

EPISODE 177

[INTRODUCTION]

[0:00:09.8] AVH: Alright, my interview today is with Andy Hnilo. He's a model, actor, former professional athlete and founder of a skin care company called Alitura Naturals. Andy is the kind of guy that when you see him, you think – whether you're a man or a woman – “What is this guy eating? How does he work out and what is his skin care regiment?”

If you don't believe me, check him out on Instagram, you'll know what I'm talking about. So, I got a chance to chat with him about all of these things as well as learn a lot more about the process that goes into making his skin care products – which I have tried a lot of and they're amazing.

They literally contain food grade super foods like colostrum, royal jelly, I mean, that's the tip of the ice berg, we'll get into it in our talk. But when I say it's food grade, I mean, when we were hanging out at Paleo FX in May, I literally ate some of his night cream, after he told me to.

I could kind of see spreading some of that on some gluten free toast. Anyway, this stuff's amazing. Andy's such a sincere guy, he has a pretty incredible story about why he started his company and for any guys out there listening who are thinking, “Skin care isn't really that important to me.”

You might want to hold on and listen a little bit longer. I'm a big natural skin care nerd because I think it's just a pleasant affordable luxury that you can give yourself. I think for those of us who are so careful about what we put into our bodies, it's important to realize that what goes on your body, makes a difference too, right?

Like your skin is your largest organ and it can be soaking up healthy, clean ingredients that help protect it or it could be soaking up toxic, nasty chemicals and there's absolutely nothing inherently feminine or even frivolous I think about taking care of your skin.

It's your body's barrier to everything external that can be harmful and who doesn't want healthy skin? Who doesn't want to have nice looking skin right? Skin care can be a pretty manly

endeavor as Andy explains in our interview, we'll get into it and we also bond over our shared appreciation for organ meats. That's always important.

He tells us about all of his new products and expansions coming up, he's got a bunch of new stuff in the pipeline. And, he offers a little deal for our listeners because you guys are so awesome so you'll want to listen to the end to get that but yeah, let's get into it.

First, a little bit about the sponsor of today's show.

[SPONSOR MESSAGE]

[0:02:19.7] AVH: Today's podcast is sponsored by Clean Made Market and the Clean Made Food Fest. Taking place this October 21st and 22nd at the California Market Center in downtown Los Angeles. This market plus food fest is essentially a family friendly, health and wellness lifestyle experience for folks who want to enjoy some healthy food and learn about new brands, products and services for clean living.

The Clean Food Fest is this all-inclusive tasting event that features more than 50 of So Cal's best chefs and restaurants and whether you're Paleo, Gluten free, Vegan, all of the above, this festival has food for you. Whatever your preference, the event is judgment free but it's also free of gluten, dairy, soy and refined sugar which I know us paleo folks are into.

Clean Food Fest is basically, it's a great event for people with food sensitivities but just people who love food and like to eat well and healthfully. The coinciding Clean Made Market, it's all about clean living. So attendees can learn about and shop a bunch of sustainable brands, products and services as well as checkout interactive workshops, cooking demos and talks from industry leaders and categories like beauty and wellness, energy and sustainability.

Tech, pets, fitness, I could go on. And, Paleo Magazine is a sponsor of the event so we will have a lounge there so you can come and hang out and say hi to us as if you didn't have enough incentive to go to this already. Yeah, it's going to be great, if you want to learn more or attend this event, check them out online at cleanfoodfest.com.

[INTERVIEW]

[0:04:16.6] AVH: Hey Andy, welcome to the podcast, it's great to chat with you again.

[0:04:20.3] AH: Ashley, thank you for having me on.

[0:04:22.1] AVH: Cool, before we get into more detail about your skin care company and what you're doing, the last time we talked in person was at Paleo FX in May, what have you been up to since then? Have you been traveling? You try any new food or read a cool book, anything exciting you want to share?

[0:04:41.1] AH: Well, I've been traveling since – yeah, actually, I went to Seattle just to visit the family and friends up there but other than that, it's just top of three products that we're going to be releasing here that we just signed off on, our unisex fragrance presence, our beard oil, our pearl cleanser and we're just starting to finalize our serum.

Really excited about all of those and it's just, you know, I love this stuff so that's really all I focus on and think about. I'm a little excessive as far as, when a product release is coming out, number one, you have to make sure it's perfect. Number two, you have to follow up on packaging, labeling, everything that comes down to it and then you have to make sure that the testing is just – the beta testing is the biggest part, you know? You're pacing back and forth in your house, just going back and forth on how certain things smell and what are the ingredients inside them, how the skin responds.

I mean, there's just so much but I'm kind of addicted to that process. There's nothing else I'd rather be doing. That's what I've been on to.

[0:05:45.3] AVH: So many details that those of us who are basically just the lucky consumers of your product do not consider. It's good when what you do for a living is what you want to be doing anyway, I mean, a lot of people can't say that so that's a pretty sweet deal.

[0:05:59.8] AH: Yeah, I'm extremely grateful for that and so long, it's just – I've wanted to have something that I could control somewhat. I wanted to have a job, I mean, I admired my friends

who had these full time jobs and could control that and going to work every day. That was in the entertainment industry where you pretty much just work as hard as you could on the physical side of things and then reading as much as you could, working on your craft as an actor and then staying in shape as a model.

These are things that just weren't really exciting, just going through the motions every day. Now, I have something that I can control and that I'm extremely passionate about. They were staring me in the face, my entire life I just didn't know who I am, you know?

[0:06:46.3] AVH: This is a really intro question but I somehow have never asked you this before. What is the story behind the name of your skin care company. Alitura Naturals, what does that mean?

[0:06:55.5] AH: Alitura is Latin for feeding, nourishing. You know, it really explains the whole mission of the brand – your skin being the largest organ, you want to treat it like another mouth so to speak. We just really pride ourselves and go on great lengths to make it as dynamic and ingredient best as possible – just really doing our research and meticulously sourcing ingredients for everyone of our products.

