

Women's Vitality Summit

Dr. Keesha Ewers Interviews Connie Zack

April 2017

- Dr. Keesha Ewers: Welcome back to the Woman's Vitality Summit everybody. This is Dr. Keesha Ewers and of course this is all about caring for yourself, body and soul. Joining me for this segment, I'm so very excited is Connie Zack. Connie is the co-owner and chief sales officer of Sunlighten Incorporated which you might recognize as the best sauna on the market. She founded the business in a basement in 1999, and Sunlighten has been recognized by Entrepreneur Magazine, Hot 100 three years consecutively, and Inc 500 America's fastest growing companies in 2006. Additionally Sunlighten received the Ewing Marrison Kauffman, Mr. K award in 2008 and has been featured on the Oprah Winfrey Show and Dr. Oz. Welcome to the Summit, Connie.
- Connie Zack: Thank you. Thanks so much for having me. It's wonderful to be here. It's wonderful to see you. Beautiful face.
- Dr. Keesha Ewers: We had you on last year too. You've been a sponsor of the Woman's Vitality Summit twice in a row, and one of the reasons I love having you and really talking about Sunlighten is because it's such an incredible tool for enhancing vitality. I would like to really talk about that ... In your definition, first of all, how do you define vitality?
- Connie Zack: I define vitality as having that life where you are more energetic. You are living life to the fullest, making good choices and feeling that you want to live not only a very long time but a very qualified time. It's a very long answer, but it's just all about how you feel and also your mental approach to how you feel.
- Dr. Keesha Ewers: How did you get interested in infrared sauna therapy? What started this passion of yours? You're obviously very passionate about it. I met you several years ago and loved listening to you talk about the quality of what you do, what it brings to people in terms of turning their health around, and so I'd love to hear your story a little bit.
- Connie Zack: Yeah. Thank you. I am very passionate. It started almost 20 years ago with my brother who was really ill. He was recommended the technology that we use today, one of which is a [inaudible 00:02:37] wavelength. He was recommended by his dentist to use that to help cure himself of heavy metals and chronic fatigue and vertigo. I decided along with my husband that there's got to be a better way to [inaudible 00:02:53] to heal himself, to get better. We just really wanted to develop the most effective, most efficient, safest, high quality, beautiful product on the market that would help people be proactively helping

them. My brother used this technology years ago to fight disease, but it was a reactive way. I really started to feel like talking about this vitality, is all about being proactive and empowering yourself, empowering the choices that you make to really help your life.

The back story is really ... It's kind of by accident that we stumbled into it. I saw the difference it made in my brother's life and decided I want to help others and I want to leave this world a healthier place. If I could do that by making these types of products, then [inaudible 00:03:39].

Dr.Keesha Ewers: Great. Let's talk about then your brother was trying to detox heavy metals and was ill. Let's talk about some other things this technology is really good for because there's a long list of them.

Connie Zack: There is a long list. It seems like daily I get more stories from people, which is one of the one of the things I do what I do, is to hear from the success stories from people [inaudible 00:04:07] their lives. To detox is a major benefit. Your cleansing yourself, purifying yourself ... With my brother, we were able to get rid of heavy, heavy amounts of mercury in his body.

It's also about regulating your body. One of my favorite results that we are able to deliver is maintaining normal blood pressure. It's really hard to be able to do that. Most people have to use medication, but our technology we found within a clinical study that we can lower blood pressure significantly. There's so many benefits that come along with that. You're helping to increase oxygen, increase blood flow. There comes a clarity. You feel better because you can think clearer. You have more energy. A lot of times, it comes with losing weight. That you can also ... One of our newer technologies, newer products, are three in one. We have three different wavelengths. Significantly helps with reducing inflammation all over the body and all of the different parts.

Those are some them, and we can talk forever about conditions that it helps. These are some of the highlights, top ones, [inaudible 00:05:25] ... Inflammation, detox, blood pressure.

Dr.Keesha Ewers: It's really interesting about the inflammatory piece because I just released a book called Solving the Autoimmune Puzzle, and I highlight sunlight and sauna in there because inflammation is always the precursor to every disease there is. A lot of times people will come into my office and they'll say, "Well ... " When I say do you have any joint pain ... "I'm kind of sore because I'm getting older," right? And I say, "Well, back up. No. You don't have to be sore as you age," and I

think we have the odd idea in our culture that as we age we're supposed to become more demented and ...

