

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

I've been preaching this for some time. If you wanna stay healthy and live longer, you should be incorporating NAD into your health regimen. Whether it's intravenous, intranasal, or oral. NAD taps into the mitochondrial theory of aging and can turn back the clock within your cells. But what about NAD and your skin? Well, there are now products that utilize the power of NAD peptides and more to regenerate skin cells, essentially reversing the effects of aging. Our guest today is an entrepreneur in the biohacking and beauty field and is passionate about performance optimization and skin health. This is the story of Young Goose with Amitay Eshel. Amitay, great to have you on.

Amitay Eshel ([00:00:39](#)):

It's, it's great to be on.

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

Listen, I always like, you know, this is called Your health, your story. I gotta start with your story. Mm-Hmm. <affirmative> you know, you come from Israel, you got into this health business and everything. How did that come about? 'cause Everyone has a unique story of how they get into this wellness, health medical field.

Amitay Eshel ([00:00:56](#)):

That's that's an interesting question because growing up, first of all, I had no idea what I'm gonna do in, in life. And, and I didn't feel like you know, life is just waiting for me to come and, you know, conquer and, and, and become super successful. No, I was actually my dream when I was, you know, a teenager, was if someone could just give me like, a glimpse of my life when I'm like 35, just to see that everything is gonna be okay. <Laugh>, right, <laugh>. And I didn't mess it up colossally. So it's not, it wasn't a, a I would say something that I was interested in necessarily from a young age growing up, obviously you wanna, you wanna look cool and, and, and have the, the biceps and the, and the and the abs.

Amitay Eshel ([00:01:47](#)):

So, I got interested in fitness when I was, when I was a teenager, and my inclination is always to kind of understand the underlying elements, I would say. Mm-Hmm. <Affirmative>. So I went into, you know, I studied the biology of, of what's happening over there in the body and, and how to kind of, you know, how to trick my body into growing muscle mass, right? Because I was a scrawny kid <laugh>. That's maybe the first, the first you know, experience I had with, with health and fitness on a, on a cellular level, on a bio biological level. Obviously have engaged in martial arts and, and, and I mean, playing with friends my whole life. But that was the first time I was interested in the underlying mechanisms of that. Then I joined the military. I was in the Israeli special forces.

Amitay Eshel ([00:02:36](#)):

I was part of a reconnaissance force within my, my special operations unit. Ended up heading the reconnaissance base of, of, of our unit, of this special kind of land commando of the Israeli military. And that, let me just tell you, it doesn't give you a lot of life tools or, or tools to, to kind of succeed. You know, it doesn't teach you how to, to program any software or anything like that. But what it does teach you is how to, how crucial is team building and team, you know, communication and, and just working within a team and, and obviously building teams. So that was what I had to offer when I, when I got out

of the military got out when I was almost 24 years old. And most of my peers are being snagged to you know jobs in the tech field in Israel.

Amitay Eshel ([00:03:40](#)):

Israel is, is called the startup nation. So that's normally what people do. That's where the money is as well. But being a contrarian, I didn't wanna do what everyone else is doing. And from, from, you know, bouncing around, what I got recruited to do and, and that I really liked, I started basically the first red light therapy company I think that ever existed. And the mission was very simple, taking this professional, you know, medical laser and translating it. They just found that LEDs are, you know, LEDs just exploded around the world. They found out that they can have this wavelength that they can replace lasers, basically, as far as most of the therapeutic benefits. And now they were, they had a mission on how to translate it to a consumer good D two C, what we call direct to consumer. And that was a big challenge because just put yourself in a situation where, where, let's just think of any modality that goes from a completely, it could go through a paradigm shift.

Amitay Eshel ([00:04:43](#)):

Mm-Hmm. <affirmative>. So I built the, the Salesforce, the sales teams and everything around that, all the language around kind of explaining it to the end consumer. And that company got sold in the end. So that was my first experience with going full circle from something that was a type of a startup to a to a exiting basically. You know, and, and by then, by then, I was very interested in, in wellness, you know, this, the red light therapy field, obviously back then we didn't have titles like biohacking or health optimization. It was mainly self quantification, was the big phrase back then. And one of the annoying things is that it's very hard to measure the, the effects of red light therapy. You can measure nitric oxide levels that are increasing because of it, but more than that, you really can't. So we had a really challenging and interesting time translating the entire thing.

Amitay Eshel ([00:05:46](#)):

And I'll, I'll tell you one thing. I was never, I, I never had the idea that we're gonna have a skincare company or that I'm gonna be engaged in beauty. Far from it, you know, I've been, been, again, martial arts my whole life. I was getting punched in the face as a hobby <laugh>. So you could, you know, it wasn't my preoccupation. But when, you know, discussing red light therapy with the, with the end consumer, and, and we did a lot of that. We found out that you can go through all the pain mitigation and muscle priming and, and thyroid benefits that you can imagine. But what will really move the needle and is when you told people their, their skin can look better. Yes. So I understood that there is a, a kind of a hack there to get to people, to, to get people to have better health if you tell them they're gonna look better at the end of the, of the day.

Amitay Eshel ([00:06:41](#)):

And that kinda, I think is what you alluded to a little bit when you talked about NAD and where NAD right now is in the space. And, you know, a lot of people are paying \$700 for an N-A-D-I-V, but really what they would like to see at the end of the day is someone younger looking at them back in the mirror. Yes. Or at least not older <laugh> <laugh>. Yeah. So, you know, we had some money in our pocket Anastacia, my partner, my wife and I, and we basically tr, you know, we were obsessed with NAD at the time, we could afford it. Back then it was over a thousand dollars per iv. And we were obsessed with it because it really made us feel, you know, rejuvenated and, and full of, of vigor. Mm-Hmm.

<Affirmative>. But we, we understood that there is a huge chasm to the, to the, to to, to be able to, for everyone to afford it.

Amitay Eshel ([00:07:37](#)):

So actually what we tried to do is to create, to bypass IVs. We tried to get NAD to absorb through the skin and into your bloodstream and into your body. But what we found out, and I think this is a, you know, a big discussion in and on its own, we found out that the skin, not only that it really needs it, it also really likes it. Like, it's not gonna share. We can get it to absorb into the skin, but the cells there are just going to gobble it up. So the, the, you can exhaust the amount that the skin can absorb, but it's going to use all of it rather than share it with, with mm-Hmm. <Affirmative> your bloodstream if you would. Mm-Hmm. <affirmative>. So that's how we made lemonade lemons. We said, you know, we have a great thing here.

Amitay Eshel ([00:08:17](#)):

And, and, you know, everything kind of connects. I remembered that, you know, we were, we were talking to people about their skin health when we were trying to get them to have this stand in front of this panel for 10, 20 minutes a day. And understood, well, we have something here. Maybe we can, you know support people's health journey through using the molecules that are the most innovative in, in, in the longevity space. And we keep doing that. But give them really what they want in the end. Tell 'em, you know, this is a molecule. Yeah. You should take it orally. Yeah. You should get an iv. But also, here you go, exactly what you want. You want more NAD around your eye because you're, you have crow's feet. Apply it right there. And, and by now we have 17 products because we, you know, as we know, this is not a silver bullet. Like there is no silver bullet in, in the aging game. Especially the larger and the more complex the organism is, such as ourselves. So we, we, we keep pushing the envelope.

