



#530 The Science of Skin Detox and Anti-Aging With **Amitay Eshel**

Amitay Eshel

The best, highest end CBD products are not organic. Even if you take something that is an extract, what we really are interested in is actually purity and the lack of contamination. The fact that something is organic isn't necessarily positive. What we do want to look for is what we call pharmaceutical grade. I'm sure everyone has heard the phrase before, "I'm not putting on my skin whatever I'm not going to eat." That's a little bit silly because some active ingredients you really wouldn't want to eat, for example, like retinol. What you really should look for is ingredients that were actually designed to be at a level at which you can consume them, at the purity which you can consume them. And that's pharmaceutical grade. Rotten plants can be organic, but it's still rotten, right? The products were clean when they were put in the bottle, but they are now two years old, and they're completely rancid. They could still have an organic label because that label was put there when the product was bottled.

Dr. Wendy Myers

So my guest today is Amitay Eshel. He is an entrepreneur in the biohacking and beauty fields. He has held executive roles in the health, wellness, and beauty industry for over a decade, as well as being a business development consultant in that space.

As co-founder and CEO of Young Goose, and host of the Young Goose Biohacking Beauty podcast, Amitay has been making waves in the wellness industry through education and innovation. Young Goose embodies his two passions, performance optimization, and skin health, with products that boost the functions of natural rejuvenation processes in the skin.

Amitay is a world-renowned speaker and wellness expert, he has been interviewed on numerous wellness podcasts and has given talks at hyper-wellness events such as Biohacking Congress, KetoCon, Changing Life & Destiny Conference, Ultimate Wellness Event, The Women's Biohacking Conference and many many others.

Outside of his professional life, Amitay enjoys martial arts, mindfulness practice, cooking, and traveling. He is an avid history student and aims to always educate himself on the latest science of health, longevity and wellbeing. You can learn more about Amitay and his work and his amazing skincare line at www.younggoose.com

Amitay, Thanks so much for joining the show.

Amitay Eshel

Thank you. It's absolutely my pleasure.

Dr. Wendy Myers

So, why don't you tell us a little bit about your experience and your background, and why you started your company, Young Goose?

Amitay Eshel

Well, that's going to be a little bit of a roundabout story. But I actually started my first career in the military; I was in Israeli special operations and ended up being the head of recon for something that's similar to the Rangers here in the United States. So, the story is how I went from fighting people, I guess, to fighting wrinkles. That's the main origin story. But what happened is that after the military, I got recruited to build teams for a startup, which essentially ended up being a red light therapy company. And that was a bit of a challenge because, 15 years ago, you're looking at a product that just looks like, a red wall or whatever, a red-emitting wall, and you need to kind of explain to people what it's going to do for them. And obviously, we took a company that was supposed to be a medical company, and then the company decided that they wanted to sell it to consumers. For a long time, we tried to explain that there are benefits to the mitochondria and it improves energy production with ATP, etc. But that didn't really speak to people. Obviously, some people were interested in the pain mitigation aspects or detoxification, for example, but for the most part, we found out people were really interested in how it made them look.

Dr. Wendy Myers

Yeah, us people are shallow. But red light does make your skin amazing.

Amitay Eshel

Yeah, and, that was, I think, the first time I realized that there is a way to make people decide better choices for themselves for their health, because, at the end of the day, they're interested in how it's going to make them look, which is completely fine. If I can move you in