It takes a little bit longer because we don't buy predetermined ingredients at labs that have already had the testing and research and development done. I just get so much more out of it by constructing products from scratch one by one, ingredient by ingredient. Just doing things that other companies don't do because I don't have the big corporate overhead. I can just design my dream product every single time so this is something that I love doing.

But yeah, I kind of went on a tangent there but Alitura is Latin for feeding, nourishing and that's everything that we stand for.

[0:07:55.1] AVH: Cool, okay, that makes a lot of sense. I want to get in to some of these ingredients but first, the story about how you came to start your own company is a pretty incredible one. I know that you have talked about this before and I don't want to downplay the importance of your sort of origin story but I also, I know that we can find that story elsewhere so

you don't have to totally rehash it. But you're a former professional baseball player, you're a model and you were in a really bad accident.

You were badly injured and it seems like you basically immediately started taking steps to heal yourself naturally like from the inside and the outside. The outside part is where the skincare company came into being. If you could kind of just tell us a little bit about that evolution, how that came to be?

[0:08:41.8] AH: Sure, when I came back from the hospital, my job was wired shut, I was starting to lose weight because I can't eat. I love food and I love to eat and I've got what I'm going to eat pretty much specifically down to a T, every single day. Even before the accident. Then after that, it was just hard to get the proper nutrition into my body.

Then also topically, I wanted to just reconditioning the skin and accelerate the healing of my scarring and abrasions. I had nothing but time, my job was about an inch out from where it is now. Just with the swelling and scar tissue, my whole, the left side of my face, I severed a nerve that controlled the movement on that side of my face so I couldn't smile.

It was just really a dark place. I didn't really want to leave the house. I took it upon myself to do my research on ingredients, super foods and the pathogenic herbs, Chinese herbs, amino acids that's internal to get this best nutrition inside my body as possible. With things like bison liver, deer placenta, raw egg yolks, you name it Ashley. It was as nutrient dense as possible and then internally and I stayed on top of that. I just felt like I was going to heal quick, as to get back on my feet to where I was before, even better shape than I was before. That was just a little goal that I put out there for myself.

Because I didn't like the position that I was in, I didn't like what I saw in the mirror, I didn't like how I felt so I just, you know? They say necessity is the mother of invention and that's what led to this absolute obsession and passion towards health, wellbeing, skincare, nutrition, you name it.

[0:10:27.9] AVH: I've heard in a lot of your other interviews you talking about this really nutrient dense diet and I want to get to that too, I feel like I already want to bounce all over the place

with this but you talk about the bison liver all the time. People's response is always like, "How do you do it?"

I love liver, am I the only one? Am I the only person who think liver is delicious?

[0:10:48.1] AH: Well, actually, I heard you – I think last week talking about venison liver that you had, is that game-y or I mean, all livers?

[0:10:57.2] AVH: Yeah, I mean, I don't think it's any more game-y than any other beef, liver or whatever but I, for whatever reason, I don't know. I guess I like, I feel like game-y is synonymous with not good tasting and I personally like that. I like meat that tastes like an animal.

I find a lot of muscle meat, we're eating chicken breast all day long, I don't know if you have strict dieting for being a model but I've done some like body building and I've spent weeks and weeks where all I eat is white fish and chicken breast. I am like craving meat that taste like it's an animal.

That there's minerals and vitamins and stuff. I'm like a big fan of liver, do you still eat it regularly?

[0:11:35.5] AH: I do. I wouldn't say regularly, once a week.

[0:11:38.1] AVH: Okay, that's pretty good.

[0:11:40.3] AH: Yeah, it's so dense and the B vitamins that you can kind of overdo it if you're, I mean, when I was doing – in the beginning of this – I was doing it every other day and it was fine and then I started to research that your B levels are just through the roof because of B12 and B6. It's loaded in those two.

I do involve once a week and I get the pound packages from US Wellness Meats. I just split them up into two and cook it up. I really like a little lime juice and kind of take out that bite or at least help with it.

Then yeah, garlic, cayenne, habanero, little German mustard. Like you, I just – as long as I don't overcook it, it's delicious.

[0:12:26.6] AVH: Right. I mean, you touch on a good point too with some of these really nutrient dense foods that most of us, or many of us, don't even kind of consider like organ meats and stuff like that. They're so nutrient dense, not only when you're eating it. When I'm eating liver or heart or whatever, I can taste the nourishment. There's a lot going on there whereas I feel like other meat – you can kind of just eat it forever.

And like you said, you can eat some liver and be like "Alright, I've had enough, I feel like I've gotten my fill." Then maybe I don't need to eat it for a little while but that's maybe sometimes a sign of something that's actually nourishing you and giving what you need, is you don't need to eat a ton of it, right?

[0:13:05.5] AH: Absolutely and then, you can touch on this. I just – I feel it wakes me up, it completely wakes me up, livers. Heart is great too with the CoQ10 aspect of it and obviously the amino acid profile. But liver with the full B vitamin spectrum and amino acid content as well. I mean, that completely wakes me up.

I would say that is one of the best pre-workout. I mean, I don't really eat before I workout but after an intermittent fast, I'm locked in with this body high for the next few hours with the liver that I just ate. It's absolute performance enhancer, I believe. What really got me into organ meats as well. I started reading a lot, not only on the nutrient mineral density but the fact that the leader, the alpha in like wolf packs would...

When they kill their prey, they took out the organ meats first, the heart, liver, kidney and they left the rest like the flesh, the rest of the flesh to the lower ends of the pack. Have you ever read that?

[0:14:14.3] AVH: Yes. Yeah, you got to be the alpha, you got to eat the heart. I'm totally into that. Even like you know, my guess, not necessarily even hunter/gatherers but just hunters who would kill an animal and they'd take out the organs and they'd leave the muscle meat for their

dogs like you know? They were getting the – they took the first hit, the good stuff and left the rest for the other guys.

