



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo 1

DR. KEESHA EWERS: Welcome back to the Women's Vitality Summit: Caring for Yourself: Body and Soul. I'm your host, Dr. Keesha Ewers, and my guest this session is Rachel Pontillo who is the bestselling author of the book *Love Your Skin, Love Yourself*, and co-author of the *Sauce Code*. She's a holistic skincare and nutrition entrepreneur, award-winning coach, product formulator, speaker, and educator. Rachel combines different holistic modalities to help people with skin conditions and self-image issues heal physically, emotionally and spiritually so they can live their lives with joy and confidence. Welcome to the Women's Vitality Summit, Rachel.

RACHEL PONTILLO: Thank you so much for having me, Dr. Keesha.

DR. KEESHA: So I usually start this out by reminding our listeners that we're talking about vitality and vitality, of course, is the word that means our life force, our energy. And there are so many things in the world today that are draining women's vitality. What do you see as some of the biggest drainers of vitality for women today, Rachel?

RACHEL PONTILLO: Oh my goodness, so many things out there. I think that there are so many physical drainers of vitality with the foods that we are eating or I should say food like substances that are in our food supply. They don't contain any life force energy, they are all substances that are meant to mimic flavors and calories and proteins and certain macronutrients that they don't actually contain that life force that you get that something that grows out of the earth, and that is prepared with love and consumed with reverence and thoroughly enjoyed by people in love and also our schedules are so draining to our vitality. Women today, I feel, are just so plagued by expectations whether they are expectations that we put on ourselves or that society puts on us. We are supposed to be amazing mothers, wives, lovers, entrepreneurs these days, or career women. And we're supposed to do it all at once. Housekeepers, cooks...and to try to balance all of that and please everyone and meet all our responsibilities...often comes at the cost of our self-care and therefore our own vitality.

I see a lot of women who are just wilting and their lives, they're just going through the motions, meeting their obligations but they get to the point where they don't know who they are anymore, or why they feel that they're on this planet. So many people ask what's the meaning of life, and, for me, I kind of know why I'm here. And many people who I talk to, know why they're here. Dr. Keesha, I'm pretty sure you know why you're here.

RACHEL PONTILLO: I think so many people lose touch with that inner spark which is our connection to that life force energy that connects all of us and connects us to the divine and to the universe and because of that, we just turn into these robots. And that's not vitality, that's not a way to live. So I really think that poor foods and our schedules and expectations leading to poor self-care really are the biggest drainers of vitality for



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo 2

women especially.

DR. KEESHA: You know you've answered the way most of the experts on the Summit have answered. We're seeing all of us are seeing the same thing. All the women who are listening to us are probably saying yep that's exactly what's going on. So you mentioned self-care, and of course, caring for yourself body and soul is the subtext of the summit, and helping women to bring themselves as even on the list let alone the top of the list when it comes to daily actives and task lists that you're on it. And I'd love to hear, what do you do for self care

RACHEL PONTILLO: So I try to do a lot of things. And I'm not going to lie, I don't have this perfected, I constantly am tweaking and revisiting and reminding myself to take care of myself, because you know when we get busy, we have the best intentions but when it comes down to it, it does happen that we just kind of push ourselves back and if somebody else or something else has to come first. But for me, I find that making every day rituals, or I should say every day routines, into rituals, is the easiest way that I keep regular self-care going. When I say self-care, I'm not talking about a big spa retreat where you have to spend a lot of money or take a whole day out of your schedule. Of course, that's a wonderful thing if that's do-able for you, or whatever, by all means, have at it, if you can handle a spa day regularly, that's amazing

But for me, just things like, my shower, or my skincare regimen, cooking my dinner, doing things with my kids...I try to focus on the pleasure in all of those, because that to me, is what is a part of self-care pleasure for me is a lot of self-care. I don't believe in denying myself of pleasure. I believe in leading with pleasure. I know that when I was in Europe a few months ago, what I noticed as being so different from how Americans are, is that Europeans in general- I'm talking specifically about Italy and I also experienced this when I was in France-they lead with pleasure.

Everything they do is around pleasure, around enjoyment of oneself, enjoyment of being together. Enjoyment of wonderful food, and leisure time and of course they work, they have to work, but they lead with pleasure. They don't lead with work. It's kind of focusing on those priorities and fitting everything else then rather than letting the pleasure and self-care be the final thing that may or not fit inside the bucket.

So for me I really enjoy a long skincare ritual, I make all my own products from scratch, which for me is a big part of how I take care of my skin and how I take care of myself. I use a lot of really decadent plant oils and butters and essential oils and the experience of creating those for myself is really nourishing. And then the experience of applying them to my face, giving myself a nice facial massage, looking in the mirror and seeing how my skin just flows and taking time to appreciate that. I feel my skin is really beautiful and it



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo 3

wasn't always beautiful and I feel I finally achieved the skin I always dreamed of. And it's been only improving with age, which I feel is such a gift. But the fact that I was able to do that for myself--is really rewarding for me. And that's just a skincare routine! That's, you know, it's something that a lot of people just rush through.

