



**THE SPECTRUM  
OF HEALTH**  
— PODCAST —

## Podcast Session #15

# How to Look and Feel Beautiful

With Bunnie Gulick

*Dr. Christine Schaffner speaks with Bunnie Gulick, the founder of ISUN Organic Skincare, about what she's done over the last 40 years to maintain such a vibrant look. They also talk about Bunnie's journey to creating the ISUN Organic Skincare line. If you're interested in checking out ISUN, then you should visit [www.bellafioreorganics.com](http://www.bellafioreorganics.com), Dr. Schaffner's new online store – you can get everything you need there.*

To learn more about Bunnie Gulick,  
please visit [www.isunskincare.com](http://www.isunskincare.com)

**0:00:06 Christine Schaffner:** Welcome to the Spectrum of Health Podcast, my name is Dr Christine Schaffner, and today I'm speaking with Bunnie Gulick, founder of ISUN skin care. ISUN is a line of products that I carry at my spa, Bella Fiore Organic Med Spa in Seattle, Washington, and I thought it would be fun for us to get to know the founder. She has had a really unique journey and she's created an amazing product line. She just exudes and embodies natural beauty from the inside out. I hope you enjoy our conversation today.

**0:00:38 CS:** Welcome Bunnie. I'm so excited to interview you today.

**0:00:41 Bunnie Gulick:** Me too, Christine, thank you.

**0:00:44 CS:** This is just an honor to have some time with you, and to pick your brain and learn more about your work. You are the founder and creator of a beautiful skin care line called ISUN organic skin care. I was introduced to your line, I think, probably in 2010. I had started my organic med spa, Bella Fiore, and actually an aesthetician who had worked in Maui and had used your products introduced the line to me, and I just fell in love instantly. At the time you gave new vendors these samples, and I just remember feeling like Christmas opening your packaging and your products and just fell in love instantly. It's such a beautiful line and so aligned with the philosophy that I've learned throughout my career as a naturopathic physician. I think our audience is going to be really excited to learn about your products and your story.

**0:01:52 BG:** Thank you, it's an honor for me too, Christine. Thank you. You do a great job, by the way.

**0:01:58 CS:** Thank you. Well, it's a team effort, because if I didn't have your products...  
[chuckle]

**0:02:06 CS:** I ask many of my guests on the podcast how their journey began. I know that you have been in the skin care industry for quite some time now. How did you begin your

journey? You were ahead of your time, really pioneering the use of organic and wild crafted ingredients to change and transform the skin. So how did you get started, Bunnie?

**0:02:34 BG:** Well, my field was really not too unlike yours, except yours is maybe a bit more sophisticated. I was a nutritionist, a practicing clinical nutritionist, for a number of years and had a private practice, and at the same time, I developed food supplements and healthcare supplements. I did that for numerous people. One day I got a communication from a very dear friend of mine in Rome, Italy. We were both like 21 years old, and have been friends ever since, and she said, "Hey I'm linked up with this company now. And they want to do a line of supplements like you have in America, because they don't have them in Italy and they were looking for a formulator and so I thought of you."

**0:03:24 BG:** So the next thing I know they came over, and that ended up happening. I put together actually two lines of supplements for this company, one for medical use, and one for direct marketing. Then they had me coming over about every three months going on tour, educating and doing the ra-ra thing that the direct marketing line was doing. It went over very well.

**0:03:50 BG:** The line was based on anti-aging from the inside, from the inside of the body, and the premise of that was primarily based on anti-oxidants and the free radical theory. So that's how the supplements were evolved. And this was in, Christine, the early '80s, maybe 1980 is when it started. It went on for about a year, and they were quite successful. The owner of the company, on one of my visits over there said, "You know, this is working out really well, people love it, they're getting good results blah, blah. But you know, we Italians, we're really into our image." He said, "So, do you think you could develop a skin care line that complements the supplements?" So it's really very funny because my MO has always been never say no until you absolutely can't. So I said, "Sure. Great. I can do it."

**0:04:51 BG:** I came back to the States and I started researching like mad, which I love to do. Actually what happened was I put this line, these formulas together on paper, based on research and based on my nutritional knowledge and knowledge of the aging of the cell

and all of that, because it was really pretty easy logically to think this through. I thought, "Well, you know if anti-oxidants are going to help protect the internal organs of the body, the skin then happens to be the largest organ of the body. So why not the skin? Why not apply the same principles to the skin?"

