

EPISODE 156

[0:00:00.3] AV: Welcome Paleo Nation. I'm Ashleigh VanHouten and you're listening to Paleo Magazine Radio, the official podcast of the original Paleo Lifestyle Publication.

[INTRODUCTION]

[0:00:18.3] AV: We all know that health starts on the inside. What you're putting into your body is crucially important. But, what you put on your body is pretty important too and the products you use help support your skin health and just make you look and feel and smell better. So I'd say skincare is a pretty important part of health and wellness for men and women, young and old.

That's why we're chatting with Primally Pure founder Bethany McDaniel who makes an extensive line of natural skincare products including body oils, lotions, even a baby care line using free-trade ingredients and even Tallow from grass fed cows from her own farm. It's a pretty cool story and I use for products all the time so this is kind of a selfish podcast because really I just wanted to talk to her but I think you'll learn a lot too.

We're going to talk about what it's like to start a firm with your extended family with no experience, and start your own natural skincare company also with no experience. We talk about some of Bethany's paleo practices, foods and other healthy products that she's in to. Before we get into this interview, let me tell you about our show sponsor, Restorative blends.

This company offers two products: Armor is a super food green powder that's perfect for your morning smoothie but also mixes well with just water and have thoughtful ingredients for us paleo folks. It doesn't contain wheat grass, oat grass, or barley so it's actually gluten free unlike a lot of other green powders. They also offer a Clear Mind cognitive enhancement supplement, which when taking consistently, can improve your memory retention, focus and cognitive capacity.

I was actually an early guinea pig for Clear Mind and I really liked the results. I found, after using it for a while that I could focus better, my mind was less cluttered, and I really kind of just overall

felt calmer throughout the day, which I think is an important thing when you're a busy, generally stressed out person. So I had a great experience but you don't have to take my word for it, you can learn more about the products for yourself at restorativeblends.com.

All right folks, now is a good time to put on that homemade avocado face mask or maybe give yourself a little manicure while you listen to my chat with Bethany. Paleo Magazine Radio starts now.

[INTERVIEW]

[0:02:46.3] AV: Hey Bethany, welcome to the podcast.

[0:02:51.0] BMD: Hey Ashley, thanks so much for having me on.

[0:02:53.2] AVH: Good, how are you today? I know you've been traveling or you're going to be traveling, right?

[0:02:57.4] BMD: Yeah, we're about to head to Arizona for a little weekend away, I'm in southern California so it's just a short drive.

[0:03:04.7] AVH: Very nice, and are you leaving good weather to go to nicer weather or?

[0:03:09.2] BMD: A little bit. I think it's pretty similar right now, actually.

[0:03:12.5] AVH: Okay. I guess none of us can complain. I'm in New York right now and it's like 75 degrees and it's February. So, I mean, yeah no complaints. We'll get this podcast going and yeah. Well, we'll get the podcast going and let you get on to your holiday but...

[0:03:28.0] BMD: Oh okay.

[0:03:30.2] AVH: First, I know you're here to talk about your skincare company, but I think a good first step would be for you to talk to us about your farm and how after doing some moving

around with your husband, you decided to move back to California and start a farm with your family called primal pastures with no farming experience you say.

So first, tell us why you decided to do that and second, what that whole process was like?

[0:03:54.7] BMD: Yeah. Oh man! Well, it all started around the time we got married, which was about five years ago now and my husband's dad has always been really interested in pastured organic farming. He's a big follower of Joel Salatin and his work he's read probably around a hundred books on farming, he's just always been fascinated by it.

We always kind of thought it was just his weird little hobby and then as we started getting more into the real food movement and just noticing what a difference it made in our lives and how we felt in our bodies, we became more interested in the whole grass fed beef, pastured chicken aspect of things and why that actually matters and luckily we just had this guy who was a wealth of knowledge on the topic and we were finding it difficult to find in those kinds of needs nearby and so just for fun, we one day ordered like a hundred chicks in the mail and had them delivered.

[0:04:58.5] AVH: As you do, for fun.

