fine lines and wrinkles. Argan oil is also rich in phenols and carotenes, antioxidants that protect the skin from aging, free radical damage.

TeriAnn Trevenen:

They're known for again, their anti-aging properties, their regenerative to strengthen the skin's elasticity. The stem cells also penetrate the skin at a deeper level. Research has proven that argan stem cells penetrate your skin at a deeper level than any other stem cell out there, which is why we put them in there. They are proven to penetrate the skin in a way that it revitalizes your stem cells in your own body, and really starts to work on those aging processes and slowing them down.

Jonathan Hunsaker:

It's just one of the reasons that we call the product [Reverse](#), because it's not just smear this on and it tightens up your skin or remove some wrinkles. We're talking about truly giving your body the nutrients that it needs, the stem cells that it needs to help rebuild itself, and truly reverse some years off of your life in terms of your parents. The argan stem cells, I'm telling you right now, if you're anti-aging, whatever you're using, doesn't have that in there, throw it away and get this, because it's phenomenal how effective argan stem cells are.

TeriAnn Trevenen:

Yeah. It was one of my must have ingredients non-Negotiables. I had to have it in this product. It took some time to make it just right, so we could have it in here, and I'm so happy that we were successful. Similar to that, is our second ingredient. We didn't know if this ingredient was going to work in the formulation that I put forward, but we've made it work, and I could not be happier about it. It is the tremella mushroom. You've heard of stock so many times on this podcast about the benefits of eating mushrooms, but talk about putting mushrooms on your skin. Now, don't think, oh, it's going to be so gross and smell so weird. No, it's actually a really beautiful profile in this oil that we've created as far as the smell and the scent goes. We didn't put anything in, no fragrances, nothing to give it any type of scent.

TeriAnn Trevenen:

It just has this natural, beautiful smell to it with the ingredients that have come together in it. It doesn't smell like a mushroom, but you get the benefits of the mushroom on your skin. It is one of the great super food mushrooms, and it's been around for thousands of years. It dates back as far as 200 AD. For centuries, Chinese women have been consuming tremella in its whole mushroom form, and they use the mushroom extract to make their skin more moist, soft and pliable. It's recognized as one of the best tonic herbs to help maintain the health of the skin as the body ages. We're talking, this has been proven for thousands of years to be something that women love to use on their skin, and we've put it in this product.

TeriAnn Trevenen:

A dermatologist at the Metropolitan Hospital in New York City, Dendy Engelman, says the fungus acts similar to that of hydration powerhouse, hyaluronic acid, which is exactly why I put it in here. By pulling moisture to the skin, hyaluronic acid can hold up to 1,000 times its weight in water, so finding an all natural match for its hydrating power is pretty major, and snow mushroom has an extra edge. Snow mushroom is also another term for tremella mushroom. The particles are smaller than hyaluronic acid, so it penetrates the skin more easily. Again, the argan stem cells, the tremella mushroom, we have them in here for their ability to get into the skin at that tissue, that cellular level, and really work their magic.

TeriAnn Trevenen:

They're not just going to be put on your skin in vain and paid for, to put on your skin to hope that it does something. These are ingredients that truly penetrate the skin at that cellular level you're looking for and provide those benefits. Again, to recap that tremella mushroom, it nourishes your skin, it naturally moisturizes in a way that nothing else can, it improves the elasticity of your skin, it slows your skin aging, it brightens your complexion, it deeply hydrates both on the outside and inside of your skin. As a bonus, it has a high concentration in vitamin D. Why is that important? Well, we've learned that, as we age between the ages of 20 and 70, the skin over time, loses its ability to provide you with that vitamin D you need. In fact, it decreases by 75%.

TeriAnn Trevenen:

This packs that punch with the extra bonus of vitamin D that your skin needs to stay healthy and youthful.

Jonathan Hunsaker:

Yeah, I think it's amazing. I think those two alone will have you getting ID next time you buy your bottle of wine. That's all I'm saying. If it was just those two alone, it's time to make sure you have your license with you.

