

PODCAST TRANSCRIPT

Episode 189:

Intuitive Beauty & Health with Nadine Artemis

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J: You're listening to the Vibrant Happy Women podcast, episode number 189. We're talking about out-of-the-box natural solutions for health and beauty care. Stay tuned.

Hey, my friends, welcome back to Vibrant Happy Women. I am excited for today's episode. We're talking about out-of-the-box solutions for health and for beauty, and I kind of like that stuff; I'm an out-of-the-box thinker myself in this area. Did you know that my last 3 kids were born at home? And that was a progression from starting at the hospital with midwives for my first 2, for my third, using a birth center, and then my last 3, at home; crazy, right? Out-of-the-box thinking. Now, nowadays, that's not so uncommon. Some of you might think it's crazy, some of you might love it; I loved it. But the same thing goes for my health. I try to be really aware of herbal options and aromatherapy options and homeopathic options and holistic options.

And so I love our guest today, Nadine Artemis, who is the founder of Living Libations and author of the book 'Renegade Beauty' which talks about alternative out-of-the-box ways to take care of varicose veins for example or taking care of your yoni (her term, I kind of like it; and if your kids are listening, they might not be so uncomfortable), and how even our skin has a microbiome; I didn't even know that. So, lots of nuggets of wisdom in this interview. Let's go ahead and dive in and learn some good tips.

Welcome, everyone, I'm talking with Nadine Artemis and she opened the first full concept aromatherapy store in North America when she was just 22 years old. And since then, she has authored 2 books, 'Renegade Beauty: Reveal and Revive Your Natural Radiance', and the other book, 'Holistic Dental Care: The Complete Guide to Healthy Teeth and Gums'. Ooh, who doesn't want that (Laughs)? And with her husband, she created Living Libations, a line of serums, elixirs and essential oils that have received glowing reviews from Vogue, Elle, the New York Times, and even celebrities like Mandy Moore from This Is Us, one of my favorite shows. Her business and home are located on over 200 acres of forests in Halliburton, Ontario, Canada. Welcome to the show, Nadine.

N: Thank you so much, I'm excited to be here.

J: Nadine, welcome to the show, and let's dive in with your favorite quote.

N: Well, there's so many, and my book is really sprinkled with a lot of them, but I was thinking of like there's a book title and it's called 'This Light in Oneself', and that just always resonates with me. And that's by Krishnamurti. He died in 1986, but, you know, prior to that, he's really one of the greatest teach-

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ers and philosophers I think, you know, in our modern times.

J: Mm-hmm.

N: And so, to me, this light in oneself is really about understanding like self-knowledge, self-awareness, and understanding life. And when we have that, his theory, his philosophy is that it brings about an order, and when there's order in our thinking and in our hearts and there's a virtue, which is like a light. And this light is not to be lit by another. And I love that because he also came from... in his childhood, he was sort of discovered and thought to be the second coming of Christ so they kind of like raised him to take over this religion. And when... in his early 20s when he sort of, you know, was a little bit more adult, he actually disbanded the order and was like, "No, there can be..." (I'm totally now plager...or not... what do you call it when you're summing somebody up, but not verbatim?) So, he just said like, "We must disband this order because there can be no gurus, there can be no religion in this... in that sense." And so he was just so gentle yet radical. And so when you have this light in oneself, then you can kind of... really, you have that force to understand and conduct your life in a different manner.

J: So, I love how you seem to be a person who's open to lots of ways of thinking. Tell me more about how you were raised and how you became a person who is so open to, you know, knowledge about light, knowledge about health, about elixirs and all the things that you do with Living Libations.

N: Oh, that's a neat question, I don't think I've been asked that before. You know, I kind of... I had a lovely childhood, lots of time in nature, it's just a nice upper-middle class, you know, Canadian situation, and went to an all private school for girls. And so I don't... that wasn't necessary teaching us to be... you know, with the curriculum and the discipline there, it was actually very strict, but I think that tight setting really contrasted with my inner renegade. And I was quite rebellious and I was definitely the class clown.

J: Mm-hmm.

N: So, then I was really drawn to when I got into the later... like in English and when you're in high school and reading like from Nietzsche to different philosophers. So, I was just... really, what excited me was people that thought about how we think. And...

J: Ooh, yeah.

N: Yeah. So, that was really fascinating for me, but it was always like, "Oh, that's a neat quote from Nietzsche, but holy cow, that other stuff is completely crazy or misogynist." So, sort of finding my way, and then I went to university, and that was really exciting because wom... there was Women's Studies at the time which I just was so drawn to because it was like anti-establishment. And then it was so fascinating because we were reading books, like our textbook was 'Our Bodies, Ourselves'. I did a whole project on midwifery where I got to speak to midwives when I was like 18 years old. I did papers on like examining Madonna's, you know, theory of masquerade. I did my thesis on the history and cultural philosophy surrounding women's orgasms in Western culture.

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J: Mm-hmm.

N: And so it was really cool to be able to dive into all of this understanding of, you know, the history of women's bodies, whether it was foot binding in China or genital mutilation. And so just having all of this swirling around, and that was my school life. And then back at home, you know, not being on campus and I was actually living by myself, then I opened up a whole other world because I was like making my own food and I was also... you know, I would skip school. I was watching TV one day and Lisa Bonet was on talking about you know eating, eating for the planet and how there was an environmental impact. And so that was all coalescing with being in a town that had some health food stores and a farmers market. I walked by a health food store every day that was in an old converted house so I would buy all the books there written by naturopaths, and I was really what I thought was into green beauty care then; it didn't really exist, we only had The Body Shop.