[0:05:02.0] BMD: We just thought we would — I mean Tom already knew so much about this so we thought, "Why not just give this a try and we can just at least have this for our family to eat?" My brother in law, Paul, started a Facebook page just to kind of chronicle our journey of raising this birds and it started to gain a lot of interest.

The first 50 or hundred were sold out before, just from people wanting to buy them, we didn't even put them up for sale but we ended up like committing to giving away our first round of birds before they were even ready to be processed or anything. We're kind of like, "Maybe this is something that people are actually really wanting?" And so it kind of just started growing organically and in the meantime, my husband and I had moved to Arizona to work out there and just to try something new after just getting married.

While we were gone, the farm was really picking up and it got to the point where we were just driving back and forth so much for farm events, we did farm chores at the time and just to help out here and there, and after two years of doing that we just decided to move back to the farm full-time and around the same time, my husband's sister and her husband and their son moved from Chrono Del Mar where they were living, quit their jobs to move back to his parents' house, that's where the farm was.

Then his sister who was living in New York also moved back into his parent's house so it was all eight of us living at his parents' house. It was not a big house by any means, 17 or 1,800 square feet. So we'd all just quit our jobs to kind of see if this farm thing could work. Yeah, it was crazy.

[0:06:47.1] AVH: That's a family affair. So how big is the farm now? What are you growing or what you have there?

[0:06:54.3] BMD: Yeah, so now we moved away from — his parents were on two and a half acre lot and we since expanded to a 40 acre property and chickens are our main thing. So we do pastured chicken and it's outside on grass, 24/7 and then we also do pork and lamb and we sell local honey from another farm and then we also sell grass fed beef, that's it.

[0:07:21.2] AVH: Awesome. So talk to me a bit about what your daily life is like there? Is the whole family still there working? Does everybody have different roles? I mean, I can only imagine how much work goes into running this firm.

[0:07:33.0] BMD: Yeah, it's a lot of work and we all help out in our own ways. I mean, there was a point where all of us were kind of taking turns doing the daily, we call them "farm chores" but things like moving the chicken and sheep to new patches of grass, giving them water, stuff like that.

There was a point where all of us were rotating daily duties and now they have extra help to do those sorts of things, and the rest of the family, like girls, everyone is out there for our events. We do two big events a year called farm days and then we do monthly farm tours as well. Chicken processing workshops, things like that. So we're all still helping just in different ways now I guess. The guys are doing the bulk of the work.

[0:08:13.8] AVH: Got it, when you guys were putting together this farm as a family, were there any sort of challenges or hiccups or issues with the learning curve, how did it go from kind of start to where you are today?

[0:08:28.5] BMD: There were a lot. Big learning curve, for sure. I think that the guys just learned a lot of what they know now from Tom, my husband's dad of course, and then just watching YouTube videos. Because we were out there processing chickens ourselves and none of us, I mean, growing up in this day and age, we don't know how to process a chicken.

Maybe our great grandparents would have. We had to learn all of that stuff. Stuff that probably used to be basic knowledge a hundred years ago, we learned that from just the internet and watching YouTube videos on it but those were always like the worst days processing days because no one likes to do that kind of thing over and over and there's always bound to be some argument that would break out between family members.

That was, I don't know, maybe one of the hardest things and then just learning like how to best protect the animals from predators. We were having a lot of predator issues for a long time until we finally got some livestock guardian dogs and they have been awesome and we haven't really had any issues since then.

So just a lot of things that we didn't know going into it because how would we have known but then once we solved the problem, it was like the simplest solution that should have been obvious, I guess, but wasn't.

[0:09:42.9] AVH: Right, maybe learning as you go is a good thing? Like, if you knew all of the barriers to entry, maybe you wouldn't have done it. Yeah, maybe it worked out for the best that way?

[0:09:52.7] BMD: Yeah, totally.

[0:09:54.4] AVH: So you have this thriving farm, how did that lead you to start your own skincare company? You said you don't really have like a chemistry or a skincare background, so

how did you come up with that idea and then what was the sort of learning or testing process for that like?