TeriAnn Trevenen:

Next up is our raspberry seed oil, which is high in essential fatty acids, vitamins E, and vitamins A, which we know are really crucial for our skin health. Because of its composition, raspberry seed oil possesses superior anti-inflammatory qualities, which make it a nice addition to face, lip and sunscreen products. Anything that you may already be using, this oil is going to compliment them so long as they're a good high quality products. It's really important when it comes to sun damage. It prevents oxidative damage, which can lead to premature skin aging and skin cancer.

TeriAnn Trevenen:

It's also very anti-inflammatory due to the high content of the alpha-linolenic acid, which we really know is beneficial when it comes to skin, getting that into your skin. You're going to hear that word a lot when it comes to all these ingredients that, that linolenic acid, those high fatty

ingredients that your skin needs to stay plump, moisturized, hydrated, and really stay useful. That anti-inflammatory benefit that you need for your skin.

Jonathan Hunsaker:

I think as people see, as we continue to go down the list here, that these are foods. These are food ingredients. From the mushroom, the raspberry, and now you're going to share about cranberry seed oil.

TeriAnn Trevenen:

Absolutely. So, cranberry seed oil is next up. It's cold-pressed from the seed of the super fruit. It's a unique among the fixed oils because it contains a very high essential fatty acid profile, along with vitamin E. It has omega-3 to omega-6 essential fatty acids, which gives it excellent antioxidant activity and nurturing benefits. You're hearing that antioxidant again, right? I think this is really crucial as you look to changing out your skincare products, changing out your routine and regimen.

TeriAnn Trevenen:

Women are going to start hearing about the skincare industry more and more and changing your products. One of the first things you're going to want to look at is ingredients that help to detoxify your skin. Just like we talk about, we need to detoxify our body, a lot of these ingredients that I looked at are antioxidant in nature. Our skin, just like our internal physical body is being bombarded by toxins, environmental toxins, things we've put on our skin, things that are coming at us all day every day, and you need that antioxidant property to help detoxify the skin and keep it clean and fresh and youthful.

TeriAnn Trevenen:

Cranberry seed oil is another one of those things that is high in antioxidants for your skin. It's really good at protecting against that free, radical damage that can happen to our skin. It's like an assault on our skin, and it's really, really beneficial when it comes to conditioning and restructuring your skin. It's really good at enhanced cellular function of your skin. Your cells need additional help in doing what they need to do, especially when they've taken a lot of damage and they've taken a big beating. Cranberry seed oil helps to regulate that cellular function of your skin.

TeriAnn Trevenen:

It also aides in the absorption of those essential fatty acids that you need. Not only does it contain it, but this is an ingredient that helps you to absorb those more. Yes, you can put things on your skin, but if they don't have the power to penetrate the skin, just like supplements need to actually penetrate and work with your body, not just go through your body, you want ingredients that help benefit your skin by allowing it to absorb those things. Cranberry seed oil is one of those things. It's also incredible at moisturizing and tightening the skin.

TeriAnn Trevenen:

You're going to hear that a lot with all these ingredients. If you want anti-aging, we gave you ingredients that moisturize, tighten and keep your skin youthful and plump. All of these ingredients have that added benefit, because that's what we're looking for in youthful skin. Right?

Jonathan Hunsaker:

Well, you talk about detoxifying. Yes, there's the argument of, let's not put more toxins on our skin in the products that we use it, and yes, that's all fine and dandy. Let's also look at the fact that there's a lot more toxins that are getting absorbed naturally. If you live in a city, that air pollution, that toxic air, it's not just affecting your lungs, your eyes, it's affecting your skin. Your skin is absorbing it too. It's there as a protective barrier, but it's getting in as well.

Jonathan Hunsaker:

When we use these different cleaners around the house, when you're using your laundry detergent, if you're not using a clean laundry detergent, and that ends up on your clothes, do you think that's all being rinsed out in the rinse cycle? Of course not. Yes, your clothes are dry. Does that mean that there's no chemicals on it? I love the idea of the ingredients that yes, they have anti-aging properties, but they're also detoxing, which adds to the, why we called it [Reverse](#), because we're truly doing things that don't just have you look younger, but it is ... there's processes now that will actually ... it's not a temporary fix. It's a long-term fix. And the longer you use it, the more benefit you'll get out of it.

