

EPISODE 222

[INTRODUCTION]

[00:00:10] AVH: Hey everybody, welcome to the podcast. I hope everyone is enjoying a beautiful, hot, sweaty summer like I am, getting lots of vitamin D, enjoying the longer days, playing outside, all the good things that come with summer and maybe you're listening to my voice as you go for a walk or a hike outdoors and if that's the case, good for you. If you are inside however, on a laptop maybe, this is when I urge you to take a few seconds and leave me a nice review on iTunes and maybe a five-star rating so that I can keep up this amazing gig because your feedback and reviews are pretty much the only way this podcast gets promoted.

By doing that and telling us what you like about it, you're doing me and all of the people who can benefit from the show a huge solid. If you do that, that will be great, I appreciate you, go do it, I'll wait, I'm waiting, okay, we're done.

Now, on to the show, I'm not sure how you guys feel about paleo sweeteners because you're not here to tell me unfortunately. How do you feel about sweeteners in general? Honey in particular. I have never personally been like a zero sugar kind of paleo person, mostly, just because I have a massive sweet tooth and I think life is short so I'm going to eat something I enjoy. I'm not trying to eat sugar all day long but I will never cut out sweet deserts.

I'm one of those people who would never look at a pizza again if it meant that I could have cookies and enjoy them guilt free. Anyway, I'm going off on a tangent but being Canadian, I'm actually quite partial to maple syrup and my paleo baking, I think it lends a nice kind of taste and it's a sort of mild sweetness, I don't really have much of an issue with Stevia either personally but if you are going to experiment with some healthier sweeteners in your tea or your coffee or your treats, honey seems like a pretty solid choice.

It taste good, it's sweet but better than that, it also is a source of polyphenol which are antioxidants that are found in a number of other foods but they can reduce the risk of heart disease and other illness. Honey is a natural antibiotic so our ancestors use honey as a topical antiseptic, covered their wounds with it. People use honey to defend against sore throats, colds,

they've been doing this for a long time, there's even apparently a cave painting they discovered in Spain that suggests humans have been bee keeping as early as 8,000 years ago.

I mean, it's pretty paleo compared to a lot of other sweeteners, I'm just saying. It is also twice as sweet as sugar and it has a lot of carbs. This is not something you want to be like, dousing yourself with all day every day but I think you could do worse sugar wise if you're going to have sugar. If you're going to do it, you might as well use something that's going to give you some other benefits too, right?

I mean, anyway, that's just one woman's opinion. But, if you're interested and you want to learn about the benefits of honey and other bee related products which you may not be as familiar with like bee pollen, Royal Jelly which is so cool and amazing, the more you learn about it and the way bees operate, they are like pretty crazy creatures.

Anyway, it's really interesting stuff and we can learn about how to sustainably harvest these products. Why it's very important to be selective about where your honey is coming from and why supporting bees is so incredibly important, all of these stuff, we're going to cover today in this podcast because I'm speaking with my friend Carly Stein.

She is the founder of Beekeepers Naturals which is a company that makes healthy, honey related products. They've got an antibacterial spray made from bee Propolis, that's great for sore throats, I bring it with me whenever I get on a plane because planes are gross. They make neutrophic with Royal Jelly that actually tastes delicious, that's kind of a cool story and they have a brand-new honey out with hemp extract, AKA CBD, which, if you know me at all, you know I am very excited about. They do all of the stuff using sustainable harvesting practices. Carly is just a super smart, super genuine human being, who I think is doing great things for the world with this company and yeah, I'm kind of biased because I'm a huge supporter of her and what she does.

She's doing things the right way, she loves to educate people about beekeeping, about the wonders of honey and, she's selling these products but she's doing it in a way that's educating people, it's helping people and she really is doing this because she had such a hard time

dealing with a lot of autoimmune diseases herself and was having trouble finding products that could help her be healthy.

She created some that work for her and they're working for other people too. It's incredible company, she's an awesome person, great one folks, hope you enjoy this podcast as much as I did and before we get into it with Carly, here is a quick word about our very generous and very delicious show sponsor, Chomps.

[SPONSOR MESSAGE]

[00:04:46] AVH: Chomps makes healthy meat sticks that are multiple Paleo Magazine best of award winners, you don't have to take my word for it, these are very popular in the paleo community and they really do a good job of hitting those salty, meaty beef jerky cravings but they're infinitely healthier and tastier than your typical gas station variety, they are made with 100% grass fed and finished, open pasture beef which not a lot of meat sticks can say for themselves, they have nine grams of protein, six grams of fat, zero carbs.

Perfect for all you low carb folks and they are non-GMO, they have no added sugar, gluten, soy, dairy or fillers, binders, MSG, none of the bad stuff, all the good stuff and they have four awesome flavors, they've got original beef, one was cranberry, one with salt and pepper and for those of you who like it spicy, like I do, there's a jalapeño flavor as well which is really good.

You can go to chomps.com to learn more and I have an exclusive promo code for you if you want to get some, you can put in the code "paleomag" at checkout for 15% off your entire order and free shipping. Do yourself a favor, get some awesome paleo snacks, go to chomps.com and let me know what you think.

[INTERVIEW]

[0:06:05.1] AVH: All right Carly, welcome to the podcast, thank you for being here.

[0:06:08.4] CS: Thank you so much for having me, I'm excited to be here.

[0:06:11.4] AVH: Yeah, I'm sad that our listeners, we don't quite have the video capability for the podcast yet, I'd like to do that eventually because you are like in a very dreamy spot right now in beautiful, sunny Vancouver on a rooftop and it's really nice where you are.

[0:06:26.8] AVH: I really am in the most, this is probably the most majestic spot I've ever recorded a podcast.

[0:06:32.2] CS: See, we're getting started on the right foot already. I love it. I'm just happy that we are both in like sunny, warm, Canadian places right now because I feel like us Canadians, I know you spend a lot of time on the west coast in the states where it's nice out but Canadians, you know we have rough winters and it means a lot when the sun finally comes out and we get to enjoy it. I'm glad we're both doing that right now.