**0:05:28 BG:** But you know Christine, what you have to understand is that at that time, no one was talking antioxidants and skin care and it was even little known in the field of nutrition. So, from that perspective, I was way ahead of my time on that one, because it wasn't done. At that time the world was sort of ruled by the Revlons and The L'Oréals and all of these very large chemically-based skin care products.

**0:05:58 BG:** So it was something brand new, but also at that time I did not know how to make them shelf-worthy, so I was not a manufacturer, I could only formulate on paper, so I had to find somebody. I was living in California, started in California visiting manufacturers, and I would go in and I would present the formulas and talk the theory and they would look at me like I was some ET. "Lady, you know, are you crazy, what are you talking about here?" So they would go into the back and they would bring out these little products, these jars and bottles and they would say, "Look we've got this generic face cream here, and if you want to put rosemary leaf or lavender or you know all these herbs that I had listed, if you want to put those in the formula, no problem with them, we can add a little bit of this and a little bit of that, and then your label is going to read the way that you want it to read." This was the consciousness then. So I would look at them and I would say, "I'm sorry you don't get it. It's about what's true, it's about what works, it's not about what the label says, it's not about that." And they would just say, "good luck lady." And that would be the end of that. So that went on, I went to, I don't remember how many manufacturers, I visited the East Coast as well and I would always get the same similar response.

**0:07:31 BG:** About a year went by and finally I get a phone call from a friend of mine who said, I think I know someone who can do these products for you. He has a nutritional background and he's been playing around with botanical chemistry and skin care products and he has a manufacturing facility in San Jose, California. I said great. So anyway, I went to see him, went with my arguments, about everything, you know presenting my

arguments--why this skin care line would be fabulous, you know. And he's the first person who never argued back and he said to me, eventually, "this is the most brilliant thing I've ever heard." He said, I would love to work with you on this project, but under one condition--you have to come up here every weekend and work with me because we need to exchange knowledge. That was the beginning of my career and that was, at this point '81 or '82. I'm not a 100% about the year, but that's pretty close. So I learned a ton and it got me very, very excited, and it got me excited for two things: One, it's that I love creating in the laboratory. I absolutely fell in love with the whole process.

**0:08:48 BG:** Secondly, skin care was going into the natural realm of skin care, remember, organic was not known at that time, it was not a word even spoken of. I'm not sure it existed. Natural skin care was brand new, a brand new concept and it was growing very, very fast because what was happening is that science was now looking at what was happening with indigenous cultures around the world that have been using various plants for numerous things. So it was growing and growing and growing, at a very, very fast pace and that excited me. I was very stimulated by that. So then, I began playing 'kitchen cosmetics' just on my own, based on what I had learned. I got really into it and then little by little one thing grew into another, and then I had a small laboratory where I was just doing ISUN development, and then that grew and grew and grew, and now years later we have quite a facility in Ridgway, Colorado.

**0:10:10 BG:** I have a team of eight technicians that work under me in the lab and they're brilliant and wonderful and we do everything. Everything is GMP-compliant and we keep improving many things, our equipment and everything else. Formulas are improving also based on the research because that body of research is still rapidly growing, it's such an incredible industry. This skin care industry. Now, of course, people are really turned on by products that are organic, but what is even more exciting, and even better than organic is wild crafted. That's the direction that ISUN has taken with organic ingredients, and wild crafted ingredients. So just backing up in the history, what led me to ISUN then was that I began to develop other people's lines over the years. It was one after the next, after the next, and each one was better than the one before, because of two things: One, my experience, and two, because of the new research that became available to us.

**0:11:27 BG:** So leading up to ISUN, then I was 58 years of age. While we had been doing all of these product lines for other people, I finally sat back and it dawned on me, I said, hey wait a minute, Bunnie. You know what? You're not getting any younger, if you're ever going to do a line for yourself, it better be now. That's really the birth of ISUN and that's when I pretty much dropped everything else. Actually, at the time, I had goals, I had high intentions, and I realized that if those were going to be fulfilled, I had to do this on my own, I could not go outside for capital or anything like that. I was very fortunate that I owned property and I refinanced the property and that was my starting capital and I got started. And so, the rest is history.

**0:12:31 CS:** And here we are, right? Well, I'm so glad you said yes to the challenge that you faced back in the early '80s and what a wonderful career journey. I think the awareness about organic and wild crafted, which we can get into, has grown and grown, but also your lifestyle and your products are a testament to how amazing these products are. I always, not to make you blush, but whenever I tell people about ISUN, I'm like just look at Bunnie, just look at a picture of her and tell me you don't want to use her products, because you just radiate beauty and health. I know that's from your work in this philosophy. You mentioned so many great things, Bunnie. One of the things that I think we should start with is, what is the difference between wild crafted and organic? I think that's a really great point and something that you've educated me about as well as, as organic is becoming more mainstream but also can be a diluted term. What is really the difference between a wild crafted versus an organic ingredient?