TeriAnn Trevenen:

Absolutely. That's how it goes with all things. You're never going to fix something with one try, one go at it. It's a long-term regimen to that really healthy, beautiful skin. As you continue to use these ingredients in a product like this over time, your skin starts to take those in more, starts to recognize it more, starts to absorb it more. It starts to love you more for putting that on your skin. So, it's a long-term play of really healthy skin, just like our internal health is a long-term play. Something we have to work at.

TeriAnn Trevenen:

The next ingredient is linseed extract. You've probably already heard of linseed oil, which is often used in manufacturing paints and vanishes, as well as inks for printing purposes. These days, it's being utilized in a lot of different products. You've probably heard about it in more mainstream things like that. But let me tell you why we put this amazing ingredient into our anti-aging serum linseed extract, which is expressed from the oil rich seeds of the flax flower is also highly employed in the production of cosmetics and skincare items more and more today. This is because it has also been proven valuable for enhancing the skin's appearance and health.

TeriAnn Trevenen:

This is another one of those ingredients that protects from oxidative damage and really gets in there at the cellular level. It's also high in those fatty acids that we've been talking about. It has

B vitamins, potassium, fiber, protein, and zinc. You're putting all of this on your skin, just like we have to put great nutrients into our body, we're putting it on the skin. It helps with inflammation, it helps with allergies that you may have with your skin. A lot of times our skin gets irritated by different things. This can actually help your skin in that way to really soothe the skin, and to really get rid of some of those things that may be bothersome for our skin, and of course, it's awesome with its anti-aging properties.

Jonathan Hunsaker:

I don't have anything to add. I feel like a rat group hype man, so I get to just throw in a couple of lines here and there to support everything that you're already sharing.

TeriAnn Trevenen:

The next ingredient is rose geranium oil. This is a leaf that smells strongly like roses. Let me just say, with all of these ingredients coming together, it just has the most subtle faint hint of roses. When I tested the samples of these products, we had multiple samples trying different things to see if we can get these to all work together cohesively. The one that we ended up going with, which I was thrilled, it was the formulation that I had the star by, I want this one to work, reminded me of my childhood.

TeriAnn Trevenen:

When I was growing up, my mom grew rose bushes all over our yard. I loved them because they weren't this overpowering smell. I would just smell them faintly as I walked outside and would go down the street to play with my friends. The second I smelled it, it was such a euphoric smell for me because it was like childhood for me. When I was thinking about anti-aging and youthful skin, I was so excited that the scent reminded me of my childhood. Going back to that time, it is such a subtle scent. You can hardly smell it, but it's just really beautiful at the same time.

TeriAnn Trevenen:

It smells natural and earthy with that little hint of rose. You get that from the rose geranium oil, but not only do you get that little scent, and that is not the reason we put it in there, it also comes with an incredible benefit to your skin, and this is why. It has strong antimicrobial, antifungal and antiviral properties. Why is this important? We can get a lot of bacteria and viruses infections, rashes on our skin that impact us long-term. Sometimes we have some of this going on our skin and we don't even know it.

TeriAnn Trevenen:

So, rose geranium oil is a beautiful oil that can help combat things that can help our skin in the process of aging faster, when we want to help it to age slower. Some of those fungal antimicrobial, antiviral properties combat things we don't even know are there, that are speeding up that aging process. A lot of people miss the mark in putting this in their serums in their products. They're just focused on what can make it glow, what can make it hydrated, all these beautiful things we've talked about, but you miss some of those things that are living on

your skin that need help going the opposite way so that you can be anti-aging when it comes to your skin.

TeriAnn Trevenen:

Finally, our last ingredient, as with all of our other skincare products, is a trademarked ingredient. A trademarked ingredient like our skincare products, our supplement products is a product not to be afraid of. You've heard that word trademarked. It's not something to be afraid of. What it means is that a company has taken a natural ingredient, in this case, and they've tested it time and time and time and time again, to make sure that it actually does what it says it's going to do. They have taken this product or this ingredient, and they have made sure that it is going to benefit you and it is going to work in the product you are using it in.