They splash water on their face, they soap up real quick, towel off, maybe throw some moisturizer on and go out for the day or go to sleep at night, but I really do try to relish in every part of that ritual as same with taking a bath or a shower at night. I start with a dry brush and then I sometimes do a salt bath, then I take a nice long shower with aroma therapeutic things in my shower. I have a essential oil diffuser in my bathroom, I have my sugar scrubs that I make that I love, and I use natural and organic shampoos and body washes.

And it's just really pleasurable for me. And those are, this is just washing my face and taking a shower. That's something that is what many people do every day, but it for me, is a huge perk in my self-care. And then when it comes to another way of taking care of myself, I really try to stay active. I try to keep a really nice yoga practice, I enjoy strength flow yoga very much and I also practice classical ballet. I went back to ballet as an adult, and for me it was kind of an opportunity to become a beginner at something again, and be really open and innocent to something. I just let myself absorb and learn and be taught, and that to me has been amazing, for my own self-care. And also for my fitness, so those are some things that I do that are fairly straightforward. Nothing is, you know, crazy out there, unattainable. It's all pretty standard stuff that I just enjoy.

DR. KEESHA: You know I had Dr. Murray Schneider on the Summit too, she gave a topic on part of this, and she talks about ritualizing self-care also. I couldn't agree more, I think it's so important to be mindful and I think building a ritual around something that's going to be happening anyway, and making it apart of honoring yourself and your time...and showing appreciation to your body, your mind, your spirit, your heart, in doing these things. Puts yourself in collaboration with all those components of you. So often we're fractured, you know, emotionally, mentally, physically, and spiritually. One part of us is dominating as we do a task and we're leaving the others behind, and I think creating ritual helps integrate all of that together, so that you're honoring and you're respecting and you're loving yourself in these ways that you just talked about. So it's so beautiful what you just said, and I love what you said about people in Europe leading with Pleasure.

RACHEL PONTILLO: Yeah.

DR. KEESHA: Are you familiar with the book The Blue Zones by Dan.



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo 4

RACHEL PONTILLO: I think I heard of it but I haven't read it

DR. KEESHA: It was written many years ago but he did a national geographic expedition to see who lives the longest in the world and they were looking at longevity and seeing what was going on, and the blue zones was the part of the map where these communities live the longest. So they're saying what are the common denominators between all these people? And it goes from Loma Linda California, the only place in the United States, Okinawa Japan, and Sardinia Italy I believe, I'm not going to remember this exactly. But one of the things that they said is that you know, move--just what you said--some kind of movement that you love. Don't go to the gym and wreck your body because you're trying to beat it into submission. Like you just said--I love classical ballet. I love yoga. Do what you love, that's so important what you just said.

Another thing they said is being in a community together and honoring family. I think that all of these things, sometimes in the United States, we're so isolated with a workaholic mentality right now, that we're not doing this intergenerational bringing-people-together, and just sitting together. And laughing together. And enjoying meals together. So I love what you just said.

So you are a skincare specialist. And the skin, of course, largest organ of detoxification that we have, and it's the one that I think that a lot of women, when they think skin, they think old, or not. You know, wrinkled.

RACHEL PONTILLO: Oh, no.

DR. KEESHA: How's it going, how am I looking? And I'd love for you to dispel that. What is skin, what is the importance of it, and how do you make friends with the woman in the mirror. I think that's such an important...I've written a little thing about making friends with the woman in the mirror. And not seeing at odds with every wrinkle that pops up.

RACHEL PONTILLO: It's so true, I mean you're right, it's so polarizing--it's either this or that, it's either good or bad. And women in our site are more trained to think, "Oh, bad, let's pick at that, let's poke at that, let's zap that, let's cover that.

It is so harsh. And we don't realize that our skin really is our home on this planet, truly. Because I have a blog post that I wrote about this called, my skin, my home, I think is the name of it? And really the way I see it is, the skin keeps everything inside you, obviously, physically, and physiologically. But it's also an expression of who you are to the world. It's an expression not just of your physical beauty, but it's how you come into contact with things, how you sense things. You sense things through touch, we feel things. We

feel the air, we feel someone's energetic presence near us on our skin before we even come into contact with them. It's something that I really encourage people to look at as this is your vessel. This is your temple. And just as you would revere the walls of a temple, you should revere the walls of your body and your soul, which is your skin. Your skin is housing your soul, it's housing your mind, your physical body and your goal in this life, on this planet.