**0:13:55 BG:** Wild crafted is when you actually go out into a plant's indigenous environment where plants are grown in nature, and we always look for pristine areas. Let's say my mountain here. I live outside of Telluride, Colorado, and my home is at 9,500 feet in elevation. I live in the forest and my property actually borderlines the natural wilderness. So the mountain goes on and on and on. And in our mountain there is some plant life, some plants that we can use, and so we do go out, in the summer months, primarily, because there, most of the year is under snow.

**0:14:43 BG:** So we do go out and we wildcraft. So what does that mean? This means that we're going out into nature where certain plants are growing just naturally. No man planted a seed. No man is out there watering the plants or feeding the plants, because those plants don't need it because they're grown in their natural environment. And all around them are their companion plants, which are encouraging them to be the best that they can be and supporting them in other ways. The soil is rich. The soil is just teeming with all the proper microbes and everything that is needed to provide for that plant perfectly. They're not tampered with by man.

**0:15:34 BG:** What we find with wild crafted plants is that, number one, not only do they have a higher levels of nutrients than any other plants grown, they also have a greater energy field. That's something that many people are not in tune with, they don't understand, they've not heard about it. But I can tell you that it is a level of knowledge and a level of interest that is growing and growing. More and more people are beginning to understand the powerful effects of energy, and so plants are affected by that. Remember that plants are living things. So what you find with wild crafted plants, when you look at them visibly, just with your eyes, and you compare them to anything else that's grown, you see that, number one, they look more vibrant. Usually they're bigger, they usually have more leaves or they're flowering more abundantly, there are more of them growing together, they're beautiful. And they're richer, their color is richer. Everything about them, their aroma, everything about them is richer. There's a liveliness to them that is almost inexplicable, very different even than something that's organically grown.

**0:16:57 BG:** So the opposite of that would be organic. Organic, typically, in this day and age, what is really popular now, is certified organic. Everybody says, "Are you in certified organic? Are your plants certified organic?"

**0:17:18 CS:** They're better than that.

[laughter]

**0:17:18 BG:** Yes, they are better than that. They truly are better than that. But what does

that mean? What does certified organic mean? This is something that a lot of people don't understand, also. First of all, these are plants that are cultivated, meaning they're farmed, they're grown with a very particular process, and they are definitely tampered with by man. Now, what's interesting, and I think you were very surprised when you heard this, what's very interesting is that if you have organic certification this means, of course, that you're given a list of regulations that you have to follow. Many of them are excellent and wonderful and good and we're very happy about those. But there is also a list that says, and you can read this online, it says, "You can put this group of pesticides and fertilizers on your plants up until three months before harvest." Now, a lot of those, in fact, I would say the majority of them, are banned in countries like in the EU and probably other countries as well, yet they are allowed to be put on certified organic plants. That's the farmers choosing. They can do it or not do it. I can tell you that the majority of them probably are doing it. And they don't have to claim it, that's the worst thing, it doesn't have to be claimed. So we don't know, we consumers have no idea.

**0:18:54 BG:** What you do find though, on the opposite of that, is that there are certain certified organic growers who will make a statement that they do not use these things. Not many, but there are some. And those are the ones who are acting in integrity. The rest we don't really know about. Okay, so three months before harvest you're supposed to stop using these things. Maybe they do, maybe they don't. If they do, what difference does it make?

**0:19:22 CS:** Right.

**0:19:22 BG:** Because now, it's already in the plant, it's already there. It goes into the soil up through the root system and then it's carried into the rest of the plant, so it's already present. So what difference does it make, really? I mean, that's my viewpoint, I'm sure you share that, as many people do. So, it's a sketchy world, this certified organic thing. And the other thing about the certified organic thing is also one thing that is quite well-known--that many people buy their certification. Not that they really are abiding by the rules, but they pay for it. And then there are wonderful beautiful people out there, some in my local area here, who grow such beautiful crops. They grow such beautiful plants. They do it with such

integrity, but they cannot afford the certification. And yet, they have the most organic plants other than the most organic, which are wild crafted. Next to them would be these lovely people who are really acting in integrity.