TeriAnn Trevenen:

That ingredient is Croda Juvinity™™. It is proven to visibly reduce the signs of aging on the face. It smooths wrinkles, it restructures and densifies the skin, it delays that aging process. It eliminates oxidative stress and tell telomere shortening, which I'm going to have our producer, [Johnny 00:29:41] link our Telomere Podcast in the show notes so that you can understand, not only internally, but externally why telomeres are so important in the aging process and not allowing them to be shortened over time.

TeriAnn Trevenen:

It is so important to make sure that the telomeres, at the cellular level, are staying long and not shortening over time. Croda Juvinity™ combats that shortening of our telomeres that keeps us young and gives us that useful look. It also ensures optimal metabolism and replication rate at the cellular level. This is an amazing ingredient. You were probably wondering, where's that benefit to my wrinkles? While moisturizing your skin benefits you from that wrinkle perspective and also that cellular level regeneration we've talked about so many times, but this product goes in and is proven to smooth out those pesky wrinkles that we get.

TeriAnn Trevenen:

We didn't forget that. All the ingredients speak to that, but we really wanted to make sure we added this last ingredient in there to give you that benefit, because when we think anti-aging, we want to get rid of those pesky wrinkles.

Jonathan Hunsaker:

Well, it's a patented ingredient and we've talked about this before. There's a lot of people that can say, oh, well, my product has this ingredient and that ingredient, look at all these studies to back it up. The challenge in this industry is what's the quality of those ingredients that they're using. We know that we use the highest quality ingredients, but it's hard when, how many other products have you bought that haven't worked for you that made all kinds of claims and promises? So, by adding something like this, a patented ingredient, we can say, look, here's the studies that prove it, double blind controlled studies where we can show that, hey, when you

use this, this actually happens and we can prove it, university back, all of that stuff. So, that's why we put a patented ingredient in there for the anti-aging.

TeriAnn Trevenen:

Yep, absolutely. I want to touch on one last thing here. For those of you who've been following us on the skincare journey, anti-aging serum [Reverse](#) is our third product in this lineup. We designed this product line to be a multi-step process for your skin. If you have used our restore vitamin C, you're already seeing the amazing benefits that so many women are writing in about to us. I have to say, just personally, I know I formulated this, I love it. It's my baby. I love these products, and I made them so that women could trust them, but I am getting incredible feedback from women telling me, just with the vitamin C serum alone, they're not wearing makeup anymore.

TeriAnn Trevenen:

They're throwing their makeup away. Their pores are getting smaller, their skin is getting tighter, they're glowing more. They're not having some of those rashes and irritations on their skin. The sunspots are going away. I'm having women tell me that their freckles and sunspots are reducing. We created [Restore Vitamin C](#) to reverse damage to your skin and prepare your skin to be healthy enough to take on other amazing ingredients and products that can benefit your skin. So, if you've been following along, if you use our [Vitamin C serum](#), [Reverse](#) is the next step in that process when it comes to your skincare regimen.

TeriAnn Trevenen:

If you've been using [Vitamin C](#), it's been healing restoring and prepping your skin for what comes next. Now your skin is this fresh, amazing palette that you can really play with and take to the next level. That's where Reverse comes in. This is going to be that thing that keeps your skin youthful, pump lowing, young, looking young for years to come. First step, restore, second step is Reverse, and then of course we have our third product, which is our eye cream, which has incredible, incredible ingredients to keep that skin around your eyes, hydrated, glowing plump, the blood flowing there.

TeriAnn Trevenen:

It's thinner skin there. You've got to be really careful with what you put on it, so we created it specifically to go around your eyes, and it can go around your mouth through reduce wrinkles, crosti, things like that on the eyes, wrinkles around the mouth. This is a multi-step process. If you want to know exactly how I've been using it, and I am one of those women who will tell you, my skin looks better now than when I was a teenager growing up thinking your skin should be youthful, plump, a young adult. My skin is better now than it's ever been in my teenage and adult life.