And so then, I was like understanding what I was eating, and at that point, I started eating organic for like the rest of my life and not eating processed foods, I was understanding how to read labels in the supermarket. And then I was like put it all together, I was like, "Oh my god, what I'm putting on my body is totally toxic." So, it's making my own food and then I started to make my own beauty care products; lip balms and perfumes. And then really understanding all the ingredients and really what the difference was in purity. So, that was like all swirling around while I was also, you know, writing papers on orgasms.

J: Yeah.

N: And so... (Laughs) yeah.

J: That's so cool. It seems like a women's studies degree (may be yours at least) really helps you to think out of the box and challenge the box, and that's important.

N: It does. Yeah, because it's interdisciplinary too. So, you have your core courses, but then, you know, I'm taking like early black African women's literature or like literature and Judaism or what... how about sexuality and Daoism in early China. So, it's just...

J: Wow.

N: ... it was so amazing.

[Laughter]

J: That's so cool. Okay, so you started creating products, how did you go from, you know, maybe dabbling at creating your first organic skin care and beauty products to being featured in Vogue and having Mandy Moore be one of your fans?

N: That's a good question too. Yeah, the journey was so fascinating. So, I'm there at university and that's when I'm making my first products that I'm making for friends and family and it's being really well-received. And the interesting thing is they were effective. So, it's like just really simple it's just like, you know, lip balm, but it was just like... I don't know, it just wasn't... didn't have the fake ingredients in it so

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it could actually heal things, or I would make this product called Waitress Legs because I was waitressing. And so, you know, I'll let people... I was friends with... and you would get the varicose veins and spider veins, so I would make a formula for that that would take care of it.

J: Oh!

N: Yeah. (Laughs)

J: I need that, I need that. Something's happening lately. I'm 44, I've had 6 kids, and they just seem to be popping out. (Laughs)

N: Yeah, the...

J: Mom legs. (Laughs)

N: We got to strengthen those vein walls, you know, inside and outside, and we can talk about that too. And so it's just like it was being so well received, you know, not just because my relatives were being nice to me to support my little business. And then I took a bit of a longer degree because I transferred university so I wanted to go to the small town and then I did like an honors degree, so it's like 1 more year. I always thought I'd be that person that would take a year off and travel, but I just also then I was so compelled to keep going, I was like, "No, I have to start now, I have to get on with it, I have to get on with my life."

And so as I was in my last year of university, and by then I was even importing oils because they couldn't find the quality that I needed. And then 6 months after I got my degree, I actually had... I opened a store in Toronto and it was North America's first full concept aromatherapy store. And we had this blending bar where you could order essential oils by the drop, or I or one of our eventual staff could help make a perfume for you. And so that was really great and we had so much media at that time and we'd have fun people then come into the store, and that's where I met Alanis for example.

J: Alanis Morissette?

N: Yeah, she came in. She... we had a mutual friend that I didn't know, but she was like, "There's this aromatherapy store in Toronto, I have to go to it."

J: Mm-hmm.

N: And then the person was like, "Oh my god, I know her and I'll call her." And so she came in after her concert, we had like a midnight rendezvous at the store and it was so fun.

J: That is so fun. Like, that's so creative; a blending bar, of course you'd want to go do that. I want to make my own...

N: Oh yeah.

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J: ... perfume, that's so fun! Aww.

N: It was really fun, yeah.

J: That's so fun. So, it was called Living Libations right there from the beginning?

N: That version was actually called Osmosis.

J: Ooh, I like that too.

N: Yeah.

J: Okay, I want to hear so many things about your tips for natural health and beauty, but before we go there, let's go talk about your low point.

N: Oh yeah. Well I'm sure we can conjure a few, but like one huge one..
[Laughter]

N: ... a big one was when we had a fire 5 years ago.

J: Ooh.

N: And so it's 1:00 in the morning... so we had our business and workshop which was attached to our house. So, now I'm... so obviously, I was in Toronto for a bit, but then 13 years ago, we moved to the country; so that's, you know, hence the 200 acres now. So, we live on this beautiful land and we had her home and then we had our whole business attached to the home in a separate business workshop, but it was very busy all the time as we grew because it used to just be Ron and I. So, we made other little cabins so we could like escape the work in the house, so luckily, that's where we would be at night, in one of the cabins. And, yeah, so we just woke up to this huge color and sound because this little cabin's not far from the house, it's about 50 meters, and turn around and just like the flames are so high. Like already, it's just kind of got 20% of the house where the carport garage was, but the flames were so high. So, you're just like... I mean, it's just insane, and you're so facing something way bigger than you, you know?

J: Mm-hmm.

N: I mean, being a leader or whatever you want to call it through my life, it's generally like I feel like I know what to do in situations.

J: Mm-hmm.

N: But this time, you don't. And so just that full crashing adrenaline moment, I mean, there's just so much in that moment and just, you know, trying to escape too because we weren't sure if the cabin

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would go.

J: Yeah.

N: And the fire trucks come a little bit slower in the country.

J: Yes.

N: You know, and you're just... so we're in another cabin all night waiting and just... you're just like, "When is it going to stop? Like, when are they going to be like, 'The fire's out,?'" because it just kept going.

J: Mm-hmm.

N: And then of course, it gets to the point where there are oils which, you know, some of them are flammable, so then that didn't help.

J: Oh boy, oh boy.

N: Yeah. So...

J: So...

N: ... you hope something will be left, but there was nothing left, it was burnt to the ground. So, every article of clothing, every kind of, you know, passport, computers, hard drives, every business material, every drop of Rose Otto, every drop of like, you know, gallons of frankincense gone.

J: Ugh, and frankincense is so expensive, right?

N: So... yeah, and rose is even more. Rose is like \$20,000 a liter.

J: Oh no!

N: And there was more than 1, you know? And then... and my mother had died in the previous months, and just the month before, we had received all of her heirlooms.