**0:20:25 BG:** So, we do source organic ingredients. I always will look for wild crafted first, if I can find it. They're not so available. We can't get everything wild crafted, that's for sure, but we look for it. And then secondly, we will go to organic. And it doesn't matter to me if it's certified organic or not. If I know the farmer, and I know their practices, I'm happier to purchase from them than somebody who is certified organic. So that's the deal. And so, when people say to me, "Is ISUN Certified Organic? I say, "No, and I'm proud of it."

**0:21:02 CS:** Right. I think that's such a great education for our audience, because I think people think that they can just see that label, and then have their peace of mind, and think that they're getting a healthy choice. And as you said, it comes down to knowing the company and knowing the integrity of the people behind the product, and that will make people more confident in their buying decisions. You know, there are many products and plants and crops out there that are beyond organic, and they don't get that recognition. Your whole line is very special, but one of the products that I really enjoy using, not only in my personal life, but also with patients and in the spa is your Ormus Myst. I think this really illustrates this whole concept of alive, wild crafted ingredients. Do you mind just sharing a little insight in how you create that product specifically?

**0:22:18 BG:** Sure. This really does tie into the wild crafted, because I would say that the water that we use for the Ormus Myst is as wild crafted as you can get. First of all, I think I would need to explain what Ormus is. Ormus had a very interesting discovery some years ago, actually by a cotton farmer in Arizona. He had discovered that a certain part of his crops were growing more abundantly and bigger than the rest. He had his soil examined and tested, and the scientist said, "We can see that there's something really interesting in here, but we can't get a chemical reading on it." They said, "It keeps disappearing in and out of field. Would you mind if we send this off to a laboratory that has a much more powerful microscope and can maybe get a reading on it, so we can find out what it is?" They did, and what they discovered is that these were single atoms that were actually

liquid metals and those liquid metals are in the platinum group. And so, it would be platinum, gold, silver, copper, nickel, iridium, and rhodium. I don't remember all of them, but those are the key ones, and it was just an incredible discovery.

**0:23:54 BG:** And they said, Wow, it seems that they're very rapidly moving. They're very rapidly spinning to the right, which we know that when we have cells that are spinning to the right, it indicates a high-level of health. And that if so, if there's this action that is spinning to the left, this energetic vortex is spinning to the left, then that indicates a lack of health. And so, this was a big major coup for these people, the scientists as well. This farmer hired two scientists, set up a laboratory and began to really do a bonafide scientific study about all of this. They ended up having several patents on it, and ended up testing the plants that were growing in the area as well. Now this is really interesting, and I don't know if you're aware of this, Christine. Do you know what SEFT is?

**0:24:48 CS:** Yes.

**0:25:00 BG:** So, the herbs that Rene Caisse was using in a formula, which were helping to cure cancer patients, actually had a very, very high level of this so called Ormus content of these atoms. And so that got this guy going, and he began to pick the plants, and he began to make supplements with these plants. At the time I was a clinical practitioner, and working with very ill people as well, and always looking for alternative... Whatever I could find, that worked. I was also in Arizona. I was nearby, and got to know this farmer, was purchasing his supplements, and giving them to my clients at the time. This was late '70s. And then, what happened was, the FDA came down on a lot of people who were doing alternative things such as he was. And he was one, and the first thing they did was poison his water system for his farming, and he lost all of his crops. They came in and they broke into his lab, stole records and just did all these things that you read about of that era.

**0:26:09 BG:** And so, he ended up having to go underground, basically in a nutshell. Everybody forgot about Ormus at the time. And so what happened... Oh, it was 2008 or 2009 I want to say. My daughter was doing an internship at the Tree of Life Rejuvenation Center in Patagonia, Arizona, Dr. Gabriel Cousin's facility, and I went to visit and I saw

Gabriel, he was a friend also and he said, "David Wolfe is here," and these are two by the way, if your group doesn't know, these are two raw food gurus. So anyway, he said, "Ah, we're doing this live taping, this video series and we're doing it on superfoods and tonight is the last one. Would you like to sit in?" I said, "I'd love to." I go and I sit in and they start talking about superfoods and then they start talking about what makes a superfood a superfood and they start talking about Ormus and I'm going, "Oh my gosh, I know that word. Where did I hear that from, so many years ago?" Then they start telling this story about the cotton farmer and I went, "Oh, I can't believe it, all these years later."