[0:06:53.2] AVH: Absolutely. Okay, so, our listeners are probably already pretty familiar with you and your company. And we did do a business spotlight on Beekeepers Naturals in the print issue relatively recently. I think it will be great if you could kind of start out and just tell people who you are and what your company's about.

[0:07:13.9] CS: For sure. My company is called Beekeepers Naturals and we make different superfoods from the hive, we use different components of the bee hive to make natural solutions. We started off with Beetropolis which is our cold, flu, sore throat, immune booster and we now have a neutrophic called B.LXR, we have a medicinal honey called Bee Powered, we just launched a special product called B.Chill which is a CBD honey.

[0:07:43.9] AVH: Blew my mind, we're going to get into that next but yes, okay.

[0:07:47.8] CS: At the core of it, what we're really looking to do is put forward these incredible healing compounds from the beehive and combine them with different plant based ingredients to give you a natural solution, give you an alternative to your over the counter go to and your synthetic ingredients and things that are full of refined sugars and just give you a very clean, simple, sustainably sourced, natural solution from the hive.

On top of that, we practice sustainable bee keeping so at every layer of production, we are very much committed to saving and supporting the honeybees. We work very closely with UC Davis Bee Research and we're all about educating about what's happening to the bees and teaching people how they can basically work with bees in a really healing and nurturing way.

[0:08:34.4] AVH: I'd love for you to talk a little bit more about the details of how you harvest the products that you do in a sustainable way because you remember this, we did a great, I think it was a great feature because I wrote it about your company, in the magazine and people responded really well to it and really, you know, I think our community responds really well to your company period, you're always super popular.

At Paleo f(x), your products were super popular, but you know, there were a couple of people who were kind of coming back and talking about this sustainability thing with bee pollen and Royal Jelly and that being an inherently unsustainable thing. I'd love for you to kind of clear that up for us and tell us how these products are sourced sustainably.

[0:09:18.4] CS: For sure. By the way, the Beekeepers Naturals team love the paleo community right back. When it comes to a sustainable production with bee keeping. First and foremost, our commitment is to pesticide free. Now, of course that puts our product quality on a different level and it's so important for humans to be having pesticide free products.

But for the bees, it's really the number one, I mean, I believe it's really the number one thing you can do to help support them, we're seeing a huge issue with bee populations pretty much across the globe and, one of the main culprits here is the rampant use of pesticides, particularly neonicotinoids. What we do, because the organic radius only goes so far and you can't put a leash on the bees.

We only work with Apiaries and we only work with bees on grounds where they have a five-mile radius of clean forage which is the maximum distance that they're typically going to fly to forage for food. In doing that, we're giving the bees access to clean, nutritious food, we're getting them away from the pesticides, we're helping to just really support them.

That's the number one thing we do and it doesn't maybe sound like a big thing but it is hard. We have very limited space in our world and finding green, clean grounds with a five-mile radius, it's challenging. We literally go all over the globe looking for this and we're constantly testing product for every single production run.

We work with our lab in Canada and we test for every pesticide toxin and pollutant in accordance with Health Canada. If anything comes back with trace amounts of something we don't like, we will not, we can't use that product.

I mean, why that's really hard for us, is let's say we're working with this beautiful, amazing apiary that you know, it's surrounded by clean grounds and then all of a sudden, new neighbors buy up the farm land next door and they create some sort of industrialized farm.

[0:11:18.9] AVH: Farmland or something.

[0:11:20.2] CS: Yeah, then you know, even if our land is perfect, the bees can fly over and you know, become exposed to that. It is really challenging and we work very hard to find clean grounds and keep the grounds clean. That's really the first layer. Beyond that, we're constantly monitoring our hives.

We are always looking for hives that are getting close to swarming and splitting, we keep very close tabs on our population trends and we basically want to see year after year hive growth. We've been very fortunate, and the fruits of our labor have paid off and we have seen that paid off on a continuous basis. Everything we do from working with Royal Jelly to pollen, we're doing it in a very slow way, we're constantly monitoring.

All of our beekeepers, for most of them it's a generational trade, they've been doing this for a very long time and because we're constantly monitoring, if we ever see a hive, if we were to see a hive that looked weak, we would pull back. We would never over harvest, we're very committed not never over harvesting.

[0:12:21.4] AVH: Is your commitment to this level of sustainability, is that in any way slowing the potential growth of this company, that may be a sacrifice that it seems like you're willing to make

but do you think that if you were less concerned with being sustainable and doing the right thing that you'd be growing faster than you are?

[0:12:40.9] CS: 100%. Actually, now we've kind of sorted it out but when we really started the company, every single winter, we were back ordered. I don't know if you remember this. I think I was talking to you about that bits but this is like, this is when we first started when it was a two person team.

We were constantly back ordered because we're not going to overharvest our honey. We want, especially our hives that are in Canada where the bees are hibernating, we want to make sure the bees are going into winter with a surplus of honey and if they're looking weak, we're just not going to harvest, so we were constantly back ordered so at this point now, what we've done is, we've built up our sort of apiary team and we're working with different apiaries and different bee keepers in different places.

We're working with enough people and enough hives so there's a good margin of safety. Now we're okay, but in the early days, yeah, we were constantly back ordered. I was stressed all the time, we kind of couldn't add apiaries fast enough and the problem is, we can't just add an apiary.

We can't just find a new beekeeper, we have to really check in to the ground, have lengthy discussions with the beekeeper, go over their practices, you know, there's just like a lot of factors that kind of go into this. Everything we do, we're finding the most sustainable way to do it.

[0:13:54.8] AVH: Right, are you concerned with you know, you were mentioning earlier the space that's needed to ensure that the bees are you know, traveling in healthy places and not being exposed to pesticides and things like that. You have to be extra picky about the locations and the apiaries, are you concerned that as you continue to grow, that you're either not going to be able to find more apiaries or that you're going to run out of space, is that a concern for you?

