



THE SPECTRUM OF HEALTH

— P O D C A S T —

Podcast Session #19

The Beauty Bluff: Your Personal Care Products Are Poisoning You

with Dr. Anne Marie Fine

Dr. Schaffner speaks with Dr. Anne Marie Fine about how our beauty products can trigger autoimmunity and chronic illness. This session covers the products that will make you feel beautiful and keep you healthy.

To learn more about Dr. Fine,
please visit <https://dr-anne-marie-fine.mykajabi.com/>

00:06 Christine Schaffner: Welcome to the Spectrum of Health Podcast. I'm Dr. Christine Schaffner and today I'm speaking with Dr. Anne Marie Fine. Anne Marie is a fellow naturopathic physician, and she's not only passionate about environmental medicine but also organic skin care. She's created a skin care line called "IAMFINE," it's a beautiful product line with two really amazing products that we'll be talking more about. We connected at a conference a few years ago and we have a mutual passion, there's a lot of synergy in our approach and in how she feels that what we're putting on our skin, especially for women, can be a huge trigger for autoimmunity and chronic illness. We're not only passionate about sharing wonderful products so you look and feel your best, but also so that you can be educated about how what you put on your skin does matter. I hope you enjoy our conversation today and we look forward to hearing your response. Thank you.

01:17 CS: Dr. Anne Marie Fine is the founder and CEO of Fine Natural Products, a doctor-owned company dedicated to providing organic botanical and vitamin-based skin care solutions that feed and nourish the skin. Dr. Fine is a practicing doctor, award-winning researcher, author, and highly sought after national and international speaker based in Newport Beach, California. Her unique expertise in environmental medicine and formulation has enabled her to combine epigenetics in environmental medicine to permit genes to express their quintessential beauty quotient. As a doctor specializing in environmental medicine formulating her own anti-aging, toxin-free skin care products, Dr. Fine is especially sensitive to the effects of today's myriad chemical ingredients on developing fetuses, babies, children, and adults. Dr. Fine's passion is to formulate elegant, eco-conscious, anti-aging products that are totally clean, truly organic, and actually work. Her products, articles, and educational seminars represent her lifelong commitment to unlocking both the secrets and the science of aging beautifully. Dr. Anne Marie Fine, NMD, CPA, graduated with high academic honors from the Southwest College of Naturopathic Medicine in Tempe, Arizona. She received her undergraduate degree from the University of Notre Dame in South Bend, Indiana.

02:26 CS: Welcome, Dr. Fine, I'm so excited to interview you today.

02:29 Anne Marie Fine: Well, thanks Dr. Schaffner. Thanks for inviting me on your podcast.

02:33 CS: Absolutely. As we were getting ready for this conversation, we had so much fun learning more and more about our mutual passions and synergy. We're both naturopathic doctors, as you may know, and we both have a deep passion not only for environmental medicine, but for educating women and just everyone on the health implications of clean beauty. I think we're going to have a really informative conversation today. I know that you were ahead of your time in bringing this information to light and even in creating the products that you have created, but people are catching up and are demanding more information and better products. I know that you were at the head of this learning curve for a lot of us. How did you bridge the gap from being a naturopathic medicine doctor, naturopathic doctor, and an environmental medicine specialist? How did you bridge that gap into developing your own product line and becoming passionate about organic and clean beauty?

03:37 AF: That's a good question. It's the story of my journey and it really begins when I was a new doctor seeing patients, I noticed that my female patients had so many more complaints of a chronic nature than my men in terms of autoimmune disease and chronic fatigue and fibromyalgia and all of this tiredness. Nobody had any energy, people were gaining weight, and I was thinking, "What is the one thing that women do that men don't do?" And something that came to mind is all of the products that we women slather on our body all day long, basically, and what is that doing to us? Is there a connection? I started looking at that more carefully in terms of the products and the ingredients, and I started seeing that a lot of these things that we put on our skin, they are absorbed into the body and they are toxic and are contributing to our body burden, which is contributing to our epidemic of chronic disease today. I wanted to address that by having my female patients use better products. But when they asked me, "What should I use?" I started looking at what was available and I was pretty appalled at the

shenanigans that went on with some of these lines to call themselves natural or clean or what have you. And so, I was inspired really to start my own line of products.