a good direction that way, so be it. So that's kind of how I think the first light bulb kind of lit up. And when this company got sold, and we had some money in our pocket, what we really were trying to do, Anastacia,, my wife, and I, is we tried to create a company that has the ability to replace NAD IVs, because we were both junkies of NAD IVs at the time, but they were like \$1,000 per IV. And you can imagine two people wanting to get it every week, that's a lot of money. So we understood that this is an amazing molecule, that's the molecule of life, basically, that's the molecule that allows any repair function to happen in your body. Basically any maintenance is reliant on this molecule. And people can't get it because it's so expensive. So we tried to do a cream that would get into your bloodstream. And we found out, and we partnered with amazing universities, which is the Hebrew University in Jerusalem and the Israeli MIT, as I call it, which is called the Weizmann Institute. And what we found out is that you can't do that because the skin really likes it and really needs it because the skin obviously gets assaulted by the environment, etc. So it's always in repair mode. And, obviously, with aging, it's always in repair mode. And so, we made lemonade out of lemons and we created a skincare company. Along the way, we also had a consultancy in the wellness and the biohacking space. And we consulted facilities on how to communicate with their audience. So we had the idea that people were interested in this. Obviously, it was really new; no one knew what an NAD was when we started. But by the time our first product launched, which was a little bit before the pandemic, like a couple of months before the pandemic, I think it was perfect timing because a lot of people were then, obviously, more interested, the entire conversation was about health. So that played, I mean, it was difficult, but long term it played in our advantage.

Dr. Wendy Myers

Yeah. I want to talk about the concept of biohacking beauty versus traditional skincare methods and traditional skincare that most people talk about.

Amitay Eshel

So, I think the world of skincare right now is really divided into two categories. One would be what is called *clean skincare*, and the other would be what is called *results-driven*, kind of a coined term for this is *medical-grade skincare*. But really, it's not, there is no such definition. You can call it *result-driven skincare*. And the reason they're called like that is because what clean skincare tries to do is not to provide the body with long-term harm. Okay, so that's kind of the first Hippocratic Oath kind of type thing, the first do no harm. Whereas the more advanced skincare, and obviously in the middle, there's consumer skincare that you can find in CVS and stuff, we're really not talking about this. This hasn't changed for the last like 50 years, but medical skincare or results-driven skincare, what it tries to do is to provide you with the highest level of active ingredients. And that requires a lot of chemistry, not necessarily a lot of chemicals for the most part, yes, but a lot of chemistry. And the challenge both of these industries have is obviously cost and the fact that you're not going to the lab where it's made and just picking it off the shelf there. It needs to travel. So, this takes around on average, a bottle you buy off of wherever you buy our products is probably a year to five years old, depends. When you start measuring really, if you look at when the active ingredients were produced, it's closer to three to five years. But let's say, in general, the product is at least like a year old.

Dr. Wendy Myers

Yeah, that's why they have so many preservatives and parabens in some of the department store products. No one knows how long they have been sitting around. And they're produced by just three companies, these massive companies, Estée Lauder, Lancôme, and others. They just sit there for years in the stores and on the shelves, and it's horrible.

Amitay Eshel

Actually, the one big player right now is Palmolive. Another big player, they also bought EltaMD®, and PCA Skin. And so that's one thing, but what about temperature, what about moving it from place to place, what about storage, etc.? So, but clean skincare is what I call clean washing, where the product cannot risk having active ingredients, period, because it's still going to be a year to two to three before someone buys it. So, even a few months, if you have active ingredients, and you've actually done no chemistry to stabilize them, they're exposed to light, they're exposed to temperature. That's not great, either. So, I mean, there is no middle ground, everyone goes one way or the other. And what we said in Young Goose, and that's a company we started, it's called Young Goose. We said, yes, we want to have even a higher level of, I would say, more advanced degree of active ingredients. We want to take active ingredients that are now being researched as life extenders. Looking at them, as target molecules that target the actual reasons we age, what are called longevity molecules, or pro-youth molecules, as we call them, and get them into your skin and have them work in your skin. I mentioned NAD before. We deal with many molecules like that. We target all the 12 subcategories of aging, if you, it's called the hallmarks of aging. So, we wanted to do that. But we also wanted to create a skincare that is homeostatic, which means it doesn't disrupt the organism, it doesn't disrupt you, as a human being, it doesn't get to your brain, it doesn't get to your adrenals. And that is a very, very tall task. So, what we started doing, our first version of products were products that have basically micro doses of light preservatives. And obviously, very high levels of active ingredients. And in order to achieve that, we actually didn't sell a product that's more than three months old. So, from the time the active ingredient was made, till you got the product, it was less than three months. And since we are heavily invested in research and development, we also came out and we're starting to implement it now, with a new system of preservation, which doesn't even use preservatives. It uses natural ingredients that act like preservatives, which