I mean yeah, that makes total sense to me.

[0:14:37.1] AH: Yeah. I figured I'd just roll with that. I would say, liver, I've never had kidney, but deer placenta came in capsules so I haven't – that raw or cooked. I mean, not to say I wouldn't but yeah, I've actually heard people talking about like a bison blood and blood sausage. I mean, that's a little intense for me but who knows, maybe down the road.

[0:15:01.3] AVH: There you go, you got to appreciate an open mind, right? You got to like, try anything because you never know what you're going to like and what you aren't going to like and you got to give it a shot before you say, "No." Anyway, you mentioned CoQ10 and that brings me to my next question. I want you to talk about some of the ingredients that you use in your skin care. Honestly, I feel like your ingredient list, it reads like the ultimate super food, like grocery list, right? Often, it's like things you would associate more with eating than with putting on your skin.

Things like colostrum, CoQ10 as you mentioned, Chagas mushroom, as well as things like manuka honey and cacao butter and stuff like that. The ingredients are so clean, that I don't know, if all of your skincare products but some of them – you can technically eat them Which I did at Paleo FX, speaking of trying anything once. So talk a little bit about some of those ingredients that you've chosen that you don't really find elsewhere in a lot of skin care?

[0:15:58.7] AH: Yeah, it's like you said, after my accident, three of my ingredients to have in an Alitura clay mask, I felt, they were just total hail Mary's so to speak. I knew that they were so important to have inside my body that I just kind of played around with it topically as well. As we touched on earlier, your skin being your largest organ, I just felt that my body, my skin would respond just as well or at least I would try and I'm talking about the fresh water pro powder, I'm talking about the first six-hour milk grass fed colostrum.

I'm talking about American ginseng. Those three were not going to be, I mean, not that I ever intended to have a business or a clay mask produced as a product. But as far as accelerating

the healing of my scarring and things like that. I would make little pastes of them individually and see how my skin would react with manuka honey or say olive oil.

All three of those worked out great. Then I decided to add them to the existing base of clays that I had along with ascorbic acid which is vitamin C and then organic kelp powder which is essentially just a blue green algae which is littered with vitamin A, C, K, 12 and nitrates, it's amazing. Internally but these are things that I just kind of – I just experimented with. I had never seen them use topically, in skin care formulations before, ginseng, pro powder and colostrum.

I'm starting to see them from time to time concurrently but it's just, it was one of those things that I felt that it was so good internally, and then the pro powder – I mean, all of those were – pro powder you can just add water to and rub around in your hands and immediately after rinsing, you see just the clarity and smoothness which is undeniable. Then with IGF1 Growth factor content, colostrum, especially with the sourcing of that, that was undeniable. Then also with American ginseng, I met with a Chinese herbalist that had mentioned that when he went to his factory in China and the workers just had this incredibly smooth texture in their hands and their hands just did not wrinkle.

You may want to experiment with that topically in the mask that you're creating right now. At first, I was like, "Alright thanks." Then I just figured I'd try it out. It's a very expensive ingredient but it lays on the face different. There were some type of bonding and synergy that all the ingredients combined had. I just knew I had something over time and kind of tinkering with adjusting the levels of each ingredients, gain to a formula that I just – I mean, it's undeniably effective every single time I use it.

It's just you know, trial and error. When you use yourself as your own biggest science experiment, you kind of just see how it works and a lot of things did not work believe me. That's just, you know, the things like that, things like the stem cells that we used in our night cream, the CoQ10, the marine collagen, the sweet-potato derived hyaluronic acid.

I could create several different products if I wanted to and then market that out and that's what a lot of brands do. Or I just, you know, I could create one that I believe is a home run and create less customer confusion. That's why our branding is like, "The Nightdream, The Clay Mask, The

Moisturizer, The Body Lotion.” This is it and we haven’t had many issues with people, with combination skin, dry skin, oily skin. It seems to work for all of the above.

That’s the reasoning behind of just – of all of our sourcing, from all around the world, I mean, from conversations to people in Brazil and language barriers and things like that. This is all stuff that I love to do as far as the sourcing and really finding something that I believe is head and shoulders above other sourcing in America.

Also, you get to create a story that’s true behind how you created a product. I want it to be difficult, I want it to take a while, it just feels better when you finally sign off on it. Does that make sense?

[0:20:19.3] AVH: Yeah, that makes total sense. Do you have friends or family who are still using like bad, nasty, pharmacy skin care. Are you one of those people who is always just like trying to get people in your circle to switch over to the good stuff? Or do you just kind of lead by example?

I would imagine it would be tough, right? When this is your entire life and you know, similar to maybe people whose life is all about fitness and nutrition and they have friends or family that are struggling or unhealthy and you just want to be like – “Just do this, do that.” Do you find yourself trying to slip skin care products to everybody you know?

[0:20:55.4] AH: No, that’s the thing. It’s like, I’m actually really aware of that. Where I don’t want to become, if I’m asked then I’ll get into it but it’s tougher then because it’s like starting an avalanche of facts and information that’s way over people’s head, which I totally understand. If I’m asked, I’ll point out a couple of things without scaring them and making them feel bad. But at the same time, if they asked and they want to know certain things, I’m happy to explain.

“Hey listen, that’s a filler, hey listen, that’s an artificial fragrance, hey listen, that’s an artificial color, that’s unnecessary, that’s paraphing, that’s an unnecessary preservative. You can have all of this naturally through food grade ingredients.”

It's just really tough because I don't want to – I'm very - what I always say is, whether it's my product or someone else's, just really be aware of your ingredients. It doesn't have to be all about Alitura, there are other good brands out there as well. It's just, what you put on to your skin and on to your body, it really is absorbed into your blood stream. So you have to be extremely aware and careful.