J: (Gasps) They were in there.

N: Yeah, all the... I said... I said to my brother and sister, "I'll store all the photos, I've got lots of room," so, like all, like all. And then paint...

J: Aww.

N: Like, she really had a beautiful... she left us really quite beautiful stuff, and a lot of it was from the

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1800s from her relatives and my great-grandfather was an artist so I had all his paintings and...

J: Oh my goodness.

N: ... it was huge. And then I'm thinking, "Oh my god," besides all the like, you know, I have nothing to wear, but I... and we're obviously so happy we're alive, but we even lost our cat and blah-blah-blah, but it was really also like, "Oh my god, I have to build like this past, you know, 20 years again?"

J: Wow.

N: And that was a bit exhausting.

J: I find it interesting that you mentioned, "I was typically being a leader," you said being a leader, that you knew typically what to do in most situations. And then the universe, God or whatever you say...

N: Mm-hmm.

J: ... threw you a situation where you didn't know. Why do you think that happened now in retrospect?

N: Well, I mean, there's so many thoughts you can have after, but I really feel like one thing... and this is... because I always think if you're in a moment that sucks, you know, whether that's a breakup, you know, even a death or just, you know what I mean? Obviously, these things... 'sucks' is a bit of a casual word, but I mean...

J: (Laughs)

N: ... whatever is bringing you there, right?

J: Yeah, yeah.

N: It just is like, ugh. Generally, I feel like the story's not over yet. I believe even as a theory to try on, I'm always just like, "I've got to assume this is the path of least resistance to what I need to do."

J: Mm-hmm.

N: So, luckily, you know, my sister's so supportive was like, "I don't... you know, I know you can roll up your sleeves and, you know, you're one of the best manifesters I know, surely this will clear up soon. And, you know, you got to get past the adrenaline and keep going and finding the silver lining, and you have to find the better feeling thought every time you can. Every time you can catch a hold of your thoughts and thinking, you have to just edge up to something that feels better. It's sort of like throwing yourself... or like rock climbing, you know, you're looking for those little nooks and crannies where you can get a grip and pull yourself upwards, and that's what you have to do inside with your mind. And if you assume this is the path of least resistance, that will also guide you out of things. And this... at the

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part of the fire that's not the end of the story." And so, you know, when I look back on it all, it seemed like such a setback and such a like, oh my god, you know, like literally out of ashes and rubble, we literally had to rebuild our lives, and fast because people are waiting for their libations which they love, but that... also that love helped pull us through because people were patient and their continued desire helped us, you know, encouraged us to keep at it. And then... but you really see like, wow, it made other things happen so fast perhaps. You know what I mean? So...

J: Yeah, yeah. So...

N: You know? Yeah.

J: It created space for these other things, you're saying?

N: Yeah. So, that was really... it was interesting because we were literally about to dig ground on the Monday, this happened like Saturday, Sunday night. And because we knew we had to build the new facility, we've been saving to build the new facility on our land for 3 years. And so we've done all the architectural drawings and we were all ready to do that. And it was so weird, on the Friday, I said to Ron, my partner, my husband, you know, I said, "It's so weird, I don't feel like we're spending... we're going to be spending the money we saved on our building, like..." but I'm like, "But how could that be?" and I said, "Maybe it's just because we're at a... this is a huge project so we're at a whole new level of... you know, of a project here," I said, "So, maybe I'm just feeling a little nervous." But we didn't spend it on that because we had to put it all into our business to buy inventory and get things rolling again, you know?

J: Oh, goodness.

N: That's also when you find out the strength of your insurance plans. (Laughs)

J: It... was yours strong or...? That's... (Laughs)

N: No, that's about 25% coverage of our loss, so yeah.

J: (Gasps) Oh no!

N: Oh yeah, yeah.

J: Any tips for those of us who, you know, have insurance? What do we need to know? (Laughs)

N: Yes, oh my god. And I feel like I may have lost the terms, I've forgotten the terms, but there's a way you can have... like because there's different claims like you'll get, including like if your house does burn down, there's a money that you get for accommodations, right?

J: Ah.

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N: So, you want to make sure that all these things aren't counted separately, but that they can be taken as a whole batch, if that makes sense. I wish I could remember the terminology. So, for example, if we didn't spend all of our accommodation money, it could still be part of the final check.

J: Oh yeah.

N: And I can't remember what that's called. And then what I really was not aware of is, when you have a major reno, you got to let them know the plans or like you send them kind of like what it costs, you know what I mean? Like the receipts.

J: Oh yeah, okay.

N: Yeah.

J: So, they were banking on your old value of your property. (Laughs)

N: Yes. And there's literally a phrase, I got to remember again, but it's like... yeah, it's like kind of the 2 main options with home insurance, you can go one route or the other and it's... it's the other, but I can't remember the name. We need an insurance expert on the call. (Laughs)

J: So, when all was said and done, you had the insurance you need to rebuild and you had the money you needed to restock for the most part?

N: No, we...

J: No?

N: ... luckily through sav... because we were going to build this really big building and we'd been saving for years.

J: Mm-hmm.

N: So, it was that savings...

J: Mm-hmm.

N: ... that did it. Because we had to rebuild our house and really rebuild the business from our own personal savings, with this like... believe me, the 25% was welcomed and we were thankful for that, but that was just like... it was good, but it was not like... because the first thought, you know, even though you don't want anything to go, you're like, "Well, we have insurance," and you're...

J: Yeah.

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N: ... you know, that gets you through one day. Until the next date, you're like, "Oh," you know, swear words.

