



Freedom from the trauma of aging

Guest: Brian Vaszily

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[00:00:10] Alex Howard

Welcome everyone to this interview where I'm really excited to be talking with Brian Vaszily. Firstly, Brian welcome and thank you for joining me.

Brian Vaszily

So excited to be here, Alex.

Alex Howard

So we're going to get into a topic which I think almost everyone is going to resonate with in some way. It's one that I noticed becomes more important to me as the years go by and the gray hairs start appearing. And I think people can think about trauma sometimes in a very narrow way, but actually, a lot of the traumas that we experience day-to-day are the things that cause us concern, the things that become anxieties and struggles in our life. And having the right perspectives and frameworks to understand those can be super useful.

Just to give people a bit of Brian's background, Brian has been a prominent natural health leader, researcher and advocate for 20+ years. He's the founder of a popular health destination, theartofantiaging.com with over 400,000 members. The Art of Anti-Aging's mission is to empower those in their 30s, 40s, 50s, 60s and beyond with the most effective, evidence-based natural solutions to look and feel their best, avoid and overcome disease and live long lives.

Brian has created and hosted several highly acclaimed online health and longevity summits heard by over 600,000 people. Brian's also the founder of puritywoods.com, a fast growing provider of premier quality USDA certified organic skincare products.

Brian, I think the place that will be helpful to start, I'm really interested in how you became interested in longevity and healthy aging. How did this come on your own personal radar?

Brian Vaszily

I appreciate you asking that question. It's an interesting story, and I've got the long, medium and short version, so I will try to work the short version in here for you.

[00:02:15]

So as you noted, I've been deeply involved in natural health and wellness for, really, decades now. I'm 51 years old and you could kind of cut it right down the middle in my life. The first half of my life was quite challenging in many regards, to say the least, even as a young child. And I have no issues talking about this. It's all relevant to answer your question.

So when I was very young my father was a good man until the age of around 9 and then he became severely very alcoholic. His life reads beyond a novel, some fascinating things. He was a spy in World War II, in his first marriage, though he lost his son, he lost his first wife. They got in an argument and she was stepping out of the car and he watched as she got hit and killed. And back in those days, you just didn't deal with those sorts of trauma the way we are able to today. In fact, it was frowned upon to go and get therapeutic help. Because he was born in 1925 and so at that age we just didn't have the tools. You were thought to be a crazy person. So he didn't deal effectively with a whole lot of trauma in his life.

And what happens, side note, when we don't, which is why I think it's wonderful you're having this event on so many levels, on so many different meanings of trauma. When we don't deal with it, it certainly grows and manifests, not just in our lives, but in the lives of those around us. So I'm a walking example of that.

So let's take the story back real briefly. He was abusive. He was severely alcoholic. I dealt with a lot as a child. On top of it, I grew up in a rough, inner city Chicago neighborhood, lost friends to gangs, it just a whole lot. As my life went on I became... And then, to his credit, he did kick alcohol, but he was still very bitter and not dealing with things and was still abusive, frankly. And then he went through 10 years of slowly dying from a number of different diseases. And me, my sister and my mother were in and out of hospitals with him as a routine for 10 years. The last 6 months he never went home again.

And it was just horrible what I witnessed and saw in the medical system, all part and parcel to all this discussion. So a lot going on there. And then I'm having my own challenges as well. Now, the one thing, the one thing that kept me going, and in fact, literally saved my life, the reason I'm sitting here today thriving, is powerful women, powerful women. My mother, my sister, various teachers, later here in life my own wife, certain friends who happen to be female. And that kept me alive. That kept me alive. And that kept me going when I had all kinds of thoughts about not doing so, to be honest with you, younger in my life. These powerful women, the strength that they gave me kept me going, held me up and that's the reason I'm sitting here today.

So fast forward a bit to where I, partly because of all I experienced watching my father go through the medical system, I gravitated toward natural health and wellness very, relatively early on in my life. 20 years ago a doctor and I sat down and he said, I have a lot of information I want to put out to the world. He was a very controversial character to anyone who knew him then, and he very much is today. But nobody knew him then, his name was Dr Mercola, and he and I built mercola.com 27 years ago now. I was there with him for 5 or so years, and then I moved on to other adventures, helping others as well beyond that.