Caspar ([00:09:17](#)):

I I love that story. You know, it parallels so much of my story, actually, really back in 2005. So I started the company in 2004. In 2005 we started distributing a skincare laser for, at-home use from Germany, from Burr. Mm-Hmm. <Affirmative> was called the soft laser. Mm-Hmm. <Affirmative>. And it was like one of the first ones you could buy at home that had an actual red laser diode. It wasn't even LED Mm-Hmm. The FDA after a while was like, you can't do that 'cause you'll shine it in your eyes, <laugh> blind people. But we were even before the FDA, like came in and we were doing that. And then probably like a decade ago, my father and I went to visit a NAD clinic that was using an NAD for recovery from Mm-Hmm. <Affirmative> addiction. Mm-Hmm. <Affirmative>. And we said, there are so many different applications of this beyond just drug addiction Yeah.

Caspar ([00:10:05](#)):

And withdrawal. It's like you are feeding the cells. Mm-Hmm. <affirmative> you are feeding the brain in a sense. And we have so many patients at the time with Lyme disease and brain fog, cognitive dysfunction. And so we saw that, but we also realized that this is difficult for people to really get these on a regular basis. And everyone could use this. We're depleted of NAD from everything from alcohol. Yeah. Stress, you know, toxins, all these things. So we create a supplement, you know, off of that, trying to build it in and take it in orally. But I've always said, any way you can get NAD into the cells, try and do it.

Amitay Eshel ([00:10:38](#)):

Yeah.

Caspar ([00:10:39](#)):

It is, it's as important as oxygen to the body when you speak with actual people understand that, of course, oxy, but it's used by every single cell.

Amitay Eshel ([00:10:47](#)):

I, I'll even argue, maybe, maybe it's more important if you, there you go. Took, if you took oxygen out of the body, you're gonna survive longer than if you took NAD completely out of the body magically, obviously. So, yes. You know, with NAD are gonna be dead in 30 seconds, they think oxygen, you can, you know, if you deprived the brain from oxygen, you can, I don't know, live 11 minutes or something, so, right. Yeah.

Caspar ([00:11:08](#)):

David Blaine did it for like 15 or something. Right? <laugh> Uhhuh

Amitay Eshel ([00:11:12](#)):

<Laugh>. Yeah.

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

So tell, tell me about this. Oh, how'd you come up with the name Young Goose? I always like, hearing about names of companies.

Amitay Eshel ([00:11:19](#)):

Well, that's an interesting story because again, that was not planned. We had a plan, or I was infatuated with the name Hormesis. Mm-Hmm. Obviously maybe you know due to my red light therapy background. Mm-Hmm. <affirmative>. So hormesis, obviously stress that leads to positive results such as red light therapy. So that was the name of the company or the research entity that we had. And when we wanted to basically register it in the United States, because, because the lab was in Israel, so Mm-Hmm. <Affirmative> when we wanted to register the trademark in the United States, we found out that it already is registered as a, as a supplement. Mm-Hmm. <Affirmative>. So, you know, it, you know, a trademark has to be in a specific category. So we could, but we said, you know, what, if we wanted to do supplements one of those days, what if the company that has the supplements that are called hormesis isn't a good company?

Amitay Eshel ([00:12:16](#)):

And p it's gonna be get conflated with us. So we had, because of those parameters, we're like, oh my God, we need to find like a very unique name. And something that's very interesting. The Weitzman Institute, where, where the discovery of the NAD precursors that we use was, was done. The, there were geese outside the lab, and we regarded as, regarded it as our mascot because geese, you know, they reached maturity. It's like two, three years, and they just don't look older until one day, obviously they drop dead. But <laugh> for, for that, you know, for their majority of their life, they look completely the same. Mm-Hmm. <Affirmative>. So, you know, the, the mother has, has geese chicks, and then they grow up and they look exactly like the mother, and you don't know which one's older. Yep.

Amitay Eshel (00:13:14):

So that was kind of the mascot, right. We don't wanna look older. We wanna look exactly the same. So I think we added the word young, because <laugh> just the, maybe a skinnier company called Goose is kind of too weird. <Laugh>. So Young Goose was, was born just as a, as a, an idea of, of a youthful you know, youthful connotation to it. But it was just a, a silly name that we rolled with. And it stuck a lot of people. I love it. A lot of people don't like it actually. Oh, yeah. Like a, a lot of like you know, a lot of people have an opinion and they like giving it. And you know what I, I like allowing them to give it. I think it's I think it's, it's, it's the same thing as compliment, right?

Amitay Eshel (00:14:00):

That people like to be heard. But we do, you know, we do have a lot of like, celebrity clients and things like that, and that, that obviously they have they feel that they have the prerogative to, to reach out if they think something's. So we actually met a few of them, and they're like, you should change the name. The name is not <laugh>. You know, we have an influencer has millions of followers that uses our products. She obviously wants money to talk about it, so that's why. But she uses our products and she's like that's the, the name is too long. People don't, don't like to think for that long. You should have a shorten name, so that's fine.

Caspar (00:14:39):

They don't think there's Sean Parker. Right. Who's giving like, drop the, the in Facebook

Amitay Eshel (00:14:44):

<Laugh>. Yes. Well, <laugh>. Yes, exactly. But I'll tell you what, at least they're talking about it.

Caspar (00:14:48):

Oh, yeah. Yeah. No, it's, it's, it's funny, you know, know, sometimes I, I tell people like, oh, I work at Innovative Medicine. It's the New York Center for Innovative Medicine. Like, too long, too long.

Amitay Eshel (00:14:57):

<Laugh> like,

Caspar (00:14:58):

Okay,

Amitay Eshel (00:14:59):

<Laugh>. So they, you still

Caspar (00:15:00):

Here, right? You still get treatment here? Like, yes. Does the name even matter that much? It's kind of what's behind the name. I think that matters, really. But I get it. Marketing, you know, matters. Yeah. Long words matter. We have a very short attention span, Uhhuh, so we want one thing alone. But now I, one of the things I read that I wanted to get into, it's like you say your treatments are genetically programmed. Mm-Hmm. <Affirmative>, can you go into that? What, what does that mean to you?

Amitay Eshel (00:15:27):

Well, what we're saying is that we can, we, we correspond with your skin on a, on a, on an epigenetic level. Mm-Hmm. <affirmative>. And we, we lower what we like to say is the functional age of the skin. I, I actually don't like the word biological agent, and I can get to, to why that definition matters to me a little bit later. But what, you know, what we see in skincare a lot is the phrasing lower the appearance of something, whatever that is, wrinkles or whatever. Mm-Hmm. And that obviously, part partly is because of the FDA, you know, you don't want to create a, a claim that then, then, then can be misleading.