And it is not something that should be picked at, poked at, cut at, zapped. Because physiologically when we do that, we compromise its health. But spiritually when we do that--think about it...we're poking holes in the temple! We're attacking the temple. That's not what we want to do. We should be revering it, and honoring it, and thanking it for protecting us as well as presenting us. But also for being such a powerful messenger. The skin is our best friend, and our biggest ally. But it's also our messenger and if we see something on the surface of our skin that we don't like. Instead of shooting the messenger, we need to listen. We need to look deeper. We need to kind of be really quiet with ourselves and think about what's going on right now

I have these lines right now--how much water have I been drinking

Am I under stress?

Have I been sleeping well

What kind of food have I been eating

am I anticipating something, am I grieving, am I overly excited to the point where I'm spinning out of control

there's all these different factors that affect our skin. And our skin is not only the house for our collagen and elastin which are the proteins of youth that keep our skin elastic and supple and firm and smooth, but it also houses all these nerve endings as well as inner sebaceous glands, they're actually starting to say the sebaceous glands are the body's second brain. The skin is the body's second brain because some of the same receptors that are found in the brain are actually in sebaceous glands. So the skin has an intelligence as well. And we have to honor that. It's really important that we don't look at the skin as just something that we see in the mirror and in passing, but as this whole protective, as well as nourishing, part of our bodies and part of experience with the rest of the world.

DR. KEESHA: Well that's really interesting because your skin, excuse me. If you have eczema or you have scoliosis or rosacea or acne that show up on your skin as feedback from your body about what's going on internally, either in the mind or in the heart, within the body itself. It's not a disease of the skin, really, and that's what's so fascinating. And Ayurvedic medicine, you and I have talked about this, and have had a lot of conversation about it. Ayurvedic medicine says that of course we're not all the same body type, not the same mental type, not the same emotional type, so skin will be the first place that an

imbalance of your constitution shows up.

so it's actually...I tell people when they have rosacea or eczema or acne because they're kind of lucky--which, hand on for a second, listeners--the reason I say that is because if you have a different kind of autoimmune issue, because eczema and rose are all autoimmune issue where your body is attacking itself. If you have a different kind that is more silent, you're not getting the messaging early on the way you are with skin issue. And so, I always that it's actually kind of good, I get pretty horrible eczema around my eye if I've traveled and there's been gluten in something and they've said "no, no gluten." I'm really sensitive to gluten, and so it's in a spice mixture or something when I went traveling, I will show up with a little rash under my eye. And it's just my tell, it's my sign--"oh, my body is telling I got into something unwittingly" and if I kept going along those lines, I'd probably end up with joint pain eventually because that's rigor mortar arthritis which twenty years ago I had, that's what happened. I had acne first, and then years later, I had rigor mortar arthritis.

So it's like a progression, and skin is first. And its kind of neat, to know. It's like oh.

RACHEL PONTILLO: Yeah, I really like looking at it that way, and I like who you said that, yeah, if your skin is trying to tell you something, you're lucky, because it is a sign that something is going on, and a lot of times, as you said, autoimmune disease and a lot of chronic illnesses as well...they're progressive, but many of the symptoms we kind of ignore, because we're so used to being drained. We're used to being tired. Unfortunately, we're also used to feeling bloated, we're used to being in pain, we're used to joint soreness and stiffness. These are things due to inactivity, poor diet, and lack of sleep that we have just gotten used to as society. And it's hard to differentiate regular, just being physical drained, from hey, there's actually something going on here. So they do those conditions, those conditions do stay silent, so if your skin is showing something that is a really good wakeup call for hey, okay, maybe that joint pain I'm feeling is not because I sat at my desk chair too long or because I had a tough workout or whatever. Maybe if I'm bloated, it's not because of carb overload, or maybe if it is carb overload, maybe it's a clear sign that I should not be having that carbs

DR. KEESHA: Carbs might be feeding some bad micro fluorine in the gut now, and if you've got those little red bumps around your shoulders and upper arms, that could be a sign of yeast overgrowth. So your body is trying to tell you something there, and I think that's really a fantastic gift that it's giving you. Instead of saying, oh I look horrible, I look horrifying, and I look terrible. It's like, okay body, what is this that you're trying to tell me. Trying to really clue in so it doesn't have to tune up and scream at you even louder.

RACHEL PONTILLO: It's so true, I always try to compare it to something like high



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo 7

blood pressure or diabetes. You're not going to look in the mirror and be like oh my god my diabetes looks terrible today. My high blood pressure is showing.

DR. KEESHA: Right.

RACHEL PONTILLO: Those are not things that we can see But the skin is something that we can see, it's right there, it looks right back at us. It's funny because often times, we do have skin conditions that show up on the body like you mentioned with the bumps on the upper arms or thighs. Keratosis plouris, or some forms of eczema show up on parts of the body other than the face, scarious and even acne shows up sometimes on the chest or even on the back. But most often, it's on the face, which is not covered up by clothing. So you have to look at it overtime you pass your reflection in the mirror or you see yourself in the rear view or you wash your hands after using the restroom.