05:15 CS: And many of us probably know this by now, but if this is still new information to take it a step back--many people might think, "Well, how can products that are bad for us end up in beauty products?" Why do we even find carcinogenic and neurotoxic ingredients in the average personal care product? What are we up against? I think that's a really important thing to set the stage.

05:39 AF: That is a good question. Yes. Let me set the stage here. The FDA really does not require that products be tested or even reviewed before they come on the market. And so, these things that are on the market that are available anywhere are not tested, no one's looking at them. Our regulations in the United States are a lot more lax than they are, say, in Europe or even in Japan or other countries. They have tighter regulations on their personal care products and other products. What this means is the big global companies that are producing products are producing different levels of products, and the most toxic products go to the US, and the ones that are cleaner go to Europe and Japan, wherever, because they have to be cleaner. It's something that women and men in the US should really be aware of. We have really lax regulations and we are getting the least clean products over here.

06:50 CS: I think that's a wakeup call for many people still. I mean, I think the patients that you and I see are very educated and they're getting more and more savvy, but I think as Americans and as people who are dedicated to educating people about health, you have to be very proactive in our country to avoid environmental toxins. I think this is such a huge area of exposure so I'm glad that you're out there sharing more information. So the FDA, they're not protecting us, out of all the countries in the world we get the most toxic ingredients. If we want a natural product, what are we to look for? There's this whole idea of green-washing, where you think you're getting a natural product, but when you look at the ingredients, it might not be as clean as you think.

What are some things to look out for as far as how to really identify if this is a good quality product and not something that's been green-washed?

08:04 AF: That's a good question, and what I teach everyone is you must learn how to read a label, because that's where the information is. It's not on the title of the product or the image on the front of the bottle, it's in the label. And so, that's why one of the things I offer is, I have an online digital class that teaches people how to read a label properly. You need to learn this, you can't rely on a product saying at the top, "Natural shampoo." Because natural, for one thing, is not a regulated word, and it actually doesn't have a meaning. You could have a product that says, "organic shampoo" in the title of the product or the name of the product, but when you turn it around and look at the ingredients on the label, you may not find any ingredients that are organic. Or you may find one, one or two, and they may say, "Well, you know, we have one or two. That's good enough, we're going to call our product organic." We need to look out for this so that companies understand that consumers are driving this profound shift into cleaner and better products for themselves and their family.

09:28 AF: It's consumer-driven. But they're not really in the space, they don't really understand it. I've pressed them for answers on my trips to Europe and they say things like, "There's really nothing wrong with parabens or phthalates," or whatever the ingredient in question is. "It's just that these darn consumers keep thinking there's something wrong with them, and so we have to... You know, we're in the business of making money, so we have to, you know, kind of cop to that thinking." [chuckle] Well, that means they're not really that interested, it's just that it's all a marketing gimmick to them. They may put pictures of pretty herbs on the front of their packages of personal care products, but if you read the ingredients, there may be one lone herb in there that might be the last thing on the bottle. You have to know how to read a label so you don't get fooled. You have to know that the first ingredient on a label is the bulk of what's in that product. They're listed in order of concentration. And so, if there's something really, really good at the end, that's a minuscule amount. If the first two or three products are not good, well, that's the bulk of your product.

10:53 CS: Absolutely. I think people have caught on to this idea of parabens but what, just for the average listener, what is a paraben and why should you avoid a paraben?