Connie Zack: Right.

Dr. Keesha Ewers: Less flexible and be in pain. These are all actually signs from the body that you're imbalanced and not necessarily things that you just accept because you had another birthday.

Connie Zack: I love that. I love that approach. Thank you for doing that.

Dr. Keesha Ewers: Any time there's inflammation, it doesn't matter how old you are, it needs to be gotten rid of. It's not by taking an Advil or popping an ibuprofen of some sort. It's actually trying to listen to the body and saying, "Okay, so what do you need from me? What's happening right now? Am I eating something that I'm sensitive to? Am I toxic? Do I have built up stuff that I haven't realized is happening?" The sauna's a great tool for being able to put into your plan for decreasing your inflammation along with changing your diet and making sure that you're moving and hydrated. I think it's a really amazing addition to any protocol that has inflammation tied to it.

Connie Zack: I completely agree. It's been one of my favorite benefits that you're able to produce, and it has provided such a positive impact on our customers. I hear about it all of the time. My own personal story that, I don't think I shared this last bit, it was earlier in the year but in October I ran a marathon, my first marathon.

Dr. Keesha Ewers: Congratulations.

Connie Zack: Thank you. But I had those same thoughts in my head, that were just shared because I was in so much pain. And I'm thinking "Well, it's because I'm running. It's because of the impact on my body." And I changed my course. I started incorporating my three in one, like I had a whole schedule, I won't bug you with my whole schedule, but into, not only my training but in my muscle recovery. And it was just amazing. Just by making some changes, and then I also reduced the pain relief program that's in our product. It made all of it doable, like I didn't have that, those feelings in my knees and in my feet and in my back. And the things that were happening before with those couple of changes that I made. And you just use our product, like the way it's supposed to be used but using it a little bit more enhanced and intensified, my using it.

It just made it so much [inaudible 00:08:46] I would literally topple down and get it, because it's in my basement. But when I would get out you would never know that I just ran, you know sixteen miles or eighteen miles or whatever I did that day. And I was just like, jumping up and down. It was fantastic so, I have my own testament to the inflammation. And you should not accept the pain, you should definitely be proactive and find ways to reduce the pain and inflammation.

Dr. Keesha Ewers: Yeah, I couldn't agree more. I go, I'll hike a mountain and I'll come back and I'll get in the car and I'll stiffen up because now I'm not moving. I'm not moving those muscles and so I come home and I get in my sauna. And one of the cool things about the sauna is that you can program it from afar. And you can preprogram it so it can be on when I get home. And I have this little routine I do now. I fill up this big mason jar with water, I put a few frozen berries in there and some cottage and protein and a sprig of mint. I take it in the sauna. And I rehydrate in there and then I stretch out. Because my muscles are warm again, you know, once you get heated up in there and it's nice and you can stretch out and you have more flexibility and you can really recover your muscles in a better way.

So I love that. I love the ability to be able to just hop in there and do my recovery.

Connie Zack: Yeah. I couldn't agree more. I found that you choose the amount of time, I hear from people "I don't have time to use the sauna. I'll never do it." But when you're in pain, you know, I mean, and you know you can reduce that pain in my, it was a pain relief program. It was thirty seven minutes and literally, so rounding up forty minutes of my day, and I was a changed person. And then I would also at the end do some stretching as well which made such a different feeling in my shoulders and my whole body. People could not believe that I was training and doing that because just the way I was behaving after each long run.

Dr. Keesha Ewers: Right.

Connie Zack: And another thing is, on that same note, I had people mention this to me the other day. I'm doing a half marathon next week, and you know what I'm really impressed with is the fact that most people when they're done with a marathon, they're done, you know? But I honestly think so much of that is because of our product. It's because it kept me healthy along the way and it helped me recover my muscles. But I wasn't just like, you know, dead of whatever. I was just done at the end. I was able to, a couple days later, go out for a three mile run and keep my body moving.

Dr.Keesha Ewers: Mm-hmm (affirmative).

Connie Zack: So I think that's really important to do for yourself. To take time, even if you're not training for a marathon, but take time to be good to your body. There's so many benefits.