[0:14:21.4] CS: It's not, Well yes and no. In the US, if we were only working in the US then yeah, I would absolutely be concerned, it's scary what's happening there and by the way, not

just for bee products but for food as a whole. But, in other parts of the world, there's been some really strong movements to get rid of pesticides.

In Canada for example, Ontario, my home, was the first province to institute a partial ban on neonicotinoids. In Europe, there's been some really great momentum. There's other parts of the world where people are actually stepping back from pesticides and creating more beautiful and amazing space.

We keep a very close tab on regulation and when we see momentum in a certain area, we're like "Okay, it's time to go explore that area." That's sort of how we function and we're very agile and in doing that, we've been able to build this team of incredible beekeepers who are kind of at the forefront of the sustainability movement. I think as consumer become more and more aware of this and we learn more about the damaging effects of these pesticides, there's going to be more places in the world that really open up to us.

I mean, yes, there's some parts of the world that are a little slow to make change, change it up a little. The answer is no because there is enough good and there is enough awareness that I think things are becoming more accessible.

[0:15:45.3] AVH: Okay, overall, good news, hopeful news and maybe some of the slower nations will start to come around when they see the light.

[0:15:54.1] CS: I think on all of the consumer levels, all of the wonderful people listening to this and taking a genuine interest in the bees and the environment, they are the ones making the difference here.

[0:16:03.5] AVH: Yeah, okay. I've just got to interject about how paleo this conversation right now because you're outside, there's beautiful sun shining on your body, I can hear the birds chirping and it's not in a distracting way. I think our listeners will love this, but this is like, so paleo right now, you're just outside in the sunshine with birds, it's like a Disney movie I'm watching.

Anyway, all right, okay. This is a story that I kind of already know but maybe our listeners don't but your background, you have been, and I can say this because you say this about yourself. But you're kind of like a nerd about bees and beekeeping and stuff like that. Talk a little bit about how you were personally very interested in this stuff before you even started the company.

[0:16:43.1] CS: Yeah, I mean, this company came from a very organic place. This was completely my personal passion before I even considered turning it into anything. For me, I'm autoimmune, and because of that, getting sick was a real challenge. I can't really take antibiotics and I spent a lot of time and wasted a lot of money frankly looking for super foods that promise the world that just didn't deliver. They just weren't potent enough for me and they didn't fit into the traditional medical model because nothing there was really working.

I was always kind of struggling. I was always on the verge of getting sick and when I was in Europe, when I was in college, I did a semester abroad and of course. I got really sick while I was in Europe and it was while I was there that I found bee products. I had a very severe tonsillitis, my face was swollen like crazy and I walk into this pharmacy in Florence and the pharmacist takes one look at me and just hands me this weird bottle of Propolis.

No idea what it was, at that time, I thought the bees only made honey, but I was like, "You know what? I want to get better, I will try anything." I used this Propolis and it was the first time that something really worked for me. It functioned in my body the way that antibiotics do for normal people and I was able to make a full recovery and that had just never happened before.

That was my first experience and I kind of just became obsessed and as I continued traveling around Europe which is so progressive with natural health. I learned all about these products because things like Propolis, Royal Jelly, pollen, they're so common in Europe, it's really kind of north America that is a little bit behind on these things.

I learned about all these products, was really excited, I kind of found my thing, by the way, I was also using Propolis to reduce inflammation in a massive way, I was using Royal Jelly, just to kind of boost my focus and just exploring all these different products as a consumer.

I come home and sick again during exams and I just can't find the stuff anywhere. I get online and I look at the local beekeeping association, I got in touch with one beekeeper and I just started. I was looking to purchase the stuff directly as a consumer until the second I met up with this guy, I did go drive up to the middle of nowhere.

I saw this apiary and instantly, I was just like "What is this? I need to be here forever." The second I've always really loved nature and been fascinated by animals and the second I saw the bees and I saw an apiary and you know, I saw my mentor at the time kind of in his bee suit, I was like "I need to do this."

I basically said to him, I was like "Look, I will work for free. I will do whatever you want, I just want to learn everything you know." Next thing you know, I became a beekeeper's apprentice and I know that now, being a beekeeper is this cool hipster thing but in 2012, my college friends were very confused about my –

[0:19:39.9] AVH: You did it before it was cool.

[0:19:43.5] CS: People thought I was very weird. The weird bee girl. I had found something that I really loved, I was feeling healthier than ever and I was just completely blown away by the intricacies of these creatures. I started learning everything I could, reading everything I could, being able to guinea pig and trying different sort of DIY bee made remedies on myself and it got to a point where I started sharing the stuff with friends and the next thing you know, I had people on campus, Facebook messaging me to try these weird bee products out of some random chick's dorm room. It got to a point where I was like okay, "This stuff is clearly working for other people."

I had never felt this good in my life, I really struggled with my health up until college and I was just learning so much about these creatures and wanting to continue working with them. It was really at that point that I was like, "You know? There might be something here." That's kind of how it was born. So it came from me finding my passion, it came from me finding this love and obsession with the bees and solving my own health problems.

I think the best solutions come from that authentic place.

[0:21:02.7] AVH: Absolutely. I think we're all very lucky and grateful that you did find your passion. I think there's a lot of worse things you could be than the weird bee girl. We're glad that that path opened up for you. Talk a little bit about, because I thought this was a really cool story, the background behind your neutrophic product and the B.LXR and how that came to be?

[0:21:25.0] CS: Yeah, that's another one that came from a really genuine place. My cofounder Daniel who you know, she's the best but he played hockey in college like all good Canadian boys. And he hit his head a lot. He really struggled with concussions and because he was playing a sport and he was you know, playing it at a varsity level, at that time, he had seen the top NHL doctors.

He had a lot of information on the concussions, he knew how high risk he was and it was just you know, he used to kind of live managing that because of his condition history. About two years ago, he was on a ski trip with his family and he knocked himself unconscious and I got a call from his brother and completely freaked out. I just went down the research rabbit hole and I put together this crazy, natural formula.