[0:10:12.1] BMD: It kind of came from the same idea of just wanting to improve my health in different ways and the health of my family and after starting to eat a paleo diet around the same time that I got married about five years ago, that kind of just brought on this whole interest in like, “What else can I do to reduce my exposure to harmful chemicals to live a healthier life overall?” and skincare just was kind of the obvious next step for me.

I think for a lot of people, that’s kind of the next thing they look at after food, “Okay, what else can I do?” For me, that was skincare. I saw that there were options out there but to me, I don’t know, I was just so fascinated by the idea that these simple ingredients can actually do so much for your skin and just for your health because in the past I was always the person that was so quick to turn to believe that commercial on TV that would say, the clean and clear Neutrogena commercials with the people with perfect skin, talking about how this product would solve acne which is something I always struggled with.

So I was always so quick to just jump to the latest thing thinking that I would be the answer for whatever issue I was dealing with, and I just always felt like nothing ever worked for me and I always kind of thought it was me. So when my eyes were opened to this new way of doing things, which isn’t really new. It’s things that people have been doing for years and years in the past but to me, it was all new. I was just so fascinated by what these simple ingredients could do for my skin and really blown away by how effective they were.

I just start it off by ordering a bunch of stuff, just on different websites; essential oils, coconut oil, shea butter, things like that and then eventually later like tallow once I learned how beneficial tallow is for the skin. I just kept ordering ingredients and messing around with them, and formulating little experiments on my own.

Deodorant was the first thing that I started with and I worked on that for a really long time, a really, really long time. I was giving samples away to family and all my friends at CrossFit, my husband, and eventually came up with a formula that people seemed to really love and once that happened, all of my family was just like, “You need to be selling this.”

They kind of nudged me into starting to sell it on the Primal Pastures website, that's the name of their farm and once I did that, I was just really encouraged by the response of the Primal Pastures community and how much they were liking these products and eventually I started a new website just for Primally Pure and moved everything over there and then got more serious about formulating new products and I rebranded around the same time and then it's just kind of grown from that.

[0:13:15.0] AVH: It's cool too, it seems like a pretty smart idea in the beginning to offer it on your farm's website because, as you said, folks who are really seeking out sort of the healthiest stuff to put in their body would be interested in healthy stuff to put on their body too. So it kind of makes sense that that's how it started out, right?

[0:13:32.1] BMD: Yeah, totally. It was really great to have that platform.

[0:13:36.2] AVH: One thing I'm particularly interested in, and this is just totally selfish on my part because I've tried a lot of your products and I love them. But my favorite is your body butter and the grass fed beef tallow, that is like the main ingredient in the body butter, right?

One thing I'll say, I am like a pretty big skincare nerd and I want to try everything and I've tried a lot of natural stuff and I do find that some skincare made with tallow has like a bit of that barnyard scent, right?

[0:14:04.6] BMD: Yeah.

[0:14:05.0] AVH: Which isn't necessarily a bad thing and some people like it and, you know, but your stuff is like the texture is like frosting. I love it. The scents are, they're not overpowering, they're very natural, it's delicious. It is like my favorite product ever. So I guess what my question is, how do you have that balance with this tallow that's like the main ingredient and I'd love for you to walk us through how tallow is processed? How does it go from being a part of an animal to in your products?

[0:14:37.6] BMD: Yeah. Man, well I'm so glad you said that because that's always like a goal of mine to — I lay up at night just thinking about, "Okay, how can I make the texture of this product better or the scent of this product better?" I'm glad you think that, that's cool.

[0:14:51.2] AVH: Awesome.

[0:14:52.6] BMD: It's just like, it's just a bunch of trial and error really with the scents. Like you said, I tried not to make them too overpowering but I also, going into this, I definitely didn't want anything to smell like tallow. Not that there's anything wrong with something like tallow, but I just knew for the customer base that I was developing for this brand, I just didn't feel like that was something that they would want.

