

Caspar ([00:00:00](#)):

Thank you so much for being on the show today. And I really loved learning a little bit about your story, but only through what you wrote to me. So I wanted to hear how this story came about because you struggled with health and that played a huge role in the formation of Rowe Casa. So what, what did you do to heal yourself? Go, go into that struggle a little bit. What you did you heal yourself and how that led to Rowe Casa's formation?

Jill ([00:00:24](#)):

Well, let me first start by saying I didn't intend on starting a business. When Rowe Casa came about, I was actually a speech therapist for 15 years, worked with children. I had a tutoring company, working with kids was my jam. But I also liked being healthy and I wasn't, and my family was sick all the time. And then I would go to the daycares and work with children and notice they were sick all the time and it kind of hit me hard. I was like, there's a problem here, you know? And I realized I couldn't really help kids if they weren't healthy. It was really hard if they didn't feel well, they didn't want to learn anything, you know, they didn't feel good. So I began, that's kind of what started my journey. I came home. It started I had heard a lot about elderberry syrup and made a jar in my kitchen.

Jill ([00:01:11](#)):

And I was amused that my homemade recipe, what happened is I went to my health food store to grab some elderberry syrup. But I was, I had learned enough about ingredients and things to be able to look at the back of the label and say, Hey, I don't like what's in this. Why are they selling this here? You know, artificial flavors and things like that. I was not pleased with all of that, its sugars. And so I said, I'm just going to make it myself. So that's what I did. I went home, made it, made some, I was amused that the recipe made so many jars and I'm a Facebook fanatic. So I posted on Facebook, told everybody how cool it was and that I had a few jars left and slowly but surely people started buying it from me because I was like, well, I'm going to keep making it.

Jill ([00:01:55](#)):

Then I realized just how much it was helping my family. At the time I had three kids and a husband and we all started taking it. And all of a sudden our allergies and sinus issues started disappearing. And I was like, wow, there's something to this. So I kept telling people and it became, that's where it started. And before I knew it, I had pickup times after work, where people in my community would line up in my driveway for their jar of elderberry, they would drive up with their \$20 bills hanging out the window. And I bet I said, I there's no telling what my neighbors think at this point. So I would be running out my jar of elderberry to them and made lots of new friends in the community. It was just a super fun side gig is what it was. And from there I realized that I was onto something that my health just from one product had drastically improved, that I wanted to know more, learn more.

Jill ([00:02:48](#)):

And I'm kind of a research nerd behind closed doors. So I started researching the net every night when the kids would go to bed, I would be up just researching and looking at ingredients and slowly but surely I started making lots of other products for myself that I just felt better about I said, I want to know what's in it. This has gotten way too relaxed. You know, what's, what's allowed in our products and in our food and our supplements and all the things I was just not okay with. And so I'm kind of an all or none girl. So I went all in and started making some products and people, again, they were already buying

the elderberry from me. So they ended up, they heard that I had a hair growth spritz. Well, they wanted some of that too, you know, and it just kind of escalated from there.

Jill ([00:03:29](#)):

But of course this was only a couple of years ago. And so last year I was pregnant and got diagnosed with breast cancer all at once. Because I've told everyone you can't undo 35 years, 38 years of poor choices and not knowing in a year or two. So it's taken some time for me to undo all the, I didn't know anything. I grew up thinking that having a whole medicine cabinet of pharmaceutical drugs was normal. This was normal life. And I can even remember as a kid watching that play out with my parents, thinking that just feels, that doesn't feel right, you know, like that you would have to dep—what happens if you don't get that medicine, do you just die? You know, like I was like, well, I made it just something didn't resonate with me. And so from there I started connecting the pieces to, Hey, something's gotten off, we have become so dependent on pharmaceutical drugs that we have forgotten what true health is.

Jill ([00:04:32](#)):

And so from there on, I was on a mission and the the breast cancer showing up honestly, was just another wake up call from me to take it to the next level. I was really good at that point at making products and switches in my home with, you know, my personal care products and things, but my eating habits needed to change my stress habits. You know, I needed to begin to look at the whole body and treat that together. Not, you know, changing out your products and making sure you're getting rid of all the toxic chemicals was only one piece to the entire puzzle. And I knew then that if I was going to take my business and my family's health to the next level, then this was what was required. And so since last year I have, I'm just almost a different person to be honest.

Jill ([00:05:22](#)):

So I look back and I thank God for that because I needed that. You know, if I was going to continue to move forward and be able to help people, I needed to take it to the next level. And so that's what the cancer word did for me. I was blessed that surgery was about my biggest part of my cure, but as we all know, post cancer is so important to continue to stay healthy, treat your whole body stress management, getting out in nature. You know, all the things that treat us head to toe. It's not just about, you know, switching and ditching, you know, our products, so anyway, it's just been a huge learning curve for me. And I've been able to be, I guess, fortunate enough to take so many people along with us. So that's, that's pretty much the essence of it all.

Caspar ([00:06:10](#)):

It's a great story. And it really reminds me of many others. Of course, it's your own story. It's very personal, but it is this sort of understanding of seeing something's wrong and something actually happened that was wrong. You had cancer, other peoples have neurological disease or chronic illness. These are all warning signs basically of the body that something is wrong and to take action. And it's incredible that you started with elderberry an amazing immune boosting product, which I'd love to get into more because I know you guys do focus somewhat. You have so many products, but a lot are based on the immune system. And I think that's where a lot of people need to start right now because we have very weak immune systems. But how important was it for you to be doing that research and educating yourself? Why do you think that many people don't do it?

Caspar ([00:07:01](#)):

Because I, I, you know, I hear that story of yours and I say that makes sense. You had a problem, you researched it. You questioned what led to that problem, such as pharmaceuticals, not eating, right. And then you changed it. But you know, a large portion of the population just keeps going and adds more pills, more toxicity, and gets further away from nature. So what was it, you know, in your mind, is, is there anything there that, that you could even share that led you to do the research and to start making your own elderberry that maybe someone else can say, I should do that too.