**0:27:27 BG:** So this research had basically gone underground with a lot of people and they learned more and more about it. David Wolfe said, "Well, you know, the highest source of Ormus happens to be a high altitude mountain spring." And I went, "Woah! This is what I've been waiting for" because where I live, remember I said I live at 9500 feet, back behind my house about a quarter of a mile into the forest, there is this phenomenal spring that is just gushing with this beautiful water, it runs year-round. And it was a place that I discovered just sort of hiking through the woods and always it was the place for me to go for just personal rejuvenation. I always felt so good being near that spring and drinking that water, but I had no clue about Ormus. Anyway, I was really excited, I couldn't wait to get home, to go back to the spring and gather some of that water. And then I thought, "This is the final thing, I've done everything right with ISUN, I've got all the right things in there. This is like the icing on the cake." And I thought, "How can I use this water?"

**0:28:44 BG:** I realized the best way that I could use it, because we were limited as to how much we could actually take out every year. Remember, when it snows it's like six feet high back there, so you're not going to go back in the snow, you can only bring it out in the summer. So I thought "Okay, a mist." That's the answer, because you can use a mist for everything. You can use it in treatments, facial treatments, body treatments, you can use it to a clear energy in a room or things like that. They're just numerous uses for it. So I thought, "Okay, a mist." That was the birth of our Ormus Myst.

**0:29:34 BG:** So we go back, we collect the water and we do it with a lot of reverence,

really, because we honor the life force that's in that water, because it has a huge tremendous life force that is so valuable for us. Remember that we're dealing with very, very high structured water here and whatever we take in to the body anything that is highly structured, such as this mountain spring water it encourages our own internal cells and the water... You know our bodies are made of 70% water. It encourages the water in our bodies as well to become more structured. And what that does is that gives us a higher level of health. So, this water is very, very much in harmony with who we are, and including our skin.

**0:30:45 BG:** What we also find is that what Ormus does, because of these little single atoms, because it's so active, because it goes in and out of field physical energetic and back and forth and back and forth, is that it acts as what we would call a superconductor. What a superconductor does in the physical level, is that it's that level of communication between cells. And as you know everything in the body happens via communication between our cells and there are many things behind that, but that is what a superconductor does. Ormus, which is moving very rapidly, is communicating from cell to cell to cell to cell and it's encouraging the cells for health, encouraging it to restore balance for harmony. That also helps speed up the healing process. In the level of the skin, it helps speed up repair to the tissues and it will enhance any ingredient, any other ingredient you may have within a particular formula, in a particular product, whether it's internal or external. So it has a lot of value and it's a catalyst in a way.

**0:32:01 BG:** With the Ormus Myst, we have the water in its pure state, we take it down to the lab and we energize it, because it's so structured, it's going to take on energetic fields of anything that we expose it to. So we energize it with gemstones and we use a gemstone from every color vibration, every color vibration has a healing property or many healing properties. And so, this is the purpose of the Ormus Myst--to bring about a healing, you know, body, mind and spirit really. So we have a vessel that we put all the gemstones in and then we put the water in with the gemstones and that vessel has magnets all around it. It's within a magnetic field. Then we spin it in a vortex for some time within that magnetic field. We also program intentions into the water. You know the work of Emoto, you know what he did with water, well, we do very similar. We're programming intentions of

love, of joy, of peace, of healing, awareness, anything that might attune to that person who is perhaps using that mist or that water.

**0:33:21 BG:** And so, we do that and then when we fill the bottles we also carry those intentions. Let me tell you this, it's a very, very sacred ceremony that we do, because we work very much with intention. Then when we fill the bottles, we really focus on the intention as we fill the bottles, and then every bottle has a clear quartz crystal in it to help hold the energy. And then we add to make it really... You know, smell really wonderful. We add rose oil, Jasmine Sambac oil and Sacred Frankincense oil also in the Myst, and there are no solvents in it. So, when you use it, you have to shake it really well, and then everything is wonderful and great. Now, those three essential oils, not only do they smell divine, but they really are divine, because they carry a very, very high level of energetic properties as well, particularly the Sacred Frankincense, and Frankincense itself is very high in Ormus. So that is the Ormus Myst. We also use it with our aqueous herbal extracts that we put into our products, because that will also enhance the effectiveness of that product. So that's also of great value.

**0:34:46 CS:** I really appreciate you sharing this really beautiful story around the Ormus Myst. Anyone who experiences any of your products, and especially this one, can really feel all those levels of intention, and I think it's just such a powerful story to illustrate, not only this whole wild crafted idea, but how can we really enhance and harness nature to support us, not only with our physical health, but our spiritual health as well. A lot of my audience knows, we talk about energy work and knowing the work that I do in the office, that's a big piece of this. This should resonate with a lot of people. I live in Seattle, Washington, and one of our friends, Jerry Pollack, does work with The Fourth Phase of Water and how water can organize itself in these exclusion zones, and how that has a deep profound healing effect on our cells, and our ability to detoxify and also absorb nutrition. You're hitting all of these points with your products. And your Ormus Myst, is that also in the Emerald Sun Hydrosol?