So anyways, I did have this great exposure over the decades to a lot of really brilliant, sometimes controversial, some of them not so much, doctors, researchers, etc, natural health, working behind the scenes, sometimes being out in front of the camera, so to speak, like we are right now. But I did hit a crossroads where I started watching, not only as I got older, but as I watched my wife hit her 40s, my sister hit her 50s, my mother hit her 60s and then her 70s. These are powerful women. And I watched,

though, as this pervasive messaging out there about getting older, even impacted these powerful women.

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And that messaging out there, and I think anyone listening right now who's even probably 38, certainly 40, certainly 50, certainly 60s, and especially women, understands what I'm talking about. The messaging that we get out there is that getting older is over the hill. It's a joke, in fact, and it's sold in party stores, galore. You're over the hill, you become undesirable, you become incapable, you're doomed to suffering and disease and all of these heavy duty myths that are weighed down on men and women, but especially women. And I saw it impacting these women in my own life. And I'm like, no, that's not the truth of aging. That's not what I am seeing with all of these doctors and researchers and what they're showcasing and discovering, it does not pair up with that myth. And the people I love dearly, who saved my life are even impacted.

I'm like, I know what I've got to do. I want to get this out to the world that that is not true. And in fact, these years ought to be your best years, the best years of your life on many levels. We're not going to escape death, I'm not saying that. We certainly should be living considerably longer than we are, I will say that. And we have the knowledge, we have the means and it doesn't require surgery, and it doesn't require toxic solutions, we have it at our fingertips. And that's where theartofantiaging.com was born, basically. With that mission to share that knowledge with people and to get past that destructive myth of aging.

Alex Howard

Let me ask you a question here. I think it's a really interesting name for a project or a company or website, The Art of Anti-Aging. It's not the science of anti-aging, I'm sure there's lots of science that's in it, but I'm interested in the choice of the word 'art'.

Brian Vaszily

Great question. And I don't think I've ever been asked that one before, by the way. So I appreciate you asking.

Alex Howard

I know we're on script but I'm generally interested.

Brian Vaszily

I love it. First of all, anti-aging, so there's some dissension out there about that term. In this case, the anti is the myth of aging. Okay, because every day we're growing older, we all know that, but that does not mean we have to grow old, so to speak. So it's anti against these nonsense myths of aging. That's that part of it.

As for the art, indeed, everything that I try to put out there, that I share with experts such as yourself and put out to the world, everything that I put out there is science based, it's research based. I dig in and I'm a geek, I go deep. I love the stuff that a lot of people would run from. All these white papers and things like that, it's like my breakfast, lunch and dinner, I enjoy it.

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However, when you get down to it, it is an art to putting it together for yourself, to taking the pieces that matter most, perhaps in relation to your life, what you want, what you desire, who you are, the challenges you're facing, and you're painting your own picture with these colors that are clearly red and blue, they're science based colors. But you take that and you decide what you're going to do with these proven facts about how to live longer, look better, feel better, avoid, possibly even overcome disease, it's your own painting at the end of the day. So it is an art.

Alex Howard

And I love what you say around really identifying and naming these beliefs, these sets of narratives, cultural narratives and stories that we have around this worshiping of youth and this judgment of aging, and trying to hide it. It's like we all pretend we're not going to die, but we're all going to die. We all pretend that we're not going to age, and we're all aging. But that doesn't necessarily have to be a bad thing.

Brian Vaszily

Not at all. Not at all. It's really, in many senses, you're going to have more physical challenges on some front, although so much of that can be reduced and avoided as well. But it's really the time to thrive. It's when all of your pieces ought to be coming more and more together for people. And it's actually a relief period in some senses versus the anxiety of the teens and 20s and 30s. It is, there's wisdom.