Jill ([00:07:36](#)):

Oh, man. That is, you know, I think because I began to question the system, I think so many put their trust in a system that just is failing us. And I, I, I guess I'm thankful that I was able to realize from an early age that something was wrong. I wasn't sure exactly what that was, but you know, just the simple health, the health changes that came, came alive when I just started just simple elderberry, I mean, one little change and watching my family's health transform, I was like, whoa, what would happen if I made more healthy changes? Like this is pretty amazing. So I think, you know, we've trusted a system for a very long time that does not work. It's a system that I want. And I'm thankful for if I need a major surgery, if I had a broken bone, but it is not a system that I want to place my trust in to stay well and be well, I think that we have forgotten to merge

Jill ([00:08:31](#)):

you know, we've got the Western medicine that is strong here in the United States, but we have forgotten all of the benefits that Eastern medicine has to offer us. And we need to begin to merge the two. It's, it's our whole intention and goal. It's not to, you know, bash doctors or to bash our medical system. It's to put everything in its place. We have failed to do that. And so I would, I hope that, you know, that's, our goal is to help people start to think for themselves. I want people to realize they have a brain. And my own oncologist told me that when I was making decisions, post-cancer he said, you have a brain, you should use it. You don't have to take the conventional route. And I said, well, I don't plan on it. So thank you. But, you know, that's what we need to be telling people more of is that's where it begins is, Hey, you know what? I can read that label. I can decide if I should, you know, use my money and buy that product. You know? I want people to begin to think for themselves, they're smart. We were given a brain to use, you know, and there's, there's smart people out there. And I want them to realize they have the power to be the change, you know,

Caspar ([00:09:35](#)):

For sure and this is something, again, I've heard from many doctors and experts and other people as well, especially during this time, we're in a pandemic it's sort of fearful is this idea of thinking for yourself, you know, and not allowing I was talking to Dr. Palevsky, who's a very vocal on vaccinations and, and a child's health. And he, and he said, we're, we're in a spot where it's not even, we're being told what to think. We're just not thinking, right. We're just, you know, just seeing something and that's the truth and not even comprehending, not using it. And when you, when you don't use it, you lose it in a sense. And I think what, what he said, you lose a lot of intuition too. And I heard that when you said, I didn't know what it was, but I knew it wasn't right. I knew I needed a different way.

Caspar ([00:10:16](#)):

That's intuition. We all have it, but we lose it. If we don't use our brain, we don't use that connection to nature and the universe. So, you know, it's, it's really great for people like you to share that because others can then say, I want to tune into that and also see, maybe I should go that route. And, and so

much of it, again, is research, but experience and you experience elderberry something simple, simple, and it had such a shift for you. And that's what I wish more people did was not just knock something and say, oh, it's not scientific or it's no, it's not a drug. Try it, try it and see, and experience and go into it with an open mind. But one of the things that I find is difficult, even if you want to try it is to understand what is truly natural, because you see that tag on so much right now.

Jill ([00:11:04](#)):

Oh yes. It's a sales tactic.

Caspar ([00:11:07](#)):

Right. And they are marketing tactics. These are huge companies.

Jill ([00:11:10](#)):

Yeah. It's very deceiving, very deceiving.

Caspar ([00:11:13](#)):

And I wanted to hear, you know, what Rowe Casa kind of sees as all natural and what steps do you take to really ensure it is natural.

Jill ([00:11:22](#)):

Right, great question. Hey, that's a great question. Because that was my concern as I went to my health food store. I knew where to go. I thought to find something natural. Right. I picked it up and it was not natural. I was like, what's going on here? We are so committed. I mean, we start with our water supply, making sure it's filtered correctly, you know, elderberry, you know, if you're making elderberry with water with arsenic, you're not doing anyone, a lot of good. So, you know, filtering our water from the get-go making sure wherever we order from is organic. You know, all of non-GMO. I mean, I'm looking for those labels for that. All of those things. I know that that's not often perfect, but it's better. And so you know, I don't, I don't compromise at, for a while. I had a few products.

Jill ([00:12:11](#)):

I was adding Aloe vera to, until I realized you can't have aloe vera without a preservative. Most people don't realize that, but the minute I noticed it I said take it out, we're going to print new labels. We're going to change this product. I mean, if, unless you're using aloe vera straight from the plant, you're not using it without a preservative and I'm not going to put a preservative that's harmful on my label. So again, we found, you know, other ingredients that we could do without a preservative, you know, but, and people are like, aloe vera. That's natural. Right? Well, yes, if you're getting it from your plant, evidently because when they send it to me, it's going to have a preservative or it has to be refrigerated and that's just not going to work. People aren't going to be able to keep their stuff refrigerated if we're shipping it and things.

Jill ([00:12:54](#)):

So I think about that you know, I tell everyone, not all ingredients with the same name are created equal. Our Vitamin C ascorbic acid that is used in our syrups is from lemons. But because it's non-GMO and I, you can put vitamin C on your label and it can come from black mold. That's not okay. But it's made in a lab as humans decided we could do it better. And a lot of you have natural products with

vitamin C in it, and people are deceived because that's all that has to go on the label. So I try to educate our customers on that. That's really important. I don't want black mold in my stuff, you know, I just don't so making sure that everything is sourced from the right place, because it is hard navigating all of the deceit out there. I mean, it's a free for all out there. That is a scary place to be, because you can think you're getting something natural and you're actually getting something that's harming you. And that's why we exist is I was not okay with that. I was not okay with that. And you know.

Caspar ([00:14:00](#)):

It's an interesting industry, isn't it? Because I've, I've been in the supplement industry, both as a distributor and in the last few years, turning into more of that manufacturer and navigated that. And it is a little like the wild wild west, because you have products just coming from China, they're completely tainted and getting into, you know, smart people's hands who are trying to make healthy choices and actually poisoning themselves. And then you have really good companies that kind of go unnoticed because the big ones have huge marketing campaigns, sponsors, and all celebrities talking about it. And if you looked into it, half of it is black mold, preservatives, heavy metals in it. And no one really questions that too much. That's why I think the stories are so important to tell, actually opening up and being transparent and saying, this is how we do it. We know aloe vera has preservatives. So we said, no, whereas you're going to see aloe vera as a kind of marketing ploy to say, Ooh, it has aloe vera in it

Jill ([00:14:57](#)):

Right. It sounds so natural.

Caspar ([00:15:00](#)):

But I didn't know that personally, I never worked with an aloe vera product, but that's fascinating to me. And you do learn this a lot. And that's why it's really important to hear the stories of people who have gone through it. So that's amazing you're doing that.

Jill ([00:15:13](#)):

It's little things like that. You know, when we started out I had the elderberry syrup, I created the tart cherry syrup for sleep. And of course it has tons of other benefits, but when we started with our syrups, that was our big seller. And of course it became a business quickly. It blew up very fast. But and we had stores locally that wanted to carry the products and we would take, we would buy them coolers and we would store our syrups in coolers because I told them, I said, unless I can find a way to create these syrups without a harmful preservative. Everybody's just going to have to keep them cool. And so at this point we were still a local company and we did, we were actually able to hire a a food scientist who taught us how to, how to jar correctly with the right temperature and all the things that we've got a whole process that we do.