11:06 AF: A paraben is a preservative that's been used for many, many decades, it's kind of the preferred preservative. And the reason why it's so preferred and prevalent is because it works really well against bacteria and fungi. The problem is that they are endocrine disruptors and they actually tweak or confuse your own hormones in your body, and they've also been investigated in terms of their relation to breast cancer and other cancers. There's quite a few articles written in the literature that look at the connection between parabens and breast cancer. Right now, the way that we determine if something is carcinogenic is really kind of an old test called the Ames Test, right, Christine?

12:17 CS: Mm-hmm. [chuckle] It's coming back to me.

12:19 AF: Yes, the Ames Test. And it's like, is this molecule mutagenic? That's a yes or no question, right? But really there's an emerging paradigm of cancer that is coming out and it really looks at characteristics of cancer, and there's five primary emergent characteristics of cancer and two peripheral ones. I mean, it's not just one thing. This is something that I lecture on when I talk about parabens and personal care products. If you look at this new paradigm of looking at potential cancer-causing compounds, parabens hits it at five different places in terms of spurring the cell to grow unabashedly or something like that. And so, even though it has not been declared a carcinogen, it's an endocrine disruptor, it's still being looked at in terms of determining its connection to breast cancer? Cancer is on the rise. It's one in two men and one in three women.

13:33 AF: What's interesting is, there's a researcher in the UK who's been looking at parabens in breast cancer and she had access to Scottish breast tissue from the '80s from mastectomies from breast cancer and she looked at the amount of parabens in those samples and compared them to breast tissue from probably just a few years ago.

I think it's four times the concentration of parabens that are now being seen in breast tissue today. Which doesn't mean it's causing the problem, but isn't it interesting that from a pure concentration standpoint, we have so much more parabens sitting in our breast, because our breasts are lipophilic sinks. Lipophilic just means that these toxins that love fat can be stored in fat, and the breasts are mostly fat. In terms of pure concentration of these things that are coming into our body, our burden is increasing, and it's problematic.

14:45 CS: Absolutely. That's really interesting. I wasn't aware of that. And our exposure over time, it's this bio-accumulation that happens. Maybe one use won't be as disruptive, but a lot of young women and a lot of young girls start using personal care products from a very young age, and if we're slathering our skin with these ingredients, they do have an effect over time. I think some people still think, "Oh, you know, my skin isn't going to absorb that much." But we know that the skin is a huge route of elimination...it's an excretory organ, but we use it in drug delivery all the time because we absorb so much in the skin. I think that's really, really important to understand, in that we're seeing these ingredients in our tissues. They do get stored and they do have an effect. This brings up so many questions, but without taking a different direction yet-- you mentioned endocrine disruptors. What are some other endocrine disruptors other than parabens that we would commonly see on a label that we should avoid?

15:57 AF: Well, the one that I want to talk about next is one you will never see on a label, because it's not required to be disclosed, and it's called a phthalate. A phthalate is an endocrine disruptor and it's used in artificial fragrances. An artificial fragrance is considered a trade secret, and so the companies don't have to disclose the 10 to 100 ingredients in their formulary perfume, because then other people could copy it, or that's the rationale. So whenever you see the word, "fragrance" on your products, whatever it is, you have to think, phthalates, because phthalates are added to the fragrance as a scent fixative. It holds the scent to your body longer. Otherwise, you would put your perfume on and it would just evaporate and 30 minutes later, there's no smell. So, this is the chemical that they use to make that scent last longer. It's also used in other

products, too, like hairspray, and it's really ubiquitous. But you'll never see it on a label. The number one thing I say to people is, "If I had to distill everything I talk about today into one pearl, it would be to use unscented products on your body and in your home." And in your home means dishwashing detergent and laundry detergent and cleaning products.