Dr.Keesha Ewers: I used to be a marathon runner and I did about six of them and I didn't have this sauna in those days. And I certainly wish I had because the recovery time is quite long without it.

Connie Zack: Yeah. I completely agree. Even though it's my own product I still am surprised, you know mentally, "oh my goodness I just ran twenty miles, that's why my body hurts." But then when you can reduce that time to feeling better, it makes such a difference.

Dr.Keesha Ewers: Right. So the most common question that I get asked in my office about sauna when I start recommending it, and you know people have small intestinal bacterial overgrowth or they have candida, or they've got heavy metals or they've got bad estrogen metabolites and hormone imbalance. You know I prescribe sauna for all of these things, there's so many things. Weight issues, chronic fatigue, skin stuff. So, you know that's another thing, your skin looks glowing all the time. You know, when you get in there. And the thing I always get asked, I'm going to have you answer this, "Can't I just sit in the sauna at my gym?"

Connie Zack: Mm-hmm (affirmative).

And not yet, hopefully one day they'll be a Sunlighten sauna in every gym but most of the saunas in the gym have conditional heat. Either they have heat or they have the dry rocks. And that heat is focusing on the air. So what makes Sunlighten's special, our products, is we're focusing on the body. So these beautiful wavelengths, the far infrared the mid infrared and the near infrared, which is what's in the three in one I've been referencing as far as my muscle recovery. Those wavelengths go into the body. Now each wavelength effects the body in a different way. But they're not staying in the air. So we've filtered out all that convectional hot air, and just, the hardest thing, the healing part of the wavelengths.

So what happens is, is that goes into your body and that gets, depending on which level it's wavelength, it gets deep and it starts to change and transform your body. And that's why you see the reduction in pain and reduction in inflammation. That's why you see increased cardiovascular conditioning so

you're blood pressure is getting lowered naturally without medication. That's why you see some of these benefits because it is effecting your body at a deep cellular level, and your water molecules are changing and they're transforming and eventually they're going to release a lot of the toxins that are stored through your sweat. That sweat is a different quality of sweat than if you were in your gym sauna. Because in the gym, your hot because the air's hot. So your sweat is surface. But what we're doing, we're getting to the core, we're getting to the root, the insides of everything with the wavelengths. We're purging the body from the inside out.

Dr.Keesha Ewers: That's what I always tell everybody and the second thing that I always get is, "well, heat really bothers me. I can't even sit in a sauna for very long." So I want you to address that one too.

Connie Zack: Yeah, that's how I used to think, that's how I used to be. So I love that question.

Dr.Keesha Ewers: Same here.

Connie Zack: Yeah, I'd be like, "Sauna? No, no thank you." Because you feel like it's oppressive. That's how I used to feel.

Dr.Keesha Ewers: That's the exact word. It's like its suffocating, that heat.

Connie Zack: Right, exactly. And I don't want to feel like that and it doesn't feel that way.

Dr.Keesha Ewers: Right.

Connie Zack: Because, again, I always have my hands up because when I go in and wave your hand in the air, it's not that like, sticky hot oppression feeling. It's warmer but that energy is focusing on your body and so you can breathe really easily. And my favorite, I was just talking about earlier today with somebody who used our product, and I said, "you know, the thing about what they're planing on, one of the benefits, is how much more energy I have as a result."

What's really interesting is, is that when people think of the sauna like in the gym, a lot of times when they're done with the sauna in the gym or like a hot tub or steam, they're exhausted. They just get zapped. Like, they're relaxed but they are more tired than they were before. And with this Sunlighten product, you actually have more energy, you know, you're glowing. You feel like more vibrant, more you know like you're get on that path on having the most vital life with the most vitality. And that's what I think of when I think of those questions. I think of a life of vitality and there's that energy.