Jill ([00:16:02](#)):

And then of course the vitamin C making sure that that's a pure form from, from lemons. Non-GMO that was that that made us shelf stable. But I forever people were like, we need, you know, everyone wants convenience. And that was where I drew the line. I said, I know it's inconvenient for you to have to keep it cold and take it home and get it in the fridge. But for now, until I figure out a better solution, you're going to get, you're going to get the right thing. I'm not going to sacrifice for your convenience.

Caspar ([00:16:29](#)):

I really love that because people usually ask, what are the shortcuts to health? And I say, there are none, there are no shortcuts to health. And if you think there are shortcuts to success in life, you're wrong too, you may seem, it may seem like someone got to a billion dollars in a year, but you do not see everything they went through. And sometimes, you know, going too quickly and using shortcuts to get there. It may seem like it's good, but then the problems come along later, health and life and success are marathons. Not sprints. Look at it that way and spend a little bit more time on it. I think people have that problem right now of saying whatever is convenient, is quickest. I don't have time for that. Right. Do you have time when you're sick, then you know.

Jill ([00:17:14](#)):

You will have to make time.

Caspar ([00:17:15](#)):

Exactly. That's the big question that people aren't doing.

Caspar ([00:17:18](#)):

And that's what it's great that companies can also represent that and how they produce like Rowe Casa does. Do you have any fears of scaling up? You become bigger and bigger, which is wonderful success story. Everyone wants to see that, but I know at a certain point it becomes very hard to really scale up to millions. Let's say, if not, you know, tens of millions of people and still keep quality at that level, what are your feelings on that? As, as you know.

Jill ([00:17:45](#)):

That can be a scary thing. We talk about that a lot, because it has only been two years. I mean, we're in over 300 locations all over the nation now, which is amazing. It has all happened super fast. My sister, that's why I have, co-owners my sister and her husband. He's like a business guru, praise the Lord for that because I needed all the help when it came to the business side. So he runs the business side. My sister is actually who taught a lot of my health knowledge to me. So we and then my husband was my shipping department for at least a year. We've all kind of been in this together. And we talk about that a lot. We know, we, we feel like this is where this is headed. We think that people in America are waking up. They're tired of being sick.

Jill ([00:18:31](#)):

They're tired of trusting a system that has not worked for them. And we feel like we're getting to be a big part of that. And so we think we, we, we are, we have that on our radar, you know, and it is, it's a scary thought. And we always tell people when we hire them, you're, you're getting on the roller coaster ride. So just get ready. But we're, we feel like, you know, we've got some things in place that if we, you know, we, we know that any day, you know, it could, it could do that. It could, you know, Target signs up or, you know, anybody does, you know, something that like that happens. It changes drastically. But we feel like we're in a place that, where we've got so much quality control so much, so many operations in place to ensure quality.

Jill ([00:19:19](#)):

That was a real big -- we said, you know, we wanted to go big last year, but we weren't ready. You know? So we feel like this is the year almost the, where we're actually getting things in place to be able to scale, however big we need to do it. We want to reach as many people as we can. And so whatever

that looks like if that means new facilities all over we're game, we're ready. You know, it's just, we're just kind of waiting we're in that waiting zone and yes, it's scary, but we're excited about it.

Caspar ([00:19:47](#)):

Exciting and scary. The life of an entrepreneur should be the name of the book there for all entrepreneurs.

Caspar ([00:19:54](#)):

You know, you mentioned quality control there, and one of the questions I want to ask you, what does that actually look like? And what is the R and D process look like? Because I think these are really valuable to listeners to understand what is the process of making these that makes it so high quality and what is the R&D, who decides, and who comes up with, you know, the next product, because I think that's essential to tell them the story of the end product.

Jill ([00:20:18](#)):

Yes, that is, that's a great question. So for starters we had a guy come in, who was his degree, was in like standard operation procedures, SOPs. So he came in, he got us all set up within the facility. We are not FDA approved. And I will say we've been turned in to every FDA agency, probably in America. And at this point they just kind of laugh. They're our friends, we're not FDA approved. We don't have interest in that, but we did have an FDA consultant come out and make sure we're legal. So we have all the things that was kind of one of those things that needed to be done, you know, so that we made sure all of our operations were legal and we were doing things correctly. So that's very valuable to us. She is practically on staff with us.

Jill ([00:21:06](#)):

Now we just go to her for any questions and she's been so helpful. And so now when people say we're turning you into the FDA, right? Well, we have someone, if you'd like to talk to her, you know, they, they like to use that a lot against people who do natural things, but we just, you know, we, that was a scary thing when all of that started happening, but we just took it in stride and got the help we needed and made sure we got those processes started out. We have lots of eyes on every development sign-offs we have, you know, all kinds of operations like that to make sure it's not just a one person gig, you know, creating, we have a team that creates of course I'm on that team where we create the products, we're constantly testing them out. We have a, you know, several of us that are okay, I like this about this one. And you know, we're given feedback. And then the final product is approved by all of us, you know? So before it even touches the hands of the customers, we have probably been working on it for months. So that's just kind of how that works. And some of the ways that we've gotten things in order to be able to start bigger, I guess, if that makes sense.

Caspar ([00:22:11](#)):

It's not easy. And I do want to backtrack to that a little bit, what you said about being turned in and, and the FDA getting involved in something that is so natural, right. That you can pick off a tree and take, and you're just doing that into a syrup. And what has that been like to actually have people come after you in a sense, and kind of, you know, be negative towards that and say, we're turning you. What I, I don't, I've had it happen to so many times that you almost want to say, what are we turning in here, guys? What are we, what are we really angry about? That people are getting better with natural things? Cause

I know claims are always enforced and yes, you can't make a claim to treat, cure, prevent disease, which I'm sure

Caspar ([00:22:52](#)):

You guys know.

Jill ([00:22:53](#)):

We have cleaned that up you're right. Yes.

Caspar ([00:22:56](#)):

Over and over. And we've gotten those FDA letters, even when, actually an article we put out at the beginning of COVID, it wasn't even COVID related. It was virus and infection related and saying, elderberry is great for the immune system. Weeks later, we got a letter from the FDA saying, you can't do that. And I was like, well, I mean, there is scientific literature to it. There was so much there already? What do you think it is Jill? That, that people are just so negative sometimes to something, again, that's so natural and been on earth forever. And you're just kind of helping people obtain that, making it easier for them?

Jill ([00:23:32](#)):

That is a great question too. We asked, you know, at first I would be mad. Yeah. It felt personal, you know. But you know, when I backed up and really looked at it, I realized people are still just very like, again, it's a failure to merge the two. Yeah. There's a place for Western medicine, but we have forgotten how to, how to be well and stay well with and Eastern medicine has a huge part in that. And so the merging of the two, again, as our goal, I think that the people over here, they trust the Western medicine, so hardcore and the science behind it. And they are still part of the system that it's hard for them to accept that there would be any other way. And so those people that are turning us in, I just always felt like I felt sorry for them, you know, because I think that, you know, when you can open up to both and merge, you, you find really amazing things.