I mean, some people can still detect it a little bit here and there and that's just going to happen but yeah, that was always a goal of mine to not have it actually smell like you're rubbing beef fat on your skin.

[0:15:26.7] AVH: Beef, yeah, right.

[0:15:30.1] BMD: In the beginning I did actually render it myself from, I used the tallow from our Primal Pastures cows and so I'm so glad that I'm not doing that anymore. I get it from fat works now and they do a great job with their rendering process and is producing really high quality tallow. It's funny because I've had people ask like that same question like, "How does the tallow go from this part of an animal to, like in your product. Someone even asked if I like melted it off cows or something. I know. That's definitely not how it works.

I have to remember now, in the rendering process, it's just like a chunk of suit from the cow and then just put it on like the stove for how it takes a long time and I think you might have to add a little bit of water and then it takes a long time for it to melt. The pure oils will kind of melt away from the impurities and then you can from there just strain it and all the impurities will be left in the strainer and you just have the pure oil and then just let that solidify. I'm sure you can look up a better description of how to do that online and it's been a while.

[0:16:45.0] AVH: It's pretty solid compared to things like, for example, coconut oil. Like when you have like a lotion that clearly coconut oil based, that's going to melt in a hot room but this stays pretty — it retains its texture.

[0:16:59.3] BMD: Yeah, it has a much higher melting point than coconut oil and it still does melt, it gets softer in warmer temperatures. That's the thing with natural products with all the ingredients we use, pretty much, it's always more difficult to control. The consistency based on the temperature, that various people are in. But yeah, it's definitely more stable in that way.

[0:17:21.0] AVH: Right. How do you get this awesome frosting texture? I know you don't want to give away your secrets but I'm into it.

[0:17:28.2] BMD: Yeah, I mean I guess it's just the combination of butters and oils that we used. We do whip it at the end a little bit so that kind of helps to...

[0:17:39.4] AVH: Right, okay.

[0:17:42.1] BMD: ... to froth it up a little I guess.

[0:17:43.9] AVH: All right, well I won't make you give away any more of your secrets but...

[0:17:47.0] BMD: I'm trying to think, that's pretty much it I think, I don't know.

[0:17:49.4] AVH: What's your favorite product? Can you walk me through the products that you use on a daily basis and what you're into specifically?

[0:17:56.0] BMD: Yeah, gosh, my routine, I always say, don't really have much of a routine, it's always kind of — I'm always trying to switch it up just depending on the season and what I feel like my skin needs the most at that time.

Favorite product is really hard. I don't know if I can say but the ones that I use daily, I constantly use the lip balm, I probably use that more than anything else just because I'm always reapplying it after I get out of the shower, I rotate between using the body butter and the body oil and I like

to, with either one of those, I like to apply it when my skin is still a little bit damp and that way it kind of goes further.

It spreads a little bit more easily and then you get more out of it so that's one of my little tricks and then the mornings, I usually just kind of splash my face with water and then spray on some complexion mist. Either the rose mint, lavender, or orange blossom. I kind of rotate between the three of those and then it makes a good face for makeup too. Then wearing makeup that day, I'll apply it after spraying on one of those products.

And then in the evenings I usually oil cleanse with one of our three different cleansing oils. I started out using the oily acne prone skin one and now I'm mostly just using the normal combination skin cleansing oil and if I just don't have enough time to oil cleanse, I'll just rinse off my face with our baby bar which is like a baby soap but it's also a really good gentle facial cleanser.

[0:19:28.9] AVH: Right, I want to get to that part, actually, but first and I actually don't want you to call anybody out but does everyone in your circle like your social circle your friends and your family does everyone use your products? Or do you ever had frustrating experiences where you see someone just using something that maybe has a gross ingredients and you have to bite your tongue not to say, "Use this good stuff instead."?

[0:19:50.4] BMD: You know, I was actually surprised by how many of my friends and my family members have gotten on board with this stuff. I wasn't really expecting that at all and so it's been really cool to see just how many of my friends who aren't necessarily even into a natural lifestyle or eating healthier, things like that, to see how many of them have jumped on board with the natural skincare stuff.