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

Sure.

Amitay Eshel ([00:16:11](#)):

But in general, we wanted something that is measurable. And that's something that you need to ask yourself. You're gonna do a study, what am I really measuring? Like, okay, I'm gonna measure your, you know for example, the lowering of senescent cells, zombie cells, basically malfunctioning cells of a certain type that, that is infectious in your body. Okay. So you measured them. So the f what, right, what the, what do I get the end consumer from that? So we try to have a lot of vantage points when we, we look at our product and what it does. So, just 'cause I gave the example of the, of ofs clearing senescent cells. So we have a serum, it's called ProCare, and it clears senescent cells. And we don't only measure that, we don't only measure like the process that happens in the cell that allows to do that, but we also measure, for example, 14 different genes that are, have been associated with a decline of youthful state in the skin.

Amitay Eshel ([00:17:15](#)):

So collagen, obviously everyone knows elastin, like, like the name IBUs, the skin with elasticity, it's another protein. So we have collagen, we have elastin, and we also have hyaluronic acid production, which is, which is programmed. So it's not only an injectable for your lips to look bigger, it actually also is something that helps your skin hold onto moisture. So we can measure and, and some genes that are not necessarily creating those proteins in, in, in hyaluronic acid, but utilizing them, because that's a different process. It's, it's, you have a brick maker and a brick layer. Right. so we can measure those things and we do it through punch biopsy. That's one thing. We, we measure, for example, there's something called proger, which is the pro aging protein. So we can measure its activity or we can measure its levels. If anyone wants a reference to Proger if anyone remembers the old Robin Williams movie where he grows really old, really fast Mm mm-Hmm.

Amitay Eshel ([00:18:17](#)):

<Affirmative>, I don't know why they made him grow also taller in the movie <laugh>, that's not part of the disease. But it's called progeria. It's when you have too much of that protein too fast, so you, your, your skin can't clear, clear it out, and your body can't clear it out. So we can measure different things. And what we like to measure is, is the truth, as we call it. And the truth is your epigenetics. Mm-Hmm. <affirmative>. So that is, that is to us the ultimate truth. And that is why we interact with your skin on, on, on an epigenetic level. And by the way, we're not the only ones who do that. I mean niacin for example, or niacinamide, which is in you know, it's a staple ingredient in, in skincare does it to some extent different peptides that are patented that we use, which is not our patent.

Amitay Eshel ([00:19:06](#)):

I mean, they're a little bit expensive. That's why other companies shy from using them. But there are peptides who affect collagen genes as well. We are just, that is just our, I would say, mission statement or our guiding principle that allows us to build a company around it. And another company, their guiding principle can be something else. Maybe a good scent Mm-Hmm. Or a good experience for the, the user, even though we, we care about tho the things, that's not the first priority we have. So I think it's more about our set sets of beliefs and us knowing if the product works or not in that way, rather than something that we can say we are the only ones in the world who do fill in the blank. There are things that we are the only ones in the world who do, but it's not necessarily affecting the genes.

Caspar ([00:20:03](#)):

Right. No, I appreciate that. And that understanding that we are epigenetic creatures, not just genetic ones. Right. We, we really yeah. That, that's our environments and our actions matter much more in some ways. Yeah.

Amitay Eshel ([00:20:16](#)):

That's like the, the, the, the biological version of nature versus nurture, you know? Yes.

Caspar ([00:20:23](#)):

Yeah. So tell me about the first product that you guys formulated for Young Goose. Mm-Hmm. <affirmative>. Do you remember that?

Amitay Eshel ([00:20:29](#)):

Yes. So actually I, I glazed over, you know, what, how did we occupy? So, so r and d we're not the one doing it. We're the one hiring. Mm-Hmm. <Affirmative>. We're, we're not the ones in the lab for the most part. Even though Anastacia my wife is a, is a, is a pretty pop. I mean, she's a, an amazing biologist, but that allows you also to know, who knows, knows their, their, their, their business, right? To allow us to hire well. But what we did to fill up our time is we had a consultancy to help other startups pivot from this point of B2B to a B2C product. So business to business, selling it to, to practitioners for example, and pivot to selling it to consumers. Today, it's a little bit redundant because today you literally have, you know, websites that that's their job.

Amitay Eshel ([00:21:26](#)):

Like, you go there because these are things that normally the physician sells you or buys themselves. But you can bypass that by going to full script or whatever that is. Right? So today, we wouldn't have a job <laugh> for the most part. But back then it was very popular. And one of the things that we helped was a company that had one patent, which was a fermented resveratrol. So resveratrol is, is, is is the robin to Nads, Batman, <laugh>. And we talked a little bit about replenishing cells and allowing cells to function properly. So we can think of NAD as repair fuel, but we can think of resveratrol as the gas pedal for, for DNA repair, et cetera. So we knew that companies who use resveratrol are doing it in sincerely because resol is actually toxic for the skin.

Amitay Eshel ([00:22:23](#)):

Mm. The skin actually cannot break it down like your gut would because it doesn't have the enzyme to do it. And it becomes toxic very fast. So through that patent of that company, fermentation allows us to bypass that to make it so it, your skin can break it down. And we really liked that patent. So, you know, fast forward a couple years later, when we start research for, for our, our topical NAD. So this, the

skincare, we realize there is no ability for now to get it transdermally at the time. We have to have a skincare product. We're like, wow, we know this patent that's, you know, serendipitous. We know this patent that would go incredibly well with that. So we, one of the things that I think are the smartest things we did, we signed an exclusivity deal with, with that small, you know, now they own five patents, but they're all around the same, the same fermented resveratrol.

Amitay Eshel (00:23:27):

So sign a contract with them saying, Hey, we're the only ones that can combine it with NAD precursors. And that has for now fended off everyone, including the largest players in skincare from copying our product. And they are really trying unfortunately, unfortunately, they're really trying. So the first product was a combination of these two, the NAD precursors that are, you know, micronized you know, micro encapsulated with, with lipids. So they're basically protected from being volatile and this fermented resveratrol. And we still had room, right? Normally you end there 'cause you want a cheap product or an affordable product. We said, Hey, we're going all, all out. How can we improve that? So we added coq 10 pqq. We added a very mild sly that's called as strous as astragalus as ASTRALOY iv or four if anyone knows, like the product TA 65 which is a telomere lengthening or supporting supplement slash cream slash everything.

Amitay Eshel (00:24:37):

That's actually what, what they discovered that this, this extract is amazing for, for telomere length, but is also, it is also a mild analytic. So we added this and also a very cool version of vitamin C because we knew that's something that, you know, not a lot of people know, but the ascorbic acid, the classic version of vitamin C is probably the worst thing you can put on your skin. So we found calcium ascorbate, which is a really cool version of vitamin C. And the first product was born. And that was a moisturizer in hindsight, actually had a discussion with a friend of mine that started a skincare company pretty recently, and they started with a serum. And I told them, that's a very smart idea because a moisturizer has a lot of expectation around it as far as like user experience.