Jill ([00:24:30](#)):

We, we are blessed to have some of the technological advances in our, in our medicine here in America. But man, if you can merge the stay well be well, you know, with that, you, you, we're in a place to be healthier than probably we've ever been as a society. And so I think they've just failed to really embrace that yet. And they find their hope in a system that, you know, that hasn't really worked for many, but for them it's a place of security. And so I think that's where they come at us from. You know?

Caspar ([00:25:04](#)):

I've learned also to show empathy. Of course the first reaction is anger and upset and you're just trying to do the best for people. And here are people trying to stop you from doing that, right. Even taking the business side out of it, that kind of hurts where you've kind of putting your blood, sweat and tears to help others. And a lot of time at a loss, I'm sure you know that in the beginning, you're not making too much money off of this. It's a huge investment.

Caspar ([00:25:32](#)):

And that does, but you have to show sometimes that empathy for people that just are not open to it are not aware there has to be their, their lives in a sense are in a bit closed off to certain things that can hope that would enhance it in some ways that would bring you back to how we live for thousands of years in tune with nature and not against it and relying on you know, chemically kind of induced way of life. Exactly. Oh yeah, no, it's, it's it's, I think it's a challenge that every company in the natural sector, nutritional sector, holistic sector deals with, and I think it's one that people are picking up on that this is helpful. This is good stuff. I've experienced it. I've tried it, it helped me like you did. And so let's go into some of those products, maybe the top two, even with, I know elderberry syrup is one, the tart cherry syrup as well. I've tried both wonderful, but let's talk about the benefits and how you should take them and who should take them because people are probably listening and saying, okay, what do I need elderberry for? I don't, I don't, I'm not sick right now. I don't have a cold. When would I take it? How do I take it? Let's start with elderberry and give us a little insight on that.

Jill ([00:26:45](#)):

Okay. Well that, that's my jam. I love to talk about the elderberry mostly because it's one of our top antioxidant berries on the, you know, on the earth. And so that is why it's so effective. And I've had to really look into that and why's antioxidants, why are antioxidants so important because they go in, you know, you've got these free radicals roaming around in our bodies that create disease and cancer and all things, and they're trying to form kind of form up together. And that's where you, you know, pop up a tumor or your pop up a whatever. And anti-oxidants what they do is they go into the system and they grab those up and they get rid of them. And so that's why I think elderberry to say, what does it help with? Well, you name it. You know, I mean, because I believe there's only one sickness and that's unhealthy cells, that's depleted cells, you know, cells that have gone rogue because they're not getting what they need.

Jill ([00:27:38](#)):

And so when you can put that antioxidant into your body daily, I believe you're gonna win. And you're probably going to be shocked at how much it helps you. For me, it was sinus and allergies. That was my symptom of what was really going on. The root. The root was I had some unhealthy cells and I was sick all the time. But once I took care of that, that went away. It was amazing. And so elderberry is great for most people. There's a few auto-immune people who have not done well with it. Auto immune is a very tricky thing. And so that's why we have our antioxidant infusion with cranberries, blueberries and aronia berries. We created that for our auto immune peeps. A lot of auto-immuners can take the elderberry, but you just have to try it. I mean, every person's different, but that's really the only people I can think of that might not do as well with elderberry.

Jill ([00:28:31](#)):

Something with their immune system attacks itself, you know, like auto immune, it's like woof for me, but my sister actually has it and the antioxidant is a huge win. And so we created that with them in mind. Of course you can't have too many antioxidants in my opinion. So I take both, but anyway, the elderberry, I think that our elderberry is effective too, because it has the cinnamon clove and ginger in it, which are great for any kind of inflammation. You know, a lot of our sicknesses start with inflammation, you know, with cancer, what do they check for inflammatory markers? And so, which was shocking to me, I was like, so you're telling me my inflammatory markers can tell you if my cancer is better or worse. So that tells me if I'm treating inflammation, I could also be treating cancer maybe. Okay. So, you know, I was starting to put that together, which no one tells you that, you know, but that's what they look at it that conventional doctors will look at your inflammatory markers. And so I'm like, so why aren't we just

addressing inflammation? So elderberry is, that's why it's great. The ginger, the clove, the ginger clove, what'd I say, cinnamon, you know, all of those things are so huge. The list of benefits to just those alone are a mile long in addition to elderberry. So.

Caspar ([00:29:54](#)):

And it's an interesting time because you bring up sinus and allergies, it's allergy season right now. So many people I've talked to said, this is the worst allergy season. And, and you know, there's a lot of interesting kind of hypotheses going on. Of course, there's the hygiene hypothesis that if you don't expose your immune system to things like pollen, allergens, different, you know, pathogens and everything, it weakens and then you could have a strong response. Cause it's not training people don't realize allergies really aren't a reaction. It's not because of the pollen because of your immune system's reaction to it. It's a benign substance. That's why I go outside and I don't get an allergic reaction. You do, we both have immune system? Right? And during the last year we've been living with masks on, we've been living inside, not exposing ourselves, sanitizing, everything. So, you know, I've read this, talked to doctors and talked to patients as well, that are saying, they're, they're having these over-reactive immune system or over-reactive kind of responses to allergy season right now. And what can they do? And I think one of the things they could do is give their immune system a boost with something like elderberry. So simple, and people think it's Claritin it's this, that is just subduing your immune system even more.

Jill ([00:31:15](#)):

Yes, yes. It's going to create a longer, a long term problem and not fix it in the, in the immediate and I lived on Zertec and I felt awful on it. And I didn't know, there was a better way. I was the girl you could hear sniffing and snorting down the hallway. And they knew it was me, me in, I had the issue and I would get it for months. You know, and it's funny, you talk about the pollen. I get so sad cause I even have friends we'll walk outside and they're, they're fearful of pollen. I'll walk outside and I take a deep breath and I'm like, I'm not scared of pollen any longer. All I know is that if my immune system is strong, my allergies and sinus issues have disappeared. So I know that. And so in knowing that I don't walk outside and I'm not fearful of allergy season and pollen season, and I'm not fearful for my kids to go out in and play in it and get all dirty in it. You know, I, it just doesn't bother me.