TeriAnn Trevenen:

I've thrown most of my makeup away. I'm wearing like blush and I'm wearing mascara today on the podcast. I have no major makeup on my face, and a lot of women are saying the same

thing. Every morning when I wake up, I wash my face with just water. I don't put anything else on my skin. You lose a lot of those oils and things that your body has created overnight, so I don't use a soap. I don't use a cleanser. I put water on my face. I wash it really well with cold water. You want to be careful not to use hot and warm water. That can actually be harmful to your skin.

TeriAnn Trevenen:

So, put cold water on there, and I put Vitamin C serum on in the morning, and that's it. It's the only thing I put on there. Now that we have this [anti-aging serum](#), I will be putting that on as a moisturizer to follow my Vitamin C serum. Then at night, I wash with a very gentle cleanser. It's organic, it's natural, and I wash my face, I put the Vitamin C serum on. I will put the Reverse on, and then I will do the eye cream around my eyes. I do want to say really quickly, I've had a lot of women write in and be like, "Your eye cream, I can't put makeup on after I put it on."

TeriAnn Trevenen:

A couple things about that. You do not need a lot. A little goes a long way. But I am not putting my eye cream on in the morning. That's a personal choice, because if I put it on my eyes overnight, it's allowed to seep into the skin. I don't have to worry about putting makeup on over it, and I get that benefit as I sleep overnight. If you want to use it twice a day, that's great. I would just highly recommend that you use it very minimal, minimal amount in the morning and get it rubbed in there really well, and be very careful about rubbing it into your eyes. You want to be careful with that skin and not be too rough with it.

TeriAnn Trevenen:

But consider that you may be using just a little too much, again, a little goes a very long way. For those of you who are wondering, how does this all connect together? That's how I'm using the skincare line right now. That's why I created that way. There are steps to this process, and I'll be excited when we can show you more of those steps in the process. We're not done yet. We've got the [eye cream](#), the [Vitamin C](#) and the [anti-aging serum](#). We're super happy to be able to finally release this anti-aging serum, and we cannot wait for you to try it.

Jonathan Hunsaker:

I do the same thing, every morning and every night. Totally joking. [crosstalk 00:36:40].

TeriAnn Trevenen:

Why do I sense the sarcasm in that comment?

Jonathan Hunsaker:

The Vitamin C is amazing. I use Vitamin C more than just on my face, when I have irritants and different rashes, things like that, other areas for running, different things like that.

TeriAnn Trevenen:

Can I say something on that really quickly too? Sorry to cut off your thought, but we've actually had customers write in and tell us, "I have to tell you something weird about your Vitamin C serum. We had one woman write in and say like, I was having this rash under my armpit. I went to dermatologists, doctors, they gave me creams, like nothing worked. She's like, I'll just try the Vitamin C serum, put it under her arm. She was like, in two days, gone, something she'd been trying to come back forever. I actually have a similar issue.

TeriAnn Trevenen:

I have some allergies to certain things, and it will present itself by getting rashes and stuff in my armpits. Sorry if it's TMI, but it's a true story. Our bodies are weird. Right? I had read that testimonial and I was like, I'm going to try it, because I constantly have issues with this. I put it on there. Not a day since have I had an issue with it. Not one day. We talk about this being something that can go up against some of the best things in the industry. We're talking, we're beating out pharmaceutical grade products to help people with issues with their skin. When you said that I couldn't help but share it, I think there's a lot of benefit there.

Jonathan Hunsaker:

Legal disclaimer, we are not making any claims, we are not saying that it cures anything, fixes anything. I don't need big pharma knocking on my door for claim.

TeriAnn Trevenen:

I'm just saying you can test it.

Jonathan Hunsaker:

Results may vary, and we're just sharing what we use personally in our lives. What you decide to do with it is up to you. Listen, this has been long awaited. We want it to launch this a while ago, but it's taken a lot of time to get the formula right to make sure that it's stable, to make sure that it works because we don't use preservatives. We don't use fragrances. We're not using all of these things that other people use because we want to keep it super clean. It's like the Vitamin C in the eye cream. These are food grade products and we keep them extremely clean.