Every once in a while still, yeah. I'll see in the beginning I remember my mom was still using Bath and Body Works lotion and she's like, "Oh it's just so easy, it has a pump," and I'm like, "Mom, you cannot do that." So they've converted now. My family fully has but yeah.

[0:20:30.4] AVH: That's good and what about the men in your life because I know I think it is actually embarrassing when you look at some mainstream skincare products and how

ridiculously they market to men by providing the exact same product in grey and blue bottle to make them buy it. But do you find, like your husband, does he use it? What kind of stuff do the men gravitate towards?

[0:20:50.4] BMD: Yeah, well that was actually one of the big reasons I started trying to formulate a deodorant, because I was just using coconut oil and baking soda on my armpits and that worked great for me and I wanted my husband to do the same thing and he was like, “No I’m not going to dip my finger into all of these things. It’s weird and it takes too long,” So I was like, “Okay, I have to figure out how to make this in a stick form”.

So that was one of the big reason why I started making deodorant in a stick form and that’s become our bestselling product and it’s the foundation for all of this. Yeah, men are tough to convert sometimes, but the men I know like my husband now is just totally convinced that he needs to be using only natural non-toxic stuff on his skin not that he is as much on the skin at all but he’s on board and then it’s been really cool to see all the customers that are saying, “Oh this is the only natural deodorant that my husband has ever liked,” and that’s one of the coolest things to hear about the men that are converted because they are a lot trickier.

[0:21:59.3] AVH: Right, I think sometimes men consider skincare stuff like a frivolous thing but A, it does not have to take a lot of your time. B, you can turn it into a routine that’s pleasant like I enjoy my morning routine or my night time routine. It’s a nice thing and I think that once people actually do use products that are good and that work for them, they realize that it does make a difference and it does matter what you’re putting on your body. So it’s good that more men are getting into that I think.

[0:22:28.3] BMD: Yeah, totally.

[0:22:29.5] AVH: Yeah, so moving on you had a baby last year, congratulations.

[0:22:34.2] BMD: Thanks.

[0:22:34.8] AVH: And that inspired you to create your baby line, right? So based on for example you mentioned the baby bar which I actually bought a couple for myself, and also for my friends

who have babies but it's definitely a line obviously that adults can use too but can you talk a little bit about that specific line and how the formulas are different?

[0:22:53.2] BMD: Yeah, I'm so excited about our baby line. It was something that I always toyed with and then after actually getting pregnant, I wanted to make having a baby I was like, "Okay, I have to do this," and I did want to make products that only babies could use but that would be great for everyone. So hopefully that is the case with these products. I think that a lot of them are good in those ways. There's just four products, there is a baby oil, a baby balm, a baby bar, which is a goat's milk soap and then a baby powder.

The oil is amazing. It's great for a makeup remover for women as well and just as a body oil for women as well or anyone really. A shave oil, I've heard of people using it as that. Actually my friend Justine at Alo Wellness, alowellness.com, she has a really amazing blog post on all the different uses for all of our baby products and she came up with I think 50 or so uses total for everything. So that's a good one to check out if you are looking for all the different ways to use our baby stuff.

The baby balm also makes a great face moisturizer for people who are sensitive to essential oils. None of the baby products have essential oils just because, not that there's anything wrong with using essential oils on babies, but I don't think there's a one size fits all thing for babies. They're just so powerful even though they are natural substances. They're really medicinal almost and can be used for medicinal purposes. So I just wanted these products to be super gentle and soothing.

So I just used herbs, herbal powders and infused oils with herbs and things like that. So a lot of these are good for not only babies but adults with really sensitive skin as well. Or when you're just looking to use something really gentle and I know a lot of our other products have essential oils. So sometimes I just like to cleanse with the baby bar and not use essential oils on my face or put the baby balm on my face instead of using our face cream, our fancy face serum, which are both great. And what I use most of the time but every once in a while I feel like my skin just needs a break from that stuff so I think the baby products are really good option for people who feel that way.