Caspar ([00:32:05](#)):

We should never be fearful of nature. And it's been shown time and time again, getting your hands in dirt, being outside more, even with pollen, exposing yourself to these things, strengthens it, just like you need to go to the gym to strengthen your muscles. Otherwise they go and atrophy, you just sit around and become very weak. Your immune system's the same way. It needs nature to get strong. It needs to be exposed. And if you're in that state where it hasn't been, it's pretty weak. One of the things you could do just like giving protein to muscles or, you know, amino acids is elderberry is great. So I love that you brought it up cause it is a solution to a lot of people's suffering right now and going through some kind of allergic reaction to pollen and seasonal rhinitis. Yeah. So let's move on to tart cherry because before, you know, I tried this, I wasn't too aware that it was a sleep support thing. I knew cherry also just like many different very had antioxidant. It had, you know, of course benefits just like all fruits, vegetables have benefits, but sleep support, you know, you think of melatonin and then you think of sleeping pills everything. Tell me how tart cherry, your tart cherry syrup works to help support better sleep.

Jill ([00:33:16](#)):

Okay. so when we started deciding what our next syrup would be, we looked at what is the requests we get most, and it is for better sleep. People are not sleeping well. And that's a real problem. Now knowing what I know, you know, what that tells me is their melatonin is not being produced. And that is a hormone that is super important for our bodies to thrive. And so if you're not getting good sleep, it's a real issue. And so when we started reading, I said, is there a natural way we can help people? You know, not these people are on narcotics, they're driving to Walmart on Ambien and they don't even know it in the middle of the night. I mean what is going on? We've got to help these people. I haven't, I, I sleep hard. So this was not an issue that I it's why it wasn't my first syrup, because I didn't have a need for better sleep.

Jill ([00:34:05](#)):

Thank goodness. But so many do. And there have been times in my life when I was stressful that I didn't sleep well. And I feel bad for people who don't sleep well. So we started researching and what can we do my team and I were on it. And we were looking at what could we do? What could we do? Tart cherry kept popping up. Tart cherry has a natural form of melatonin that equips our bodies to produce that naturally. And so that's why we love tart cherry, of course, tart cherry helps with muscle recovery and all gout, all kinds of inflammation type things. So it's a total win. We we threw in the valerian root, another great thing for just to help someone relax the camomile. And so we, we hit a huge win with that blend. It took a lot of trial and error and I can remember making the first pot in my home just to try it and see, and I kept testing it.

Jill ([00:34:58](#)):

I got so sleepy. I said, y'all, I don't know if this is just all in my head or if this is really working, but I'm super pleased. I'm like really sleepy. And so now we all laugh and say, it wasn't all in your head ya'll, it really does work. It's one of our top sellers. And so many people swear by it. It takes time though. I tell everyone with anything naturally, you can't expect it to happen overnight. You know, you've got to build up your body's your, your, the storage in your body of all of that. And so, and start equipping your body. It'll it'll know what to do when you're giving it what it needs. It just takes time sometimes. So time and consistency are so important when it comes to these things. So we've had people say within a week, they were getting better sleep.

Jill ([00:35:40](#)):

We've had some say it took a month, you know, and they were so glad they didn't give up, but I'm like, just do it. You can't sleep. Just do it, give your body what it needs. And tart cherry is one of the ways you can do that. Of course that's what I love about natural products is you think you're taking it for sleep and all of a sudden this goes away, or that goes, you know, the, the things with the plants that God gave us, it just, just shows how amazing he is to give us plants that can do a hundred different things. Literally.

Caspar ([00:36:09](#)):

Isn't it amazing how these nature provides so many answers and it provides it in such a comprehensive fashion. Like you said, people like to say, see one-to-one many of the doctors I speak with are always all right for this symptom. What do you do? And it's okay, you could do this. What about for this symptom? Same thing, right? It works on the whole system and it blows their mind. They're like, no, it's usually one drug to one symptom. That's what we're used to. But we forget that over 80% of the drugs we use are derived from the plants and fruits and vegetables and just synthetically made. Yeah, exactly. They all started.

Jill ([00:36:45](#)):

Yeah. We took in and thought we could do it better in a lab and we could do it more cheaply. And it has not worked out for us. We are not better than God. Hello.

Caspar ([00:36:56](#)):

There's a little bit of arrogance there. I have to say among many to say we are better. Right. We know that we could do it better. And I think a little bit also comes from the instant gratification we like to do, because we do want it right away. If I'm not sleeping right now, I want to take this pill and be out in five minutes.

Jill ([00:37:15](#)):

Yeah. We've become an instant, instant society.

Caspar ([00:37:18](#)):

And that's, that's the problem that I hope more and more, especially as they see problems showing up more and more where we have the majority of people, chronically ill, truly suffering, no real solutions that the conventional paradigm will give them except managing that disease that they'll say we need a different approach. We need to look at things like using, instead of popping pills, going to the cherry, going to things that boost us and take time, of course, but in the long run that pays off so much.

Jill ([00:37:49](#)):

Oh, absolutely. Absolutely. We always say, you know, if you have a system that is symptom, medication, symptom, medication, symptom, you don't have a healthy people. You just have a medicated people. You know, we don't have a virus problem. We have an immune system problem in America. And that is the essence of what we're seeing play out and why we're masked and why we're scared to socialize and scared to go outside and scared of the sun. We're we're, we've just been it's time. It's things have got to change.

Caspar ([00:38:17](#)):

Let me ask you since the pandemic and COVID, have you seen a change in the customer base? Have you seen more acceptance? Have you seen just maybe even a pull back because people are fearful and keeping their money. What have you seen at Rowe Casa? Since this has started?

Jill ([00:38:31](#)):

I have that honestly for us, we have seen people become even more alive to wanting to be well, they are concerned. They are aware that they might have a little bit of power against this, which is that's what's so cool. Is when you realize the, the remedy's right here in your garden, or right here, you know, with a natural supplement, you, you feel empowered. You no longer feel a lot. I mean, growing up, I thought, so you take medication, you try not to be sick and then you die. That's how it felt. And I was like, that doesn't feel very empowering. Right. But being able to live a life that's healthy and where you have remedies right. In your backyard, that is empowering. That feels good. You know? And so I think that's people have decided, Hey, wait, this is, this is bad. This is not good. And they have run, they have come running. So that's why we're, we're crazy over here because of it, it's because people are waking up and it has, that's a, it's a worldwide pandemic will wake you up, you know? And that, that, that could end up

being a good thing. Maybe we could make some good out of this. You know, people will maybe start taking charge of their health. I would hope.