17:37 AF: No scented candles, none of those plug-in air fresheners. The plug-in air fresheners are like toxic bombs. They've got benzene in them, a known carcinogen. They've got phthalates in them, they've got formaldehyde in them. And now people are thinking that it's nice to add a fresh scent to your home by plugging in this cancer bomb into your wall. It's crazy. There's nothing natural about it, it's so artificial. I would say in your shampoos and your skin care products, you don't want a scent. Now, a scent that is derived from an essential oil is different. That's a different deal, it's not an artificial formulation. If you see on your label, oil of lavender or Neroli oil or something like that, that is a specific plant product-derived oil that has a scent to it. You don't have to worry about phthalates with that.

18:42 CS: That's huge because I think people don't know that you can easily skim over an ingredient label and see fragrance and just think that's all that there is, but that can be hundreds of ingredients including these phthalate endocrine disruptors.

19:00 AF: Let me share two more things about phthalates before we leave the topic, because one of them is gonna blow your mind.

The first one is that these endocrine disruptors are part of what is making us fat. People are gaining weight like crazy, and they're not eating sugar all day long, you know what I mean? They're not eating ice cream all day long. People are gaining weight, and they're getting diabetic. These endocrine disruptors, including parabens and phthalates and more, are part of the problem. They're changing us metabolically and making us gain weight, so they are obesogens, which is, they're making us obese. The second thing is that new research came out on phthalates, this kind of blew me away. If you're putting on perfume, you're actually putting phthalates on your skin, when you put body lotion

on, you're putting phthalates on your skin. But it turns out that they tested phthalates, and let's say somebody around you wearing fragrance, such as if you had to run through the gauntlet at the department store with the lady spraying perfume and there's no way you can get around it--that air has perfume in it, you are absorbing phthalates through the ambient air. Even if you use scented cleaning products in your home, and you're not cleaning anymore, but they're in your home, they are in your air and you have the ability to absorb them in your skin just by being in that environment. That makes fragrance like the new second hand smoke.

20:42 CS: Wow.

20:42 AF: You can get your toxic hit, and you don't even have to be the one wearing the product, you could work in an office with a couple of ladies wearing perfume even though you yourself have decided not to wear it, and you're still getting phthalates from them.

20:58 CS: Yes, we have a fragrance-free policy at Sophia Health Institute where I work and it's amazing, especially because, there's an increase in autoimmune disorders, and there is an increase in patients who have multiple chemical sensitivity and this increased sensitivity to these toxic environments. I think of them as the canary in the coal mine, these highly, highly sensitive individuals that will get very sick by these exposures. So, working in this type of environment and with these types of patients, I've become very sensitive myself...when you don't inhale this stuff all day long and then you go into a public place...and I'm not that sensitive...but I don't feel well when I am next to somebody using a typical synthetic conventional phthalate-ridden fragrance, it's pretty remarkable.

21:52 AF: Yes.

21:54 CS: I mean, that's fascinating that they can document how the air can be a route of absorption. I'm not surprised, but I'm glad that they could document that. With the

obesity epidemic I know that we have a lot of work to do with our food in America, but there's this increasing environmental exposure and environmental toxicants that do affect our endocrine system, our insulin regulation, our pancreas, all of these things, and we often see clinically and I'm sure you see this a lot too that when people do detoxify their life and their body that they do lose weight.

22:38 AF: Yes. They do.

22:38 CS: This is an important strategy for weight loss. So, Anne Marie, just touching on the label again, we have parabens, we have phthalates, and then, if you were going to choose one more really common ingredient that gets green-washed that people should be aware of, what would you like to share now for people to really make sure that they're avoiding? What would be one more that you feel like with your research that people should really be aware of? It's hard to pick one.

23:19 AF: There's so many.

23:20 CS: I know. And you can pick more than one. I was just thinking for practicality, people can now look at a label and say, "Parabens. Okay, if there is a paraben, don't pick it up. If there's a fragrance that doesn't have an asterisk saying essential oil-derived, don't pick it up." But if there's another ingredient...