Because some of these toxic sun screens, you go on outside, you're rubbing them on your children or yourself and then the sun is baking those government recognized carcinogens into your skin. I really believe that's what damages and causes a lot of those scary results. I just – when I'm asked, I will suddenly, it just depends who I'm talking to. If it's my mom, believe me, or my parents, I'll take them aside and really – because they know I just love this stuff. But if it's someone I don't really know that well. I don't want to be overly sales-y “Hey, advertisement for Alitura naturals” but –

[0:22:42.7] AVH: Know your audience, right?

[0:22:44.8] AH: Yeah, know your audience and do it basically.

[0:22:47.4] AVH: Yeah, I've been reading a lot about sunscreens and how much of a nightmare most of them are these days and it really is kind of scary. It's scary especially in the United States which seems to have either, depending on how you look at it, the most lax or the most willfully ignorant kind of rules and regulations around what kind of toxic chemicals they can put in their products.

It's really scary. That's like, I feel like that could be a whole other topic is like skin care stuff. Which I actually do kind of want to get to in a bit but one question I have is more on the – I guess, business marketing side. Do you feel like you have to market differently to men than women, in terms of introducing your skin care products? Or do you think men are kind of coming around the importance of caring for their skin as well.

I know there's generally like a stereotype that women are really into this stuff and men not so much? I always find very different and frankly very condescending marketing schemes that mainstream advertising often uses for skin care for different genders, it's like laughable and

unnecessary largely. But do you find that you do have to kind of approach it differently for men and women?

[0:24:00.6] AH: What I've noticed is, being a man myself, I'm able to – that draws, I believe the other men in. "Alright, well wait a minute. I guess I can kind of relate to this guy, let me hear what he has to say." As far as our customer database, it's about 55% women, 45% men. It's right down the middle pretty much.

You know, it's like you said, I think in my experience as an athlete and entertainment industry is, I guess men don't want to talk about it as much. I didn't until after my accident when I fell seriously, I mean, I had to tell the truth on how I reconditioned my face and my appearance and it was sort of a product that I created. I just felt like, I mean, believe me, I was on the fence.

It was a little uncomfortable at first, you know, admitting that I was doing a mask every other day. I didn't at the time know too many men that had done that. But you're seeing, more people are becoming more comfortable with hey look, you look good, you feel good, you're going to exude better energy with the people you're around, you're going to create a more marketable appearance. With men, you can hit on the fact that hey, you're going to be more attractive to whatever, you know, men, women, whatever it is.

You'd feel better about yourself at the end of the day I believe. So that's what I kind of run with. To me, that makes sense if you can – also, what we do is listen, I mean, we sponsored a UFC fighter Allan Joe Ban and that's about as "manly" as it gets right?

[0:25:46.4] AVH: Yeah, I didn't know that. I'm a big UFC fan, that's cool.

[0:25:50.1] AH: Yeah, that's a whole other story right there. Him and I just had been modeling for Oakley, Speedo, a couple of other brands. We just had a lot of downtime and when we were talking about our dreams and we were both right around 30 years old at the time and, 31, 32 actually.

You know, lead to where we are now, both of us are kind of knocking down the things that we used to talk about and those little green rooms and not a whole lot of downtime. Just putting it out there and what we wanted to do.

When he signed with UFC and I was just getting Alitura started, as awkward as it was, I was like hey man, how does this work? Can I sponsor you? Next thing you know I'm on his shorts at the Staples Center fighting on the Ronda Rousey card. It's a trip.

[0:26:36.7] AVH: Dude, that is super cool. Yeah. Okay, that's really interesting to me that you actually have some reservations in the beginning too. You know, I think our culture is a lot more accepting of women caring about their appearance and being like for a lack of a better word, openly vain about the way they look, right?

I think that if you can I guess spin it or approach it more from a holistic health thing, right? It's another aspect of taking care of your health. I think we all can admit that when we look better, we feel better and that cascades into every other part of our life. I appreciate that I think we're all getting to the same place here where we just want to take good care of ourselves and look and feel good. I think that makes a lot of sense. So that's really cool.

[0:27:22.9] AH: Exactly. That is – I think with myself just using other male customers who send pictures to us and the coolest thing is just getting someone who has never used a skin care product ever. There are many people out there, especially men that just flat out – men and women say they only use soap and water for their face and then that's it.

Many people just rinse, they just use normal water on their face and then that's it, that's all they've ever used. For them to experiment and break the ice with their first kicker product of Alitura, it's super – I love that. Just to hear. If you're going to pull up impurities and tightened skin and bring a lot of those – the blood flow to the surface of the skin. It's a feeling that I'm addicted to.

If I didn't have this mask or serum or moisturizer, I don't know what I would use. Luckily I'm not in a dry climate. Well, as dry climate as like say Arizona or Colorado. It really – it's a noticeable

difference on your skin breathes you know? you want to feed it, you want to nourish it and keep it hydrated, keep those capillaries circulated around the face.

There's a way to do that but you know, some people, to each their own, they're not really into it. I don't push it that much, I just kind of, as you said earlier, I lead by example. "Hey, this is what I do that makes me feel good and it's part of my routine to keep me fresh daily and it's something I could control with what works best for me and I love doing it."

[0:29:03.8] AVH: Right, we can all kind of pick and choose based on our lifestyle and our skin's needs and how much, how high maintenance we really want to be, right? Like some people might just use a night cream and some people might want the whole line and whole shebang and do the whole thing. I think it's yeah, it's about finding what works for you, right?

[0:29:22.4] AH: Right.

[0:29:25.5] AVH: Talk to me about this a little bit because I think that there's a lot of false advertising and sort of empty promises in the beauty and skin care industry in general. I know because I'm right in the market segment that people want to market to because I'm a woman.