I think I spent like 36 hours on PubMed but I just was doing crazy research because not only is this person my best friend and someone I really care about, he's my business partner. We're a team and I want him to be well and you know, it was just a very scary thing for me. I put together this crazy, natural formula, one of the key ingredients was of course Royal Jelly which comes from the bee hive and we had him using it and because of his concussion history, we were able to test against some baseline.

It was his worst concussion and his best recovery. We saw that happen and after that, I think he was feeling amazing, his doctors were like, "Okay, what's going on, hippie chick, what are you giving this dude?" I was kind of blown away, I was like, "Okay, we've seen this work on at least one concussed brain, what happened to the normal brain?" You know?

We started doing that little guinea pig thing, I started using it on myself. Friends who had struggled with ADHD, they started experimenting with it and we started to kind of do a little focus group and we were finding really strong results. That was really the birth of B.LXR and so that's

our neurophic and what we have in that, it's a shot and we have of course as I said, Royal Jelly which comes from the beehive.

Royal Jelly is the food of the queen bee and one of the reasons it's so powerful on a neurological level is because it's really high in acetylcholine. Acetylcholine, it basically helps your body to communicate and stimulating acetylcholine naturally, it helps prevent neuro degenerative conditions and just supports the brain. And then, Royal Jelly also contains something called 10HDA which is a fatty acid and 10HDA is a really fantastic fit for most brains because of the neurophic factor, which is pretty exciting.

It acts as a catalyst for neurogenesis and then it also contains AMPN1 Oxide which is another fatty acid responsible for stimulating BDNS. This is really important for all brains but particularly for concussed brains because you're helping to stimulate new synaptic connections and improved cell growth and all of that fun stuff. Then just like I said, for regular brains or for people looking to use it preventatively from neurodegenerative conditions, it's a really great way to just naturally support one of your most vital organs.

Royal Jelly is fantastic for the brain. The next ingredient we have in there, it's called the bacopa monnieri. Which a lot of people don't know about, it's an extract from a leaf traditionally used in Ayurvedic medicine and it's an adaptogen and having an adaptogen in there was really important because working really hard is stressful and same with concussion, there's a lot of like mood things.

Having something that can help to modulate your stress response can be a huge help and then bacopa is also great for promoting memory, it's neuroprotective agent as well. To the extent you're exposed to mold or toxicity and then the last ingredient in there is one that most are familiar with ginkgo biloba which really helps to circulate the brain, also helps to modulate the stress response and yeah, it's a pretty clean, simple formula and we have it in our shops.

We chose to go with the shot and keep it liquid to maximize absorption.

[0:25:33.5] AVH: And it tastes good.

[0:25:35.1] CS: I know, it's keto friendly and zero grams of sugar.

[0:25:38.3] AVH: Yeah, it tastes good and I got to say, I got to give a shout out to my husband who is a massive fan. I tell you this every time I see you, I'm like, my husband uses your products constantly, but he is in the military and he has a job that is very stressful, mentally and physically. It's very easy for his immune system to become depressed, it's very easy for him to get stressed out and then deals with his cortisol and his ability to focus and he has to be able to focus and have his brain in tip top shape.

He is obsessed with the B.LXR. Like, he uses it constantly. He's not going to blow smoke up our ass either, he's like, "If this works, it works." You know, he's somebody who I think is like a very good test subject because he's somebody who is just constantly being subjected to all of the rigors that a human brain and body can be subjected to and he notices a massive difference.

I just like it because it tastes good. Maybe my brain isn't working hard enough, not that I need it as regularly, but I actually just really like it. I think, one of the things I want to touch on too that you mentioned when you were telling your story about being in Florence and trying the stuff and just like being desperate and saying, "Whatever this natural weird product is, I've never heard of, I'm just going to try it."

It's something that in north America, we're starting to come around too but we just have this like oddly, unnatural kind of distrust for products that are natural. That aren't some kind of chemical, made in the lab sort of pill. How could something that comes from an animal or from the ground or from nature be as effective as like an antibiotic or this sort of lab made thing? But companies like you are proving that, I mean, there's a reason why this stuff was used before, all the lab chemical stuff was made, right? Because it works.

[0:27:28.9] CS: That was completely my experience. You know, as the consumer, that's been my experience for a long time but that's why the tag line of our company at Beekeepers Naturals, it's "Naturally sourced, obsessively tested." We're trying to take all these completely natural compounds but then apply the same sort of scientific rigor, typical of the pharmaceutical world. That's basically a nice way of saying, "We test the crap out of everything we do because we want it to work."

We are not interested in making products that look great, that don't deliver on results. That's really the core of what we're doing here. I think that it's hard in the natural world because we have lost a lot of trust because there are a lot of things that you know, they aren't necessarily potent enough, or the way that they are extracted, you lose a lot of the magic.

There's a lot of factors that go into it and I think now, we're certainly doing it and I see a lot of other fantastic companies really focusing on creating these – not only just working with natural compounds but building products that can be used in place of the typical over the counter stuff and really working on the sourcing and the formulations and giving us stuff that we can trust.

[0:28:39.9] AVH: This brand new product that you have, that you like, just unveiled to people that I think people generally are freaking out about, they're very excited. I know I'm freaking out about it because my favorite thing that I discovered in the last year is CBD, hemp derived CBD and I've been using it for, in a number of different products, iterations, I've been using it for like sleep quality and you know, just general sort of anxiety, happy feelings, whatever.

It's changed my life significantly. It seems like you've touched on something here and you created a product that people are really excited about and looking for. Can you talk about what that is?

[0:29:22.4] CS: By the way, I kind of glossed over something important that you said that I just wanted to touch on really quickly. You mentioned how it sort of full circle. The medicines and sustenance before we had anything else and that is so true with bee products.

Bee products from Propolis to pollen, to Royal Jelly, these are the healing tools that our ancestors, like the first recorded use of Propolis dates back to 300 BC. In the 17th century, Propolis was listed in the London Pharmacopoeia as an official drug like Propolis is the original antibiotic. We use it across cultures.