[Laughter]

N: So, yeah, that was really hard. But that... but it was also like just having faith because I knew that we could do that. And also what was great it was like August the 2nd and it happened and we sent out an email to all of our clients and we just said, "You know, we're going to rebuild," even though we literally didn't have 1 drop in our inventory, our raw material and all that, we're probably like 400 items. And some things you only get at certain times of the year. So, we had just gotten... and June is a big month of really special oils that are ready, like that are distilled. So, roses done in May and myrtle and neroli, and those are all thousands per kilo. So, we just ordered all them, but we ordered like all of what the distiller has, so they didn't have any more on, you know, things like that. So, we're like, "Well who... you know, did you sell to somebody else and then buying...?" you know, all those things. And for some oils, luckily I do have 2 distillers that I've... you know, and these are long-term relationships. Most of the people I'm working with have been over 20 years, so then they were also helpful or...

J: Mm-hmm.

N: ... they said, "You know, we'll take 20% off your order or whatever," so there was a lot of help that way.

J: Good.

N: And then our clients, so we said, "We're aiming to start shipping on September the 2nd, so in one month. So please, you know, order as you normally would and we'll put it in a like a lineup." And so everybody ordered. And so we had like a normal month of business and sales which was... so the that kept flowing, and then we really did start shipping in September; I don't really know how.

J: (Laughs)

N: And our team... (Laughs) our team didn't lose like one day of work somehow.

J: Wow!

N: (Laughs) We... by...

J: That's amazing.

N: ... Monday we were just back at it somehow, you know? We found a place in town and, yeah.

J: Wow. So, in retrospect, you know, you said you have to believe that it's the path of least resistance, how do you think it was helpful for your journey; if you could say that?

N: Yeah.

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J: Yeah.

N: Well, I feel like it made things like... well, you know, when we were still in our original home that we brought in the land, which was just like a little rectangle built in the 70s, and then we had attached the workshop and that kind of stuff, but anyway, we knew we would renovate one time, but we wanted to get the building built first and get all that settled. But anyway, so we have the home that we would have had probably a few years down the road, the building that we were going to build wouldn't have quite been big enough. And now, I'm like... and it wouldn't have been on the best spot on our land we realized because there's this road coming in that, you know, FedEx doesn't like coming down the winter. So, that all opened up and then we... we found another spot on our land with another way in, and then we built just this way grander situation. So, the original building was going to be 8,000 square feet and then we just completed, we got the finishing touches on our building in June, did our grand opening, and now, our building is 22,000 square feet.

J: Perfect.

N: And we were going to have 2 offices... like sort of more office work offices and the other one, and now there is like 12, you know, with 2 desks in each one. (Laughs)

J: Isn't that fascinating? I recently had...

N: Yeah.

J: ... what seems like a similar experience. I was creating something going along, it was good enough, and then none of it worked, it's like the universe stepped in and destroyed kind of my work, and then the re-creation was so much better. It's almost like...

N: Mm-hmm.

J: ... that's exactly what happened for you; it's so interesting.

N: Yeah. And so just... I guess just saying like, "Don't have your brain stopped there in the tragedy."

J: Mm-hmm.

N: You know, which is hard to do, I get it, but it's really, again, you know, kind of finding that light in yourself and just guiding your way out of it, sort of thought by thought, step by step, making sure everything's in right relationship and you keep going.

J: Mm-hmm, keep swimming, right.

N: Mm-hmm.

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J: Well, let's have a quick break for our sponsor and then come back and talk about some of your fun health and beauty secrets.

Alright, welcome back. So, before we started the interview, I wrote down a few things that we were going to talk about, but I think to just let you take free rein. Tell us some of your favorite beauty tips in terms of our skin, maybe the varicose veins like we mentioned. I know you mentioned yoni care, we can go wherever you want to go.

N: Sure! For skin care, I think one of the... you know, we got to get off the chemicals, but beyond that, a really life-changing and simple thing that people can do is actually to not wash your face with soap or surfactants or anything that kind of foams because it does challenge our micro... microbiome on our skin. So, we... I think a lot of people are more aware now of the microbiome in our guts, and that just as much as we have millions of cells in our body, we also have an equal amount of bacteria.

J: Mm-hmm.

N: And we need to keep these bacteria happy because they're like our beauticians and they keep our health and well-being in order. And they're alive, we're really just a host to billions of bacteria.

J: Mm.

N: And you want to be a good host, you know, a good home for them. And so when we mess with our microbiome, which modern skin care is really primed to do that with the sodium lauryl sulfate, the chemicals, the petroleum, and then we mix that all in with the chlorine coming out of our tap waters. And then what happens is there's disruptions on our skin, we get a bit of a vicious cycle, we can't figure out why is the hyperpigmentation coming or the rosacea, uneven texture, that kind of stuff, and soap is a major player in that. Now that we have an understanding of the skin's microbiome, studies are being done where they're able to examine things. And what is now being understood is that surfactants create these microscopic splinters and they lodge themselves into our stratum corneum, which is like the top layer of the top layer of our skin, the top layer of the epithelium. And so we need to restore the stratum corneum, restore the hydrolipid barrier from years of using surfactants and chemicals. So, the best way to do this and the ancient way to do this is actually to wash with oil.

J: Ah, that makes sense.

N: Yeah.

J: But not just any oil, what kind of oil?

N: Exactly, yeah...

J: (Laughs)

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N: ... you don't want to be using your petroleum and...
[Laughter]

N: And that comes with many names that I can't even rem... I don't even kind of keep track, but like, you know, they'll be... there's like 50 ingredients that are petroleum derived in skincare that wouldn't even have the word like petrol in it.

J: Mm-hmm.