I'm in my early 30's, starting to really care about this stuff. Skin care, good skin care really is a preventative measure, right? You can't, without you know, maybe surgical intervention, you can't erase wrinkles once they're there. You can't make pores smaller, right? But you can hydrate skin, you can protect it from further damage and you can use skin care and you can eat and hydrate in a way that improves the appearance of your skin. Is that accurate to say?

[0:30:12.7] AH: Yes, I released some poor minimization myself. But you're right. That's extremely consistent with my routine on this. I used to have to use, it was Biore, remember those Biore nose pore strips?

[0:30:29.5] AVH: Yeah, those are still a thing I think?

[0:30:31.6] AH: Yeah. I used to have to use those and I don't have to use those anymore. Maybe it's because I pull out some of the dirt and oil that were in the pores. I have noticed some

subtle pore minimization myself. Yeah, as you said, it's just – if there's no quick fix unless you maybe want to go the surgical or artificial route which is much easier.

I prefer to keep things as natural and close to nature as possible. That's with say for instance with my mask or maybe another person's quote, it just depends but it's just staying consistent with what I can control that day and just getting those capillaries circulated. Say for puffy eyes or for dark circles, I really feel that you combat that with getting those stagnant capillaries circulated around the face. So there are certain things that you can do to counteract certain things.

Now as far as fine lines and wrinkles, yeah that's maintenance. You can either admit to the process of aging and just go, "Hey look I am getting older" like the whole well once you hit 30's it's all downhill as you could probably attest to. It's just that I am 35 and I feel better than I was when I was 25. That's a fact. I don't really like listening to what other big common things of like, "Well you know if we're going to erase those wrinkles, botox is the only way to do it".

And I think as long as you maintain and eat right, you can really stay longer where you are as opposed to just submitting to the process and coming to "aging".

[0:32:20.7] AVH: I think there's also something to be said for like you said, gracefully acknowledging the fact that a body ages no matter how healthy you are and that you can aim to be the healthiest best version of yourself at any age. And that there isn't a particular number that says, "Okay now you're old. Okay now you're going to have wrinkles," or whatever. It's about, similar to a nutrition plan or a fitness plan, it's about consistency and doing the right thing consistently overtime is going to give you results.

Like any skin care product that says you are going to look like a teenager tomorrow is probably selling you some pipe dreams. But if you take care of yourself and put healthy things in and on your body consistently overtime, you're going to get good results right?

[0:33:08.6] AH: Right and yeah, those are the ones that you have to watch out for. You see the landing pages of the before and after of cognitive transformation, those are the ones –

[0:33:22.2] AVH: Yeah after, when they're smiling and the lighting is ten times better and they are wearing makeup and the whole thing.

[0:33:28.3] AH: Yeah, I completely agree. Just control what we can control if you want to and as you said, we are all going to age and there's a way of gracefully going about it. Also I'm a big fan of just each their own, whatever you want to do it is completely personal and up to you.

[0:33:49.2] AVH: So you mentioned earlier you've got a bunch of new products coming out. I know you mentioned, I think you mentioned a beer oil, some cologne or perfume and you also have a derma roller which you just sent me. I haven't tried it yet but I am really excited about it. Can you talk about those a little bit?

[0:34:05.2] AH: Oh yes, so let's start with the derma roller. That's something that I have been using for a couple of years and it was one of those things that I'm happy to point out to other people if they asked little tricks to escort, in this case, the ingredients of the mask just passed the outer layer of the skin. It's almost like the whole aerating your lawn so to speak where you are opening up the pores and escorting the micronutrients and minerals of the mask right past that first layer and directly into the bloodstream.

Just a way to increase absorption dramatically. So that is something that I have been doing for a while and I didn't realize how easy it was to make my own but make the best and we're using really good quality titanium micro needles at three different sizes. That 0.25 millimeter, 0.50 millimeter and 1.00 millimeter length of the titanium micronutrients. You just roll it along your face in tiny X's and target areas. I had used that right on one of my scars on my hip and one on my face.

To where it just really increased absorption of the mask and the serums in night cream. It was just a way to really directly increase absorption of those products. But yeah, it's extremely effective but I wouldn't overdo it. So when you get it just do it maybe start off with once a week and work your way up to a couple of times if you like but yeah, let me know what you think. It's pretty –

[0:35:41.1] AVH: Yeah, I'm excited. I'm going to try it this week. I'll probably do something ridiculous on Instagram and you could tell me if I am doing it right.

[0:35:48.2] AH: Nice, yes.

[0:35:49.9] AVH: Okay so talk to me about the perfume because I'm excited about that especially. I grew up never wearing scents because I had people in my family who are really, really sensitive to scents of any kind especially obviously fake stuff, like really strong smelling deodorant and stuff like that. So I never used perfume and now as an adult, I can make that choice and I am getting into. But I feel like that is one area of the skincare beauty whatever world that actually is a lot less healthy than people think.

People don't consider the ingredients in a perfume and the fact that a lot of them are maybe not even a difference between natural and synthetic because maybe some synthetic ingredients can be okay. But that there are some really nasty unpleasant ingredients in a lot of these high end perfumes that are not good for the skin. So I'd like for you to really get into that for us.

[0:36:41.4] AH: Yeah, it's exactly what you said. I can't believe other large designer fragrances won't just go the extra mile and maybe clean up their alcohol and just use organic alcohol. Just use essential and fragrant oils. I mean I guess cost really isn't the number one most important thing to them.

[0:36:59.8] AVH: But they're charging, if they're charging \$250 for a couple of ounce bottle you'd think they'd be able to up the quality a little. But I feel like for whatever reason perfume even more than other skincare products – no one knows what the ingredients are. Nobody knows and then of course you've got that natural ingredient or scent or whatever, you don't even know what those ingredients mean, yeah it's scary.