It is just really interesting, and re-learning what we were using to heal back in the day and taking things to a more sustainable place. So it's just one thing that I really –

[0:30:09.7] AVH: We don't trust our guts anymore, we don't trust nature anymore, we don't trust the things, we put so much faith in technology which is great and we need it and thank God for it but we need to – the idea like you said that it worked for you the way antibiotics worked for normal people but without any of those awful side effects that antibiotics have for everybody, you know? Antibiotics are really tough on people's systems.

They're bad, they're necessary sometimes but they wreak havoc on your gut and if you can find a natural product that does the good stuff of an antibiotic without the bad stuff, I mean these are the kind of things we need to start being more open to, so yeah.

[0:30:52.0] CS: 100%, yeah saying it is really cool to be working with the original healing tools of our ancestors, again very paleo.

[0:31:00.7] AVH: Yes, so good and so paleo.

[0:31:03.0] CS: Yeah, so our new product it is called B. Chill. It is a high potency hemp honey and like you, I love CBD. I have been using it for a while and I mean honey is just the most fantastic carrier. Full of live enzymes and this is just a natural fit and then honey by the way before we even get to the CBD, honey has some amazing calming properties. So raw honey contains amino acids, one of them being tryptophan and when you have honey, it causes a small steady spike in insulin.

Which allows the tryptophan to cross the blood vein barrier, where it is converted to serotonin and then melatonin which is a well-documented sleep aid.

[0:31:41.0] AVH: Honey does all of that?

[0:31:42.8] CS: Oh yeah, so honey before bed like a little teaspoon of honey with a little sea salt is fantastic for bed. I was doing this before I was using CBD in it. I always do honey before bed. The other thing and this is particularly important for women is honey helps to stop glycogen levels in the liver. So particularly for women as they are aging and experiencing hormonal changes will at times wake up in the middle of the night because their glycogen levels are depleted.

And it is basically their brain triggering a crisis search for fuel and so having a little bit of honey helps to stop the liver and help you to sleep through the night. So honey on its own has some amazing – it has many great benefits but one of them is a chill out, calm down, promote sleep benefit and so combining it with the CBD, it is an incredible combination. So our honey, it's called B. Chill in our large jar we have 900 milligrams of hunt derived CBD. We have this little on the go sticks which is fantastic for anxiety. I always have one in my purse because –

[0:32:47.9] AVH: Do you know how many milligrams of CBD per stick approximately?

[0:32:52.2] CS: Yeah, for the sticks it's 20 milligrams and so everything we do as a company is high potency because we work with really educated consumer base and we'd rather give them the tools and then let them see what works for them. I mean you could take half a stick, you can take a full stick, you can take half a teaspoon, you can take two teaspoons. It's really what works for your body but we'd rather give you more of something good and you see how it's working for you.

[0:33:19.0] AVH: Yeah and the great thing about the CBD too, we have done a bunch of podcasts on CBD and what that is and people can go back and we can put that in the shownotes. We don't have to go over all of that, but CBD is not psychoactive, it's not like THC, you are not going to get high, you can't really overdo it, you're probably not going to consume an entire jar of CBD honey in a sitting anyway. So you would probably get sick from the honey before you get sick from the CBD.

But it is easy to play with and find the dose that works for you, there's really not a whole lot of risk involved in that.

[0:33:51.9] CS: Absolutely and yeah, it is actually at zero percent THC. So it's completely CBD and then one of the things just to bring that back to that whole naturally sourced, obsessively tested thing, we built this product in a very special way. So we are always obsessed with bio availability and how we basically did this is we created an evenly distributed CBD honey. So what happens sometimes with CBD honey is people would just mix the CBD or the hemp oil into the honey.

And the problem with that is one teaspoon may have three milligrams of CBD and the next one may have twenty. It doesn't evenly distribute so what we did is we created a CBD emulsion and then re-infused it into the honey and then through doing that, we used NCT oil and sun flower lecithin and that actually maximizes everything. So it's really cool because the NCT, it doesn't require polycis which means it's immediately absorbable by the body.

And so it allows for a speedy delivery of the CBD and then sunflower lecithin allows the mixture to bind into water in the body and increases the absorption and then you've got the honey with the live enzyme. So it is a winning combo for rapid absorption.

[0:35:04.4] AVH: Okay, there's still some misconceptions about CBD. I think people are still trying to learn more about its benefits and what it really is but are there any issues with this product in terms of buying and shipping it all over North America or can you send this anywhere? Can people buy it anywhere? How does that work right now?

[0:35:24.5] CS: Yes and this pains me but we are not available in Canada right now. We are keeping a very close watch on regulation and the second we can get it available in Canada, it will be there but right now, this is a US only product.

[0:35:39.1] AVH: It is ironic too considering that Canada is first of all more relaxed about marijuana anyway but also we tend to be a little bit more, I don't know, just less worried about that kind of stuff in general. It is weird that our understanding of and rules around CBD are behind at this point but hopefully, I am confident that's something we're going to sort out.

[0:36:02.7] CS: Oh I think it is something that is going to be sorted out very soon and the other thing too is because regulation has been changing like crazy, like Canada had advanced policies and then all of a sudden they are behind and I think literally it is going to be sorted out very soon. So we will get it to our Canadian friends as soon as we possibly can but right now, it is US only but it is available across the US. We ship all over the US so anyone can use it and how I use it like I said, I use our sticks.

I keep them in my purse for anxiety like when you are just having a really stressful afternoon or when I am flying. I get anxious when I am on planes which is crazy because I am on planes constantly.

[0:36:42.6] AVH: Well you've created another product out of necessity. You're a genius.

[0:36:46.4] CS: Honestly, everything we do is stuff I eat.