Caspar ([00:39:38](#)):

Yeah. It is a silver lining that I've heard everyone I've spoken with. Say that there is something that comes out of is, is people need to value their health more, you know, because you're seeing the people that suffer the most through this pandemic comorbidities, obesity, deficiencies of all vitamins. This is 90 something percent of the people were really affected by this. And unfortunately the majority of Americans really aren't healthy. We have to be honest with ourselves. Right. We got to start taking those options. Yeah, absolutely. So tell me some more about the product, because you have so many now, and that's great. You started with elderberry and it just went to so many and I was going through it and kind of selecting ones to buy. I'm like, Ooh, this, Ooh. So tell us about the line. Like kinda, you know, what it encompasses. So people get a better understanding that it's not just two syrups. You do lots of other things. There's essential oils and beauty products and everything. Can you give us a little bit more on, on the line itself?

Jill ([00:40:40](#)):

So mainly what it is is I would just, okay. For example, I wanted better lashes. I mean, just because you want to be natural and healthy doesn't mean you have to quit having fun. Okay. I want it good natural lashes. And I looked at the going and natural, I mean, not natural lash serum on the market, A, it was super expensive, but B almost all of them have isopropyl cloprostenate. Try to say that three times, but I've gotten good at it because I preach about it a lot. I said, wait, that's linked to eyes drooping issues, eye issues, you know, blindness, I', not putting that on my lashes. So I go home and I'll make my own, Hey, there's castor oil, hey, there's rosemary, you know, protects the hair follicle. That's, that's what I want on my lashes, you know, and now we have a lash serum.

Jill ([00:41:25](#)):

That's how it all has kind of happened. It's like, Hey, I don't want to use Rogaine for hair regrowth. I'm gonna create my own hair, spritz, you know, the and then I've got like a chia pet cause I've got all this new hair coming in. And obviously people want more of that. So we have a lot of personal care items, you know, we laugh. We're all about self-care and we're two girls on the, on the owners team and we know how important that is. And so we've got a whole personal care line. A baby line. I mean, I, we both have four kids, so eight between the two of us. So we needed something for babies and kids. So we have a baby line and we created products. You know, they don't need the essential oils to be as strong as adult products. And mainly all it is is that stuff you could make at home, but you don't have the time to do nor the time to research how much of what oil should go in the, in the blend.

Jill ([00:42:17](#)):

And we've done all that for them. And so it just makes it easy for people to switch over and not have to do tons of research themselves because we love to research over here. And you know, it's hard, there's a lot of plants out there. There's a lot of essential oils and it's hard to know what should go in, what, and what is safe for what? And so we're doing the hard work, putting it together for you, you know, you don't ever want to use essential oil straight out of the jar. So, you know, knowing how to dilute those oils to to make it safe and make sure you're not overdoing it. And that's kind of what we do. We did a lot of trade shows in the beginning and one of the biggest questions was, do you have dog products? So I thought, well, I don't, but I bet I could figure it out.

Jill ([00:43:01](#)):

So I started a dog line, you know, so it just kinda has to come from customers needing something and saying, hey, I bet I can find something for that. We now have a cleaning line because that is something everyone uses. So just that, it's just a little bit of everything over here because we need to get rid of all the toxic stuff, that stuff it's all, it's all bad. And, and it's been a free for all for too long. I think that Europe has outlawed over a thousand chemicals in their products. We've outlawed nine, if that tells us anything. So it's a, it's a personal care products is a big deal. We are jacking up women's hormones. We're we're dealing with lots of infertility. Just, we have a blend that balances hormones. And just from that alone in two years, we're almost at 400 Rowe Casa babies that have been conceived just by using this blend of drops.

Jill ([00:43:55](#)):

I have my my doctor when I was pregnant, she said, Jill, I don't know what's in those drops, but I've had women who can't get pregnant. And for years I've tried every medication there is, and they tried your drops and got pregnant. I'm like, that is the beauty of natural. That is it. That is it. And so we have, now we had to hire a person just to keep up with all the babies coming in. I can remember when I first started, the hormone drops are they're called P boost drops now because they boost your progesterone. But I can remember people texting me and I got pregnant and I've been trying for seven years and I've been trying for four years. Oh my gosh, I'm pregnant. And I was like, where's my notepad. I need to start keeping up with all these babies coming in. So that's how that started. And now we're at like four, almost 400, I think. So we announced them constantly on our, on our Facebook page. So it's super cool.

Caspar ([00:44:45](#)):

Amazing. Yeah, that's really cool. And I love how you're doing it from a personal experience in customer experience rather than just marketing research, because that's where most companies come from, they build a product off what the market kind of is showing is most profitable and what they could see would, you know, the most people buy into it, the marketing terms versus what you really want. I always said, I wanted to build a company profits weren't profits weren't first I wanted to be something that I would be excited to open the email for, you know, I would favor it and be like, oh, great. Another one or just something that excites me. And there was a time where I was doing this and I was in business. I was like, this isn't exciting for me. And I started to lose a little bit of that passion. And honestly, we were making a good amount of money at the time.

Jill ([00:45:31](#)):

Right. It doesn't matter. It doesn't matter.

Caspar ([00:45:34](#)):

All the marketing research in the world, would have said, keep doing this double down on it in reality, it didn't feel right. And I love that about a family owned business. That's doing this, that, that it just feels right. And you're doing things that you want to use. You personally would use where I feel like so many companies don't do that. You go with the CEOs of big companies they have different products everywhere but their own.

Jill ([00:45:56](#)):

Hey, when we launch a new product, you'll see us as a team. We're tapped. When is this the one time? And we're so ready for this one. Like, I'm like, I personally need a stain remover. We need to get on this.

You know, I have a word we're as excited as anybody about being able to create these products and use them ourselves. I mean, we love it. Well yet we do. We really love it.

Caspar ([00:46:15](#)):

You know, one of the questions that popped up when I was kind of meeting with the team beforehand, and I also asked our medical team and one of the nurse practitioners brought up hormonal imbalances. The use of just chemicals is so prevalent. And there was a recent study out of San Francisco. I think that showed in mothers who were pregnant, that both the baby and the mother was showing that he had 88 chemicals, that they just could not identify that haven't yet been identified anywhere in the world, by the labs. That means they're creating new chemicals that no one even knows about that are getting into us. And we have no clue what they're doing. We have no clue. Yeah it's a scary thing. And hormonal imbalance is a huge issue. You know, right now tell us about how the essential oil drops that you created can help with that. You mentioned progesterone and you know, and this is through a natural way where so many are of course taking bio-identical hormone replacement therapy and other, you know, ways used to do that, but I always say turn to nature first. So tell us a little bit about that.