You're looking right back at it, and it's not a reminder--this is what I want people to understand--it's not a reminder that there's something wrong with you. it's not a reminder that you're flawed. What it is is a wake up call that hey something's going on that you need to take a look at. And then once you do go deeper, once you kind of do that work whether you're working with a practitioner or take a really close look at your diet and start following a food journal so you can identify a trigger--whatever, however it is that you go about doing this detective work, once you figure out what it is, the skin always responds.

It will clear up. Even if it's something really stubborn. I have so many clients, and so many of my readers contact me about melisma or hyper pigmentation. I feel like melisma or hyper pigmentation are the new acne, or maybe because it's my audience is now getting older than me and now I don't have acne anymore, maybe my audience doesn't either, maybe they now have other issues. But hyper pigmentation and melisma are so common and we are seeing in women at a younger age. Melisma's typically considered the mask of pregnancy, it's something that considered with hormone changes and after pregnancy but we're starting to see it on women who have never been pregnant. and these are big signs, that for me, as somebody who is working as a practitioner but also observing what is going on in our society with what type of request and what type of challenger women are experiencing with skin, the fact that we're seeing rosacea on younger women--typically it's not something that even manifests until later, same with melisma. And eczema and scoliosis are just out of control these days.

And adult acne is on the rise. Typically acne is something that's supposed to go away after your teenage years. It's normal to have it as a teenage because your hormones are just totally, you know, going crazy in all that activity. But that is supposed to settle down and maybe it might come back a little during pregnancy as those hormones shift again.



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo 8

But typically, it's not something that's supposed to be part of an adult's identity

So the fact that these conditions are manifesting at ages where they're not supposed to be considered normal.

DR. KEESHA: Dr. Patty Ricton and I were talking about women and finding their sexual expression and vitality in that way, but we talked a lot about the fact that our environment is just full of estrogen disruptors and estrogen mimickers. And so even women that haven't been pregnant are getting the hormones in the way that a pregnant woman would that's creating all these skin issues with the hormone disruption. And you know I'm a big believer and this is what I do with my patients. I work with them as a medical detective, that's exactly what I call myself, in doing adrenal and hormone testing, and doing stool testing and food sensitivity testing because I really believe strongly that you got to just get to the root cause, fix it, and move on, instead of going in these circles and dancing with it forever.

Let's try this, "well this magazine said that blueberries are the super food so I'm going to eat a lot of blueberries." But it turns out that you got candida and the blueberries are saying yes, and the candida's saying feed me more blueberries please. So I just think there's just no one size fits all anything. And knowing what's right for you is so vitally important, and that actually include skin when it comes to one size doesn't fit anything. So you teach women how to make their own skincare products.

And I love this, I want you to talk about this.

RACHEL PONTILLO: Yeah, well this is one of my favorite things to talk about. I have a philosophy in skincare that is very much about bio individuality and we talked about that already a little bit with our discussion of Ayurveda and the fact that there is no one size fits all solutions for diet or for health and just like we can't isolate the skin from the rest of the body and assume that it needs something separate, just the body itself, and people as individuals need different things. And they don't just need different things at one time in their life where you can say eat this, diet, and it's going to be your diet for the rest of your life. And that's the same with the skin.

You can't say oh you have this skin type therefore every product you use for this type will be appropriate for you for the rest of your life. If that was true, there would not be all these skincare brands out there that make products, say, for oily skin that have all these different ingredients. If everyone fit neatly into a skin type, a generic, in a box skin-type, like oily, dry, combination, normal--I think sensitive is thrown in there sometimes--if those actually were effective, then why do so many people have products that don't work?

If they have oily skin and they buy a product that's oily skin, why doesn't it work? Why do they experience frustration and have to go back to the drawing board and spend more time and more money using products that don't work? Or maybe they work for a little while but then they stop working because something changes. And often times they'll blame their skin and say what's wrong with me, this product doesn't work anymore. It's not true. The skin changes, just like the body changes, because it's one of the same. It's not separate from the body. Depending on what's going on in your mind, in your life, in your diet, it can change day to day. Your skin can literally look different day to day.

It's really funny, I'm on camera a lot during my podcasts and teaching my classes and stuff. And there are days when I should've drank more water before I went on camera. And this is like literally like a one-day difference. And it really is amazing how much the skin can change day to day. So you might oily skin at one time in your life, but you outgrow that. Or you change something in your diet and it evens out. So because of this, I don't believe that you're going to get a long-term skin solution from a product that is made based on a skin type in theory by some factory using mostly synthetic ingredients. I don't think that's going to support long term skin health. And it's most certainly not going to be a solution that stays with you for your whole life as you change as a person.