[0:36:49.8] AVH: I mean it's beautiful but that's good because you know. If you need it, somebody else needs it too. I never get on a plane anymore without your Propolis spray, never because that was the one thing with me travelling. I always feel like garbage on the planes because mixed with that recycled air, it's dry and then I'm probably dehydrated. It's just a nightmare and I religiously use it on planes now and I haven't gotten sick since I have done that so.

[0:37:17.9] CS: Yeah, I will not get on a plane, I mean I don't go anywhere without Propolis. Propolis is my protector like if my immune system is feeling off or I am just run down or occasionally you wake up with that kind of tickle in your throat, Propolis is my go-to remedy. You stop that sore throat before it starts, you keep your immune system up. By the way, this is funny, the last three plane rides I have been on I've just been bringing extra Propolis on my carry on.

And I gift the stewardesses and the entire team with the Propolis because somehow they just see me spraying it and they're like, "What's that?" and we get into this hour long conversation and then –

[0:37:53.9] AVH: Yeah because if anybody needs it, it's the people who are on the plane constantly, right?

[0:37:58.2] CS: Yeah, one of my close friends is a flight attendant and she sprays it into her water and she's just drinking it the entire plane ride. On top of protecting you from germs, Propolis is really great for cantering free radical damage. It is really high in anti-oxidants, polyphenols, it's really high in caffeic acid which helps combat oxidative stress and that is another unfortunate consequence of flying.

[0:38:18.6] AVH: Yeah, I should just be bathing in this stuff really, right? If I get my B. Chill just like pour it into the tub.

[0:38:25.6] CS: This may make me sound like a crazy person, you know in Big Fat Greek Wedding, the dad with the Windex? I do that with Propolis.

[0:38:34.0] AVH: Yeah, just spray it on everything and everyone.

[0:38:37.3] CS: But straight up when I am doing an Epsom salt bath I put Propolis in because topically, I mean I use Propolis topically all the time. I use it for psoriasis all the time. I mix it in with coconut oil and I put it all over my body but Propolis is really great topically. It is also really great for cuts, burns, using it like a first aid situation.

[0:39:00.0] AVH: Yeah, I love it. Okay, I have a couple more product questions and then we'll wrap it up before too long. So for the hemp honey which I have and I haven't opened it yet but I am very, very excited. What honey did you use because I know you also offer a bunch of different types of honey, so which honey did you use for that and why did you choose it?

[0:39:21.3] CS: So all of our honeys they are coming from slightly different floral sources and locations but they are all of course sustainably sourced, using the same testers and so for our hemp honey we go with the wild flower blend. I love the wild flower blend because I am really big on exposing your body to just all the medicinal bits and all qualities from different flowers is really fantastic and then also, it is a taste testing.

The wild flower is a little more herbal and it just works with me and hemp oil and so it is our wild flower honey and one thing I wanted to touch on as well and I mean you know this, not all hemp oil is created equally. We use high quality sourced hemp oil and we treat our hemp oil the same way we treat our honey and that we are obsessed with making sure it is clean and sustainable and potent and free of this, that and the other.

So, our hemp oil is organic hemp. It is grown in Kentucky and it's of the highest quality and this is a serious thing because it's huge problem with imported CBD from China, there is huge issue

with heavy metals and a bunch of stuff and a lot of the CBD that we're seeing out there because it is a lot less accepted. It is coming from these different places.

[0:40:42.7] AVH: That is good to know. Another question I had about another of your products that I use daily, the Bee Pollen. It is that beautiful very Instagram friendly bright yellow sprinkles that people are putting on their Asahi bowls and their ice cream and stuff like that, right? I have just been putting a tablespoon in my hand and putting it in my mouth because it's yummy. It's chewy, it sort of tastes like honey but not quite.

Talk a little bit about the health benefits of that and also, I was wondering, because people have such an issue with allergies and usually it's pollen if it's seasonal allergies, is there ever a concern with people that might have any kind of allergic reaction to pollen?

[0:41:27.2] CS: Yeah, okay so first of all for allergies, I know there is a lot of info online about using pollen for allergies. For some people it's fantastic. I am not a big fan of using pollen for allergies just because you're micro dosing with allergen and allergies are very personal. We're not all going to respond in the same way. So my first course of treatment for allergies and what I recommend is actually Propolis. There has been studies that have shown that alcohol extracts of Propolis, they help to inhibit histamine response.

So Propolis will help to reduce that histamine response and on top of it, Propolis is very anti-inflammatory so –

[0:42:07.2] AVH: Is there a concern for people who have bad seasonal allergies that maybe they should avoid the pollen all together?

[0:42:14.5] CS: If you are susceptible to seasonal allergies then I would avoid pollen. I would treat it with extreme caution. We do have a lot of customers and again, Propolis is a fantastic allergy remedy. We have tons of customers who use Propolis for allergies and had great results. We do have a lot of people who use pollen but it is just something to be a little more cautious with because like I said, you are micro dosing with allergen.

So if you have extreme allergies be very careful. Talk to your doctor, don't just go home because the other thing too you have to remember, and this is for you too with that tablespoon, our pollen is raw. So our pollen is going to be more potent than the other pollens that you get out there. So you know what? Even a tablespoon is a lot. Two teaspoons should be more than enough. You don't have to use as much of it because it is in raw form. It has all the live enzymes, it is going to be more potent.

[0:43:06.2] AVH: Okay.

[0:43:06.9] CS: Anyway that is one thing, you don't need as much of it to get those amazing health benefits but for pollen and the allergies, there are some studies. There is a study in 2008 in Japan and they found that pollen inhibited mass cell production which is a precursor to histamine. So there is definitely some evidence that pollen could have benefits for allergies but like I said, allergies are so case specific. So if you are using it for that, talk to your doctor.

Go very slow and when I say slow, I mean share with a few granules of pollen and see how your body reacts but yeah, we do have a ton of customers who use it for that. They use it to micro dose to reduce the allergic response and they are really enjoying that and then allergies aside, pollen is just an awesome superfood. So I eat pollen every single day. I look at pollen as my ultra-absorbable multivitamin. It's really high in broad spectrum vitamins.