is new. That's going to be the first time a skincare company has done that. So, what you're getting is a product that still promises all the other beautiful promises that results-driven, medical-grade skincare provides you, and much more, by the way, because it goes down to the most fundamental levels of your biological aging, what I call the functional age, because there is actually no such thing as biological age, but functional age, but also doesn't harm you as a human being. So, it's a perfect balance, if you will, and that's really what biohacking skincare is. Biohacking skincare, or biohacking as a whole, can have a million definitions, but what biohacking is, is looking at the way we interact with nature, the way our body, our biology, interacts with nature, extracting the good and trying to extract away the bad. We talked about detoxification; we can think of an infrared sauna or any sauna for that matter. We're taking this mechanism of interacting with heat, but we control it; we know when we're done with it. We know how we support our body. We drink water, electrolytes; we make sure we function correctly, etc. And that exists in most biohacking modalities, if you would. We just did it in skincare, which is novel.

Dr. Wendy Myers

Yes, and so I wanted to talk a little bit about... a lot of people listening might be really worried about preservatives in products and beauty care, and trying to do stuff organic, eat organic, use organic products, things like that. So, for me personally, I don't use all organic products when it comes to beauty care, simply because there are a lot of extracts or actives that are incredibly helpful for your skin that cannot be coined as organic, or they can't be labeled as organic, so to speak. And that doesn't necessarily mean that they're problematic for your body or your skin, or toxic in any way. So, I think there's a trade-off that people have to have when it comes to trading off an organic label to using products, let's say, vitamin C serums, or other things like that. They can't be organic simply because of the way that they're made. And so, a little about that, because I personally am all about

anti-aging, and there are a lot of really, really good products like retinol, or just all kinds of different things that are great for your skin appearance but not organic, and that doesn't mean it's a problem..

Amitay Eshel

That's 100% correct. And actually, people probably should look at something else. But to your point, when we look at a piece of meat or a banana, what we're looking at is an amalgamation of many, many, many different molecules in a process that took a long time for me to get the banana or the piece of meat that I'm getting on my plate, right. But what we're describing as organic is not necessarily the banana, but the process that banana has gone through, right. It's what it is not, rather than what it is, which is, not GMO, etc. With active ingredients, first of all, this is a little bit irrelevant. And the reason is, even if it's possible, and I'll get into active ingredients, that is just impossible. But even if it's possible, what we are ending up doing is extracting one ingredient, or one active ingredient, and the importance of this one active ingredient being organic or not, is secondary, because this is just one type of molecule. The issue with organic in general with larger, I would say, extracts, let's think of a CBD type product, right? It's actually like less full spectrum CBD, right. We just extract something from the plant. And you can notice that the best, highest end CBD products even are not organic. They're not even talking about organic in their language most of them. But even if you take something that is an extract, what we really are interested in is actually purity and the lack of contamination because it's going to be very, very concentrated and it's going to be applied on a very specific part of your skin. So, that is why you are interested in the highest purity, and organic doesn't provide you, for the most part, with purity. Quite on the contrary, it provides you with the natural processes that normally happen in nature. So, it's kind of counterintuitive, but organic, when you concentrate something to the nth degree, actually might be unhealthy. And we can see it,

by the way, in societies that are, again, coming from Israel, I grew up next to a village that actually, they have their own rules, they grow everything themselves. And you're not even allowed to smoke in the village, it's a big place, thousands of people, and cigarettes are illegal. But when they measure their different toxin levels, it's actually pretty high because all these people also kind of make their own concentrates and stuff like that. And even the soil itself, the water, everything that is nourishing those plants, still has some things obviously that go into the ground.

Dr. Wendy Myers

Organic doesn't mean heavy metal free.

Amitay Eshel

Quite the contrary. Yeah.