**0:36:23 BG:** It is. It's layered into two of our key products, one is the Emerald Sun Hydrosol and the other is our Phyto-Infusion Serum. So we use this in both of those

products, and it's very interesting that both of those products have won beauty awards two years in a row, and the Phyto-Infusion Serum won best serum 2017 and 2018. Even better than that, is that our whole ISUN brand won Best Organic Brand 2018!

**0:37:02 CS:** I saw that. I'm so thrilled for you all.

**0:37:05 BG:** Well, I'll tell you, you can enter a lot of contests, but this contest was an international one based in the UK. This is where it takes place. And so, they have entries coming from all over the world and they had more than 600 entries.

**0:37:22 CS:** Oh my gosh.

**0:37:23 BG:** Yes. And we won best organic brand. Plus, get this, we only entered 18 products...we have 63 retail products. We only entered 18. Out of that, not only did we win best brand, but 10 of those 18 also won in their category.

**0:37:42 CS:** Wow. What an honor. Absolutely, I'm in complete agreement with the award, so know that, and the intention behind your products is the people. I think we're past this, but some people think that to use an organic or wild crafted product, they're giving something up like results, or maybe it's going to take too long for the products to work, but when you make that shift and change from if people are still going to the cosmetic counters or wherever they are and really working with a product like yours, you absolutely feel the difference and you can't go back. I'm glad that you were so well-recognized, as you deserve it.

**0:38:29 BG:** Thank you. You know, you said something that I think your audience would be interested to know as well, and this is a very key difference with the ISUN products. There are a lot of organic brands that are out there right now and it's true. Now, our line, our brand is primarily sold in spas. So the spas, they always come back to me and they say in the beginning... They don't anymore, but this is what used to happen. They would come back and they would say, "Oh, organic. Yes they're really nice and we know they're safe and all of that, but all the brands we've tried, they don't really perform. They don't

really get results." And I said, "Wait until you try these products. Try these products and then tell me you don't get results."

**0:39:16 BG:** So of course they would always come back and of course they were always blown away because they got better results than they ever did with their chemical products. And here's why. Number one, yes, the ingredients that we use are key, of course. We use really, really vibrantly alive ingredients, but here's an even greater key in manufacturing... Mind you, we make our own products, okay? Most brands don't, they outsource them, the majority. We make our own, so we have total control over what happens in the laboratory, what happens in the manufacturing process. One of the things that we do that is so rare to find in our industry is that we cold process our products. So what does that mean? That means that we've developed systems that we can produce products without high levels of temperature, and we can keep those active components in living plants alive.

**0:40:17 BG:** You know what cooking does to foods. You cook something at a certain temperature, and whoa, we've lost a lot of the vibrancy, we've lost a lot of the vitality, the life-force energy, a lot of the nutrient values in that food, as opposed to something that is uncooked. I'll give you the example of our herbal oils, and also our herbal extracts. First of all, basic is that ISUN products are made from herbs, oils, and essential oils primarily. That's it. That's primarily what our products are made of, all plant. Most of our products in our line, as you know, are oil or oil-based. So we begin everything, the first most key ingredient, the foundation of all of those products is an herbal blend and herbal oil that we incorporate into every product. That herbal oil is something that we make very differently than anybody else does. The common practice for making herbal oils is you take some herb, you put it in an oil, a base oil, and you heat it. And very often it's heated for a very long time. Some people, if they're in a hurry, they heat it very quickly, and that herbal oil is complete in one to say five hours. Other people will try to be more conscientious so they do it with low heat for maybe up to three days. You're still killing off a lot of the nutrient value.