23:39 AF: Well, another one that I'm not happy with is formaldehyde, which is a carcinogen, and you can't find it on a label too, I just think it's like cheating. It's like, some of the most neurotoxic and carcinogen things, you would have no idea, if you didn't know how to read a label. And so, just to explain it further, the formaldehyde releasing preservatives systems are used, because, guess what? Formaldehyde is a really good preservative, and we know that Christine, [laughter] because we had to be in the cadaver lab...

24:12 CS: I know.

24:13 AF: When we were in medical school and they were preserved with formalin, which is a form of formaldehyde, it works great. But the companies are too savvy, I mean, they know that you can't just stick formaldehyde in your label and get away with it, and so, what they do is they come up with these particular chemicals that don't even really sound like formaldehyde, but they break down into formaldehyde over time, in your product as it's sitting in the warehouse and sitting on a truck and getting to the store and then getting into your home when you buy it two for one. And then you've got to store it, because they are really big containers that you got at Costco. I mean, the shelf life is incredibly long, which is a problem, and so, the thing has more formaldehyde in it though, right? The older it gets, the more it has, because these chemicals are converting and people don't know that. I do have a list of those in my book, and then I have it in my class.

25:25 CS: I'm excited to just scan that myself in your book, because that's a really important toxicant to avoid, and I could see how you could be very misled if you didn't know what to look for.

25:42 AF: I know. And another word about that, when when my kids were babies, when I was a new mom, this is many years ago, my oldest is 30, so this is 30 years ago, where your clean and your baby-appropriate products really didn't exist and I'm thinking to myself, "Well, I guess what I get is Johnson&Johnson's, No More Tears baby shampoo," right, it's been around forever. Everybody knows that's what you do with a baby. And it says, "No More Tears," which is a plus when you have a baby. In the past, I'm like, "Yep, that's what I'm going to get." So I got it and I washed my baby's hair. All I got was tears. I just got a screaming, crying baby any time I ever tried to use that shampoo on him, which forced me to go to the health food store and find something else, so I never used it after that. But guess what? That company, under pressure from consumers, has reformulated the iconic, "No More Tears" formulation and guess what they took out? The formaldehyde-releasing preservatives.

26:49 CS: Oh my gosh.

26:51 AF: So basically, I was putting formaldehyde-releasing preservatives on my baby's head and he was letting me know that that was not okay with him.

27:00 CS: He was putting you on your path from day one [chuckle]

27:02 AF: I know. Then I was just like, "That is really... That's a gyp." Their marketing is really off base.

27:08 CS: And that's where the message, and I know that you and I are both getting across, is that the cosmetic and personal care and beauty industries, they spend so much money on marketing, and they can market a product that's really nothing but marketing and has really minimal ingredients that are helpful. Lots of toxicants. You feel good because of the marketing, but there's no basis to these products.

27:42 AF: Right. It's form over substance, and the form is how beautiful the packaging is, and the label has pretty pictures on it, or the marketing is what you want to hear, but the substance is really what counts. So you have to be able to get educated so that you yourself always know and you don't have to rely on anyone else or anyone else's rating system, instead you will know if it's a good product, or not. It's very empowering, and that's why I had a lot of fun making my course because I really wanted to empower women so that they just knew, like that they could pick up anything anywhere and look at the ingredients and they would know, "Yep, this goes into my shopping cart," or, "No, this goes back on the shelf."

28:29 CS: Yes, they can't be fooled, right?

28:33 AF: Right.

28:35 CS: So out of your research you ended up creating two really beautiful products and I would love to just dive into the formulations and how you created them because I think there's so much we can learn from how these were inspired.