Jonathan Hunsaker:

I think that you will be amazed at the efficacy of this. Not only is it super clean, but I think it's going to work better than what you're putting on your face now for your anti-aging regimen. We have a one-year money-back guarantee on everything that we do, and that includes our skincare line. Here's what I encourage you to do, if you're willing to take on the challenge, is go buy a couple bottles of it. Go to organixx.com, take a picture of yourself in a place where your lighting will be consistent. Take a picture, use it every day for 30 days and take another picture, then use it for another 30 days and take another picture.

Jonathan Hunsaker:

See what the difference is, because it's sometimes hard when we look at ourselves 83 times a day to see the difference. But if you look at it before and after picture, I think you're going to be amazed. I'm talking about, you may have been using an anti-aging serum already, and I think that this will have you look even younger beyond that. Try it for 60 days, and if it doesn't work, big deal. Send us back the bottles, we'll give you a full refund.

Jonathan Hunsaker:

There's absolutely no questions asked, there's no fine print, nothing like that. You just get a full refund within a year if it doesn't work for you. But I encourage you to try it. I know it's challenging, especially for a lot of women to go away from their routine that they've gotten into over the years and to go away from the products that they're used to using. This is what I'm used to using, this is my normal nighttime routine, this is my normal morning routine. I'm challenging you to try a new routine with these new products and see the difference, feel the difference.

Jonathan Hunsaker:

It won't be just you that sees a difference. Other people that you go to work with, your husband, your boyfriend, other people are going to see difference. By the way, for guys too, this is amazing. This isn't just for women, although we know we have a majority female audience, men should be using this as well to stay looking younger and healthier.

TeriAnn Trevenen:

Yeah. I want to say one last thing on what he said, and we'll close. When you start changing your regimen, I was using mainstream products before, your skin will have a correction time period where it detoxes all of that stuff out that you've been putting on your skin. I was using regular mainstream lotions, makeups and everything like that, and I kept wondering, why does my face keep breaking out? Why does my face keep having these irritations? Why do I keep having issues with my skin?

TeriAnn Trevenen:

Then I stopped using them, and then my face was like, what are you doing? Now you're changing things on us. Then, over time, as I restored and helped my skin to get to a better place, it took time. For a lot of women, it's not like just stop using the product and start using something new, just like your body has a correction time period if you've been eating unhealthy and you're changing things in your diet, your skin is going to have a correction time period where it's like, whoa, you were using all this stuff, now you've stopped, and now you're this. So, give it time.

TeriAnn Trevenen:

Be patient with it. Whether it's our products or other products that you use, I could not stress enough how important it is to know what you're putting on your skin, and also know that there's time to heal your skin if you've been using products that have toxins, poisons and other

things in them. Give your skin time to heal and let it get back to what it does best, being your beautiful skin.

Jonathan Hunsaker:

Awesome. That's why we say, listen, you can try it for 60 days, 90 days, 300 days, you have a whole year to try it. That gives you enough time for your body to do what it needs to do to detox out the old and love the new, and then start seeing the results from it. There's really no risk, I courage you. Organixx.com, check it out. If you are looking for our show notes, go to empoweringyouorganically.com. We have all of our show notes and our transcripts, links to all kinds of studies and all that other fun stuff, for those of you that love to go deep down the rabbit hole.

Jonathan Hunsaker:

Also, like us on iTunes. Subscribe on iTunes. Did you know when you listen to us on iTunes, you can listen to us at one and a half times of speed, two times of speed. Maybe I talked too fast, you can slow me down. Maybe I talk too slow and you want to get done in 10 minutes. You can do all of that stuff on iTunes, and we can sound like chipmunks, but you still get all of the good information in half the time. If you're liking us, give us a good rating on iTunes as well. It helps us reach more people that are interested in health and wellness in organic living.

Jonathan Hunsaker:

With that said, thank you so much. I'm your co-host, Jonathan Hunsaker, with our host, TeriAnn Trevenen.

TeriAnn Trevenen:

Thanks, everyone.

Jonathan Hunsaker:

Thanks for tuning in. We'll see you on the next one.

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