[0:25:07.8] AVH: Cool and how has the response been so far since you launched it?

[0:25:11.2] BMD: It's been great. It's been really good. It's been selling well and I really enjoyed the marketing aspect of it. We did a photo shoot with one of my friends from high school who is a photographer and I just have a lot of my friends who have had babies all meet up at my sister-in-law's house and we did a two or three hour photo shoot with babies holding these new products, so that was super fun.

[0:25:36.4] AVH: Yeah, I do remember seeing some of that on your Instagram and it is ridiculously cute. So you'll have to give us your Instagram handle here at the end but yeah, that's awesome.

[0:25:45.5] BMD: Yeah, I've loved posting baby photos and I don't want to do too many because I know that not all the people that are following us even care about that but I can't help it sometimes.

[0:25:55.7] AVH: That's what social media is for, babies and cats and things like that so.

[0:25:59.1] BMD: I know, right?

[0:26:00.2] AVH: So what are some other ways that you practice health and wellness outside of skincare? Do you have any favorite household cleaning products or anything out maybe even other skincare products that you are into that we can learn about too?

[0:26:15.7] BMD: Yeah, well my goal with Primally Pure has been to recreate every product I would need personally and just make my own version of it. So as time has gone on and as we've been releasing new products, I've been cutting out a lot of the stuff I used to use because I have just been replacing it with my versions.

So I don't have too many other ones at this point. I think oral care stuff is one of the only other things that I haven't delved into and probably won't. But I have a lot of those products that I love. I like Earthpaste a lot, I don't know if you are familiar with it? But it's so simple. I think it's just clay, baking soda, coconut oil, that might be it but I love using that and then I rotate also

between Dr. Bronner's toothpaste and yeah, I think just those two pretty much are the only ones I use.

[0:27:08.1] AVH: I guess some of sort of being into the more natural side of things is trying to cut the volume of products you need anyway, right? When you are using products that have the ingredients that yours have, you can use them for so many things. You don't need a product for this body part and a product for this body part. You can kind of simplify too, which is a good thing.

[0:27:28.6] BMD: Exactly and then coconut oil. I use coconut oil all the time just for random things and oil pulling. I try to be consistent about doing that because I love the way my mouth feels after I oil pull, it's the best.

[0:27:41.4] AVH: Cool.

[0:27:42.4] BMD: And then Inner Sense Organics shampoo and conditioner is so good, I love it and then I love their leave in conditioner too. You spray it in after you wash and condition and that's a great product.

[0:27:58.1] AVH: Cool, I have to check it out.

[0:27:59.4] BMD: Yeah, really good stuff.

[0:28:01.2] AVH: Awesome, so you said before that years ago you got into Paleo, is that something that you are still sticking to? Is your family on the Paleo track too?

[0:28:12.4] BMD: Yeah, it is and that's how this whole thing started with the farm and then Primally Pure is it all started from us adopting this Paleo diet and lifestyle. So it's definitely something we're all still onboard with. In the beginning when I started, I definitely did a strict 30 days and then was pretty strict for about a year with as far as not eating dairy or rice and now, I'm a lot more lenient. I definitely eat high quality dairy but that's something I do eat here and there and then I will eat rice here and there too so I am not so strict about it but definitely still have that as a foundation and try to stick to that most of the time.

[0:28:58.0] AVH: Right. Do you find that you have an audience with the Paleo community because of the type of products that you sell? Do you find that they gravitate towards your stuff or do you reach out to them in any specific way or not?

[0:29:12.3] BMD: Yeah, totally and I feel like that's the community that Primally Pure came from because there are people in the Paleo community are so open to the idea of using tallow and other ingredients like Emu oil, things like that that other natural beauty communities might not be as open to and so the Paleo community really embraced us from the beginning and I just have a lot of connections in that community from the farm and really have a lot of great friends who are influencers in that community. So it is where we've gotten the most support from, I guess.