Dr. Wendy Myers

Yeah. It only means pesticide and chemical free, so people have to be aware of that. And in concentrated ingredients, you could have concentrated heavy metals.

Amitay Eshel

Yeah, and then the tractor that reaped the organic cotton you're wearing still used petrol, and this petrol has been absorbed into the ground, and now you have nitrogen-free radicals and carbon-free radicals that are associated with it, and obviously other pollutants. So, again, the fact that something is organic isn't necessarily positive. What we do want to look for is what we call pharmaceutical grade. So, literally, I'm sure everyone has heard the phrase before, "I'm not putting on my skin whatever I'm not going to eat." That's a little bit silly because some active ingredients you really wouldn't want to eat, for example,

like retinol, that you apply on your skin. Or, again, if the product sat on the shelf for a year, I'm not going to eat anything that sat on a shelf for a year. But that is, that's a nice notion. But what you really should look for is ingredients that were actually designed in the first place to be at a level which you can consume them, like at the purity, which you can consume them. And that's pharmaceutical grade. And that's what we make sure that we're purchasing.

Another thing is, is that a lot of... going back to the fact, can we label something as organic or not, a lot of the things are synthesized from bacteria. Or actually, the best ingredients you can think of are synthesized from bacteria, because that's the only way to create them without breaking that vegan label we all want to put on our products, because whether you're vegan or not, and I am specifically I'm not vegan, that is something that there is a large group of people that don't care about organic, don't care about anything else, just make sure the product is vegan. So from a business standpoint, companies want to be vegan-friendly. And that means a lot of the things that you could create out of milk, out of whatever, is created out of bacteria. And that obviously can't be organic.

Dr. Wendy Myers

Yeah. It's important to make these distinctions so you're not excluding this whole category of products that could really perform and achieve the results that you want, because there are a lot of crappy organic products out there that really don't do a great job.

Amitay Eshel

yeah, I mean, a rotten plant can be organic, but it's still rotten, right. So a product again, that could be clean product and is basically clean washing, which means that it is, the products

were clean when they were put in the bottle, but they are now two years old, and they're completely rancid, it could still have an organic label, because that label was put there when the product was bottled. So now two years later, you're really damaging your skin. I mean, the best example actually you gave is vitamin c. Ascorbic acid in general should be avoided in general ascorbic acid, whether you consume it orally, where it is, or you apply it on your skin, especially if you apply it on the skin is an extremely volatile molecule that is becoming more volatile when it interacts with your acid mantle in your skin, basically the protective layer in your skin. And it literally 100% of the time will cause DNA damage and, and cytotoxicity. So it's just toxic for your skin. Not all forms of vitamin C, only ascorbic acid. And that's a product that is obviously considered clean, it can be organic, it can be whatever you want. But this is literally the most toxic thing you can put on your skin.

Dr. Wendy Myers

I am thrilled to announce my new Docu-series come out called Heavy and you can learn more about it at theheavymovie.com and sign up for free. It's a totally free event. And in this landmark series, I interviewed 100 experts on the subject of detoxification on the subject of toxins, and how these inescapable toxins in our environment are causing our chronic health issues like brain fog, dementia, chronic fatigue, mitochondrial dysfunction, obesity, resistant weight loss, even diabetes, or diabetes epidemic is caused by toxins. It's not just the food that you're eating. And we also talk about how toxins interfere in digestion, how toxins or aging affect you. So many important topics are going to be covered in the heavy Docu series. So again, go check it out at theheavymovie.com.

Vitamin C is touted as one of the number one actives that you should put on your skin, and I gave it as an example as an active that some say there are a lot of ascorbic acid products

that are not organic. And it's very, very commonly recommended, but it's really interesting that you say that.