Amitay Eshel (00:25:27):

Is it hydrating enough? Is it too hydrating? Does it make me oily? Does it, you know, a serum is basically only active ingredients. So in hindsight, that was not the right idea, but that was the first product we we made. And that, that's called Care Cellular, Anti-Aging Repair and Energy. That's the acronym. Then we made a, an eye cream version of that, which is called Eyecare. And yeah, very clever. <Laugh>. Yeah, <laugh>. So these were the first two products. They were very costly in the beginning, so they cost like \$300 each in the beginning. And when we became large enough to where we can, you know, lower our costs Mm-Hmm. <Affirmative>, we did it pretty aggressively. So we lowered it to \$98 each, and we said, Hey guys, that's what we believe everyone in the world should use at minimum. So we're making it as affordable as we can. And to this date, we haven't raised prices, you know? Mm. Obviously there was inflation and everything. We've never raised prices for this product because we do believe that, you know, if, if, if anyone ev everyone can use whatever they want. This is the one product we think 90% of the people in the world should use. Yeah. Well,

Caspar (00:26:43):

It's interesting because it truly is a, a basis of quality determined results in all things of life, really. Whether that's a car, you know, that we spend a lot of money on that has quality and won't break down as much Yeah. You expect, but in health, it seems to be the most important. We understand that when

we, you know, purchase things that are gonna go intravenously, we're not looking at cut corners. Mm-Hmm. <Affirmative>, we're purchasing from the top Swiss German kind of pharmacies to get the best things because we understand that will result in a better healing response for patients. So, you know, it's, it's something you never want to cut corners on or the quality of the ingredients. And, and especially when it's something like skin where it's visible. Yeah. I think you don't see things happening inside the body. Unfortunately, <laugh> you only get like, you know, a feeling of something, oh, my liver's may be working a little better, Uhhuh, <affirmative>, you know, and then energy pops up and other things subside, symptoms go away a little bit. But I wish people did see what their insides looks like and what they're doing, because we always care about this, right. We always care about our skin and what we look like. And that's why I think people are okay with spending more in this realm.

Amitay Eshel (00:27:52):

Yeah, I agree. I think it would've been funny if, if people cared about the, the visuals of their liver as much as they care about the visuals of, of their skin, we're gonna have for sure less Nafl and Nash <laugh>. But imagine also, you know, people care about parts of their skin more than other parts. You know? Yes. You don't care about the back of your knees and, and how wrinkly that is, but you care about your, know, your forehead or the back of your hands. So imagine that was the same for your lungs. You're like, no, no, I like my upper lungs like really hot, but my lower lungs, I don't really care that much. You

Caspar (00:28:24):

Know? Oh, the, the vanity of organs. Right. <laugh> <laugh>. It's my frontal lobe that matters. Exactly. It's not the MedU <laugh>. Yeah. Well, fortunately, and unfortunately in some ways, no one, you know, does that. We don't pay too much, but we are paying attention to this. And one of the things that you see a, a a lot are people struggling with skin conditions and people struggling with things like acne and eczema and all other things. How are your products you know, impacting people with skin conditions?

Amitay Eshel (00:28:57):

So they're, you know, they, they are an amazing tool to deal with, with some of those things. And we have seen incredible results for eczema, psoriasis dermatitis, but they do not work as fast Mm-Hmm. <Affirmative> as an over-the-counter or prescription drug. And the reason is, it's kind of what I alluded to when we started this conversation, is that we really look at fixing the underlying mechanism rather than giving you the res the immediate results that you're looking for. And it's funny, 'cause when we were still in research stage, I was invited to give a talk in a very small symposium that's called Advancements in, in dermatology, something like that. Masterclass. I don't remember. But anyway, and these were the top dermatologists and researchers in the United States. And I got to sit with the head of dermatology for Harvard.

Amitay Eshel (00:30:02):

And I asked her, and obviously back then I would say leaky gut as an acceptable term. Mm-Hmm. <Affirmative> was just becoming something that people don't like, laugh at you at directly at you if you, if you mentioned leaky gut or gut permeability. And I asked her, so I was obsessed with it, obviously. And I asked her, so when someone comes to you with eczema, psoriasis, are you looking at their gut permeability? Do you, do you check for, for Leaky gut? And she said, are you crazy? She literally asked me, are you crazy? I have 15 minutes to, to find out what's wrong and give them a solution. And I work on reviews. Like, and that, you know, shocked me 'cause Mm-Hmm. <Affirmative>, you know, back then

also Uber was new. So I immediately was like, wow, she caress about reviews as much as like an Uber driver <laugh>. So that shocked me. Yeah. But this is the, this is, these are the rules of the game. Yes. Obviously she's, she's, you know, whatever you know, she plays a game and these are the rules. So you really can't, you know, hate the players as, as we, as we say, you, you, you need to fix the game.

Caspar ([00:31:17](#)):

Yeah. Oh, it's so true. Listen, I've been in healthcare medicine kind of my whole life. 'cause Both my parents are doctors and just grew up around doctors and learning a lot. My father started off very conventionally anesthesia surgery, you know, chief of pain medicine at a big hospital. It was all drugs, surgery, scalpels, everything. And it, it was, he was like a revolving door. Yeah. The more I saw the better. But it had to be quick. You know, I couldn't give him that talk and spiel about their gut, their lifestyle. Yeah. He knew it. Other doctors didn't even care. You know, they were like, no, stop talking about diet. Just give them the pill and get 'em out. Right. Yeah. They'll feel better. You're doing your job. And it was so dehumanizing, I think, you know, hearing all of that. Yeah. And then seeing that these aren't people with bad intentions. These aren't people, they, they got into medicine 'cause they want to help. You know, my father knew from a young age, he just went a different route after that and said, I gotta get out of this system. Yeah. Because this system is keeping me in that way of just quick results, patch it up, here's a crutch, you're better now. Come back when you're worse and we'll give you another crutch or a wheelchair. Right. Yeah. And not truly healing, which is a long-term game of ups and downs in some ways.

Amitay Eshel ([00:32:30](#)):

Well, you know, going back to my, to my journey as a, you know, as a, basically as a COO of a red light therapy company we were, we were kind of playing that, that, that really touchpoint between catering to physicians and care, catering to and consumers. And I remember going from giving a talk at a paraplegic oriented physical therapy conference and talk about phantom pain and how we can help people. And really you know, looking at real stories of real individuals to being a, a visitor at Becker's. Becker's is a, in actually an incredible, an incredible series of conferences that are mainly designed to change the face of medicine. But it's, I mean, they're, they're, they're, they're trying to do good. But one of them is A-C-E-O-C-F-O hospital Roundtable. So you get to meet like the, the I dunno, the head of, of Mount Sinai or whatever.