- Dr. Keesha Ewers: Mm-hmm (affirmative)
- Connie Zack: And, just feeling happy and energized and I can just like do whatever I want to do. Doesn't matter the age, doesn't matter the conditions. Whatever.
- Dr. Keesha Ewers: Right.
- Connie Zack: I can still have a great life.
- Dr. Keesha Ewers: So the other answer that I give, in addition to that, is I'm touching the screen right now because you can touch it. As you dial up the temperature it's under your control. So, you know if you do feel too hot, you can just turn it down. And in here in a gym you can't control what's going on in the gym sauna and you're sharing it with a bunch of people. You know at this one, you get to turn it down and just get to the point that you're sweating. You don't have to be killing yourself and cooking.
- Connie Zack: Right, right. So exactly like, I used to use the cardio program a lot. The more I started my marathon training, I used to do that a lot. And when I started the marathon training, when I started incorporating it into my protocols, I changed because the cardio program is intense. It's designed to be intense. It's a workout for those people who are not going to do active cardiovascular conditioning.
- Dr. Keesha Ewers: Right.
- Connie Zack: You know, those people that can't get to the gym. Well I didn't need that anymore. I was running a lot. So when I changed to the painted room programs, it was a different experience. It's one of my favorite things about the product. I also love the anti-aging program, because it's a little bit cooler because of the blend of the wavelengths, the infrared, and that's the one I do my most amount of yoga and stretching to because, especially if I do the day's intense stretching, I like to have the wavelengths hitting my body but I don't want it to be really really hot.
- Dr. Keesha Ewers: Mm-hmm (affirmative).
- Connie Zack: And so, I get the range of motion and it's wonderful. I want to be in there right now.
- Dr. Keesha Ewers: Just came out, myself. So, you know also what I love about it is the sound system in there which is delightful. It's so good. And I mean I can listen to chanting music while I'm doing yoga, I can listen to anything I want. Any kind of

music or put a DVD in there, hook it up to Netflix if I want to watch something. Or, you know. It's great because you can do whatever. You can have it silent and dark or you can turn on a broad variety of lights and work with that. You can have any kind of sound you want. You can have waterfalls, brooks, or oceans in there. You could create this ambiance of experience of whatever you desire which is really nice.

Connie Zack: Yes, the acoustic resonance therapy and the light therapy are two of my favorites.

Dr.Keesha Ewers: Mm-hmm (affirmative).

Connie Zack: It really does. It sets the stage and, for me, years ago before we had any of that. I would literally get in there and I'm tapping my foot, and I'd be like looking at the [inaudible 00:19:32] and start to just, you know be like, "how much more time do I have?" And now, with those enhancements, especially the sound [inaudible 00:19:40] therapy, I get in there and I can immediately feel my shoulders let go, my neck just roll and then I'm, I can start my process. I'm not waiting for anything.

Dr.Keesha Ewers: Right.

Connie Zack: I'm enjoying the process.

Dr.Keesha Ewers: And, I don't know if this is actually manufacture recommended but you can make it so that it's not so hot. You can, actually take your laptop in there. And so, if I have a lot to do. You know, I'll take my laptop in there and work in there too. I'll just have a towel so I'm not dripping sweat into the keyboard.

Connie Zack: I know a lot of people that do that.

Dr.Keesha Ewers: Yeah and then other times I'll go in a take a nap. You know, if it's time to go to bed, if I do it before bedtime, oftentimes I'll fall asleep and then go upstairs, take a shower, and get in the bed. You know and so, its really, it lends itself to you can multitask or can be fully mindfully present with the process. You can meditate in there, you can do yoga in there. You know, it's really nice for whatever you want to make it. You know, it's adaptable for you.

So what's the difference between, because this is one of the things that I ran into myself. I started wondering the first, in pyogenic medicine, which is the ten thousand year old sister science of yoga from India. It talks about never boiling your head. So when we do panchakarma, which is the five actions that are for

detoxification from the pyogenic perspective. We do panchakarma at my clinic. Always your sauna experience is supposed to have your head out. So we had a long steam cabinet where you lie down and your head's off the end. And then the massage therapist will work on your head while you're steaming. We did that for several years. Oftentimes they'll be these upright steam cabinets, but then infrared saunas started coming out that were these portable ones. That you could sit in on these little camp chairs and put your hands out and you could read things. And they were only like one hundred and seventy five dollars on Amazon, right?

But the thing about those as people started buying those in my practice. And I started thinking about electromagnetic energy and the EMF that come off of something like that. Are you doing yourself any good? So I started looking into that and really vetting them because people were asking me. And that's when I found you guys. It's when I started looking for quality saunas that aren't going to, basically electrify you will all this EMF field. You know, are you really doing yourself any good?