28:50 AF: I'd love to talk about that. I started attending these conferences and trainings in Europe because I wanted to put together a European-styled anti-aging serum. In Europe, the women tend to use oil-based serums, and in the US, the women tend to use creams, and cream-based moisturizers, lotions, and creams. So I really wanted to do something that was very pure and very effective and very concentrated, and so that's where I really got my training, and then I traveled worldwide to develop my sourcing, because I'm very, very picky about my sourcing. What I came up with was the Youth Serum, which is my product for women's face to fight the appearance of fine lines and wrinkling and really deeply, deeply hydrate. What I wound up using for my very first ingredient is blueberry seed oil, which is so, so rich so high in tocotrienols, which is part of the vitamin E family, it's a natural substance, and then I added in the organic pomegranate seed oil, organic cranberry seed oil, organic pumpkin seed oil, some organic olive oil.

30:21 AF: I used the seed oils, because the seed contains everything that that plant is gonna need to grow, so it's a very nutritive, concentrated and fatty substance. When you combine it with the essential oils that I use, such as *Helichrysum italicum*, which is a very, very expensive essential oil that actually has a component called narrow acetate that has been shown in the research to regenerate the epidermis. I used a combination of frankincense, and *Helichrysum italicum* and Roman chamomile in order to calm and protect the skin. The combination that I came up with is very concentrated, and it's very effective because there's no cheap fillers in it that are just taking up space, and everything on there has a purpose, and everything on there is effective. And not only that, in my book, I have a graph of how skin ages and I go right down into the molecular basis of skin aging and there's certain things, like matrix metalloproteinases and AP-1 which turns on your inflammation. I show from a molecular basis, how your skin ages, and how my formulation fights it by retarding the matrix metalloproteinases, by being

anti-inflammatory, by regenerating epidermis, and by just keeping your skin healthy. And so in my book, that's kind of the basis of my book, to say, "Look, this is how our skin actually ages. These are the factors, these are the skin aging expo-zone factors, which are not just UV rays, they're pollution and stress and poor nutrition; all of these things are aging our skin." And then I show in the book what you can do to turn on your beauty genes, essentially epigenetically up regulate your whole system to preserve your skin health and beauty. What shows up on your skin is simply a reflection of how healthy you are on the inside, so it really works on health from a deep holistic manner, but you're going to see it on your skin because it all works together. Your skin is your body's largest organ, and like you mentioned earlier, Christine, it's bi-directional. It's an excretory organ of elimination but it also is a highway for certain things to get into your body.

33:19 AF: It is not a barrier, it is not a stainless steel barrier. Right?

33:25 CS: Yes.

33:27 AF: So that's my Youth Serum, it actually fights aging on a molecular basis. The other product I came up with is a purifying mask, I call it, "The 15 Minute Face Lift" because you actually look better at the end of 15 minutes after you've rinsed it off. It's basically detoxifying your skin. It's got an amazingly strong drawing action. And so your skin, as soon as you're done with it, just already looks better. I really recommend this for if you want to go out, I really recommend doing this before the special occasion, and also it brings color to your skin. Because what is it bringing up? Blood. It's bringing up blood to the surface... you know, the top layers of your skin, they're dead. They don't get great blood flow, they don't get great circulation, but by drawing, this drawing action brings blood and nutrients to the surface of your skin, which needs it.

34:29 AF: I recommend putting, Youth Serum on for the deep hydration and then your makeup, and you just glow all night long. After I came up with this product, years later I discovered that these articles started hitting the peer-reviewed medical journals on how

air pollution is aging your skin. How does it do it? It's in the polycyclic aromatic hydrocarbons in the air pollution. Some of those particles are so small they're in the nano-meter size, which means they are much thinner than even the width of your hair. They're getting into the pores of your skin and that's how they are entering the body. Once they're in there, they are creating oxidative stress, which is also in my chart that shows how your skin ages. Basically oxidative stress turns on the wrinkle cascade, and so these pollutants are getting into our skin, and prematurely aging us. There are some people who will go so far as to say that women today, not just American women, but all women today, are aging faster than ever before because of the air pollution.