Amitay Eshel

So, in general, it's extremely volatile. Even if you're buying, just for the sake of preserving your money and getting your money's worth, let's say you're buying a 20% Vitamin C ascorbic acid serum, you're actually getting like six to 7% by the time it gets absorbed into your skin. So, other versions are just better value for money. Tetrahexyldecyl ascorbate and Magnesium ascorbyl phosphate, which is called MAP Vitamin C, are probably the best two versions. But sodium ascorbate, just be careful with the word ascorbic, okay? Just remember, ascorbic is probably not good for you. But what happens is that even if it does absorb into the skin, and there is some efficacy to it, it becomes so volatile, it actually excites iron atoms in your cell. And these iron atoms, in order to stabilize themselves, they zoom through your DNA and basically cause DNA damage. And they also cause elevation of pro-inflammatory factors in your cell. So, they're actually extremely negatively affecting your skin long-term. There are some positives; they do have negatives and positives. But there are negatives and positives also for different types of toxins. This is probably one that you want to avoid because there are also much better alternatives.

Dr. Wendy Myers

Yeah. And can you talk about heavy metals and environmental pollutants that are landing on our skin and what they're doing to us?

Amitay Eshel

Yeah, I hate to say it's one of my favorite topics because it sounds like I'm a sadist or something. But it's actually one of my favorite topics, because I think it's really

misunderstood and underrepresented. And that's kind of where we correlated because you obviously talk about detoxification a lot. And, our skin is our major detoxifier, or one of our major detoxifiers. And obviously, it plays a big role in detoxification. And it lives in an environment that is almost foreign to our skin where our skin evolved, basically, to maybe handle UV and handle some forest fires. For the most part, this is the stress that our skin has evolved to deal with, and maybe solar flares once in a while. But it hasn't evolved to deal with electrical magnetical frequency, for example, EMFs that are coming from our Wi-Fi and from our Tesla. And it hasn't evolved to deal with heavy metals, glyphosate and also from the combustion end products such as free radicals that are not oxygen-based. So hydrogen, carbon, and nitrogen free radicals. So we all know basically like oxidative stress, but there are other types of free radicals that are way worse for our skin. And the reason I like talking about it, or I feel it's important to talk about it, because if we went into like 99% of dermatologists online or the ones that like to provide us content on TikTok, Instagram, what we're going to see is that like every week, they're going to talk about SPF, and why it's really important to protect our skin from the sun and that's true, because studies show that we age more from what we call *extrinsic aging*, which is aging because of the environment, then we age from *intrinsic aging*, like what we eat, for example, or different processes and normal aging that is going on in our cells. But actually, from the environment, most people are immediately thinking, Oh, sun damage; although that is true, if you live in an industrialized society, if you live in the United States, for example, you're aging more from other factors, rather than from the sun. So you're aging, our body has evolved to be 80% of the time outside in the sun. And in the Western world, the average is between 95% to 97% indoors. And that is terrible for our health, but it's also terrible for our skin. Because we're getting, again, all of these pollutants I spoke about before, including heavy metals, including dust particles, all of these things our skin has no idea how to deal with and they it doesn't not only not know how to deal with when they harm it, but it doesn't really know how

to detach those elements from our skin so our skin doesn't have a good system to slough them off basically. So they stay there and we know that there are different types of ingredients, maybe from marine algae that can help us by the way, ginger can do it too, these ingredients can actually really help us not only detach them in the case of ginger, but these algae compounds can create a little bit of like a coating on our skin, which doesn't allow these heavy metals and pollutants kind of to attach to our skins because they are present in the ocean. And so these algae actually have mechanisms that kind of protect them from heavy metals pollution, and glyphosate. But glyphosate, since they attach in the same manner, it also allows your skin to be impervious to them. So for example, for us, as a company, we really wanted to have these ingredients in a product that everyone uses, because you could tell me, "hey, I'm interested in a vitamin C serum", right? "I'm interested in a moisturizer." but everyone needs to wash their face. So we actually have it in our cleansers, both gel and solid, these algae extracts it but now we need to explain to consumers that they need to leave it on the skin for like 30 seconds before they wash it off to create that coating. So there are pros and cons but that's just an example of something that I believe should be way more addressed. There is another thing that's actually not from us, which is super, super, super interesting. Which we have in our SPF, but you can find it in many other companies, which is a protein that's called *ectoine*. And ectoine is, Have you ever heard about it? I'm expecting you haven't. But there is something called *space teddy bears*. Have you ever heard about space teddy bears?