As your skin changes, as you age, if you travel. And therefore it's just going to leave you high and dry because you're going to have to keep going back to find something different. And that's really frustrating. And even if you do find something that works, companies reformulate all the time, and they can change something about their product that makes it no longer work for you. And I find that really frustrating, and I know most of my clients find that really frustrating too. So I treat my skin the same way I treat the body. People should be cooking food from whole real food ingredients for their internal health and I feel that we should be cooking our skincare products using the same thing- using whole food, whole plant-based ingredients that nourish the skin. Even though the skin is designed to keep things out, it does absorb nutrition and it does need to be hydrated and protected and nourished.

So when we do that, when we make our own skin care products and we adjust them as our skin changes, we adjust them seasonally, we adjust them as they age, as the skin ages we adjust it depending on what might be going on. I know that for me when I'm stressed out, I tend to be a little bit less hydrated- stress takes a toll on my skin's level of hydration and its lipid production. So I actually have a stress serum for my skin that I use in times where I know I'm going to be under stress, like if I'm at a launch for my online course then I know that I'm going to be doing a lot of events and my schedule just gets crazy. I have this extra serum that I created for myself that has essential oils in it that are known to be relaxing. It also has really antioxidant rich carrier oils in it- I actually call them performance oils that help to reduce oxidized stress and it also helps reduce any

inflammation and they deliver such powerful and bio available nutrition from the plants that they were taken from. I also infuse a lot of my oils with herbs that I grow from my garden or that I order from one of the suppliers that I work with. But I can change up my skin routine based on my life just like we have to change up our diets based on our life and that has made such an incredible difference in my skin.

This is how we work with our clients as well. I do health and image coaching and I also include custom skincare in their package because when I first started coaching people were always asking me, “Well, what do I use for my skin? What do I use for my skin?” I’m like, “I don’t know!” “Is this brand good, is this brand good?” I found myself just googling ingredients and checking formulations and I’m like, “It looks good on paper but I don’t know if it’s going to work for you now.” I found that it was just easier for me to make something for my clients and that way I can adjust it whenever they needed it to and it’s really funny- a lot of my clients end up taking my course, Create Your Skincare, because they love it so much they want to know how to do it for themselves so it’s really cool.

DR. KEESHA: I think the interesting- I don’t know, I just find it so fascinating that sometimes we don’t think typically about things. For example, everything that you put on your fork is either inflammation producing or inflammation reducing- there’s no in between. Everything you drink is going to either cause inflammation or it’s not. And so we have to think this way about our skin too because as you mentioned, it absorbs. We have these patches you can go in and you can get a birth control patch or you could get a hormone replacement therapy patch or you could get a prescription for motion sickness or polyamine patch. All these patches are medications put on a sticker and you slap it on your skin and then you’re getting the medication.

And yet, you don’t think about spraying bug spray on yourself and having it act the same way, or the ingredients in your sunscreen or what you’re putting on your face in terms of makeup and skincare stuff and hair coloring and what you put on your fingernails. All these things, you’re actually- it’s just as if you’re swallowing them so I love what you teach because if you cannot pronounce it and you could not eat it then do not put it on your skin. It’s so important so I think there’s another thing too, Rachel that you understand that I want our listeners to hear is that your skin does literally breathe. We have this term where we say, “Let your skin breathe,” but your skin does exchange oxygen and carbon dioxide that literally breathes.

There was a frog found in 2008 off the coast of Borneo, in Indonesia, and it was the first recorded species that we had that breathes without lungs. A frog with no lungs. It just exchanges everything through its skin and there have been some yogis from the

Himalayas that have come and shown us that they too can do the same thing. They can breathe through their skin. They can actually literally stop their lungs, stop their heart, and continue life because their skin is taking over. That's how important this organ is- and I think that's another thing- people don't know that it's an organ. This is an organ.

RACHEL PONTILLO: It's true, yeah. I mean, people think about it as just this covering that we see, that is clothing that is covering our bones or a bag that's keeping our organs inside but no, it is a largest organ and it is connected to every other organ system in our body. You're absolutely right, it does breathe. Respiration is one of the functions of the skin and when we apply products that contain petrochemicals like mineral oil or white petrolatum, which is essentially Vaseline or baby oil, when we put these on the surface of the skin they sit there. They are called what's occlusive and it's interesting because a lot of people use them if their skin is dry or irritated because it does form a seal over the skin but it's not actually moisturizing.

What it's doing- it is creating a barrier to keep bad stuff out but it's not letting that respiration happen. It's literally suffocating the skin and if there is some kind of allergen or some kind of pathogen or something inside, underneath, or in the surface of the skin or in the layers of the skin that is trying to get out, it's not allowing that to happen. It's actually pushing it deeper into the skin and forcing it back into the bloodstream and that's very problematic. Part of how the skin helps to detoxify is through the sweat glands and also we do have sebum, which lubricates the skin, but when we put this occlusive jelly on top of it, it does not allow those normal functions to happen. It just pushes it deeper into the body, deeper into the body, and it just reintroduces it as a toxin into the body, which is why you see in baby products- baby products drive me nuts because you have synthetic fragrances and you also have these occlusive petrochemical ingredients and baby's skin is not fully immune yet.