35:50 AF: When I talk about this I say to my women, "Use the mask once a week because you're not just detoxifying", like I said before, "But now it's even more necessary because you've got to get those air pollution particles out of your skin." You must do a mask. Even if you don't use mine, you must use a purifying mask on a weekly basis. My younger women use it twice a week, but if you are older than, let's say 40, the mature skin just doesn't have as much oil in it and so it may be too drying. Those are my two products. You detoxify your skin and you prepare for this highly nutritive, highly hydrating anti-inflammatory Youth Serum, and that's the combination that I recommend.

36:46 CS: I can't wait to try these. These sound wonderful and I love a lot of oil-based serums myself as well, and blueberry seed oil...I haven't seen that in a lot of products so that's a really unique ingredient.

37:01 AF: That's because it's so expensive. I'm an indie beauty company, and so I put my whole heart and soul into this line, and because I get to say what I want to do, I get to source what I want, I'm in charge of all the money, I don't have outside investors. The outside investors hate the idea of blueberry seed oil because it's so expensive. And sometimes you might see blueberry seed oil in a product, I rarely, rarely, rarely see it, but if I do, it's at the end. Somebody just wants to claim, "I have blueberry seed oil in my product." It's the first ingredient in my product, which is why my product works so well.

37:44 CS: I think you and I share a common framework for anti-aging, right? It's not only what you use topically, but also internally. I know the trends out there, there's a lot of things out there from Botox and different facial injections that try to really mask or temporarily solve or fix these wrinkles, or aging. I really got turned on to natural ingredients for all the reasons why, you just shared, but also when you see the difference, they work. You're not hiding a problem, you're solving a problem and the skin only will age and repair better. So I think it's going to go into the root of the problem, not just masking it.

38:37 AF: Exactly, I so agree. Let's say there's someone who's doing fillers and Botox, so the Botox is paralyzing the muscle and then fillers are injected under the skin to plump it out. Well, you haven't done anything for your actual skin. You've sort of hidden or plumped up or made the wrinkles go away because you paralyzed the muscle, which really on a long-term basis, does that sound healthy? But what I'm really saying is that even if you do those things, or get a facelift, you're not addressing this inside...your skin is nourished from the inside out. Beauty is an inside-out proposition and even if you're doing these things on the outside, if you combined it with holistic nutrition on the inside, you would get even better results because the skin would actually glow and be moisturized and just look so much better. But, yes, I do hear you on that. It's crazy, the skin is not changed and then they cover it up with a lot of make-up. When your skin looks really nice, you really don't even need make-up.

39:54 CS: I'm concerned, especially with our patients with auto-immunity, about injecting these products, like these hyaluronic acid fillers that have not only hyaluronic acid but also a host of other ingredients in them...they're contributing to that environmental burden and only exacerbating auto-immune conditions, that's my take on it. My patients have taught me that, because I've seen patients who are more chronically ill, who tend to be that subset of the population that do have reactions to these treatments. We have other options, so you don't have to go that road.

40:51 AF: Yes, in fact, maybe this is a good opportunity to say I'm going to launch soon a digital class called, the "I am Fine Protocol For Beauty and Wellness", and the reason why beauty and wellness are talked about together is I am proposing a new path. It used to be, you could either be concerned about beauty and do your Botox and your injections and your make-up or you could be concerned about health and then you're wearing Birkenstocks and no make-up and organic clothing or whatever, but really what we're seeing or what I'm trending is a marriage of beauty and wellness; it all works together because the more wellness you're working on, the more beautiful you are. I'm going to debut this concept in my online course and I'm really excited about it, because people aren't really talking about that, but Kinzey, a market research group, they put out a report probably less than 12 months ago. I wrote about it for Bride Global, but basically what they said was beauty and wellness are now becoming intertwined, and when the market researchers pick up on that, you know that there's a trend that's going to gain some traction here. So anyway, that's what I'm going to bring out very soon.

42:18 CS: That's so exciting, and I completely agree with you, Anne Marie and will absolutely share the link on where to find this course in the show notes. What will you be covering? So people who understand detoxification and natural health do understand this intersection between health and beauty and wellness, even though it's still not as common place as we want it to be. But what kind of topics will you be covering in this course?