Dr. Wendy Myers

No, I haven't.

Amitay Eshel

So space teddy bear is basically our extremophiles, they're just dubbed space teddy bears because they look like a teddy bear. And allegedly, they can survive in space. But what they are, they're little creatures that can live and live in extreme climates. And these creatures have a protein that actually structures water around their proteins, and protects these structures from damage from free radicals and other assaults such as EMF, for example, or glyphosate or heavy metals. And this is an incredible discovery, that discovery of basically getting into skincare is incredible. It's a little bit expensive. So although I foresee there will be entire skincare lines devoted to ectoine. Right now only companies that allow themselves to ask for a high price for their products are actually using it. Because we believe again that a sunblock should actually protect you more from other elements not only from the sun. When we made our sunblock, we incorporated a pretty high level of it. Double of what studies have shown to be the threshold for efficacy in order to protect you from blue light, that's artificial light pollution, heavy metals, glyphosate, EMF, alongside other ingredients that I spoke about before that help that as well.

Dr. Wendy Myers

Yeah, that's so interesting. I mean, I love your sunblock. I absolutely love it because I have.. My skin tends to get pimples from using anything that's oil-based, or a lot of sunscreens can be very oily, but yours, I didn't have any breakouts. It has kind of like a tint in it, a very mild tint that just blended perfectly. I didn't feel like I had this super heavy coating of sunscreen, it just felt very light, provided some nice coverage, and it wasn't oily and greasy. I just really, really love it, and additionally, all these other benefits that you're talking about. And so, can you also talk about how to do a skin detox because I think this is something that our listeners have been really, really interested in. And I just love your whole product line. I love the enzyme cleanser; it just makes total sense. I don't want to ever use any cleanser

again that doesn't have enzymes in it. But there are just lots of other really interesting facets and ingredients used in your whole line.

Amitay Eshel

Yes. So, yeah, the cleanser has enzymes that we had to develop ourselves because, again, normally you need to leave enzymes for a very long time on the skin. And we do have ones that do that. But this was something that we really wanted to have like a super simple product, that will give you great benefits for that. But in general, though, when we look at a way to detoxify the skin, what we really want to do is empower the skin to detoxify itself. Once a year, we have, we really call it our McRib, because McDonald's has the McRib, once in a while. Yeah, we have, once a year, a detox ritual mask, it's actually in October, which is a mask that really, pulls out heavy metals, toxins, etc., from the skin. But for the most part is a philosophy, we really think that the best thing to do is to empower first and foremost, your mitochondria. Because your mitochondria produces not only energy, but also produces the signal for activation of a few incredible pathways. It's a bunch of letters, NRF2 is one of them, NRF2, which is a detoxification pathway, and also NF-Kappa Beta, which is a kind of anti-inflammatory pathway that's also involved in detoxification. So, by empowering the mitochondria and having it function optimally, and hopefully, by the way, actually having more mitochondria per cell, having more of these power plants in our cells per cell can actually create incredible results. So, first and foremost, yet, we have to cleanse our skin. But then what we have to do is supercharge our mitochondria. And we specifically do it mainly with a product that is called *Care*, which is our first product we ever came out with that came out of that research that we did in the Weizmann Institute on how to create a product that will pass through the skin and get to your bloodstream, but the skin liked it too much. So, that's the first product we ever came out with. And it's called *Care* because it's *Cellular Anti-aging, Repair, and Energy*. But really what it is, it's like everything that we need for

optimal detoxification and mitochondrial health. Because it has first and foremost NAD, which is literal mitochondrial fuel, which we talked about before, but it also has 10 other ingredients that piggyback off of that fuel to the mitochondria in order to start all the processes that I spoke about before. And what we also have is a mask, that's called the Hyperbaric Mask.