N: So, you know, mineral oils, all that is just BS. And then in the health world, nor do you want to switch it over for using rancid oils like peach kernel or grape seed or apricot, because those are all rancid by the time you're putting it on your skin. My fave, fave oil is jojoba because it's actually not... it's not an oil, it's actually like a liquid plant wax and it is... you know, it's made, it's born of the desert. So, it's just so good for skin care, for dry skin, for sunshine. And then it has this... it's... it's the oil that matches our sebum the most; it kind of mimics it.

J: Mm.

N: So, it has a real resonance with our skin and it helps to dislodge, you know, like when our pores are clogged and it helps to dislodge all that kind of stuff from the skin and it helps to restore the lipid barriers; and that's so important. So... yeah.

J: Jojoba oil, I've heard of using it for hair as well, is that...?

N: Oh yeah, you can use it anywhere, like for baby care, for hair, men's shaving, everything. And it's like... it's also if you're, you know, making skincare stuff, it's one of the most expensive of the oils whereas, you know, grape seed or almond oil... and those are often, like almond oil is generally not even 100% pure, or even your petroleum oil. I mean, it is so much more than all of those oils. So, it's not used a lot because it's... you know, the profit margins. Even though you may be buying something that's \$80 or like I've seen face serums that are very grape seed based and an ounce is \$140 and it's got grapeseed oil in it.

J: Mm.

N: And, you know, and that's... so there's issues with the green skincare too, but we use jojoba like as the main... it's our main one and it's just such an incredible oil. But also as a skincare manufacturer, the funny thing is it is more expensive, but it doesn't go rancid. So, it's...

J: That's interesting.

N: Yeah. I actually don't get why more people don't use it because of it... it's so the best for the skin. It's way better than even like an argan oil and it doesn't go rancid, so it's just fantastic. And then we'll combine it obviously in beautiful ways and then bring it together with other botanicals. But our Best Skin Ever line is so popular because it can be... it's the one bottle to do it all. And so you can wash your face

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with that, you can moisturize it, you could... a man could shave with that, you can, you know, take care of a diaper rash with it, you can take it to your massage therapist, you can do a hair treatment with the oil before you wash. So, it's just... they're so luscious and lovely.

J: So, the Best Skin Ever line, so that helps with... obviously, a lot of us think about acne...

N: Yes.

J: ... but another thing I've been awakened to needing to take care of for myself is that my skin dries with age, and this happens for most women. What do we need to be doing for our skin in terms of protecting it from wrinkling and sun damage and those types of things?

N: So, there's obviously applying like better like quality stuff. But beyond that, there can be so many deeper things. Like, it could be you may need some iodine.

J: Oh.

N: Well, I don't think it counts so much anymore, but the Great Lakes area is known as the goiter belt.

J: Really? There's not enough iodine?

N: Correct. And so now, even though I feel like we... or we have more of a global food situation so we're like... you know, even if we're living somewhere where there is iodine in the soil, it doesn't mean we're eating from that soil per se. So...

J: Mm-hmm.

N: ... you know, the World Health Organization actually estimates that 70% of the world's population is deficient in iodine, and that is an essential mineral, it's essential nutrient. So, it's not like, you know, herb or something, it's actually something that every cell in our body needs and our thyroids need. Especially the breasts and ovaries, they are the secondary glands beyond the thyroid that need iodine. And especially this day and age where there's all sorts of radiation and fluoride, and the thyroid's the gateway for that. And if it's not receiving iodine, it's going to think that other chemicals are that because it's... like other halides like bromide. And so the iodine receptors will receive that instead of iodine in the thyroid.

J: Mm.

N: Trying to make it very simple. But so you see what I mean? There could be a deeper thing, there could be like maybe not getting enough fat soluble vitamins in the diet. And also sunshine is important because it creates inner lubrication...

J: Really?

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N: ... which... yes.

J: So, the sun can help your skin?

N: Yes, which I have a whole chapter on that because it's so important for us to undo a lot of the stuff that we've been told since the 50s and re-examine our relationship with sun and get sun back into our lives.

J: So, this is all in your book, 'Renegade Beauty'?

N: Yes.

J: Ah.

N: And I love to go in deep and I... you know, so there's... you know, for the sun chapter for example, there's, you know, it'll be like a Rumi poem on sunshine mixed in with the latest scientific studies.

J: Oh yes.

N: That's the way my brain rolls. Because we need to... you know, when we're using things like poetry, we can understand the universe in a different way, because it's so hard to explain just because there's so much mystery. And I love... because science can... you know, especially when we get into the fields of quantum physics, I feel like that's really where the poetics and the mystery combined with science.

J: And it activates different parts of your brain so your learning will be more memorable and deep I think as well.

N: Yeah, because we're all learning differently. So, if we can keep tapping into the different aspects of our brain, it helps.

J: Yeah. So, let's talk about varicose veins then.

N: Mm-hmm.

J: You're saying they're caused by weak vein structure?

N: Yeah. So, some of that can be a weak thing structure. Vitamin C can really help with that, and then there's some herbs like horse chestnut that can help strengthen the vein walls.

J: So, here's my big question. I know...

N: Mm-hmm.

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J: ... there has been herbal wisdom for century upon century.

N: Mm-hmm.

J: How did the early herbalists (I don't know how long ago that would be) discover that horse chestnut helps with vein walls? I mean, how did they figure it out...

N: (Laughs)

J: ... when they didn't have microscopes, you know?

N: Yeah, that's a great question. I mean... well, you know, it's... I don't know that particular herb's moment in the sunshine so to speak, but...

J: Yeah.

N: ... we've got... it's going to be different herbs in different cultures...

J: Yeah.