I think a lot of people say, 'not all old people are wise'. Well, that's true, but I suppose in part, that's because we've squashed the respect almost for aging. And in so many cultures, I mean, we can go on and on here, but in so many cultures there is exultation of the elders. And that doesn't mean every single person who's hit a certain age is super wise. But if you were going to pattern out a room full of random people, it will tend to be the case, that those in their 40s and 50s and 60s and beyond will be more wise and calm in situations that those who are younger are not there yet. It's just called experience. I think we need to bring out inside of ourselves the notion, I ought to be thriving now, even if I'm challenged with something physical, this is my time to thrive.

Alex Howard

It's interesting, as I'm just starting to record interviews for this conference, I'm just completing recording interviews for a relationship event. And it's been really interesting to me, we've had a number of quite young relationship teachers which are breaking out on Instagram and TikTok, and then a number of much older teachers, teachers in their 60s, 70s, that have been at it, literally, for decades.

And there's something that's really inspiring to me of someone that's been married, like 30 years, 40 years, which to me is far more inspiring than, although of course there's still value, in someone who knows how to make themselves look good on an Instagram video. And I don't mean that to be derogatory to people that are doing that, but there's something about that, that wisdom has to be earned. That one has to live life and grow through life challenges. And there's beauty in that.

[00:13:06] Brian Vaszily

And I think a lot of it has to do with confidence, because again, people 50, 60, 70s are a lot wiser than they seem or appear, even to themselves sometimes, because their confidence has been squashed regarding age. Today we hide getting older, like you said, we hide death, and we certainly hide also getting older. If an alien came down and watched our media, they would assume that 85% to 90% of the population is young, which doesn't square up with reality. Everything is just skewed towards over celebrating and over accentuating and over shouting, 'youth! youth! youth!'

And I could see how, especially again, it's really heavily targeted at women and how confidence itself is deflated. And here's the problem. The big problem is even, in the health regard, if you adopt those views that getting older equals becoming undesirable, incapable, doomed to suffering and disease, is over the hill, that's what happens. That's what happens. Your mind is such a powerful tool. And if these messages are repeated and then you adopt and believe them in any way, shape or form, and I think many people, even some of the strongest, perhaps do, at least in some regard, it can completely ruin your health. I mean, it can ruin your physical health, certainly your mental health, emotional health, your ability to enjoy what should again be the best years of your life.

Alex Howard

And of course, there's the psycho-emotional stress of that. But there's also the life choices one makes. One goes, oh, well, I'm getting a bit older, that probably means that I'm not going to have the energy. I shouldn't be exercising or I feel a bit more tired. So the danger is we can start to make lifestyle choices which are age appropriate, which actually then perpetuates this cycle.

Brian Vaszily

Well said, that is exactly all part of it. You don't want to decide based on, basically, what we're being told by others. Frankly, I can get into all kinds of reasons on why there's a lot to be gained, I guess monetarily by focusing, over emphasis on youth on this culture. But we don't want that to drive our lives. We don't want that to drive our health. We don't want that to drive the choices we make. Hey, I'm supposed to lose energy now. No, you're not. That's not true at all.

I mean, there are things you want to focus on physically. The body goes through, indeed, changes. And I can go real deep into your DNA and all these other things and what's going on inside of you, so there are shifts you have to make, but none of that stuff has to happen. Yes, one more time, we're all going to die. That's one statistic, I promise everybody 100%. But the life that you have left can be extended and the life that you have left, even more importantly, ought to be even better than it is today, no matter who you are, even if you're already on board with this.

That's the beautiful thing, there's always positive steps to take and improvements to be made, whether you are someone who's severely ill right now or someone who is in stupendously great health, there's always even better to be had. So kudos, by the way, to everybody watching an event like this because it's much better than spending your time watching Maury Povich or something.

Alex Howard

What strikes me when you make that point is, it also depends upon who your role models are. That if you're surrounded by people that are buying into the cultural narratives and you're subscribing to that story, that becomes your identity. And I think part of what's so helpful about conversations like this, and I know that you've got a very successful online summit that you run, that people get exposed to

new role models, to people that are challenging these narratives. And that can be very helpful, can't it?