Dr. Wendy Myers

I love that mask because it makes so much sense. It's an oxygen mask. And that makes so much sense to have a mask like that.

Amitay Eshel

And what's crazy about it is that it actually, instead of giving your skin oxygen, which has pros and cons, it actually kind of ramps up your skin to get more oxygen from the air, aside from again, putting your mitochondria on overdrive, and having it produce more collagen and elastin. And all of the good stuff that we are thinking about when we're thinking about anti-aging skincare. Aside from that, though, it is an incredible detoxifier. So, a lot of people are afraid of using a gel over their moisturizer, which is how you're supposed to use it, leaving it overnight; that's a lot. "Will it clog my pores?" No, quite the contrary, it actually allows your skin to have the best levels of basically toxin release from your skin. And that's really the important part. The important part is empowering your skin to detoxify on a regular basis. What we're going to do now, I mean, what we're going to do, what we're coming out with in January, are two new products very similar to Care, it's going to be like the next evolution of Care, the moisturizer, which is going to be called *Youth Daily*. And we're going to also have a serum that's called Q3 Set. And these two are going to have all of those ingredients that I talked about before, that power the mitochondria and everything like that. But it's also going to have an ingredient called spermidine. And spermidine is

basically like, you can think of it, it does a lot, but I like to explain it as like intermittent fasting in a molecule. So what it does, it helps us recycle malfunctioning cells and dead cells. So, we can talk about detoxification of actual toxins. But one of the most toxic things we have in our skin are actually skin cells that are malfunctioning. One of these, subcategories are called *zombie cells* or *senescence cells*. We have a serum that is specifically to eliminate those cells. It's called Pro Care, which is also our Vitamin C serum. But these two new products are going to really cover it; it's going to be like a kitchen sink approach. It's going to cover all the bases of longevity of youth, but it's also going to recycle all of those toxic cells, which are the main drivers of inflammation and aging in our cells.

Dr. Wendy Myers

Interesting. Yeah, *spermidine* is such an important longevity supplement that I actually inject it. Because it's so important for anti-aging. It's one of those molecules that have been identified as super important for that. So, that's really exciting. So anything else you want to talk about? So there's one product you have, it's called *Amplifying Essence*. Yeah, what are some of the magic molecules that are in that product?

Amitay Eshel

So, one of them is Ectoine. As you can see, we're obsessed with Ectoine, because we shove it into anything right now. So, it's in our Amplifying Essence as well. But it also has a novel NAD precursor, NAD building block that we have there. So, our normal patented NAD building blocks, the things that, you know, raise NAD levels in the skin, they take a long time for your skin to really use them, it takes like eight hours, so they're more for your lifestyle. They're more for the long run. But the NAD precursor, the NAD building blocks that we have in Amplifying Essence, is actually the espresso shot of NAD. So, it's getting used 30 to 2 times

faster, which means that your cells are amped up immediately. And it also has some hydrating ingredients, and again, things that fuel the mitochondria, but that ramping up of NAD very, very quickly, will actually improve any other product you have in the routine. That's why it's called Amplifying Essence. So, it's almost like water-like milky water that you apply on your skin after you wash your face. And anything you're applying afterwards works doubly, twice as well. So, it's a pretty crazy product. It's actually a lot of people's favorites since we came out with it.

But we basically have two things that we think of when we are looking at creating a product. One is obviously, there is this amazing molecule that can extend life in humans, in animal models. And we are trying to then introduce it to the skin and see how we can get it into a product. And if it's effective, we go with it. Fantastic. But the other thing that we're trying to do is to take your paradigm of what a skincare routine looks like. So, I have my cleanser, I have my serum, I have my moisturizer, and we turn that into a longevity product. We're biohacking that. So, a lot of the times, Retinol is something that we didn't innovate. Obviously, every person should use retinol. But what we did was, we looked at how your skin synthesizes vitamin A, which is retinol, and kind of stores it, and we mimic that process. So, we have the world's first biomimetic retinol, So, it doesn't give you all the benefits of a pretty strong retinol, without any flaking, irritation, redness, sensitivity, any of that.