N: ... sort of trans-historically. And then 2 cultures may be using the same herbs for kind of similar but different things, and now present day, we get to see, "Oh my god, that totally makes sense!" One thing I really love about the other recent research on the microbiome and we're like really getting it now as humans is that... and now that we're also in this... oh my god, we've... we are in an antibiotic resistance era, we realize that that golden age of antibiotics is over and we overprescribed them, we used them too much in farm feeds and it's in our food system, and every liter of milk you buy has tetracycline in it in some kind of dose, you know what I mean? So, they're everywhere, and now researchers and scientists are like, "Uh-oh!" because now we know about the microbiome. So, the research...

J: (Laughs) Yeah.

N: ... going in to find solutions that aren't antibiotics is amazing, and because of that, so much research is going into essential oils. Because, you know, for example, in Europe, they're using it in the chicken feed instead of like antibiotics to...

J: Yes.

N: ... keep... right? So, we're getting these changes. And now, they're understanding that essential oils are quorum sensing inhibitors.

J: Yeah.

N: So, what that means is that they can keep the pathogens, you know, from growing, from expressing

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their genes and kind of ganging up and getting stronger inside your body.

J: Ooh!

N: And so when we look at that to the oral microbiome, we're seeing that all these oils and herbs that were traditionally used for oral care, like frankincense, cloves, cinnamon, rose, neem, cardamom, tea tree in Australia, you know, used by the aboriginals. There all of these herbs in different cultures, it all makes sense now why they've been used in oral care because now we're seeing how effective they are through their quorum sensing and that they can bust through the plaque biofilms where antibiotics can't.

J: Ooh, I love this.

N: Yeah, it's so exciting.

J: So, you mentioned there's a lot of research on essential oils, where's that research mostly happening?

N: If you go to the PubMed's, that's a great place to start, and you can just start keying in like essential oils, like whatever... you know, frankincense, and then that will pull up all the studies on that, or geranium sandalwood, you know, whatever...

J: Mm-hmm.

N: ... whatever... or even just essential oils, the general term.

J: Well, the reason I asked is I still feel a fairly solid dichotomy happening in the US. You have your main-stream medical care and then...

N: Yep.

J: ... your alternative naturopathic medical care.

N: Mm-hmm.

J: How do you see that divided changing in both the research and in practical ways?

N: Well, I'm really loving this new branch of medical doctors, and they're called integrative medical doctors....

J: Mm-hmm.

N: ... and they really seem to be. So, they've got their doctor degree or their classic, and they've been in the system and they've been like, "Yes, it's not really working."

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J: Mm-hmm.

N: And then they went and expanded their knowledge, and now they're like, you know, incorporating. It's like a bionic naturopath. (Laughs)

J: Yeah!

N: You know? And that's happening with dentistry too, and I feel like that's so leading-edge. And those doctors seem like super compassionate and smart and they just... because they saw it, so I just feel like they're really leading the way. And, you know, there's a lot, because now we're in the information age where we got it all, so you can research anything and find out it's good and evil.

J: Yes.

N: Like eggs or... you know what I mean? It's all like...

J: Yes.

N: And then you're just stuck or you're like you almost feel like you can't move or eat because... [Laughter]

N: ... there's, you know, both sides are fully fleshed out on the internet. So, it is important to in this day and age that we, you know, remember our intuition and we hone that like a muscle and have that discernment guide us. Because, once again, right, this light in oneself.

J: Yeah, for sure. I once went and saw an integrative doctor, and I didn't know what that meant at the time, but I had heard she was a little more natural-ly, which is what I wanted. And it was...

N: Yeah.

J: ... so fun to have her share the medical side options, but then in the end to tell me to get some yarrow and some... what else was I prescribed? Oh, anyway, it's an herb that's good for... oh, yellow dock, she said yellow dock.

N: Oh nice.

J: Because I had some anemia, yeah.

N: Yeah.

J: And so I thought, "You're a licensed doctor and you just prescribed an herb?"

N: (Laughs)

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J: "My world is happy?" And I... I had...

N: (Laughs) I love that.

J: Yeah, I had no idea there are integrative dentists as well; oh, I...

N: Yeah, the...

J: ... can't wait to find one.

N: Look for 'biological', it's a good word to look up, bio... and also, you can email us. Anybody can email us and we'll give a list of starting points...

J: Oh, okay.

N: ... for people to start out on their dental journey. We also... you can email us any question, health, beauty, dental, or really otherwise, we'll try and help you out and we'll answer that all. And we also do free consultations for like half an hour, unlike dental and beauty questions. Because, you know, we just like to offer that because... and it doesn't mean like, you know, it's going to end in a product or anything like that, it's just really, we just really want to help people get on the right path. Because there's such... there really is can be like simple solutions that we can do that don't get us into these, you know, situations like where you're making, you know, bigger health decisions. Let's try and catch things early.

J: Yeah, that's amazing. I believe that's true what you just said. Because, everyone, before Nadine and I were on the call, I asked what her intention for the call was, she said, "I'm just here to serve. I really believe I'm a vessel of light," and I thought, "Wow! That nails it," and so you're doing that in your business as well; beautiful.

N: Yeah, it just feels like a community. And it's really satisfying when you can simply solve people's things, or like people have cystic acne for 20 years and then they switch things over, and like in a couple of weeks, they're like not having acne and feeling that confidence again...

J: Yeah.

N: ... it's really special.

J: Yeah. And where would people go to learn more about you online or to email you?

N: Yes. So, you can go to our website, which is livinglibations.com, email us through there, or email us at sage@livinglibations.com. And then I... you know, my book really is chock-full. I have the dental book and then in 'Renegade Beauty', there is a very robust dental chapter as well, so you could just even start with that book. And, you know, and then we're on Instagram and all the social media stuff. But I... I like the Instagram the best because that's where we have beautiful photos of our land... (Laughs)

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J: Aww.

N: ... and nature. (Laughs)

J: Yeah, yeah, that's great. Well, I promised we'd talk about yoni care...