[00:17:14] Brian Vaszily

So well said. We now know how you socialize, who you socialize with, the degree of your socialization is right up there with proper diet, healthy sleep, in terms of your health on all levels, emotional, physical. It's right up there. And therefore it is who you... Just like any other toxin, if you expose yourself to toxins, we are bombarded with a lot of toxins today on all levels, including, and perhaps especially, from those who are entering our head by the words they're speaking. TV, I don't think I need to explain this much to people. If you turn on the TV it's not exactly a healthy situation out there in the world, but that's because you choose to turn on that channel or pay attention or put your focus on those who happen to be today, loudest, because they have the platform that doesn't make them necessarily good company. And again, I'm not putting down all those who appear in one way or another on television. Clearly, that's not what I mean, but I think everyone understands what I'm saying.

To your point, it is an incredibly healthy thing that people are doing right now listening to this. And that's not to pump myself up, not to pump you up, because there are others. People may gravitate more based on things that someone's talking about, a certain style, but the point is the positive that we're putting out. The positive, and it's not rah-rah fluff. It's true. It's got verified facts behind it, galore. In fact, there's so much good, healthy information out there now buried beneath all this nonsense and destructive noise, that we've got a lot of work to do, to be honest about it, to share that with people. That's why I'm excited to do what I do and I'm sure you are, too.

Alex Howard

I want to change direction, change track a little bit. Because I know that another part of your work is working in the world of natural cosmetics. And this is an area where one of the ways that people try to address and deal with these cultural narratives of how they think they should look and what they think is attractive and beautiful, whatever it may be, is people can end up going down these rabbit holes of all kinds of, effectively, toxins they're putting into their system and on their system in a way to try and address this. I know this is an area that you've got a lot of experience in. I'd love to hear some of your thoughts around the impacts of that.

Brian Vaszily

So again, we go back to toxins, and let me preface this. I've been geeking out on this research, studying this for really decades now. Unfortunately, I think at this stage we can do everything possible, and very few do, but we could do everything possible to have the healthiest bodies in the world, and still, because there is such an overwhelm of toxins coming at us, we'd want to be conscious of that fact and try to reduce those. In other words, we're not necessarily designed for the volume of toxins coming at us on a daily basis these days. 100 years ago, a different story than these days.

I went in a side door to discover where, in my view, the biggest problem now resides with toxins, which is toxins in cosmetics and personal care products. Because there are certainly toxins in our foods however we're becoming more and more aware of that. And a lot of folks listening now are probably well aware of that. That's not to say that that message doesn't need to spread beyond to other folks, it certainly does, but we're well aware of that.

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There's toxins in the air we breathe, and there's some familiarity with that. A lot of people are still surprised at how toxic indoor air can be, and that's certainly there. But some of the most health conscious people are still largely completely unaware that they're eating plenty of toxins when they apply any product to their skin or near their skin, or they downplay it. And I'm like, you can't do that. You cannot do that because I really, as you noted, dive deep into this.

And the average woman, let me start with the statistic, uses 12 personal care products a day of which there are 168 different chemicals in those products.

Alex Howard

Wow.

Brian Vaszily

Yes. Now another statistic, perhaps a lot of folks listening right now are from different parts of the world but if you're in the United States know this, in the European Union, and actually 40 different countries now, 1300 chemicals have been banned from cosmetics and personal care products. Here in the United States, a mere 11 have been banned. Who's wrong? Who's right here? Well, I'll tell you what, it's a mighty powerful industry, not just the beauty industry, and the beauty industry, by the way, doesn't just mean companies putting out these very typical cosmetics, personal care beauty products we think about, the beauty industry is the chemical industry. And a lot of people don't think about that.

But again, you're talking about thousands of chemicals allowed in products. So this industry, they say that beauty care is a 500 billion dollar but if we started digging into all the chemical companies, it's much larger than that. So what's the problem?

What the problem is that, again, if 1300 chemicals have been banned elsewhere, and they're always pressing for more in those countries, by the way, to be looked at, meaning they're known carcinogens, suspected carcinogens, known endocrine or hormone disruptors, suspected hormone disruptors, penetrators which drive these other bad ingredients faster and deeper into your body, which is a horrible thing to think about. And there's classes of these ingredients, but they are allowed. And you're putting them on your body.