Dr. Wendy Myers

What are some of your other products that you have? Because your line is very cutting edge. Yeah. And obviously, I mean, anyone I've talked to about skincare, you're very, very distinctive, and exacting about your knowledge and the ingredients that you research and choose for your product line.

Amitay Eshel

Yeah, so we basically have like 17 products already, because we're very, you know, we make sure that everyone can have their own routine that would work the best way for them. And you can take a very short quiz online, and you'll get your results, and you'll know what is very easy. But what we have is only one cleanser, we only have one toner, which isn't really a toner, we have a hydrating mist called Bio Seed Peptide Spray, which has MAP Vitamin C, we talked about that before. We only have one essence, which is the Amplifying Essence. Where we start to show diversity is our serums because that's how you choose a direction for your routine. That's how you kind of direct your attention to the results you want specifically. Until the new moisturizer comes out, we only have one moisturizer. We only have one mask, right? So really, where you're getting diversity is your serums, and we have serums for basically all issues, anything from aging to rosacea, to pigmentation to acne, whatever that is. What I really am excited about, and it's not really innovation per se, but I think it is probably the best service we provided for in the last, I think, since we started, was showing how to cycle sync your skincare routine. So obviously, science doesn't like to research women. And women are basically a different person to study every phase of their menstrual cycle. So every you're basically a different combination of hormones, every phase of your menstrual cycle. So that's why, you know, we didn't know how to adjust longevity protocols, etc., to the female audience. And it's only in the last few years that this has really become a talking point and something that people can recommend what to use for. And the minute that this information was evident to us, we invested heavily in understanding how we adjust a skincare routine to someone's menstrual cycle. So now on our website, you can look at the systems that we have, and you can see cycle syncing system. And with an explanation, again, everything's online, but we basically change the serum according to a woman's menstrual cycle, or where she is in the cycle. And the results we're getting are phenomenal. It's a little bit of an investment off the bat, because you're

basically stocking up for every kind of phase of your cycle, right? But since you're using different things in different stages, it lasts a very long time, like six months, at least. So the results are really, really cool. And I think it also allows people to feel a little bit more heard, or, you know, taken into account.

Dr. Wendy Myers

It's fantastic. And so, what is your website? Where can people find your line of products?

Amitay Eshel

So, our website is younggoose.com. That's probably, where you want to start. You can get overwhelmed a little bit if you want to start slower, you can go to our Instagram. We provide so much content and so much information. You can become the skin expert in your friends' circle by just following us on Instagram. If you really want to nerd out on skin, you can listen to the podcast that we have, the Biohacking Beauty podcast, which has gotten pretty large in the last few months, ever since I was interviewed on a pretty big podcast, and it just exploded. So now we get a lot of requests from people as well, like, "Hey, please talk about that." As you know, I have a personal grievance against ascorbic acid. We just recorded like an hour and a half podcast with the world's top researcher of vitamin C. So we're trying to be the place where you come to really learn the cutting edge approach to reversing your skin's age. And yeah, we're, you know, we have a chat on our website. If someone wants some personal advice, they can do that. We have certified professionals that deal with that. We're a pretty friendly company. It was fantastic.

Dr. Wendy Myers

Well, you guys heard it, younggoose.com. I personally use their product line. I absolutely love it. So, I was introduced to it by a friend of mine. And I'm really, really impressed

because, you know, I've used a lot of products over the course of my life, and I've used a lot of garbage and things that make promises and don't deliver. But Young Goose is really, really good stuff. I highly recommend it. So, thank you so much, Amitay, and everyone, I'm Dr. Wendy Myers. And I love doing this show every week, bringing you experts from around the world to help you uplevel your health and your detoxification, and, you know, teaching you about toxins and how they contribute to so many chronic health conditions, but also your beauty products and what you put on your skin, super, super important. And we talk a lot about anti-aging and bioenergetics and so many cool topics. So, thanks for tuning in every week.

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