Its immune system is not fully formed but you'll notice baby skin often has baby acne or millia, cradle cap or eczema and these are ways that babies are trying to actually excrete leftover hormones from pregnancy. If you're slathering babies up with baby oil and with Vaseline or Eucerin or Aquaford, you're not allowing that baby process to happen and that's why a lot of our children are having autoimmune issues more so than ever before. It's the- the skin has got to breathe and it has got to detoxify. What's interesting about natural emollients like coconut oil or jojoba oil or olive oil or even beeswax is that they form a protective barrier around the skin but they still allow it to breathe and they are also rich with essential fatty acids and antioxidants and other skin healthy nutrients which nourish the skin as it protects it while it still lets it breathe. Your petrochemicals have absolutely no nutrition whatsoever. All it does it suffocate the skin and that's an important point because it does inhibit that respiration.

DR. KEESHA: I mean, having a talk about baby skincare is so important for me to hear having to say that to our listeners because we- Johnson and Johnson has done a great marketing job of attaching what a healthy baby smells like which is not accurate. It is not accurate, you know, so a healthy baby does not smell like those artificial chemical fragrances.

RACHEL PONTILLO: I know it's crazy because artificial fragrances are the number one cause of skin allergies out there more than anything else and you're going to put that on your baby? It's unbelievable!

DR. KEESHA: There's another job that the skin does that is really nice and it's great for us to talk about this as the Woman's Vitality Summit: Caring for Yourself, Body and Soul, and that is it gives us pleasure. It's got so many sensory endings that if you just- as I'm speaking, I'm just running my finger over my index finger over my other hand- if everyone just does that, just draw your finger across really softly across your hand and what you get is this really lovely message of a soft touch that feels good. That's what our skin does for us. It's this really wonderful pleasure principle place and Dr. Gina Ogden was one of the guests on the summit. Her talk is real great and one of the things that she did that we didn't actually talk about during her talk, but she did a study many years ago when she was in her early sexology graduate program.

She proved in a really quite groundbreaking research study that women can have orgasms by touch and that that right there was showing how the erotic organs of your body are much more than your genitalia. So I wanted to give a little shout out to the skin for what we could be in relationship for skin if we just allow ourselves to be real quiet, real still, allow ourselves to be touched. All those amazing hormones that are released when you're touched and when you're relaxing in a loving way are, you know, there's so much science to prove the health benefits of having that touch whether it's a massage or if it's from your loved one. So it's really, really important.

RACHEL PONTILLO: Absolutely. When I was practicing as an esthetician that was something that I found to be a gift that I was giving to my clients is that gift of touch. It's not so much about the facial, for clearing out the pores, or grooming, or putting on a mask, all these other reasons people get facials. Facials are wonderful and they're effective and don't get me wrong but just that touch- there's a form of massage that's called Effleurage where you just kind of, like you were saying with the fingertips, just lightly go over the surface of the skin hardly touching and that is part of the facial massage and most of the facial massage modalities and it is just such a gift. It's the same touch you would use when you're stroking your baby's back or stroking your baby's

cheek and it is just the most nourishing and nurturing touch that you can give yourself or your child or another person if you have a loved one who is feeling down in the dumps and you just want to give them a nice hug, give them a back rub, and just run your fingers through their forehead or over their cheeks and the back of the neck.

It is just so soothing and it's very nurturing and comforting and it just communicates so much love just through that simple touch and, but yeah, I mean, on a more intimate nature, if you're someone who is lonely, if you're someone who is starved for physical affections- I was actually talking about this with someone today who- I had a client today- she was having cravings for salty crunchy things. I had learned that salty crunchy things are a craving not for salty crunchy but for physical affection and I don't know if you've heard that before but that's one of the cravings that is attributed with lack of physical or emotional connection and affection and we talked about this today how- and immediately, the conversation went to a place of intimacy that her intimate life wasn't the way she wanted it to be. I said that's definitely something we need to explore but consider it doesn't have to be sexual touch to be affection, physical affection, It can be just a hug, a long hug, cuddle, snuggle, back rub, or just like I said, stroking of the face. It really has so much power just through those nerve endings and sensors in the skin. It really- the skin is really such a miraculous genius organ.

DR. KEESHA: I know that my husband and I stay in bed for about two hours every morning after we set our alarm early. We stay in bed for a couple of hours and it's an important time to us. My parents do the same thing- they're 71 and they have two hours of cuddle time every morning and that cuddle time is so important. We can sit and visit, we can be intimate if we want to, we can just give each other massages, but we're cuddled up together and we're spending that time just focused on one another and I think that's one of the best things for a relationship that you can do.