[0:37:23.3] AH: Yeah, so I've been a big fan of – first off, it's a unisex fragrance so men and women are going to have it. My first bottle of fragrance was CK One way back when it did – I went from that to Aqua De Gio, the Calvin Klein Obsession, Eternity. I would collect all of these, you know Drakkar Noir, Cool Water, I mean I would have them all in my little cabinet. I just

thought it was cool for a 12, 13, 14 years old. Just having them all made me feel like a young man when I would have them.

But I remember that first one, CK One, right down the middle. Men loved it, women loved it and I like having that just right down the middle feeling with this fragrance. And it turns out, we brought a 50 milli sample to the Bulletproof Conference late September and it was gone in one day. I mean that's a lot of sprays that went through a level of conference room. It just smelled awesome but that's what we did. I've always loved sandalwood, I love cedar, I love little ylang-ylang, vanilla or if it has a little coolness of aloe to it. It's perfect and what we did is we just kept it simple.

Water, organic alcohol, fragrant oils. It's something where the hardest part once we figured out that that was the one it was just getting a bottle with the vision that I had and it's so important for fragrances, right? It's just to have a nice bottle and branding, I love our branding as it is but I wanted something separate to our branding. It's going to look, I mean it's a nice glass black bottle. We had it made, custom made right now in Italy. It should be here in my hands within a week or two.

And if it's good to go then we'll start and pull the trigger on production but I'm extremely excited about this one because it's like you said, it's a way to separate yourself from competition and if get that smell. I mean the staying power on this is amazing. We have people, friends of mine that put a couple of sprays on their gym shorts and I was like, "Hey let me know if it's still there after the gym." And he's like "It's still there. My girlfriend asked me, 'What are you wearing? It's smells amazing.'"

My girlfriend loves it, he loves it. That's ideal. So we really nailed that and I got lucky with the perfumist that I work with and the chemist. Things like that. But I knew I had just a vision for as far as essences and the hints of certain ingredients like the Australian sandalwood, the cedar, vanilla, ylang-ylang. I knew what I wanted but it's tough to get people on the same page with that but luckily it happened. So that's going to be here by the end of summer and so yeah, the serum is the same thing.

So we were working with a base that is comprised of hemp seed oil, jojoba, frankincense, sandalwood and then I added marine collagen, CoQ10, astaxanthin, copper peptide and then alfalfa form of retinol called Vitnal from France, which is organic. I really feel like people are going to talk about these products. So it's just one of those things that you can – the whole vision and our mission is to create the best products and as clean as we can make them. And with a complete disregard to our cost because we don't have the big corporate overhead.

We don't have millions of employees to pay salaries to. We're a smaller company and I'd rather just create excellence and have people talk about it and tell their friends. Word of mouth is our best form of marketing and we'll see what happens from there. But right now I'm having a lot of fun with it and the reviews that are coming in are just completely validating the work that we do and put into the products that we make.

There is a way to standout nowadays. By going the absolute next level with our bottle, with our own glass. They are going to pull in everything. You know overseeing extremely with the manufacturing that we do and with our bee products and with the small holistic family, a small family that holistically raises bees out in Hawaii because I don't want to use a big large manufacturer that just has honey that's been sitting on the shelves for months. Everything has to be fresh and it creates a product that speaks for itself.

[0:41:59.5] AVH: That is very exciting. I can't wait for all these new products and the perfume that I am excited about too because one of the cool things I think about perfume is how it smells different on different people right? Because it works with your chemistry. So that's such a cool, I feel like you could get really, really into the fragrance side of things because there's so much which you seem to really enjoy doing.

There is so much experimentation and trial and error. And trying things and I'm sure if this perfume goes over really well maybe there will be other ones down the line and that's just really cool.

[0:42:31.9] AH: Yeah, I know and that is very interesting for me. I guess it combines with your own pheromones and your own body –

[0:42:41.1] AVH: Chemistry right?

[0:42:42.6] AH: Yeah, exactly but you're right. It does. The thing with *Presence*, our fragrances, is it has different stages to it. You've got to let it develop and then overtime it just has a different hints of the different ingredients that are in. It's a trip. Did you smell it at the conference?

[0:43:03.0] AVH: I don't think I did. I was too busy eating the night cream, so I don't think I got to smell it. It's too bad, I'll have to check it out when you get it in.

[0:43:10.9] AH: Absolutely.

[0:43:12.1] AVH: Yeah, very cool. So I have a tough question for you before we get into a couple of different topics. If our listeners could take just one high level piece of advice from you, just one about taking care of your skin what would it be?

[0:43:26.5] AH: I would switch over from the big name brands, and we all know who they are, to searching the health and beauty aisles let's say at Whole Foods or even online in Amazon. They have their ingredient decks there in front of you. I would study the government recognized carcinogen lists and I would just compare ingredient decks. They are right there in front of you, they have to put them there. The big brands have it there too, they're hidden.

They are extremely hard to find because they know there are people like myself out there that are encouraging other people to compare ingredient decks. Now just find products that don't have the harsh fragrances, artificial colors, theorates, fillers and just make it as food grade and as close to nature as possible with everything that you put on your body and you'll find that they're more effective and who knows? Maybe even depending on some of the big brands that capitalize.

Just being a big brand and charging a lot more, you can find some very affordable things that even Trigger Joes has some decent stuff. I mean they're not great but take it upon yourself to start to learn the differences between carcinogenic ingredients and all natural or organic. All natural is a vague term but organic. Keep it as close to nature as possible. I know you said one and that was more but –

[0:44:54.4] AVH: No, that's good. I mean it's just like food. Read the ingredients list and hopefully they are all ingredients that you recognize and can pronounce and yeah, nothing that is scary and weird. I mean that's a good place to start.

[0:45:08.7] AH: Right.

[0:45:09.5] AVH: Yeah, okay so switching topics a little bit. We know from, those of us who follow you on social media and online, the stuff that you do to take care of your skin. But that's really only one aspect of skin health as we've been saying. There is hydration, nutrition, sun protection, stuff like that. So I'd love for you to walk us through a day in your life in terms of what you are eating, supplementation if any, what kind of workouts you do, just a typical day.