42:51 AF: Well, one of the modules will be, "Eating for Beauty." I'll be talking about how diet affects your skin and what kind of a diet would be best for that, and also what you want to stay away from. I've got some new information in there, that people don't really talk about in terms of food, so that's really exciting, but it's something that you have complete control over in your kitchen. I talk about sleeping for beauty because you must sleep at night, your body is detoxifying and also repairing at night. They're looking at epigenetics and skin aging genes in the skin and they can see that even one night of partial sleep disruption is disrupting the skin aging genes and it's like, how many of us

have one night of disrupted sleep? Every single week or maybe in your case, every night, Christine. [laughter]

43:53 CS: I have an eight-week-old, so I can blame her for my under-eyes. No, he's been a good sleeper, and I'm glad you mention that. I talk a lot about the brain and with the lymphatic system, your brain cannot detoxify and repair unless you sleep. So I mean, sleep, is so foundational, and I think people take it for granted, but it's really, really an important point to hit. And what else will you be sharing?

44:26 AF: I'm going to cover stress and stress reduction, because stress has just an absolutely terrible effect on your skin. And we all know this, because how many of us broke out in a huge pimple before a first date. It's almost a cliché, isn't it? It's like your skin and your brain, they derive from the same ectoderm. One influences the other and so the stress reduction is a big part of the class because people are really stressed out and our whole culture and society is so on the go, and people are plugged into their electronics everywhere they go. People are getting a lot of blue light from their computers and iPhones, and that impacts aging of your skin. It also keeps you up at night and there's just a lot of stress. So anyway, I talk about stress reduction, I talk a lot about detoxification of the body which is good for the skin, because your skin is an organ of elimination, it's right in that detoxification category and unless you're working on decreasing your body burden, it's hard to maintain good health, wellness, and beautiful skin. It all works together.

45:50 AF: I've got a whole module, I go for more things in clean, clean beauty. I talk about supplements. How do supplements feed into the whole skin beauty and wellness arena. There's so many supplements on the market and there's a lot of hype between a lot of them. Well, which ones are really indicated for the kind of holistic intrinsic beauty and wellness that we are striving for, this is the place where we want to get.

46:26 CS: Those are fantastic topics. I know that people will learn a lot from you because not only do you understand this from a clinical perspective, but I know with

how you speak and put on conferences, and you're really researching a lot of this information. It's nice to know that science is catching up with what we've probably known for a while.

46:50 AF: It's mind-blowing what the research is now uncovering.

46:55 CS: Absolutely. Well, Anne Marie, I feel like I could chat with you all day and just pick your brain about product ingredients and Environmental Medicine, and so many different topics, but I think we covered a lot today, and I know that you probably shared some really unique pearls that people have not thought about before. I really am grateful for your time today. Where can people find more about you, your work and your products?

47:23 AF: I would just go to my website which is www.annemariefine.com.

47:34 CS: Great, well thank you so much, Anne Marie, it's been a pleasure talking to you today.

47:38 AF: Well, thanks Christine, thanks for having me on.

47:45 CS: Thank you for listening to the Spectrum of Health Podcast, I hope you enjoyed our conversation today with Dr. Anne Marie Fine. You can learn more about Dr. Fine and her products in the link below and please check out her IAMFINE protocol, for beauty and wellness. This is an excellent course that really walks you through a foundational approach to holistic beauty wellness and how to avoid toxic ingredients in your skin care. I honestly have thought about creating a class like this myself and I'm so glad Dr. Anne Marie Fine created this, she did a way better job probably than I would, and she's really, really research-based and committed to the science behind how these ingredients affect us environmentally and also how can we optimize our unique genetic expression so that we can really look and feel our best. So please check out the link and we look forward to hearing how you loved the course. Thank you.