And I think people tend to think of skin like an object, a little differently sometimes than they think about any other organ in their body. But it is an organ. In fact, it's the largest organ, and it is key, frontline to your immune system. And when you're bombarding the front line of your immune system, which is already overtaxed, it's kind of a double whammy really, because it's spending its energy trying to fight other stuff that it's supposed to keep out, pathogens, we've certainly become familiar with that in recent years, and therefore, we're taking it down, we're weakening it because now we're giving it all these horrible chemicals to try to fight as well and what to do.

And again, we eat these chemicals. Let's just state it, frankly. If the molecules of the chemicals are small enough, and keep in mind, most are because otherwise these products aren't going to do whatever it is they do, they have to penetrate. If the molecules are small, if they go into our skin, meaning inside of our bodies, unlike food that you put in your mouth, which has a number of filters in the way to try to catch some toxins, the gastric juices, of course then it goes to the liver, those that

you feed your skin enter your body and can enter your bloodstream. There's not really filters in the way. And then it's shot all around and gone through your blood.

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So people are like, wait a minute, if that's so bad, why haven't I heard about this? Well, I will speak and say, what a typical cosmetic manufacturer who adds these horrible ingredients might say if they were really pressed, which is, yes, we know there are potential carcinogens and known carcinogens, formaldehyde, sodium lauryl sulfate, certainly parabens is the one that a lot of folks have heard of. PEGs, on and on the list goes. We know that and we know that in minute amounts, these things can be bad, but it's minute amounts.

It's been shown in our little studies that we did on rats that it doesn't have that much effect or something like that. And, you know Alex, if I used deodorant once in my life, I would buy that argument. I'd say, okay, it's so minute that this one time is not going to hurt me. But the problem is that again, 12 personal care products a day, 168 different chemicals. Day after day, year after year, decade after decade people are putting this on their bodies. Meaning you're feeding yourself these horrible, toxic ingredients constantly, all day, every day, day after day, year after year. It's going to have a horrible effect. And they don't study that. They don't study the long-term.

Alex Howard

What you describe reminds me of how it must have been with cigarettes 30, 40, 50 years ago. They're probably not good for you. Oh, but it's not too bad. And it's almost like we can get so used to doing something that everyone else is doing, that therefore it must be okay. And people say, oh, you say it's just my skin. There's fascinating research these days that one of the ways that people are starting to take hormones, in a good way, or vitamins, is through patches, putting patches on the skin and the body absorbs them. And the evidence is that that is as effective, sometimes more effective, than taking things that have to be absorbed through the gut.

So we know that the body is absorbing in that way, but I think part of the challenge is that people feel so overwhelmed that they think, well, I can't give up this, I can't give up that. Because, going back to what you were saying earlier, A, cultural narrative, people have this idea that looking youthful is what is going to win them, love, success, whatever in life. But also, I think folks just don't know what else to do.

And perhaps it would be helpful to talk about, because I think we get very fear mongered of don't have that, don't have that, don't have that, but it can sometimes be more helpful to say, look for these positive ingredients. Look for as few ingredients as possible and the presence of, for example, so and so. What can you suggest around that?

Brian Vaszily

First of all, I applaud you because you're absolutely right. It's just like, I've likened it to fast food, and these ingredients really are like fast food. They're designed, these horrible ingredients, to penetrate deeply to have very short-term good effects. And that's the other catch is that some of these artificial ingredients, a day or two later, do make your skin look smooth and young. It's the midterm effects, and certainly the long-term effects that you want to watch out for. The irony is it prompts early aging amongst many other diseases. And if you have symptoms like fatigue and brain fog and dizziness and moodiness and shortness of breath, and you don't know why, I would advocate what I'm about to

provide as an answer to what you asked. Because you may be surprised at how those symptoms may reduce when you just take this one step alone.

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So the good news is that unlike having to shift our diets, having to shift into exercise mode, which are important but can be more challenging for people to do and to maintain, it's a pretty easy change to make on this front. You do, of course I get it, we do want to look our best. Again, the irony is these ingredients don't really contribute to that, except in a very short way. The same way fast food may taste really good at the moment, but now you know, well most people listening know, well, that doesn't mean it's good for you. And you're going to pay the price a day, a week, a month, 10 years later, you're certainly going to pay the price, same with these.