[0:45:39.1] AH: Sure, I've kept the same routine since after my accident because it was a way to just – I felt so good. I was like, "I'm just going to continue this every single day for the rest of my life". So what I do is I wake up and I read this thing in Men's Health Magazine that as soon as you open your eyes, it's like a primal way that I don't know, who knows maybe back in the beginning when mankind maybe would just snap out of his sleep or whatever and have to run away from who knows like a hyena or whatever.

But where I am going with that is as soon as I wake up in the morning, I go down and do pushups until failure and it's just a way to keep the blood going. I'll go into the kitchen, I'll make my mineralizing, I call it the morning tonic which is loaded super foods and hypogenic and Chinese herbs and amino acids. Do my supplements, I'll drink that. I will put in my Alitura Clay Mask on. I'll hang upside down my inversion table to get that blood flowing and all those good ingredients from my morning tonic.

Circulated from head to toe and also it will increase absorption of the mask that I am wearing when I hang upside down. It's my little meditation as well and then I would talk to my mom, call my family. I'll get that, it's a good way to start my day and I'll flip back up from the inverse. Do you know what an inverse table is by the way?

[0:46:58.0] AVH: I do, that's really cool. I wish that there was a picture of you on Instagram hanging upside down with the mask on your face. Why haven't we seen that yet?

[0:47:07.4] AH: I'll do it tomorrow.

[0:47:08.9] AVH: Yeah, that would be good.

[0:47:10.9] AH: Yeah.

[0:47:11.4] AVH: Yeah, I think more people are getting one of those things at their homes. I mean those are kind of but can you also do like, I don't know what they're called but inversion, the things you put around your ankles and you can put up on a pull up bar. There are other ways you can do this or even, see I don't have any of this fancy equipment but I do every day that I go to the gym I try to spend some time upside down. Practicing handstands, handstand pushups, headstands, stuff like that which is good too right? Any kind of blood flow to the brain is good, right?

[0:47:39.7] AH: Absolutely, yeah and all those work great. I like hanging from my feet. They have those boots, they have some yoga monkey thing, I forgot the exact name of it but I just use an inversion table which I got off Amazon. But yeah, anyway you can get the blood flow inverted into your brain and get that circulation, get those capillaries flowing I think is great. So yeah, after that I'll flip up, I'll go inside. I will make my morning coffee.

I use Bulletproof Coffee. I had a brain octane oil, Ceylon cinnamon, chocolate powder, cayenne, vanilla stevia, cordyceps, mocca, tribulus, mix it all together and boom I'm good to go. So what I do is I intermittent fast. So I won't, say if I ate dinner the night before at 8 PM, I won't eat until one or 2 PM the next day so that's a 17 or 18 hour fast and my body is just burning. Ketosis is a big trigger word these days and I don't know too much about it.

I don't know if I am in ketosis but I feel great. The around one or two and then it's work mode. We have our staff here and I haven't eaten yet. It's 12:19 and who knows? I'm not hungry so right around probably about 2 PM I'll have my nutrient dense meal. I have elk in the fridge right now defrosting, sweet potatoes, avocado, beets, sweet greens and broccoli. I'll make this

nutrient dense of a meal as possible. My body just everything is absorbed, all those nutrients and the good fats that I have and boom, round two here we go.

And then I'll move for the rest of my day. I'll just continue to burn it up and use that as fuel until my day is finished, technically "finished" until about 7 PM and then I'll go to the gym. Or no, 6 PM I'll go to the gym so about maybe about 6:30, 6:45 hit the sauna, come home, shower up, have my meal and then 8 PM after that maybe I'll do some reading, get back to work, get some emails. Then I'll do my night time tonic which is more calming, amino acids, thyroxin, gaba, taurine, hoshu root, [0:50:02.4 inaudible].

I could go on and on and on and that's my big thing. I like to be as locked in as possible during the day and then I like to rest and recover when I sleep at night and then it's a constant cycle of optimal health.

[0:50:14.5] AVH: You sound like you've got a pretty sorted out day and that's pretty cool. I guess one thing that I think is cool about that you mentioned the ketosis thing and how keto is such a hot button right now but it's less about putting labels on the way you eat or fasting or whatever and it's more about figuring out what works for you. If you feel good and it works with your lifestyle then that's what you do. You don't have to put a label, you don't have to say, "I'm a 100% paleo and I always fast".

"And I am keto all the time" and it's just about, "Hey this is working for me. I feel good so I am going to keep doing this." Like that make sense.

[0:50:47.5] AH: Right, it goes back to my big area of just each to their own. I wrote up a diet plan recently for a major league baseball player. I started off with what I would recommend because that's what they asked me like, "Whatever you would recommend, whatever you do just put me on that" and I'm like, "Well let's see how you feel with this because I'm not sure" right off the bat starting with my morning tonic and all these complicated herbs that it will taste –

It doesn't taste that great especially when you design that, turmeric, the garlic, the ginger believe me it's intense. It really wakes you up. But it's just one of those things. Not everybody is the same, every system can absorb and do the same things that every other person does. So

you have to be aware of that and just adjust. I am still learning. I don't have it all figured out and I'm constantly searching for other ways to improve and maybe there is a better way of doing things but that's the beauty of this industry. You can test and see what works and what doesn't daily, so yeah.

[0:52:06.8] AVH: Yeah, Andy and I will get fit plan, wake up, pushups. That works for me, maybe if I do that every morning I'll get biceps like you, you think?

[0:52:18.7] AH: Hey, I just think –

[0:52:20.3] AVH: I'll try it out.

[0:52:21.7] AH: Hey, we're pretty close. Yeah, very impressive yeah.

[0:52:23.4] AVH: Do you find as a former high level athlete, I mean you still are from what I can tell. Is it important for you to have specific fitness goals or is it more about just being healthy and longevity at this point?