Really high in B vitamins which is amazing for energy and really important for vegetarians as well and one of my favorite things about pollen is that it contains the free forming amino acids. So it helps your body to really pull out all of those nutrients often with a pre-workout. There was a really interesting study and it found that pollen actually increases your endurance. So I always do pollen before I work out. I actually do a teaspoon of B Powered before I hit the gym.

But the study, it found that pollen actually increases blood hemoglobin values. So it helps to oxygenate the body, so it increases your endurance. So a little bit of pollen is a great thing to do to get the energy levels up and do it before you hit the gym and then also because it's got the live enzymes and the amino acids, like I was saying it helps to pull the nutrients out of the food. So putting it on top of the smoothie or on top of the salad.

Or anything that you want to improve your body's ability to absorb and pull the nutrients out of, it is going to be really helpful in that way. Oh and then another really cool beautifying thing about pollen is it's a potent source of Rutin, which is a compound that strengthens capillaries.

[0:45:03.3] AVH: Right, so I am going to keep taking it. I am just going to keep putting a tablespoon in my hand and then putting it in my mouth like an animal because it tastes good and it has a lot of good things.

[0:45:13.4] CS: If I can just say it, my pre-workout is coconut manna and some bee pollen and it is the most delicious thing ever.

[0:45:21.0] AVH: I love the B Powered too, that might be my favorite product and I just signed up for a 5K and I am going to try to run it slowly. So I am totally going to experiment with this bee powered pre-work out and let you know how that goes. I am pumped about it.

[0:45:37.2] CS: Yes, definitely use B Powered for your pre-work out and then also if you are going to be doing that, you should be upping the Propolis because Propolis contains the flavonoid called cinnamic acid and basically it helps to – so there is a study that I looked at about a competitive cyclist and Propolis and its ability to combat pre-radical damage in the body that is induced by exercise and Propolis has fantastic results for that.

So exercising is amazing but there are of course some stress put on the body and Propolis can help to counter that stress.

[0:46:08.2] AVH: All right, good to know.

[0:46:09.7] CS: Yeah, I am obsessed with using B Powered pre-workout also fun to be powered by that. B Powered is the super food honey guys, I know we are jumping a lot around here. So B Powered is our super food honey. In one teaspoon you are getting 745 milligrams of Royal Jelly, 532 milligrams of pollen and 43 milligrams of Propolis and the really cool thing about B Powered is that bee products have synergistic effects. So when you combine Royal Jelly with raw honey it actually becomes a source of bifidobacteria.

Which is an awesome probiotic for your digestion and then Propolis is really high in polyphenols so it's prebiotic. So you've got prebiotic, probiotic, you've got the Royal Jelly brain boosting powers, you've got Propolis and its immune boosting powers, you've got the pollen for energy levels and vitamins and it is just a really cool all in one and it's a very delicious way to get your vitamins.

[0:47:00.2] AVH: It's so good, it is so yummy. It is honey but way more delicious somehow, I don't know. People just have to try it. When this goes up folks are going to have to try it and let us know, we are going to post all the information on social media so they know where to find it but one last question I have before we wrap it up because when we first talked and we've only known each other longer than this but we met at Paleo f(x) of this past one but about a little over a year ago, right?

And when you and I started talking and you were chatting about the company and this is a new company still but it was even newer when we first started talking and the growth of the company even over the last year has been incredible. So first of all, congratulations for that because the fact that you are alive and smiling and healthy, and this company is growing as quickly as it is. It is an impressive feat. But how are you managing the super-fast growth of this company because now not only can you get it across North America but I mean you are in some big stores.

You are everywhere, you're in Whole Foods, you are doing it all. So how are you handling the growth of this company?

[0:48:06.2] CS: Yeah, thank you for that. It has been a lot. It is really exciting, honestly we have really great products and that is not coming from me that is coming from the bee. I was really lucky to have all of my health struggles really led me to finding this amazing solution and it's going to be a solution for a lot of people. So we are very, very lucky. It is a testament to our product. It is a testament to our chem team who does all of our product testing and our quality.

So that is really fantastic but the thing is, when I started the company, you know this very well when I started the company this company was like my secret side hustle. I was working at Goldman Sachs and I had this secret double life where I would spend my evenings – I never

thought I could do this full time. Anytime I told anyone that, “Yeah I am working at Goldman but my dream is to be a beekeeper,” people would start laughing.

People thought I was crazy and it was really hard for me to leave that environment because I was doing something that is socially acceptable and rewarded and I wanted to do something that I knew could be really healing and have impact, but other people had no idea what I was talking about. It’s not like I said, “I want to go start an app.” I said, “I wanted to go sell bee products.” People were a little confused. Anyways when I started the company I was in such a harsh situation.

I was working crazy hours at a second job, it was just me and then it was just me and my co-founder who was also working a day job and it was not contusive to starting a company and we had to really be scrappy and really be agile and I do not condone this but we pulled a lot of all-nighters because we started it in harsh conditions, it is like anything we do that is amazing you know? Anything we do that is hard now is not as hard as that and that really forced us to –

It put us to the test because it was so challenging at that time and we were bootstrapping the company. We had to really ask ourselves how dedicated we were to this how important is this to us and then leaving the good on paper jobs for something that ultimately was a huge gamble. I mean people are liking the products and it seems to be working out, but it was a huge gamble and it very much was a calculated risk and it was not an option for me.

It was just what I felt I had to do so I am just really grateful to have a career that is my passion and get to do that every day and it did not come easy and I spent a long time having a different career and getting to this place. I just say that because there is a lot of people with wonderful ideas that probably have something that they are thinking about pursuing but they didn’t want to leave the stability of their day job and they don’t necessarily have to.

You can create a situation where you can dive into both and slowly but surely work your way forward and work towards the situation the ultimate dream career and get there slowly and sustainably. That is my motto to everything it seems, slowly and sustainably. But yeah, I mean the products work really well and it’s definitely a lot but I used the products to support myself.