When I was a marathon runner and I would travel I would always go out and I couldn't wait to get my running shoes on, in whatever new place I was at and go explore. And sometimes it would be in a city and I'd run along the sidewalk early in the morning and a bus would go by and I would think, "is this doing me any good?" You know?

I'm inhaling all of this pollution. I don't even know if the risk benefit ratio is on right now, you know? And so I really, I started talking to people about this risk benefit ratio with what you're doing for your health. You know, and so just like all supplements are not created equally. All saunas are not created equally. So I'd like for you to address that because this is why I started getting Sunlighten saunas and bringing them in, and talking about them and putting them on the summit and everything because this is something that you pay attention to and I think, in the future we're going to know more and more about this. And I would just, anyway, I just want you to talk about it.

Connie Zack:

So, a couple of things to address that is first of all, infrared is in everything;. So its a really broad term. What makes Sunlighten's product so effective and transformative to the body is the quantity the amount as well as the frequency that we're delivering that we've leaked into the body.

So when you see, there's lots of infrared saunas you see out there, at Costco, Amazon, whatever.

Dr. Keesha Ewers: Mm-hmm (affirmative).

Connie Zack: And the label is infrared sauna. The quantity of infrared that's coming from that heater is very low. And in order to transform those water molecules in the body and the cells and really really make a significant difference in the body, you have to have it almost on hundred percent in a very particular room.

So I'm not going to get into all of the details but that's what we've spent like the first, you know, a whole year working on was, when we first started. There's a lot of stuff out there so we just added regulatory heater, blah blah blah. And we finally figured out a master, the frequency and the quantity, the difference that it makes is significant. Because at one point we actually had two different products.

One had a lower amount of far infrared and then one had the basis for our product today which has the most amount on the market. And we would get so many more letters, and phone calls, and doctors. People would like fax us their blood work showing the lesser the mercury, their triglycerides, their cholesterol, all of those things. From the technology we have today, actually enhancing the market, made it better.

So my point is that, over here in the space of infrared. If you are spending on a generic infrared sauna, you are not getting enough far infrared into your body to make a difference. And so that's the first thing and that's really the most. Well, it's equally, I should not say more important, but equally as important is the electromagnetic field that we talked about.

You really want to make sure that you're not inhaling petroleum while you're running, you know. Same thing. You want to make sure that you're in a safe environment and that's first and foremost, always the first thing before we develop any of our products is making sure we have the safest product on the market. And part of doing that is shielding everything with the latest electromagnetic field, now we figured out new ways to do it. So we can easily say we're the most effective, most efficient, and safest product on the market.

And that's really important as you're purging the body. You don't want to be putting more harmful things in.

Dr. Keesha Ewers: Right. So we're getting to the end and I want to make sure [crosstalk 00:26:38]

Connie Zack: Aw. [crosstalk 00:26:38]

Dr. Keesha Ewers: I know.

Connie Zack: It always goes so fast.

Dr. Keesha Ewers: It does. You're so busy with being the CFO of a company and having being the co-owner, and having to run all that you do. And I get asked this question also, a lot. Because I also do a lot. How do you maintain your work life balance for you? Because this I think is one of the biggest drainers of vitality for women in our era. We keep ourselves really really really busy. So I would love to hear how you manage that.

Connie Zack: Yeah, that's a great question and I agree. I think that the biggest cause of stress for women is the choices, in front of the conversation, the choices that women make that put them under that. It's not that it's done to you. I really don't believe that. I believe that we're empowered and we're in control and we need to be choiceful. And so one of the things I do, I think having a healthy life, number one is first and foremost. I'm very choiceful of the food I put into my body, into my kids bodies. I'm very choiceful in my routine. My exercise, I use my Sunlighten sauna. You know, I take care of my body.

I also eliminate distractions. You know, try and get rid of the outside noise and I mean I don't have the TV on when we're home at dinner and we, I just do whatever I can to be in the bubble. You know, that, I say that to my kids sometimes, it's to create that shielding where we are happy and positive and supportive and passionate about the goals that we set for our family. And when we have that, one hundred percent wow. To me that is just, I feel fulfilled. My bucket is overflowing and if my bucket is overflowing then all I want to do is give to others and give to the community and to my girlfriends. To anybody who will accept. And that for me, is balance.