Amitay Eshel ([00:33:47](#)):

And that just juxtaposition between like, looking at these people who really care about helping the individual to then looking at people who the individual they try, they're trying to help is their shareholder. Mm-Hmm. <Affirmative>, it was mind blowing to me. And do you understand that really the people such as your father or people that we were working on with as far as paraplegic, their ceiling is extremely low? Mm-Hmm. <Affirmative>, like you cannot create a, a, a movement from within the system. Yes. because your, the parameters, again, that you're allowed to navigate within aren't very, very, you know, they're not very loose. So it's almost like you have to find a a a way to break out of that, that system in order to create a big change.

Caspar ([00:34:40](#)):

Yeah. I I completely agree that, listen, I've been saying it for so long. It's a sick care system. Mm-Hmm. <Affirmative>, you know, it's not a, healthcare has nothing to do with health. It's a cost plus kind of system in many ways. You know, there, there, there are shareholders involved that require profits and

unfortunately sick people are more profitable, you know? Yeah. If you're constantly, you know, keeping them sick. Well,

Amitay Eshel ([00:35:03](#)):

It's not, it's not even, so it's, I think we can definitely, you know, take a look at the system and, and feel good that we're not part of it, but really us as human beings, we're kind of designed for that. Because, you know, again, having a skincare company and trying to educate people to change the fundamental way their, their skin functions and that the results were gonna are gonna come from that. And not only that is that whatever decision they're making today, they're definitely determining how they're gonna look tomorrow. And obviously in 10 years and 20 years is a uphill battle because really nine outta 10 times someone listens to you patiently or not patiently, and then asks, okay, so when can I see results about the wrinkles between my forehead and my whatever? You know? So that's, we do have answers for that because we understand that at the end of the day, we, we want to have people using the product and getting results long term.

Amitay Eshel ([00:36:03](#)):

But you can see how this is the psyche that we all as, as human beings live, live with. Especially if it's not your number one priority. I mean, if, if you, if you talk to a parent about their, their child and the child's you know, screaming and, and throwing a tantrum, obviously, if the parent explains to you why they don't want to just give the child like a laptop and chocolate and not, not a laptop, a a iPad and chocolate and an ice cream and I don't know what, and just, you know, give him whatever he wants all the time, because then it's not gonna lead to good results long term. But that is because that's their number one priority, and it's something that they're dealing with day in, day out.

Caspar ([00:36:50](#)):

Right.

Amitay Eshel ([00:36:51](#)):

I don't know. Wrinkles are probably number 10, you know? Yeah. They only meet them when they look in the mirror and how often do you do that? Right. so they, for, for number 10, they don't want the big spiel, you know? Mm-Hmm. <Affirmative>, it is up to us to create that middle, middle ground of good user experience, good quick results and long-term results, which is where we believe, you know, people should, should be looking at. But again, that is, that is really, like, to be honest, that's kind of a of a, of a, of not a nonprofit, if you'll <laugh>. Yeah. That's not something that we're doing for, for immediate gains. It's more for the culture, if you would.

Caspar ([00:37:34](#)):

Yeah. I will say that wrinkles probably went up a few spots during the pandemic. 'cause Zoom uhhuh. Right. Everyone was looking at them like, I see myself in the corner there. I'm trying to look at you, but I'm also there. Yeah. People like, like Botox and plastic surgery went skyrocketing up. 'cause You're right, a lot of people weren't looking in the mirror for most of the day. Mm-Hmm. <Affirmative>, when you're on a Zoom, you kind of are, and you're seeing things in a, you know, and other people are seeing it too.

Amitay Eshel ([00:38:00](#)):

Yeah.

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

So, ha has business been better for you because of that <laugh>?

Amitay Eshel ([00:38:04](#)):

It's definitely the questions have changed, but what we are starting to see is yeah. So first of all, what a lot of the questions are around how do I improve, you know, the results of Botox, how I make Botox last longer, what are the, the ways in which I can mitigate the potential harm of, of Botox, et cetera. So in fillers and you know, different types of aggressive lasers and radio frequency and all the shebang. So, so for example, I was just interviewed in in Ben Greenfield's podcast, and obviously it's, it's Ben, he has very wide, you know, area of of interests and, and questions. And I mentioned like in passing the fact that you might want, not wanna do, you know, aggressive resurfacing lasers Mm-Hmm. <Affirmative> constantly because you're depleting some of the reservoirs of repair for that. And you're basically introducing frailty and you know, obviously long-term.

Amitay Eshel ([00:39:15](#)):

And that was, I've now spoken about that as much as I've spoken about it there, we have gotten, I'm not kidding you when I say we have gotten thousands of questions about that Hmm. Out of everything we said and about, you know, diet and whatever, that was what was interesting to people. Everyone's like, oh my God, I was about to do laser tomorrow and blah, blah, blah, and I've been doing this. So that is the, the situation we're living in today. But to your point, by the way, about, you know, how the modern world changed some things, what we're starting to see are much younger people, but where our product we're saying you, you know, be coming from the NAD realm, you are not really in a an a NAD deficiency if you're living a healthy life until you're like 30

Caspar ([00:40:05](#)):

At least. Yeah.

Amitay Eshel ([00:40:06](#)):

At least. At least. Yeah. And, and you know, I would argue you might wanna wait with like, you know, getting an IV maybe until you're like 35, you know? Yeah. But we're starting to see, you know, 22 year olds Mm-Hmm. <Affirmative> asking us about, you know, what should I use after I use Botox, and I'm not kidding, and fillers, and obviously things like that. And that is not necessarily because of Zoom. What happens is they are using filters and social media Mm-Hmm. <Affirmative>. And they wanna look like their filter.

Caspar ([00:40:38](#)):

Yeah. Unrealistic expectations.

Amitay Eshel ([00:40:40](#)):

Unrealistic, but also unrealistic facial structure. So yeah. They're trying to augment the facial structure to look like the filter rather than the opposite because they're, you know, most of the people seeing them, they don't know them, they know the filter. Mm-Hmm. <affirmative>. So, you know. Right. And then you

Caspar ([00:40:59](#)):

See someone in real life, it's like, oh, okay. That's,

Amitay Eshel ([00:41:02](#)):

Oh, okay. <Laugh>. And we know some

Caspar ([00:41:04](#)):

People like that. You wanna be that filter. You want to be the AI characterization of yourself. Right. <laugh>. Yeah. That looks so well. But yeah, I, I think a, a lot of the, the vanity metrics have changed in general, but I do think, you know, medicine, skincare, beauty all kind of echo themselves. Meaning you have younger and younger people that are seeking out these types of solutions. You have younger and younger people that are sick. You know, that's what we see. It's kind of shocking. You know, we, we work in a place where it's out of pocket, you know, most people start on the conventional side and end up here as a Yeah. You know, last chance oh, nothing else worked. We need some integrative holistic approach. But it used to be that, you know, really chronically old people were a little bit older, you know? Yeah. You're seeing them now, teenagers, right. You're seeing kids in their twenties or so have chronic illness, but still trying to emphasize the, the look. And I, I think there's just such a correlation of your skin is an expression of what's going on inside. You know, that idea of eczema, all these different are really inside out sort of issues most of the time. Mm-Hmm.