N: Yes.

J: ... vaginal care, because it's not a topic you hear every day. So, I want to know, what would you recommend for us?

N: Well, you know, the yoni has a microbiome too, and that's very important for women. And there's sort of that, you know, that little outside one, and then obviously it would go up into the cervix and the uterus and everything like that. So, it's important that we understand this very special sort of apex and pinnacle of the woman's body. And it doesn't matter if you have kids or not, you still want to make that microbiome healthy. And as many women may know, when it's off, there's like a crazy like vaginal itch or, you know...

J: (Laughs)

N: ... we got things to deal with. That's because the microbiome is not happy. (Laughs)

J: I think I have to insert a story; I might regret sharing it...

N: (Laughs)

J: ... but here we go. I was 16 years old, my first annual exam, I was lying there on the table, my feet in the stirrups and everything was out, and a nurse walked in, took a sniff and then opened a can of air freshener and...

N: Oh...

J: ... started to spray.

N: ... my god!

J: (Laughs) I mean...

N: That...

J: Yeah.

N: ... is so rude. And like, you know what's so interesting? I was talking to my friend, Kerry Ann, the other

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day because I just was like thinking about that time and when you have your first gyno appointment, and I...

J: Yeah.

N: ... was just like, "That just feels so wrong, you're totally..."

J: (Laughs)

N: "... new in your body."

J: I know!

N: "All this stuff is happening."

J: (Laughs)

N: And you... probably it wasn't even discussed properly; maybe nowadays, we're better with these conversations. And then you're whisked away to have some strange adult, generally it was a man...

J: Yeah, it was a man. (Laughs)

N: ... you know? And then, oh... oh my god! The man sprayed the...? Oh my god! And I just...

J: No, no, no, the doctor was a man, the nurse...

N: Oh, and the nurse.

J: ... came in, the female nurse came in.

N: Yeah.

J: She should have known better, she's a female.

N: Oh my god.

J: Yeah, yeah.

N: That's so wrong. And I feel like we're grooming girls to like... it just is like, "Okay, now you're a woman, and one of the first steps we're going to be is to disempower you from..."

J: Shame you.

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N: "... your body and hand it over to another person."

J: Yeah, yeah. So, of course then, my view of my vagina was one of shame, it's a place...

N: Oh my god!

J: ... of bad smell (Laughs). But anyway, what would you say about microbiome? It could cause smell issues as well, I assume.

N: Oh yes, it can.

J: (Laughs)

N: And also, you know, what we're... and then... but then, because we don't know about the microbiome and we're made to feel insecure, like that moment you had...

J: Yeah.

N: ... and then you're sold douches and deodorants which...

J: Yes.

N: ... totally mess up the microbiome and give you a vaginal thing. They used to... I go through the history of douches in the book and they... they used to prescribe... or not prescribe, you could just buy it at the drugstore, List... I mean, not Listerine, Lysol!

J: (Gasps) No!

N: Yeah!

J: (Laughs)

N: Oh yeah! You got it every... Google 'Lysol ads as a dou... like for douches'.

J: Ugh.

N: Oh my god, the... the ads are hideous!

J: Oh, that's so sad. And so, of course that kills off the good bacteria. What is the good...

N: Yes.

J: ... bacteria doing for us down there exactly?

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N: They're keeping the bad bacteria in check.

J: Oh.

N: They're keeping things moist and lubricated. They're helping prevent disease. They're... fertility! Literally, a microbiome that's out of balance will... could be the source of a woman's infertility issue. It could also be the source of a premature birth.

J: (Gasps) Wow!

N: Yes, and I've got the studies in my book.

J: Wow, wow!

N: Yeah. Oh, I'll...

J: That's crazy.

N: ... read you a line from the book because I just had that open. "The sacred Venus mound has become a modern dumping ground of negative thoughts, surgical alterations, and a receptacle for industrial violations."

J: Ooh.

N: "The thing is, it likes fresh air and repels a polyester underwear."
[Laughter]

J: I love it, ah. Oh, I never even thought about the fabric of my underwear. I am using cotton, maybe that's...

N: Good.

J: ... not even the best. Okay, good.

N: I think that's where you want it. Well, you want... but let's go with organic cotton.

J: Okay, yes.

N: One area, you know? And...

J: Well, and now the organic tampons and pads that are becoming popular, that's amazing, I love that...

N: It is amazing.

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J: ... that's happening.

N: I suggest no tampon use ever.

J: Okay.

N: But which means like, okay, maybe because you're an Olympic swimmer and you need that. Like, you know, there could be a moment for it, but generally, you want to manage it without putting anything in there. Even the Diva Cup, I'm not... I mean, I love it, I love the environmental thing and it's way better than tampons and there's so many pluses to it, but it's like you're still inserting man-made objects in there.

J: Mm-hmm.

N: And, you know, it just needs to chill a bit. It's such a sacred part of our body and it is only one cell thick like at the inside of our mouth. So, everything is like being just sucked up into the body from that...

J: Really?

N: ... place. Yeah.

J: So, what do you think about those...

N: Period underwear?

J: Yeah, period underwear, like Thinx?

N: Amazing...

J: Yeah, you like them?

N: ... amazing, yeah.

J: Okay.

N: I did say I was hoping they'd come up with an organic one, and I think they did. And now, it also looks like there's a ton of brands, even underwear designed by some teens for the teen market, which is so amazing and I love seeing the entrepreneurial spirit.

J: Yeah.

N: Yeah, it's good. I was doing... I did a project in... when I was at university in Women's Studies on like all the chemicals in tampons.

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J: Yeah, ugh, that's crazy, there were a lot. I'm glad that's shifting. (Laughs)

N: Yes. Oh, even mold.

J: Ugh.