Jill ([00:47:18](#)):

So with the hormone balancing, our hormone drops P Boost. Now it has progesterone from wild yam, which is known to be the closest thing in nature to human's progesterone. And so that's how it actually boosts your progesterone. Most women can't get pregnant or have a miscarriage because their progesterone levels were low. That really sang to me when we developed that, because when I was pregnant with my 14 year old daughter, I thought I was miscarrying and they put me on a progesterone cream. I didn't even know what that was, but of course you just do what your doctor tells you to do. So I used it and it saved my baby and we were good. So I thought maybe there's something to this. So when all of this started happening, I thought, ah, there it is. That's that progesterone, but the essential oil blend that comes with it brings balance to all of the other hormones that are involved and being able to keep you fertile to keep you balanced.

Jill ([00:48:11](#)):

There, in my opinion, there's been a huge attack on women's health because of all of the endocrine disruptors in our products, anywhere from cleaning products, to the foods and the chemicals in our foods. And then our personal care products, it has drastically disrupted our hormones and hormones are everything, especially if you're a woman and especially if you want to have a baby and so many out there are struggling with that. And so the fact that there are plants and oils that you can extract from those plants that bring balance to your body is an amazing thing. My doctor on postpartum, my baby is seven months old. Had all the things last year with the breast cancer and all the things. And she is amazed at my labs. My hormones are low, my hormones are balanced. I mean, they're just beautiful because I know what to do to keep my hormones balanced.

Jill ([00:49:05](#)):

She even was jotting down. What's in that blend. It's like, well, it's all a bunch of plants. And she's just amazed. She said, nobody's hormones are this normal after all the things I even had during my C-section, they took my tubes just to test and make sure there was no cancer spread and things. And you would think that would cause, you know, and upset and my hormonal balance and nothing, no issues, no nothing. So it's just, that's what this is about is just being able to help women regain that balance. We're all crazy because we're all, all these endocrine disruptors are having messed us up all these years.

These periods that they're having are are awful, we get the stories all the time about how unbalanced they are, and then they start to use the drops. And that brings balance to their systems.

Jill ([00:49:52](#)):

It's just to me, it literally just brings us to tears. And my sister's actually more of the hormone guru. She's read all the hormone books because she had more of an issue with her hormones. And I mean, it's, to me just watching it play out. It's just amazing. I couldn't have even predicted that when we launched them, you know, just, I just wanted to help people, you know, feel more balanced. I never knew it was going to like, I mean, you've got people with cysts just disappearing on their ovaries and I mean just crazy stuff, thyroid nodules going away, just keeping their thyroid healthy, you know, we have thyroid drops. I mean, it's just crazy. It's the testimonies we get.

Caspar ([00:50:33](#)):

You know, it's really interesting because most people think when you talk about hormonal imbalances, that you're going to need some kind of progesterone cream or something, very kind of, you know invasive almost if you're doing some kind of pellet therapy, of course you have to come in and place that in it has to it's. It is you know, pretty. Yeah, yeah, yeah. And it, it reminds me, I actually had a guest on before that was saying, and she was very into essential oils and she was in her late thirties, early forties or so, and said, every time she goes through OB GYN, it's like, it's amazing her hormonal levels reproductive system. And they don't know why. Right. Because they, most people they're putting on hormones at this age adt have a hormonal imbalance. So to anyone listening, this is a, you know, somewhere to start, if you haven't so many people to look into the progesterone drops from Rowe Casa and the essential oils in general as a starting place. And, and I think that's the big thing here is people need to realize we don't need to jump into the, the kind of, you know, biggest or pharmaceutical drugs or anything. Not saying that's not necessary. Like you said, that's absolutely necessary for some, but why wouldn't you start somewhere with less side effects, less reliance, less and owrk your way up if that doesn't work after a few months, move on.

Jill ([00:51:50](#)):

Yes. That's a great point. You know, we always talk about how the problem is. Our first line of defense has been a pharmaceutical drug that does not treat the symptom and then causes more issues later. And so it's like, why not scale it back, bring it back to nature. See, let that be your first line of defense. Obviously, if you're miserable and nothing's working, go, go get your other medical advice. And you know, I'm not saying there's not a place for that, but you know, I, I talked to a functional medicine doctor not too long ago. And she said, I'm willing to prescribe medication to my patients. I just very rarely have to, because we're dealing with the symptoms. I mean the roots and not just the symptoms, the symptoms are just a sign of, Hey, we need to figure out what the root is.

Jill ([00:52:32](#)):

Are you stressed? What's your job? Like, you know, are you eating poorly? I mean, yes, she digs in and gets to the root, which is, that's what my doctors do that are overseeing me. Post cancer is, Hey, we're going to look at your labs. We're going to see if there are any roots brewing in there that we need to get with and, and help. And so, you know, symptoms are just a symptom just that just showing us something's gone wrong. And so many just want to go treat that symptom. And that's their first line of defense and that we have not given nature a chance to work.

Caspar ([00:53:04](#)):

I asked that question, why, why do you have that symptom? No one seems to care. In in at least the conventional world, it's just, you have that symptom who knows it's genetic, right? That's what we usually throat. And here's something to treat that symptom, to subdue it, to sweep it under the rug and push it down. But the why is never addressed.

Caspar ([00:53:23](#)):

That's why, when we approach it also in that functional integrative holistic manner at our clinic, it is, we want to know the why we don't even care so much about the symptom because it will resolve itself when we get to the why that is the root, the underlying. And guess what? You can do that in such a natural way, normally, without having to turn to invasive procedures or pharmacology.

Jill ([00:53:45](#)):

So yeah, you know, that's something that for me, going through cancer the conventional doctors will look you square in the face and say it was nothing you did. It was nothing you did that caused your cancer. Do you want an okay. Is that supposed to make me feel better? Because it's very defeating because if I can't fix it, then I have no control over it and that's not okay with me. So that did not sit well with me, but that's what they did. They would look straight at you and say it was nothing you did. I mean, okay. I feel like it was, you know, I'd had 35 years of eating like crap and you know, I've had some things done do, and I just ate, that was not, not something I was willing to accept. And so I got all the cancer books, I got the how I beat cancer and the all, you know, all the books and I started reading up and I was like, this is absolutely something I did. And it's something I can fix and something I can do. I can do something about this and I'm ready. Yeah.

Caspar ([00:54:41](#)):

That's where people sometimes get it wrong. That if you're saying it is something that you're putting blame or that you should be guilty. No, never see it as that. Because if you can take responsibility, it is empowering. Right. You have now the power to get out of it. If you got into it, if someone's telling you nothing, you did, you'd always be here at all. That's terrible. That's all right. I have nothing to lean on, but this person and they're telling me, this is my only option. Right. Surgery, drugs, chemo.

Jill ([00:55:09](#)):

It can come back at any time and I have zero control over it. I beg to differ the differ.

Caspar ([00:55:14](#)):

Oh it's Wonderful that you can push back. Cause many people just say, okay, that's it nothing to do.