Amitay Eshel ([00:42:08](#)):

<Affirmative>. Yeah.

Caspar ([00:42:09](#)):

And so that's a big part of it is like, you know, if you are healthy, then your skin should be healthy. And it goes both ways. You should put things on your skin that nourish and put things inside of you that will nourish from the inside out. Yes. Which brings me to this idea of, you know, the leaky gut, the, the GI system as a whole diet. What, what are, what are you seeing or what do you recommend as a diet for skin? Yeah. I mean, everyone's different, right? But we can't personalize on a podcast. We have to give some generalizations.

Amitay Eshel ([00:42:40](#)):

Well, I think the first thing is to say, look at your, you know, go have a genetic test and understand, you know, you, you can look at between like five to 20 genes that that will tell you how you should supplement and eat to your mm-Hmm. <Affirmative> specific deficiencies. How well you, you know, you, you you metabolize folic acid to folate, et cetera. So you could do that and maybe you should start there in any age, by the way. And that's something you do only once. Mm-Hmm. <affirmative>. But in general, an anti-inflammatory diet is probably the most important thing that you can do, is basically figure out what your, what creates inflammation in your body and what does not, and adjust your diet accordingly. After that. It's all, obviously when I say the word protein, most people think of one ingredient or collagen, by the way. So most people think of this one ingredient. If I asked you to imagine a protein, you would probably imagine a, some generic molecule, you know, insert genetic generic molecule here. But really I suggest looking at a protein as like a multivitamin of amino acids. Mm-Hmm. <affirmative>.

Amitay Eshel ([00:43:53](#)):

Which are needed, which your body breaks the protein into, and then utilizes it in order to synthesize its own protein. So for example, when, you know, my joke is you're not taking collagen to improve the wrinkle between your eyebrows the same way you're not eating a banana expecting to be a unicorn.

Right? It's like, that's not how your body processes things. It actually, your body doesn't have a single nutrient in which it's going to use it as a whole. You're gonna give it to it as a whole. You know, we were talking about NAD a second ago. N-A-D-I-V, your body takes that NAD that you've been intravenously introducing into your body. And it's, it breaks it down into, its, it's it's it's, it's precursors. It's it's building blocks. So your body doesn't really know how to do a, a full, you know, transportation.

Amitay Eshel ([00:44:46](#)):

And going back to protein, that is extremely important when we're talking about when we're talking about nutrition, because proteins are the most important building blocks that you can introduce through nutrition, in my eyes. High protein intake when I say high, I mean around a a gram per, you know, pound of body weight. Mm-Hmm. <Affirmative> would be extremely beneficial for our skin. And by the way, for our gut. Mm-Hmm. <Affirmative> which would obviously then, you know, translate to good skin. And if, if you want some kind of cooling ingredient, I would say sulfur compounds such as you know, morine, which you get from moringa or sulforaphane matched sulforaphane and myrosinase. So basically like broccoli sprouts or broccoli, if you want to get it like super bioavailable, you sprinkle some mustard seed powder on it. That would be something that would also allow you to get some glu more glutathione in your system. So more anti antioxidant ability for your body. So that would be like a little side note, but for the most part, like high protein, you know, lower carb, like 20% carb and things that don't inflame you.

Caspar ([00:46:08](#)):

Yeah. I, I think so much of it comes down to reduce inflammation. Yeah. And just take in nutrient absorption. Mm-Hmm. <affirmative> is, you know, and so much of that is, is just eat clean, you know? Yes. Stop eating box packages. I saw this thing that I think in Austria, they have the first vegan super supermarket. Wow. And they showed pictures and it was just all box crap. Yeah. There wasn't a single vegetable or fruit, like whole thing there. And it was just companies that are making these plant-based that have so many ingredients, preservatives, it has nothing to do with like plants anymore at all. It's more chemically based in plastics that they're leaching into. It's just a joke that this is now what we consider healthy is the more chemically based like little things that never go expire for years. <Laugh>. Yes.

Amitay Eshel ([00:46:56](#)):

A hundred percent. Well, there are two things from what you're saying, which are completely different topics, but are like super important. The first thing just connecting to our last, last kind of topic. Mm-Hmm. <Affirmative> it, your body is really good at taking whatever you're giving it and using it correctly. So the major thing is unfortunately, is a, is not to be an a caloric surplus. Mm-Hmm. <Affirmative>. So if you, you know, too, too much of a good thing isn't good. So as long as you're within, you know, I can tell you don't eat sugar, be, you know, go high carb, low carb, whatever, but as long as you're within your caloric kind of count what your body should be getting, your body can actually do a really good job. You know, translating one thing to another. Mm-Hmm. <Affirmative>. So for example, your body can take protein and if you don't, if you, you have a lot of protein, it can actually make sugars out of it.

Amitay Eshel ([00:47:54](#)):

And, and so having said that a completely unconnected you know, anecdote to what, what you're saying is, is that we can see how plant-based or vegan has been hijacked by business Right. By big business to create those things. That the fact that the word based is there is kind of weird. It's not plants, but it's

based on plants, you know, it's like that's already extremely suspicious to me. I've never seen, you know, any meat-based product ever <laugh> that doesn't exist. So that's, that's to me a hijacking of word. And if we go here in America to any Costco, we can see things that say something like paleo friendly or keto friendly, which is, what is it a relationship with keto? I don't get it <laugh>, but it's, it's, it is, again, hijacking of the word. And, and, you know, coming from the biohacking biohacking sphere, I am really worried that that's gonna happen with biohacking as well. Sure. I mean, and it, and it probably will, I'm just hoping it won't, but maybe in five years, every macadamia coverage co chocolate covered macadamia nut in, in in Costco is gonna say biohacking friendly macadamia or something.

Caspar ([00:49:22](#)):

Well, I think biohacking in general is garnering attention. Some of the things, you know, we even talk about things like peptides. I mean, already big pharma's looking to, you know, tap into that Mm-Hmm. <Affirmative>. And anywhere where people see an opportunity to make money, they'll try and hijack it. And unfortunately, like biohacking is getting to that point where, well, I think, I think there's enough people there that really are interested. There is a, a wave of people that are health conscious that wanna live longer, that wanna do these things. And with that wave, you're gonna see a lot of opportunists come along. Yes.

Amitay Eshel ([00:49:53](#)):

Yes. Because really biohacking and just because of the people who are interested in it, which are kind of early adopters, and the fact that if you are really interested, there's no medical condition that calls on biohacking. Some people have discovered it as part of, part of their health journey. Mm-Hmm. <Affirmative>. But they may be discovered that what they're doing that makes them feel better is, you know, is within the biohacking sphere, and then they feel part of the community and they go into the community. Yeah. And as a community, it's more going towards pleasure community rather than going away from fear, which is, again, presenting for a long time in ketogenic conferences. I see the opposite in the ketogenic, you know, sphere, which is, you know, just don't give me anything that has carbs in it because I'm afraid of being overweight or something like that.