RACHEL PONTILLO: Absolutely. It's really a gift to each other and it's a gift to yourself.

DR. KEESHA: So let's talk about the kinds of makeup that women are using today. The multimillion-dollar industry that's out there and how toxic it is for our skin and not letting it breathe.

RACHEL PONTILLO: Yeah, I mean, we talked about petrochemicals in skincare products but they also are found in our color cosmetics, our makeup; foundations, even certain mineral powders have binders and fillers that they do that, they form that occlusive layer on the skin that suffocates it and doesn't let it breathe and it can also attribute to pore clogging. It's amazing; I've seen foundations that are indicated for



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo
14

people with acne that contain ingredients that are known pore cloggers. It's unbelievable.

DR. KEESHA: But what are women looking at when she buys it is the marketing pitch only.

RACHEL PONTILLO: Yes, oh my goodness. The marketing- I was actually talking about this with my students today that you can't believe marketing pitches even when you're buying ingredients to make a product you really have to read between the lines and you have to ask questions. I see with makeup as well as skincare so many product lines are marketed as professional, has to be sold at a salon or from a makeup or skin professional or cosmetologist and it's implied that these are better products and they use certain terminology on their labels and use ingredients labeled differently than you'll see them on another label and they'll say if it's a different form of that ingredient that you can only get in a professional product. It's simply not true, it's unbelievable that-

DR. KEESHA: So the bullshit meter just went off in Rachel.

RACHEL PONTILLO: Holy yes, you hit a trigger there.

DR. KEESHA: That's right.

RACHEL PONTILLO: Totally, it's unbelievable that there's all this smoke and mirrors around these different brands that pay all this money for all these big ad campaigns in magazines and television commercials and celebrity endorsements. Think about how many millions, billions of dollars these companies spend yet you read the label and the first ingredient is almost always water or something you can't pronounce and a lot of the pigments that are used in conventional cosmetics, they're cold tar dyes. They're F, D, and C late colors that have to be regulated by the FDA. That's no nourishing, that's not great.

Fortunately, the green beauty movement has really gained momentum in the last few years. I have seen such change in a very short period of time from only a couple of brands using organic pigments and colors from flower petals and iron oxides and herbs and foods like dehydrated food powders and stuff like that, even some certain spices we see used in natural cosmetics- we're seeing it so much more. Instead of the petrochemicals we see them using shea butter or coconut oil and it's just so much better for the skin. These color cosmetics really do have skin benefits and they also are starting to really refine their formulation so that the products do perform well. I know some of the biggest complaints about color cosmetics that were natural were that they didn't perform well. Either the pigments came on very light or they flake off or the mascaras would smudge or not have enough definition.



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo
15

That's really starting to change and we are starting to see more high-end stores carry only green beauty brands and it really is making it a lot more accessible to the masses. I'm looking for a takeover. I want all those toxic chemicals out. I want the green beauty brands to takeover and I want that to be what our teenage girls are going to the store to buy instead of going to buy whatever they see in their teenage magazines at the drugstore that is just putting absolute garbage ingredients on their skin at a time when their skin needs nourishment not chemicals.

DR. KEESHA: Amen, sister, and same with our food supply thank you very much.

RACHEL PONTILLO: Oh yes. It's interesting- I just did a webinar with the nutritionist, Medics Alliance. We talked about how the organic food movement really has been the biggest trigger for other movements like the green beauty movement to follow because more awareness of what's going into our bodies. People are starting to ask these questions like, "Wait a minute, if I shouldn't be putting this in my body am I putting this on my body? Why would I do that?" So the demand is increasing and with increasing demand, we have to create things that happen. We have to create increased supply and we have prices coming down because there's more competition so there's an excellent thing and we are seeing tremendous growth.

DR. KEESHA: So we have two different avenues that we can take for this: we can do the DIY or do it yourself way, and you have got lots of ways of doing that, and we have go to the store and buy the stuff that's good for us in a pinch so do you have brands that you recommend for listeners and then I'm going to have you give information about how they can link up to you to really make nourishing skincare products for themselves.

RACHEL PONTILLO: Fantastic. So brands for makeup are easier for me than skincare brands because skincare is something that is so individual that it's hard to make just blanket recommendations for skincare brands but for makeup, I've recently discovered this brand called NuEvolution Organics, it's NuEvolution Organics, and I've been wearing their foundation and their mascara and their lip gloss and they really perform so well and the ingredient list- super clean. There's also one called Antonym that I like, there's Lily Lo Lo is one that I like. Also, there is one called Santé, that's one you can even get at Whole Foods, you don't even have to go to a special store or a special website.