**0:41:54 BG:** What we do is that we take a blend of herbs depending on the results that we

want from that product, and every product has its benefit, has its therapeutic value, so we take a large blend of herbs that work, that are all in synergy with one another. In other words, they're all in harmony, so they will work, there's nothing that's antagonistic to another. Each ingredient will enhance the value and the properties and the result of the next ingredient. That's what synergy means. So we take all of those herbs, we put them all together, we blend them, then we put them in the oil and we put them in food warmers. With food warmers, we can control the temperature, which is why we use the food warmers. We put them at 95 degrees Fahrenheit. Nothing is going to die off at 95 degrees Fahrenheit, you will keep every enzyme, every nutrient intact at that temperature. We keep it at 95 degrees Fahrenheit for anywhere from 15 to 30 days depending on the product, depending on the base oils. There are certain oils that we cannot keep beyond 15, or they extract very effectively and there's no need to keep them beyond that. But every day those oils are loved. I'm telling you, we give them a lot of love. [laughter]

**0:43:11 CS:** I've no doubt.

**0:43:15 BG:** You know, they're talked to, because they're living. Those oils and those herbs that are in there are living, and so we treat them as living entities, which they are. They're stirred and given love and all of this for that entire time period. Then at the end of that time period when we know they're ready, and you know they're ready by their aroma, by their color, and just by what you can feel from them because you can feel the liveliness, you can feel the energy that's there. Then what we do is that we press them, we strain them and press the herbs for three more days, if you can imagine. And by doing that we have taken out every little bit of goodness that those herbs have. We don't want to miss anything. They're bone-dry by the time we're finished with them, and then we filter them and then they become a very key ingredient for our products. So that's the beginning. And we have a similar process, I won't go into the whole thing, but we have something similar that we do with the aqueous extracts as well.

**0:44:27 BG:** So beginning from that, we're starting with truly, truly, truly living ingredients that have no chemical additives whatsoever. They have a lot of love if you want to call that a chemical, but they have no physical chemical additives at all. And then when we

process, we do something that manufacturers don't do because it's not economically efficient. Most manufacturers do a very hurry-up process with their products because they can get them out the door and it makes more sense because laboratory time is very, very costly. So instead, what we do is that we take great care to process something with extreme low temperatures if we need to use any level of heat at all. A lot of them we don't need to, some we do. We keep the temperatures exactly as we need to but it's a prolonged process, just the way I described the way we make an herbal oil.

**0:45:30 BG:** In the end, what you have is a product that is very, very active. Truly, truly, truly active. You can look at an ingredient deck and you can see all of these beautiful ingredients in it, but let me tell you, if you don't know, number one, the concentrations of the activity of the herbs that are in it; if you don't know, number two, how these products were processed, how they were made, you have no idea what the true level of activity is in that product. It may read well, and most of them do. It may read very well, but do they perform, do they truly perform? Are they active enough? Are they in harmony with your skin? Are they in harmony with not only your skin, but the rest of your body? Are they in harmony to truly, truly give you the results that you want?

**0:46:23 BG:** This is a big question mark, and this is why so many of our clients over the years have said, "Yes, but we've tried this in that, but they don't really do much. They're nice, they're safe, but they don't do much." That's why they say that, because of these things that I've just spoken about. And this is the difference with ISUN. This is the difference that, like you said, people start using the products, they can't turn back. I've had many people where maybe they've run out of their ISUN products and so they try something else, and they go, "Oh my God". They can't wait to get their product again. Well, this is why, and not only that, but there's that energetic level that's present. We truly care and that caring goes through every little step along the way, every little step makes a big difference.

**0:47:18 CS:** We can absolutely feel that and that's why I have such admiration for you, Bunnie. You probably could have shortened this process or skipped some steps or not done all of the high intention methods that you've done, and still you could have created a

great product, but what you're doing is, I think, unparalleled out there. I'm really glad you've shared the depth of intention and integrity and process that you have for creating this line. And the cells recognize that, right? Our skin recognizes that and can absorb these really powerful nutrients. I think about your skin care line, not only does it have therapeutic properties in the skin, but it's like this highly nutrient-dense nutrition for our skin. And who doesn't want that, right? That translates into results. And we see that every day when we're using your products at the spa.

**0:48:39 CS:** This is just such wonderful information to share. Organic skin care is diluted, but there's at least more awareness of people wanting to make healthier choices on their skin. I think this is the human condition of people wanting to have anti-aging tools and definitely feel good about themselves as they age, which I'm all for. But that comes with tackling whether or not they choose injections like Botox or hyaluronic acid fillers, or doing things that are going to be instant gratification but that come with a cost, right? What's your approach to anti-aging? Can you give people some pearls of knowledge of how can we age beautifully and gracefully using wild crafted or natural ingredients?

**0:50:04 BG:** I like what you said, aging gracefully. Graceful aging, that's a term that I love to use because yes, aging is inevitable, we're all going to do it. To age gracefully is really... Is really key. What I look at, Christine, I look both at the internal body and the outer skin level. I look at both of those levels, as well as the emotional and mental levels. It's a triad, it's a trinity, really, and that works. You have to really address all of these things all together. Attitude of course has a great deal to do with it, keeping a positive attitude. There's a lot we could talk about about that, but yes, that's one piece of it.