Amitay Eshel ([00:50:51](#)):

Here, these people are motivated by pleasure for the most part, and that means that they're also very good consumers. Mm-Hmm. <Affirmative>. And normally they have spare income, and that is why they even are bothered with it to begin with. If you have existential, you know, threats, you're not worried about how well you're gonna function at 90. And by the way, that's part of the problem in, in America. Okay. So this is a very easily hijacked group of people. I mean, we see, and we, we we're starting to see it, it is, we can see it live, whether it is a company very big or not very big, but very successful company in the field with one ingredient really, that they didn't even patent, but they did a good job marketing that was bought by Nestle. Mm-Hmm. <Affirmative>, whether it is the, the GLP one agonists, for example, which are peptides.

Amitay Eshel ([00:51:47](#)):

So Wegovy mm-Hmm. <Affirmative> semaglutide, Ozempic, Ozempic, what I'm saying right now are, are basically the same thing. What they are are pro peptides. They're Yeah. Causing the release of a peptide. And that is really the only way for you to, to kind of hijack that system because you cannot patent most peptides. So, Mm-Hmm. What does big pharma do? They lobby to get them basically banned because they're not researched enough or whatever. Of course they're not, because there's no financial interest

to do that. Yeah. But what they're doing is they're banning the actual peptide, but they're saying, oh, but wait, we have a patented synthetic propeptide something that will make you release. Remember that peptide you like so much here, you can now have your body release it. Yeah. So we we're seeing that takeover in real time. We see the same thing with exosomes. Mm-Hmm. <affirmative> even though I have really good friends with Kymera Labs, we can see that big player in exosomes kind of trying to lobby to get them basically illegal, but in a way which would allow them to still function. So you really can see it in almost every phase of biohacking right now.

Caspar ([00:53:05](#)):

Yeah. And, and that's kind of the, the modality day run on it. It is looking at something, removing it. Right. Yeah. You even saw it during, you know, you had NAC that was being attacked Mm-Hmm. During the pandemic. 'cause It actually works somewhat. Yeah. And then now you're seeing it with other NMN, you know? Mm-Hmm. <Affirmative> is kind of in that same region of being, you know, reviewed now by the FDA, which was really pushed through, you know, pharmaceutical companies and biotech.

Amitay Eshel ([00:53:30](#)):

Well, yeah, that was, that was the perfect, the perfect, I mean, if someone wants to write a game plan Mm-Hmm. <Affirmative> on how to, how to penetrate a market and then really like drop the floor under the the market was NMNI mean, obviously you have this huge figurehead that is buddy buddy with everyone going on Joe Rogan's podcast or whatever, and, you know, you know, showing the world how amazing this molecule is, which it is. Mm-Hmm. <affirmative>. But then, you know, unbeknownst to anyone, he has notified the FDA or the company, you know, he's just a

Caspar ([00:54:06](#)):

Scientific, it's, it's his company in many ways. Yes, yes, yes. Right.

Amitay Eshel ([00:54:09](#)):

Let's be honest, it's 100%. 100%. So maybe not 100%, but maybe like 40%. Yeah.

Caspar ([00:54:15](#)):

Whatever, big, big money invested. Right. A lot of interest there. Yes.

Amitay Eshel ([00:54:19](#)):

<Laugh>. And then, you know, saying to the fda, Hey, remember we actually told you we were researching it as a drug like, you know, 10 years ago. So yeah, please tell everyone that they can't use it as a supplement, then that's the way that, that this, so this was really the perfect, I mean, in some extent you gotta kind applaud the the, the, the attempt there. Yeah. And by the

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

Way, execution is like, wow, that was like flawless. And listen, I, I was, I was, and I'll, I'll say I was a big fan of Dave Sinclair. Like, I, I loved everything he was putting out there, like being in this, oh, anti-aging and everything, but man, people like kind of show true colors and I'm, I'm not saying he's a bad person or anything. Money is money. It'll make you do certain things. Yeah. But I am saying in healthcare, I feel very differently. You know, if you're doing like a designer clothing, if you wanna up reg like, you know, and get cheap labor somewhere, maybe not the most moral, but I, I have a little difference of opinion

when it comes to people that could really benefit from something. And you're basically removing it completely from there and trying to profit off of it.

Amitay Eshel ([00:55:22](#)):

Yeah. I mean, there is another, you know, there is another way to do it, which then people can say, Hey, I like this way better or not. Which is what the, you know, is, is another molecule that is almost identical to Nmn. It's called nr. Yeah. And nr, both of these molecules, they can't really be patented, but a form of them, a stable form of them can be so nr nicotinamide Riboside chloride, which is the supplement that almost all of us are taking it for, taking NMN is actually patented and the company who patented it, which is called ChromaDex. Yeah. They they aren't, you know trying to, they, they obviously have investors. They have things that they're doing like sponsoring research saying that NR is better than NMN. Fine, you can do that. Sure. But, but but again, they're not doing anything as insincere as, you know,

Caspar ([00:56:21](#)):

Not as insincere, but there was the whole lawsuit, Withum Health and others that we're trying to utilize. Right. So, I mean, this is business. I get it. Yeah. I understand that. That's what I went to school for. And understand that you wanna protect things you're putting money into and this and that. It's just a strange one. I mean, listen, I've gone as far as getting you know legal kind of statements from other companies that they have the patent on Cat's Claw, which is a natural, you know, product. Yeah. You find, and they were like, you can't use it with the, you know, with anything in Brain Health. 'cause It's ours. Yeah. And it was like, I, I don't think so. I'm not sure you could do that, but, you know, again, nothing came of it. But I'm just saying this idea that we're getting to like, go out in nature and be like, that's ours. You know? Yeah. That, that, you know, it's bacopa, it's good for the brain. That's ours now. Mm-Hmm. <Affirmative>, we're gonna patent, we're do some research, put in the funds under it, get investors, and then take it away from everyone else. And then, you know, you kind of have free reign on, you know how much you're gonna charge. We see that all the time. It was the big pharma bro who's like, all right, I'll just get this company and jack it up 10000%. What are people gonna do? They gotta pay for it.

Amitay Eshel ([00:57:30](#)):

Yeah, I agree. I mean, we see it in, in skincare a lot because in skincare, first of all, it's the wild, wild west, you know? I can basically, I am, the scrutiny as far as the FDA a is concerned is all is close to negligence. The, the, the the discrepancy in active ingredients is worse than the difference between like McDonald's meat and the meat you can buy in whole foods. Mm-Hmm. <affirmative>. And the same thing with IVs. Same thing with supplements, obviously. Yep. So in, within, within that field, your litigious power is the only thing that matters. So you can patent basically, or you can, you know, even trademark basically things that are, that have been used for, for centuries or things that are very close to the, to the form of the plant that, that it's been derived from.