[0:52:37.4] AH: Ever since I stopped playing, the workouts have – I do what I enjoy to do. I push myself just naturally because once the blood starts going you turn into a different person but yeah I enjoy it. I do workouts that I enjoy and the crunches stuff like that, the planks I didn't really enjoy doing those and now I found better ab workouts that I found more fun and enjoyable doing and more effective actually too, by the way.

So yeah, as far as different workouts, it's just a great way to find some things out about yourself and it's very therapeutic for me. It clears the mind. I only like working out by myself. Music, getting that adrenaline rush going and thoughts and clarity of things you have done in the past. It's a very therapeutic experience for me. It's not all about working out. It's a constant blood flow, adrenaline, music, it's just, "God, I can't wait to do it tonight."

Yeah, as far as those 6 AM weights and the conditioning and the team, that was such a drag to do. It really was. Now I can control, "Alright, let's go. Let's rock, let's turn this up, get our favorite

song going” just burn it up. But it’s a lot different where it used to be was the end result seriously I think now is a little bit better than how it used to be too so better than.

[0:54:20.5] AVH: Very cool. That’s ideal when you can be doing stuff that makes you feel good and you actually enjoy it at the same time. I was actually going for a walk today in the sun and I saw somebody that had a shirt on that said, “Cardio is cheaper than therapy.” Which I mean the jury is still out on cardio but the idea is right. Working out and finding something that you enjoy, that’s the best form of therapy you could have.

[0:54:39.6] AH: Yeah, it really is and there’s some science coming out to support that. I think they did once, a group of people that took antidepressants and then another group that ran and the results were right down the middle. Joe Rogan had a podcast with a very well-known therapist recently. Gosh, I don’t know her name. I love Joe Rogan’s podcast but they were talking about that and how working out and exercise can be just as effective, if not more, than taking antidepressants.

Now I’m not by no means an expert in that field but I could see that. I mean I have definitely felt better. I’ve never taken antidepressants but I love how I feel. I mean just getting into it. If I’m kind of in a cloudy atmosphere sometimes, I wake myself right out of that by getting after it. By sprinting, running, doing some pushups, doing some dips, pull ups, you name it.

[0:55:42.2] AVH: Yeah, those endorphins are no joke.

[0:55:43.1] AH: Yes.

[0:55:44.6] AVH: Well we’re coming to the end here but remind us again where we can all follow you on social media and online and we can find out more about your company and your products?

[0:55:54.7] AH: Sure. So on Facebook on @andyhnilo, the H is silent and causing a lot of problems but –

[0:56:05.9] AVH: Yeah, I made sure to double check how to pronounce your last name because I have one of those last names too that no one ever pronounces properly and I am sensitive about it. So yeah, I did my research on that one.

[0:56:16.8] AH: Yeah, so I'm on Instagram and Twitter as well @andyhnilo and @alituranaturals and it's also alituranaturals.com. Facebook, Twitter, Instagram it's all me and my team and we love what we do. We're happy to answer any questions on the products or if you have any skin care questions in general, we love to answer that. I also would like to offer you and your following a discount. Just go to "Paleo Radio", is that okay?

[0:56:50.0] AVH: Yeah, that works yeah.

[0:56:54.2] AH: Yeah, so 15% off the entire stores. If you guys want to check out the products, there's also a lot of reviews and testimonials. If you just want to check them out and we really believe in what we put into every single product and things are good.

[0:57:08.6] AVH: Awesome, thanks Andy. So we'll definitely put that in the show notes and we'll put that on our social media as well so folks can take advantage of that. Andy it's always great chatting with you. Thank you so much for sharing your story and your amazing products with us and helping make us all beautiful. So I appreciate that and I can't wait to try your new products when they come out.

[0:57:33.9] AH: And then Ashley also, I wanted to say thank you for doing that awesome product review for us at Paleo Magazine. Seriously going to Whole Foods and having my family take little pictures. I mean I built this out of my apartment, I had no idea that it would go where it is today. I just sincerely want to thank you for that. It means a lot.

[0:57:52.6] AVH: That's so awesome and it's absolutely my pleasure because I get to use these products and benefit from that, so thank you. But yeah, best of luck for the rest of your summer and we'll keep in touch and we'll talk to you soon.

[0:58:03.0] AH: Alright Ashley, thanks a lot.

[0:58:09.7] AVH: Alright.

[END OF INTERVIEW]

[0:58:06.7] AVH: Alright, thanks for listening and thanks to Andy for chatting with me today. If you've tried any Alitura Natural stuff, hit us up on Instagram @paleomagazine or me personally @themusclemaven and let us know what you think. But listen, you don't have to eat your night cream just because I did, okay? You can just use it on your face like a normal person, alright?

Thanks again to our show sponsor, Clean Maid Market and Clean Food Fest. If you want to know more about this two-day health and wellness event, it's taking place in LA. It's in October, we will be there, Paleo Magazine will be hanging out at this event. Check them out at cleanfoodfest.com.

Now next week, we get into a completely new segment, in my opinion, in the paleo market place. That's paleo baby food. Serenity Kids is a company making portable baby food that's gluten-free, paleo and non-GMO in flavors like organic chicken with peas and carrots and organic beef with kale and sweet potato. If I'll be honest, I would totally eat these too. Which is kind of the point right?

If you're eating super healthy paleo meals, why can't babies do the same, right? I know lots of folks who actually puree their own baby food that is also paleo but this company is just doing the work for you. So we are going to talk to the founders and learn more about the company. So tune in next week and subscribe to the podcast on iTunes to catch up on all of the amazing interviews I've been doing. Come on!

If you leave a nice review and a rating on iTunes, you can enter to win some paleo cookbooks and you might just be my best friend forever which I think is all the incentive you need, right? Alright that's it, thanks for listening.

[OUTRO]

[0:59:36.2] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

[END]