But again, what I advocate to people, and it's really hard because I get this question all the time, too, what are the worst ingredients? Again, there's 1300 chemicals banned in other countries. There are thousands allowed. There's a lot of really bad ingredients. It's a mighty heavy duty task to turn a label and try to decipher. Sometimes it's like reading a science project, that PhD you wrote, what are all these things? You can't really do that. Well, the beautiful thing is, there are independent, first of all, certifications on products these days.

Here in the United States the one that I look for is 'USDA Certified Organic', first and foremost. It's independent of the company. Because a lot of companies are screaming on their labels, 'organic', 'paraben free', 'natural', 'all natural', and I just want to really stress to people that means nothing. Don't listen, honestly, to what a company is telling you about their product. Because the truth is, cosmetics, personal care products, they say, are the most unregulated industry today in the United States.

Alex Howard

People will be surprised to hear that.

Brian Vaszily

There has been no substantial regulation since 1938 when the FDA here said, you're going to self regulate. That's what they told them. And they have been self regulating since, it's turned into this massive wild west. That's why people have to take control of their own health, definitely in this area. You're not being watched out for. Of course, these companies aren't going to put anything in there that's going to cause you to keel over the next day, but they don't mind putting pieces of little small things that have a negative effect over time.

I'm not going to go too deep here, but the other thing that's not been studied at all, think about your chemistry class. When you put two chemicals together, what happens? It creates a third. When you put 10 chemicals together it's going to create a bunch of... And you do this with a bunch of different cosmetics that have a bunch of chemicals in them, and you're adding it to your body day after day. There are so many offshoot chemicals that we're not even aware of, and then some that organizations like the EWG did study, that they are aware of and they're said, 'holy cow, these are horrible', they're from common products.

Enough about what to avoid. Again, look for, first and foremost, certifications that you trust. And thank God they're out there. Whether they're government sponsored or like GMO free, organizationally sponsored. Nothing is perfect. But I will go and I will choose a deodorant knowing that if it's USDA certified organic, and that's on the label, either A, they're going to get caught for fraud if they didn't go

through the steps and they shouldn't be doing that or B, it went through a strict independent of the company process to ensure that the ingredients in that product are, A, not toxic, and B, even the ingredients that are in there are farmed organically. So if it's got natural good ingredients, it still could potentially be farmed with pesticides, herbicides and other chemicals. Well USDA certified means farmed organically.

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Now based out of France, and in many countries, there is a similar one, Echo Cert, and there's designations statewide, certain States have their own designations. Depending on where you live in the world, what you want to educate yourself on is what are those certifications that are available to me to at least take this up a level and ensure that this thing, that this deodorant I'm buying, this anti-aging cream I'm putting on my skin is far, far cleaner and safer than all these common choices.

The beauty is, it's not a hard thing to do. I recognize people have different budgets and things like that, literally if you're able to, look at your products, clear the shelf, replace them with these more health conscious, which are often, by the way, more environmentally conscious, choices. It's not that hard to do. If your budget is really tight, and I recognize that's the case with so many people, I always say, okay, then start with the products you are literally feeding your skin. If it's between shampoo, which you're rubbing in your hair and then you're rinsing out, there's still potential issues there, but if it's between that and an anti-aging cream or a deodorant, I will change the anti-aging cream and deodorant. Why? Because I'm putting it on and it's meant to sit on the skin all night long or all day long, deodorant all day long, versus something I'm rinsing out. So that's my own little system that I invented basically like that. But it's not very hard to get all those off the shelf and make smarter choices.

Alex Howard

I remember what someone once said to me about food, that if you can't pronounce the ingredient or the ingredients are numbers, not letters, or the ingredients are so many that it's such a tiny print because it's got to fit on the label, then it's probably not food. It feels like the same thing here.