[0:29:53.4] AVH: Got it, so the baby line is relatively new and I don't know how new it is but I know you also have dry shampoo, which is really cool and which I have in my hair today because it is one of those days that also smells really good. I love it! But do you have any new products or projects or anything coming up that we should know about?

[0:30:12.2] BMD: Yeah, we are. We are actually collaborating with our friend Cassy Joy from Fed & Fit on a new product. She is actually flying out here to the farm. So she'll be staying at the farm in a few weeks and we're going to be working on that so that will be something to watch out for in the coming months. I am super excited.

[0:30:32.4] AVH: Awesome.

[0:30:32.9] BMD: Yeah and then I have a few other cool things but I'm not sure if it's the right time to talk about them yet but.

[0:30:40.1] AVH: All right, you can keep those under wrap. You gave us something. Yeah, cool so how did you meet Cassy? I actually interviewed her recently, it was for one of the last few Paleo Magazine issues, about her website and the stuff that she's doing and she is awesome. How did you guys connect?

[0:30:56.4] **BMD:** Yes, oh man I try to think how we originally connected?

[0:31:00.5] **AVH:** Was it through Paleo?

[0:31:01.8] **BMD:** Yeah, it was definitely through Paleo. I think I may have just sent her products a long time ago and then we have been in touched ever since and then my husband and I go to Arizona. We go back and forth still because we still have so many friends there and we were out there during one of her book signings. So we had dinner with her then and then we got the face to face connection and we've just kept in touch a lot more ever since then.

[0:31:27.1] **AVH:** That's awesome. Well, we'll definitely keep our eyes and ears out for that. That's going to be cool. Can you tell our listeners where we can find you online and on social media and look at all the adorable baby pictures?

[0:31:38.1] **BMD:** Yeah, so our website is primallypure.com and Instagram is just @primallypure.

[0:31:47.2] **AVH:** Awesome. Well Bethany, thank you very much for chatting with me today. I think it's time probably that we let you get back to your holiday travels, but I really do appreciate you chatting with us and I appreciate all the hard work that you put into your skincare products because they are awesome and I really think they make a difference. So thank you for that.

[0:32:02.9] **BMD:** Well, thank you so much. It's been awesome talking to you.

[0:32:05.4] **AVH:** Cool, all right enjoy your weekend.

[0:32:07.5] **BMD:** All right, thanks you too.

[0:32:09.0] **AVH:** All right, bye.

[0:32:09.6] **BMD:** Bye.

[END OF INTERVIEW]

[0:32:10.8] AVH: So that was Bethany McDaniel from Primally Pure and you can check out all of her natural skincare on her website at primallypure.com and if you check out my personal Instagram account [@themusclehaven](https://www.instagram.com/themusclehaven), you'll see that I use a lot of her stuff and her company really is one of my favorites and she's not paying me to say that.

But if you've tried anything by Primally Pure, leave me a note on Instagram and let me know what you think because I'm always interested in hearing other people's feedback. I'd love it if you would follow Paleo Magazine on Twitter, Facebook, and Instagram as well [@paleomagazine](https://www.instagram.com/paleomagazine) so you can stay updated on all of our podcast guests, our new recipes and products and all the other awesome stuff we're posting on a daily basis.

Next week, we're talking to Nora Gedgudas about her new book, *Primal Fat Burner*. You guys probably already know about Nora, she's a big deal in the Paleo primal keto world, and she's written some other very popular books like *Primal Body*, *Primal Mind* and *Rethinking Fatigue* and this book is really amazing. We really get into how to become a fat burner and what the ketogenic diet is all about. So you should check out our chat next week and if you want to subscribe to Paleo Magazine Radio on iTunes or Stitcher you will be sure not to miss it.

Finally, one last shout out to our show sponsor, Restorative Blends. Upgrade your smoothie with their tasty and gluten-free Armor super food greens or upgrade your focus with their Clear Mind Nootropic, which I have tried and I mean I am basically a genius so there's probably a connection there. But seriously, find out for yourself. Check them out at restorativeblends.com.

[OUTRO]

[0:33:40.8] 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.

[END]