N: Yeah.

J: Wow.

N: That's where toxic shock comes from too.

J: Yeah.

N: Like, it's...

J: Yeah.

N: Yeah.

J: Makes sense.

N: Yeah.

J: Makes sense. Well, everyone, definitely grabbed Nadine's book to get an-out-of-the-box but important view of our health and our beauty, and especially an empowering view. I really like that and love what you're doing there.

N: Thank you.

J: Well, let's quickly run through a couple of your favorite things, Nadine. Your favorite book.

N: That's hard. I feel like I could only go to my favorite poets. So, it's Mary Oliver, Hafiz, and Rumi, that's how I could only... that's how I can narrow it down.

J: Okay, poems are big for you, huh? I have...

N: Yeah.

J: I have 2 of those, I'll have to check them out again. Favorite happiness tool.

N: Mm sunshine.

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J: Mm-hmm. Favorite easy meal.

N: Calzones! They're not easy to start, but we can... we make a bunch and put them in the freezer.

J: Oh, yum. Favorite kitchen gadget.

N: Oh, and I want to say, with the calzones, because we don't eat gluten so that's the special part, the dough is made out of yams.

J: What?

N: Yeah.

J: Do you have a recipe you might be able to share with us?

N: I do.

J: Oh, thank you.

N: (Laughs)

J: Everyone we're going to put that recipe on our show notes page at jenriday.com/189. I'm totally making it because gluten-free pizza doughs and, you know, calzone doughs are hard to come by. And...

N: Oh yeah, it's so good.

J: ... making progress, but yeah.

N: Oh my god, it's like all your carbs will be satisfied, all your carb needs. (Laughs)

J: Yes! Oh, thank you. Kitchen gadget, favorite kitchen gadget.

N: Ah, I love... we have this thing that carbonates water.

J: Ooh.

N: It's like we got... and it's turq... we got it like a nice KitchenAid one, so it's turquoise matching our kitchen. And then we can add different herbs and like natural root beer syrups and stuff to that, so it's great at parties and everything.

J: Yeah, yeah. Do you have a brand that you like?

N: The KitchenAid I like because it...

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J: Oh, you said KitchenAid...

N: ... came in... yeah.

J: Okay.

N: Because it came in turquoise. (Laughs)

J: Yeah, turquoise is my favorite color; that's fun.

N: Yeah.

J: Favorite lifehack.

N: Hula-hooping.
[Laughter]

J: How is that a life hack? I want to hear about that.

N: Because it's so fun for me that I can actually move, whereas any other kind of movement seems like repetitive exercise.

J: Yeah, and so...

N: So...

J: ... that's your mood booster exercise?

N: Yeah, because I can get into a trance sort of with it.

J: Uh-huh.

N: I could like, you know, put on some tunes and like be lost for an hour.

J: I love this. You know what's funny? We've been kind of having this theme of mentioning out-of-the-box thinking, but now as I look back on your favorite things, the things, you just mentioned, they're all...

N: Yeah.

J: ... out-of-the-box.

N: (Laughs)

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J: You're a really cool person.

[Laughter]

J: I love that, because no one has ever said hula-hooping before.

N: Oh, fun!

[Laughter]

J: Love it. Well, what does it mean for you to be a vibrant happy woman?

N: Oh, what does it mean? I feel like it... it just gives me awareness that I am creating my own life, which is really all I've ever wanted to do is feel like, you know, I'm meeting life rather than have it happen to me.

J: Yes, choosing the life you want than... rather than having it happen, okay.

N: Mm-hmm.

J: And a challenge from you to our listeners.

N: Well, I thought I could ask if we could maybe try if it's possible to let go of comparisons.

J: Mm-hmm.

N: When we can let go of that, when we do compare, I mean, really, things seem unfair and then we just start to condemn parts of ourselves or our appearance. And, you know, that can create sort of a daily dialogue of inner conflict, and I think it erodes your inner confidence. And that kind of creates an inner schism with your own energy and that would... of course would drain your energy because you're fighting this inner division. And so I think if we can try to engage with life without the lens of comparison and, you know, really just give our beauty the benefit of the doubt.

J: Mm-hmm.

N: And let us receive our beauty...

J: Mm-hmm.

N: ... rather than kind of this adrenal driven goal of like, you know, picking at our pores or like looking at something in a magazine or on TV and trying to compare with it.

J: Mm, that's great advice, stop comparisons. And I was just trying it in my mind as you mentioned that, and when you do that, you could just say, "I am so beautiful," and that's true when you don't compare.

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So...

N: Yeah.

J: Excellent advice. Well, Nadine this amazing. Everyone, get 'Renegade Beauty' if you want to learn some more hacks and tips and wisdom about your body and about beauty. Thank you so much for being on the show, Nadine.

N: Thank you, it was a pleasure.

J: That was such a fun interview. I love how Nadine is an out-of-the-box thinker, happy to challenge the status quo. And it's really cool how her journey in that regard began with her Women's Study degree, and she kind of was trained to challenge assumptions, challenge the status quo and to think out of the box in all areas. And look how that's serving her now and serving our world. She is finding healthier options in terms of dental health, vaginal health, skin health, beauty regimens, and she's making a difference, and it's a beautiful thing.

So, I want to challenge you to think what would it look like for you to think out of the box? What's one way you could think out of the box this week? Maybe in terms of your health, instead of accepting all of the 'shoulds' that society and establishments put upon you, to get quiet, and like Nadine said, listen to your intuition about your health and your beauty and your life. That's what this show was all about; inner authenticity and outer happiness that comes as a result of following that higher self, that inner voice. Well, I'm going to talk more about out-of-the-box thinking later this week on our Happy Bit. And until then, I hope that you make it a vibrant and happy week. Take care.

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