Like I was saying, I just make stuff for me, I could no function without B. Chill because I am the most anxious person ever.

I use Bee Elixir every single day for brain support. I use it to help me with jetlag. It's a huge helper for that and then Propolis, I tend to take on a lot and I put a lot of pressure on myself and Propolis helps me to support my immune system. The pollen, all the vitamins, I mean the bee products are keeping me afloat here.

[0:51:47.9] AVH: Yeah but I mean what you are saying, the sincerity behind what you wanted to do has I think helped with the growth too because it is one thing for us to have these pie in the sky dreams because we don't want to sit in a cubicle. So let's come up with a company and something weird and I guess let's make an app because that's what people do these days but you really created something out of necessity and something that you truly used and needed and wanted.

I think that that sincerity and the work that went into that shows through and it's obviously something that is connecting with other people too. But my question is now that it is so much bigger and you must obviously be adding some staff members and be growing your team, are you still able to spend as much time as you want like on PubMed and developing new products and stuff or are you the one who is beating the pavement, getting into Air One and places like that? How much of it is business stuff for you versus like the fun creative stuff still?

[0:52:47.9] CS: So right now we have especially – so when we were in the early stages of formulation, now we have a really incredible chemist who worked with us and him and I will kind of like tag team new product developments. Then we have a chem team beyond that she'll do all the testing and perfect the formula, but I still spend a ton of time on PubMed and I will for the rest of my life because I am a little bit obsessed and the other thing too, that's how I survived.

Because I am a person who is allergic and reactive to everything and so I have been in heavily researching every single thing I put in my body since I was 12 years old and because of that and because I have a very specific perspective just because of all the adverse reactions I had to things, I think it is a really important perspective to keep in our product development forever. So I will always lead that in some capacity and as we add more people, I have off loaded certain parts of it.

And I will always kind of review things but yeah, we have been really fortunate to find great team members. They are people who I trust and they are all people who'll come at this from a very interesting personal perspective as well, whether it's like me struggling with an autoimmune concern or experiencing something like my co-founder did with a concussion, or just having a real dedication to sustainability like for our head of sales actually in Canada.

He just finished his master's degree in sustainability and he actually had a bee tattoo, how cool is that?

[0:54:12.8] AVH: How do you not have a bee tattoo?

[0:54:15.6] CS: I know. I know. Before he joined the company like we're interviewing him and he's like, "By the way" he's showing me the tattoo like –

[0:54:21.0] AVH: "You're hired!" Okay I feel like that needs to be the new criteria for employees like, "Are you willing to get a bee tattooed on your body, let's talk." Okay that's good. Well, all right we should wrap it up because I feel like I could talk to you forever, but I think that we have given our listeners a lot to think about and to maybe research on their own and look at what products they might want to try. But where can people go online to learn more and see you guys online?

[0:54:48.5] CS: Yes, so check us out at beekeepersnaturals.com. Our Instagram is @beekeepers_naturals. We have a ton of information on our Instagram and also, if you are just looking to product decide, if you are looking to just get involved with the bees, learn about what is happening, tons of information on our Instagram. We have this really cool series on our blog called Unveiled where we talk all about sustainable beekeeping and we profile different beekeepers from around the world.

And there is also an area in our site where you can give back. We partnered like I said in the US with UC Davis Bee Research. In Canada we are partnered with the Canadian Bee Research Fund and all of our apparel, we have some pretty cute hats and tees that say things like "Don't

hate pollinate” and “No honey mo problems” and then we give a percentage of proceeds from those over to our charity partners. So, a really great way to give back.

I just want to encourage everyone to learn more about what is happening with the bees, they pollinate one third of our food supply and it is critically important that we all become more aware of what is happening to them and how we can take care of them.

[0:55:48.3] AVH: Okay, thank you Carly for being a bee nerd because we it. The world needs it, our health needs it and thank you for just being such a hard worker and tirelessly creating these products for us because you are making a big difference so thank you for that and maybe what we'll do, I'm going to put you on the spot but maybe we'll some little giveaway when we post this podcast for a cool t-shirt or something delicious.

[0:56:13.4] CS: Okay, exactly.

[0:56:13.8] AVH: Because I think people need to get on that. All right Carly thank you for your time.

[0:56:17.3] CS: Thank you so much for having me. It was a pleasure.

[END OF INTERVIEW]

[0:56:20.8] AVH: All right everybody, thanks for listening. If you have tried or going to try any Beekeeper's products, reach out, let me know what you think, questions, comments, anything on social media @paleomagazine, me personally @themusclemaven, or if you have like a delicious tasty paleo recipe with honey that you want to share, let me know because I am down. So that's it another shout out to Chomps for sponsoring the podcast.

You cannot go wrong with their tasty, natural, high-quality meat sticks and you know I feel like that is not the most eloquent sentence I have ever said but it's true. So they're delicious, they're easy to take on the go, they fit into your paleo, keto, low carb, whatever plan so check it out. Chomps has you covered, go to chomps.com they'll give you 15% off your entire order and free

shipping if you use the code “Paleo Mag” at check out. So stock up while you can and let me know what you think.

Okay next week is an interesting one and I feel like I probably say that every day, but I believe it so there you go. I am talking to a woman named Lauren Loble. She wrote a book called *Accidental Paleo* where she talks about becoming a paleo vegetarian. Now if you guys know me by now and I think you do, you know that paleo vegetarian is a bit of a hard sell for me personally, but I know that it works for some people and she does talk a lot about just bringing more plants into all of our diets.

Whether we're carnivore, paleo, keto, whatever, just bringing more plants and I can get behind that and I do love to hear about anyone who goes from the more standard process food approach to something that is a bit more in tuned with how our bodies are supposed to eat. So it is a good one, you may hear me say the words “Vegan tuna” next week which honestly is reason enough to tune in because what, literary what?

Anyway, on that note enjoy your day everybody. Please join me next week and thanks as always for listening.

[OUTRO]

[0:58:16.8] 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.

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