Jill ([00:55:21](#)):

That's a hard way to live. Yeah. I wasn't okay with that.

Caspar ([00:55:25](#)):

Well, speaking of hope, talk about the charity aspect of Rowe Casa that, that you do and how you give back to the community and give some of that hope to the community.

Jill ([00:55:34](#)):

We love, we love to give, we, we believe that as a company, if God has placed his favor and he's using us, that we are blessed to be a blessing. And so that is just kinda what we do. We got the opportunity and, you know, I tell people all the time, I don't even like talking about it. I would prefer just to give in secret, you know, I don't like to appear like I'm bragging or anything like that, but it is such a blessing to be able to help those in our community. Those locally, just, we rarely turn anyone down if they need a donation or a gift basket or whatever. We love doing stuff like that. But we did get the opportunity of building an orphanage in India last year. So that was kind of our Rowe Casa gives back mission last year.

Jill ([00:56:16](#)):

And we were able to house 50 children with teachers, clothes, food they were on the streets and it was just an amazing thing. And even despite the COVID, we thought, oh my gosh, is this going to work out? You know, it, it was delayed. We didn't get to finish it till like February, instead of December. Like we were hoping, but they did, they were still able to accomplish that. And we got all the videos and saw the kids' faces. It was a beautiful thing to get, to be a part of. So we try to keep that in front of us, you know, the mission is to help as many people as we can in all the ways that we can.

Caspar ([00:56:52](#)):

Amazing. You're able to do that and help others and then do it in such a way that that can influence so many lives. You know, those 50 people are forever changed. So that's amazing. Now let me ask you this. What's your personal favorite Rowe Casa product put you on the spot? Only one you can't say all of them.

Jill ([00:57:11](#)):

Okay. I mean, I really honestly have to say the elderberry. It is where it started and it continues I mean. Like we're in the middle of allergy season too. And I, like I said, I see everybody sniffing and snorting and snotting all over the place that I have my other berries. So I just feel that just it is still my go-to. I take it every day and I think it's got to be my favorite. That's hard to choose.

Caspar ([00:57:38](#)):

I mean, that's where it all started. So of course it has a significance to you. So that that's a good answer there. Jill, what's next for Rowe Casa? What are you, what are you excited about?

Jill ([00:57:48](#)):

Oh my goodness. We don't know. We never know till that happens, but we believe that this year is going to be a year where we're able to penetrate into the nation and a whole lot larger scale than we've been able to do so far. We believe that the opportunity is going to come to where we can reach so many more people. We just launched an affiliate program not an MLM, anything like that. It's just people who will work for us, that we can reach more people that we can help them reach their spheres of influence and help train them on the products and the knowledge behind it and help get these products in them, where there's still so many people out there hurting, looking for a better way. And we just wanted to find a way to do that. So we've got that coming.

Jill ([00:58:28](#)):

We just now were able to pick those and get in, we're getting that program going. We also hired someone to begin to try to get into some of our bigger stores, like the Targets, the Walgreens, the CVS's. So we've got that on the horizon. We're hoping and praying for some kind of breakthrough there. We

just had our first conventional healthcare clinic get behind us as of yesterday, they've begun to sell Rowe Casa and their healthcare clinic, which is huge. We love being able to link arms with the medical community. So those are all things that moving forward. We hope to be able to do more of. So we shall see.

Caspar ([00:59:09](#)):

Awesome and congrats on that because I really do think once you have that in the medical establishment, it really helps with the validity of it and it helps get it out and helps, you know, get in people's minds that, okay, this really does work if my told me, so

Jill ([00:59:24](#)):

Yeah, that's exciting

Caspar ([00:59:24](#)):

No really exciting stuff. And by the way, my favorite product so far, elderberries great. Your mouthwash is fantastic.

Jill ([00:59:32](#)):

Oh I'm glad you love it. That one's a hidden gem.

Caspar ([00:59:35](#)):

It really is. Yeah. Here's the thing

Caspar ([00:59:36](#)):

I spoke not too long ago with Dr. Dominique Nischwitz, who's a European biological dentist out of Germany. He wrote a book All in Your Mouth and he talked about how most of the mouthwash he does not recommend at all. You know, it's antiseptic and you have so many good germs in your mouth. You have to feed them, not kill them. And that's really the initiation point of so many dental issues and issues of the body altogether is that microbiome in your mouth. And I look at what's in your mouthwash and it tastes so good. And it's, you know, I almost do a version of oil pulling with it. Cause I just think it just, you just leave it in there and it tastes wonderful. So for anyone listening, looking for a good mouthwash, that's natural. That is good for the microbiome of your mouth.

Jill ([01:00:23](#)):

Wonderful. Thank you. That that's not talked about a lot, but I'm glad that you noticed because we love it too. That's awesome.

Caspar ([01:00:36](#)):

It's the little things for me. Can people learn more about Rowe Casa purchase it get involved?

Jill ([01:00:40](#)):

Well, we have a really strong Facebook group. So I started a Facebook page when all of this on, I realized it was actually going to be a business. It looked like I was like, okay, well let's do pay us all about Facebook's it's where all started. So we have a Facebook page, just Rowe Casa organics. Our VIP page is rocking and rolling. There's almost, I think, 40 to 50,000 between the two groups. So we've got around

that many followers right now, which is amazing in two years. So people just love to share their testimonies on these products. So our Facebook Rowe Casa Organics VIP is what it's called. They can join there and be able to see lots of people's testimonies daily. We're getting testimonies posted and it's so fun to see people get so excited. So they, that group is, is hopping over there.

Jill ([01:01:28](#)):

And I stay very involved over there. My whole team, we have an entire customer service team. That's there to answer people's questions about the products. If you have any questions, you can just post in that group and they're right there waiting to answer you. So we, we really highly value customer service. So we want all of our customers to feel very loved and valued. And so when they have a question it gets answered and sometimes it's a very detailed question, but we do our very best to guide them with natural products. So a very knowledgeable team is behind us. I'm thankful for that. So VIP Rowe Casa is available. There's also an Instagram account it's at underscore. I would say it's @rowe\_casa\_organics. So that's Instagram. My sister's very involved with that. Again, she has a whole other set of skills and knowledge that she offers over there. And she's like, she keeps things pretty I'm the home grown crowd. We keep the home grown crowd happy. She keeps the pretty crowd happy over there on Instagram, but we have a lot of fun tag team on the social media that that's where you can find us.

Caspar ([01:02:32](#)):

Amazing. I hope people had over there and do use your products. I'm really excited to see what's next and wishing you and the Rowe Casa family continued success. Thank you so much for being on the show. Thank you so much.