That brand, Santé, and there's Gabriel Cosmetics, Zuzu, also those are Whole Foods type brands. Even Dr. Powshka, they have skincare and makeup that are very nice. I think that there are so many great options out there that are available in nature stores. There's a

brand called Vapor Organics that are well, people. Those are available I think in some of the big box stores- they have limited range collections there. Even- it's actually really interesting, the brand Beauty Counter- affiliated with them- I know many people that are- they are one of the brands that's EWG verified for having a fairly clean ingredient deck. They have some skincare and they have some color cosmetics and they are having a capsule collection go into Target, which is amazing. That's- it's just-

DR. KEESHA: What's the name of it?

RACHEL PONTILLO: It's Beauty Counter. It is a multi-level marketing brand. As I said, I'm not familiar with it but I know a lot of people who are and I've heard lots of good things about it and it's- they're making their products available to people outside of that model so that they can have access to them as well. So yeah, there are a lot of really fantastic brands that- I really am into the Indie beauty brands. These craftsman artisan skincare makers that are really focusing on top quality, all natural ingredients. I know that there's one of those subscription boxes called Beauty Heroes that I really like and I think their website's just BeautyHeroes.com and one of my business partners, Tisha, she is just obsessed with them.

She gets her sample, she gets full sized samples of them in the box and she gets introduced to all these amazing indie beauty brands that use only all natural ingredients and she's been able to find some great products. I know some green beauty blogs that, I think it's the her mess hippy, and Serena Corrins' website is another one, I think it's EdibleFacial.com that's another really great blog that talks about green beauty color cosmetics as well as skincare and then of course Kristen Arnett at the green beauty team. She is a leader in the green beauty movement and healthy cosmetics. Also, Rebecca Castile is another one to look for all natural skincare products. For me, I don't write about brands anymore because once I started making my own I'm like my skin doesn't like trying other people's products anymore. I've become a little bit of a spoiled brat.

DR. KEESHA: Let's talk about ways that people- because we're coming to the end of our time and I want to make sure that people have an opportunity to get hooked up with the course that you do because you've got amazing ways for people to make their own.

RACHEL PONTILLO: Thank you. So the best way to learn about my courses is to go to www.createyourskincare.com. My main course is Create Your Skincare- it is a 6 week online course which teaches you how to create and customize all natural boutique products for your skin, for your unique skin, for every stage of your skin. I'm going to run that live twice a year and then I also offer at that website, Create Your Skin Care, if you go to createyourskincare.com/holidays, I offer a fantastic beginner course called



Women's Vitality Summit – September 2016 – Dr. Keesha interviews Rachel Pontillo
17

Create Your Skincare For the Holidays, and what that does is it teaches you how to create and customize really simple all natural products for anyone on your gift list. It doesn't have to be for the winter holidays- it can be for graduation, for mother's day, for bridal favors, teacher gifts- anything like that.

It teaches you to make the products, customize them, and make them into beautiful gifts and it also has a paper-crafting element where you learn to make custom labels for your products and beautiful gift tags. It's a very affordable course that is available all year round so anytime you have a gift to give you can just reference that and make something super quick and beautiful and it's fantastic. And my main website where you can find my blog as well as my coaching practice if you like some one-on-one support is holisticallyhaute.com and that's kind of the main hub that links up to everything else. If you're a professional, if you're someone who works with nutrition, if you're a health coach, if you're an esthetician, and you work with clients who have skin issues, I have a professional organization which I'm the cofounder and president of called The Nutritional Esthetics Alliance, which we provide resources and support and educational materials specifically about integrative skincare. So that's NutritionalEsthetics.com.

DR. KEESHA: Beautiful. I know one of the things that I love is linking up and collaborating with people like you, Rachel, that I have the Academy for Integrative Medicine and I train people how to become health coaches and to do the adrenal and hormone testing and to really get down to the root cause of what these skin issues are- food sensitivities or stool testing to find out if you've got candida overgrowth. You can learn how to do that if you're an esthetician so that when you have a client coming in over and over again with the same issues, you can test them and say, "Look, this is what's going on." And given them some coaching. This is, I think, stopping the madness is what I call it, where we have all these specialties, and pulling it all together and say, "Look, it's all linked." The skin over everything- I think your mood and energy level too are really going to demonstrate how you're doing with your balance. So Rachel, thank you so much for spending this time to share your wisdom with the listeners of the Women's Vitality Summit. It's always a delight to talk to you and listen to you.

RACHEL PONTILLO: And the delight is all mine. Thank you so much for having me.

DR. KEESHA: So on your speaker's page, on the Women's Vitality Summit website you'll be able to find Rachel's free bonus gift and information on how to get to her website and about everything she just told you about her programs so you'll be able to get that on there and start making your own skincare as gifts and for yourself, your skincare products. Remember every day to live, love, laugh, learn, and be the most fabulous version of yourself and until next time.