Amitay Eshel ([00:58:31](#)):

But because you have very strong litigious power, you, you can basically corner the market. So in, in, in the beauty field, that is very apparent. And sometimes what we do is say, cool, you know, how much is it gonna cost us A small company that is really interested in innovating, it's gonna cost me, you know, basically it's gonna cost the end consumer two more dollars, no problem. I'll do that. I'll pay you. I'll buy the active ingredients from you. I'll make sure they're in good quality, et cetera, but I'll, I'll buy them

from you and I'm not gonna go into this stupid legal battle. Right? Yeah. So, I mean, you, you can't win no. Every, every war.

Caspar ([00:59:17](#)):

No, no. And you gotta pick your battles. Of course. Yeah. And, and just kind of that, that is business in many ways, again. Mm-Hmm. <affirmative>, I understand that. It just, it's sometimes a little bit sad when the business gets in the way of helping people, especially people in need, you know, when you get into medicine, it's kind of sometimes lifesaving things are stripped away and jacked up in prices and, you know, becomes battles and everything, and people suffer because of it. So listen, I, I want to kinda wrap things up a little bit here. And you have a great podcast, Biohacking Beauty. I wanted to hear, you know, what have been the, the kind of best tips that you've been able to wrangle through being a you know, a, a host of Yeah. A podcast called Biohacking Beauty that you could share? Okay.

Amitay Eshel ([01:00:04](#)):

That, yeah, that's actually something I've been asking myself lately. Like what is the, you know what are the, what can someone learn from if they've listened to every episode? Right. So I would say first, if we are talking about, you know, women specifically, because we do have a lot of differences between men and women and the way our biology works. And unfortunately, men are a, it's not even comparable how much we are better test subjects because women have a completely, or a very different hormonal profile. Yep. Basically every phase of their menstrual cycle. So every, you know, it's not really every week of the month, but let's just say every week of the month. And I would say for women specifically, learning to live your life in harmony with your menstrual cycle and the hormonal profile you have at that time of the month.

Amitay Eshel ([01:01:01](#)):

Mm-Hmm. <Affirmative> is probably the most important thing, long-term you can do for your health. So that's as far as like women specific I would say, and that's probably something you hear a lot, but I, I, I agree with it. I think sleep is the best supplement we can have. We talked before about oh yeah, we need to have you know, the right caloric intake, et cetera. But really what determines how well we function how well we recover, how well we, you know, repair our cells, our body's maintenance work is mainly done during sleep. Hmm. And that is something that in the western, you know, world, not only that we're not getting enough of, we are also not getting, not interacting with our body and the way that it interacts with the world in a way where, which supports good sleep. So obviously like light hygiene and winding down and, and all of the things that are, that are conducive to a good night's sleep are extremely important.

Amitay Eshel ([01:02:09](#)):

And everyone in their own world should, you know, regard themselves as a professional athlete as far as how they recover, et cetera. So that's, to me, very, very important. Obviously, we talked about leaky gut and gut permeability, and that is, I think is at the root of almost all illness inflammation in general, but inflammation that is coming from your gut is something that everyone should obviously take care of. And if we're talking about skin specific, I would say that our ability to detox is a big, big, big factor in Mm-Hmm. How our skin looks, how our skin functions, and obviously through that, how our body looks and functions. So, you know, having the ability to detoxify well and supporting that whether it is through, you know, products, whether it is through protocols, but also things like being in a sauna, working out moving our body so we have good lymphatic drainage, et cetera. This is a part of it. Yeah.

Caspar ([01:03:19](#)):

No, I love those. It's it, and those are simple ones, right? Mm-Hmm. <affirmative>. Yeah. Those aren't any kind of like, oh, you need this device for 20,000 to be healthy. Mm-Hmm. <Laugh>, no.

Amitay Eshel ([01:03:26](#)):

Inject yourself every day, every day

Caspar ([01:03:29](#)):

With

Amitay Eshel ([01:03:29](#)):

Stem cells two times a day. Yeah,

Caspar ([01:03:30](#)):

Exactly. Into every area. Your body over and over, like <laugh>. No, I mean he, health is really, it's at its foundation. Somewhat simplistic, you know? Yeah. I've found that follow nature more. Mm-Hmm. Like you said, sleep. Right. When the sun's down, start to wind down when it gets Mm-Hmm. When it's up, start to get up. Like it's really simple. It's free. Yeah. <laugh>, you know, it's, it's a little bit of effort I guess. But those are like the simplest things you could do. Move, walk around. Mm-Hmm. <Affirmative> get outside in the sun. Like these are the foundations of health. 'cause Everyone thinks it's, it's very expensive. I'll say being in a disease state is expensive. Correct. Yeah. But just preserving your health or doing healthy things is actually quite, you know, simple and cheap. So Yeah. Listen, where, where can people learn more about you, about Young Goose purchase the products, everything.

Amitay Eshel ([01:04:18](#)):

So thank you for that. So we're, we're well you can buy our products online younggoose.com. That is probably where you could also learn about each product and kind of what it does. We, we have a quiz that you can take. It's extremely quick. There's a supplement company that it takes like 15 minutes to, to get through the quiz. So <laugh>, so

Caspar ([01:04:40](#)):

We're building out one right now. And Yeah, it's like, how do you condense it to make it as easy? Because no one wants to do like a half hour thing that like, goes through every portion of your life. <Laugh>. Yeah.

Amitay Eshel ([01:04:51](#)):

So thankfully in skincare, it's, it, you know, there are companies that are telling you, oh yeah, we're making products Exactly. For use, fill up the quiz, you're gonna get a product with your name on it. Really, you know, they have vats in the back of their Yeah. Office and they just fill in your bottle. So in skincare it could, it could be pretty easy to kind of, you know, get a program that's tailored to you. So you take a quiz, it takes you like two minutes and you're, you're basically, you, you know what direction you need to go. Mm-Hmm. <affirmative> if you want to completely nerd out about skin and about the ability to have better skin, again, we have the podcast, it's called biohacking Beauty podcast. And that is, if you have the patience to spend an hour and a half talking about vitamin C, that would be the podcast

for you. Or we talked about genetics today, whatever that is. And our Instagram is extremely, you know, well kept. So we do give a lot of information there. So it's [young_goose_skincare](#) on Instagram.

Caspar ([01:05:59](#)):

Awesome. Well thank you so much, Amitay. I really appreciate this conversation connecting with you going over a few different topics in skincare, which yeah, I always love to do, have that natural conversation. We're obviously on the same, you know, mindset there with health, with skin, everything. So really appreciate this conversation, you taking the time.

Amitay Eshel ([01:06:18](#)):

Thank you very much. It, it's absolutely my pleasure.

Caspar ([01:06:20](#)):

And everyone listening, remember to be sure to check out [younggoose.com](#) for more information and purchase the products. And until next time, continue writing your own healing story.