I remember when I first met my wife and she was like, I can't understand how you're so health conscious and yet you use this shaving cream. She was like, just use coconut oil. I was like, what. I did it once and I've never gone back in 10 years. And there's something about sometimes we just have to make a simple change, notice that a single ingredient product, for example, does the same thing and is readily available, easier, cheaper, whatever, that we then get on a new path.

Brian Vaszily

Yeah. Absolutely. Again, you mentioned something earlier, and coconut oil is a good example for shaving. But nature does provide, and it's an exciting time right now to watch ingredients as it relates to feeding your skin these ingredients. Because, the point you had made earlier was transdermal patches, for example. There's a reason when people have heart issues they want you to wear a patch, it serves it in faster. There's a reason nicotine patches, for those trying to quit smoking for example, those are prominent examples and more and more.

Alex Howard

People get addicted to the patches because of fast delivery.

[00:36:27] Brian Vaszily

It goes right in.

And so feeding your body through your skin is indeed being found as a wonderful way to do it if you're feeding healthy ingredients.

And here too, now, I can sit here all day with you and tell you all kinds of cool, awesome ingredients straight from nature that are outstanding, for example, if you are looking for anti-aging. It's in our products, I'm not going to lie over at Purity Woods. It is in our products. It's in our products because it's fantastic, though. And it's one that people haven't heard much about yet. There was a study that really launched this in 2018 out of University of Rhode Island, and it did get a lot of press at that time briefly. But maple leaf extracts, red maple leaf extracts, other maple leaf extracts of other varieties of maple trees, ostensibly too, but it was really focused on red maple leaf extracts have these incredible compounds in them that, literally unlike anything else that they've seen, block something called elastase.

And elastase is basically what breaks down the elastin in your skin, which is one of the key causes of skin that looks old, skin that wrinkles, skin that has that loose look to it, saggy looking skin, even age spots and other things. Boy, I can geek out on this all day. But with skin, I mean, really, there's three things you want to focus on if you want amazing looking skin without harming your skin long-term, without harming your health, long-term. Three things to focus on is, of course, hydration, moisture, things that hydrate the skin and things that lock moisture in, ingredients that do that. And then the other two ingredients should be focused on helping to boost the collagen in your body and helping to boost the elastin and stop the breakdown of elastin in your body.

So here I could again talk all day, but again, this red maple leaf extract, these maple leaf extracts are phenomenal for that elastin side of the equation. I think a lot more people have heard recently more so about collagen, and it's not necessarily consuming the collagen. What you really want to do is feed your body what helps the collagen production that your body naturally does on its own anyway. And one of the most phenomenal ingredients for that is just vitamin C. Consuming it internally and whole, vitamin C fruits and vegetables. And also feeding it to your skin. And there's some great ingredients out there that do that. Camu fruit, it's a berry from South Africa, and it's got a sky high amount of vitamin C in it and so it's outstanding for your skin. Mango seed extract, extracts from mango seeds, sky high in vitamin C. We're talking far greater than oranges and other things like that that people may tend to think of. Then Indian gooseberry or amla, that's another great one for vitamin C.

The point is, to your point, you can feed your body, your skin, some fantastic ingredients straight from nature, or combinations of those. Make sure if you do, if you're here in the United States, it's USDA certified organic, clean, devoid of any of the toxic stuff you don't want. But nature provides on this front. And trust me still, I think everybody who's going to resonate with this, nature is still way smarter than any man made thing. These have been shown in studies and research to work really well.

Alex Howard

I've got so many questions I can ask you but I'm also mindful of time. But for people that want to find out more about you and your work, what's the best way for them to do that?

[00:40:13] Brian Vaszily

Thank you again for asking. That's theartofantiaging.com that's the information oriented site where I like to share the best of the best in terms of how to look your best, feel your best and avoid, overcome possibly, disease, and live long doing it from a range of good hearted, really devoted experts like yourself, like others out there, like doctors, researchers behind the scenes. You'll find it there. You'll find the summits there.

And then if you're interested in the skincare products, you can go to puritywoods.com

Alex Howard

Fantastic. Brian, this has been fascinating. I really appreciate your time. Thank you so much.

Brian Vaszily

I've loved it. Thank you so much.