Dr. Keesha Ewers: Mm-hmm (affirmative).

Connie Zack: Everybody finds balance in different ways but it starts with the choices that you make and staying true to those choices. And for me also, eliminating those distractions and eliminating the things that aren't filling up my bucket.

Dr. Keesha Ewers: Mm-hmm (affirmative).

Yeah I don't do TV. You know I think that's one of the things that can be one of the biggest time suckers that there is, so like if I'm not in the sauna, I'll watch a movie sometimes.

Connie Zack: Right.

Dr. Keesha Ewers: I want to make sure I'm doing everything in my life that's in alignment to my values and what I consider my life purpose and so really kind of having. When you say choiceful, I always think purposeful.

Connie Zack: Right.

Dr. Keesha Ewers: You know, being on track with that my life purpose is and what I know I'm supposed to be giving to the world. I like what you're saying and the bubble's really nice, having a shield that kind of keeps you grounded in that space where you're always in alignment with what your values and what your purpose is. So, very nice. Thank you.

Connie Zack: Right.

Dr. Keesha Ewers: So do you have any last pearls of wisdom that you would like to leave with our listeners?

Connie Zack: You know, my biggest pearl I think in what you're trying to accomplish is, you know, look inside first and figure out what fills your bucket, to use that same analogy. What are the things that are bucket fillers, and what are the things that are bucket drainers? And be in control of that. Because so often I hear people complain about this person's doing this, or these external factors and some things we cannot control, right? But the things we can impact ourselves and look inside for where, when do you feel most fulfilled? Because everybody's different.

Dr. Keesha Ewers: Mm-hmm (affirmative).

Connie Zack: And really seek to do that for yourself and don't count on other people to do that for you, including people of your own family, because that's not necessarily going to happen. [crosstalk 00:31:05]

Dr. Keesha Ewers: I just want to reiterate that. I think women get into that really, in meshed to that kind of spider web. Where they get stuck thinking that if they take care of everybody then others are going to turn around and take care of them. And they actually have an expectation for that. And then when people fail, they get upset and resentful. So, I love what you just said. So make sure, and often I'll ask women, "Well, what is it that you want?" If I'm doing couples counseling for a couple, I'll ask what each one of them wants and so many times the woman just says.

Basically, she can't answer it.

Connie Zack: Right.

Dr. Keesha Ewers: And wants her spouse to mind read what she doesn't even know.

Connie Zack: Right, right. And the other thing that is really important on that same topic, especially with couples is not measuring. And that's something that Aaron and myself, my husband and business partner, co-owner. We've done a really good job at, it's kind of the foundation of our marriage. When you do something for somebody, you do it because you really want to do it. You don't measure the quantity or the quality, or even if there is a return.

Dr. Keesha Ewers: Score keeping, yeah.

Connie Zack: Right, right. And I think it's really important that we work on, we're not perfect, that we work on not even saying "you know, I did that." Like making sure, it's just you're doing it because you want to, and you expect nothing in return. It's just simply out of love.

Dr. Keesha Ewers: Keeps it clean.

Connie Zack: Exactly. Same thing in the workforce. Maybe I'm doing, right now I'm in the carpool world with the little kids and I genuinely, when I'm offering to carpool, I'm genuinely doing it because, A) I can. And B) because I think it's fun for the kids, you know. And C) because I want to. It's something I want to do and I, you know, so many moms say "I want to do it back for you." I'm like, "I'm not doing it for that, thank you. Thank you so much for offering, I really really appreciate it. I really genuinely am doing it because I really really want to. I want to do this."

Dr. Keesha Ewers: Yeah. That's important.

Very good pearl of wisdom. Thank you Connie.

Connie Zack: Thank you.

Dr. Keesha Ewers: So again, Connie is the co-owner of Sunlighten sauna. Best sauna on the market and I appreciate you sponsoring the Women's Vitality Summit and sharing your time with us.

Connie Zack: Oh it is our pleasure. Thanks so much for taking the time with me. It's always to great to talk to you and it's great to be a part. I mean what a wonderful group that you have put together for this. I'm so excited for the Summit and it's such an important topic. Thank you so much.

Dr. Keesha Ewers: Thank you. It's an amazing group of women.