**0:50:55 BG:** Secondly, of course, what we put into our body is very well known I think by many people, although many people like to deny it because everybody likes their treats and everything. It's not that we can't have a treat now and then, but it's the lifestyle that we choose. It's what do we do on a routine basis. What do we put into our systems? So putting in a goodly amount of the super foods that I talked about into the internal part of the body is going to obviously help us maintain a higher level of health. Eating more foods that are not so cooked to death is going to help us maintain a higher level of health.

Avoiding sugar in particular, avoiding sugar. Of course there are substance abuses as well, but avoiding sugar in the diet is huge. We're learning more and more and more about how sugar brings the health of the body down in a lot of ways, and also is very, very disruptive and disturbing in the mind, in the brain, creating a lot of imbalance that way. Many people's problems, depression and so forth, are due to that or something similar. So anyway, that's just in a nutshell, and you say, that's something I know you and I could just chat about forever.

**0:52:20 CS:** We could.

**0:52:21 BG:** But the same thing applies to what you put on the skin as well. Again, if you are taking care to watch the way you feel and think and what you put into your body, then what you put on your skin is just going to just allow that to just blossom. What can I say? It's just going to blossom even more because the skin is the body's largest organ, and a very receptive organ. The skin actually has receptor cells in it, so the skin is going to take in very, very effectively, very, very efficiently whatever it is we put on our skin. When you're using these ingredients that I've talked about, you're using ingredients...Herbs and plants that even science has shown through a ton of studies out now about certain plants and so forth, the value that they have at the level of the skin, the value they have for the fibroblast cell in the skin. The fibroblast cell is the one that produces collagen and all the other connective tissues. Not only produces it but also helps destroy damaged collagen and connective tissues. So it's very important to maintain the health of the fibroblast cell and to maintain the health of the mitochondria within the cell from an internal and external perspective.

**0:53:51 BG:** When you're using alive ingredients just as we've spoken of that are from nature, that are in harmony with us, so important that these ingredients are in harmony with our bodies. Chemicals are not in harmony with bodies. We weren't created with those kind of chemicals, so they're not in harmony. What do they do if they're not in harmony? Of course, they're going to create disharmony in our bodies. When that happens, that's when we see aging happening faster. We see premature aging happening. I can look around, I believe I just told you my next birthday is 70. At 70 years old I can hardly believe it myself,

but I look around at people who are 40 and they look older than me, and I go, "Whoa, pay attention, pay attention. What are you doing? What are you doing? What are you doing to yourself?" And I teach this. I have to say, yes, people look at me and they go, "You're how old?"

[laughter]

**0:54:53 CS:** Yes, I would not have guessed 70.

**0:54:57 BG:** The thing is I haven't done any of those things. I haven't done any of those invasive procedures. I have not even had a skin peel. None of those things. I've just taken care inside, outside. I'm not going to tell you I'm a perfect angel about these things, I'm not. [chuckle] But as a rule, my lifestyle has been like that, well, for the past 40 years for sure. So that's a long time.

**0:55:27 CS:** It's worked. [chuckle]

**0:55:30 BG:** You know, for skin care, I've only ever used my own products. I have never used anything else. So they speak for themselves. And I admit, I marinate in them, okay?

**0:55:44 CS:** You have a endless supply, right?

**0:55:47 BG:** I do. I mean, I run out now and then. I'm faithful to it and so I have my routine, and my routine has not changed for many, many years. And that's it, and so it works. I can only say that it does work, it truly does. The aliveness I think has so much to do with it, and then also knowing what works with what. That is something else too. We don't just throw an ingredient in there because it's a fad ingredient, because it's the one everyone's talking about. No, there is research that goes behind it. We see the clinical results. We see truly what it does, and then we say, "Alright, what is compatible with it? How can we make this product compatible? How can we make it truly sing?" So to speak. And so that's what we do. I think having management of everything from A to Z and not outsourcing and not relying on somebody else on the outside, but doing it from A to Z makes a big difference,

because then we do now, we know exactly what we have, precisely. We know that when we speak about something we're speaking in truth and not because somebody tried to tell us, not because an outside independent manufacturer says, "Oh yeah, this does blah, blah, blah, blah, blah." And very often they don't tell the truth in all honesty.

**0:57:24 BG:** So anyway, that's how it is. We try to stay on the high side of everything and it makes a huge difference with everything.

**0:57:31 CS:** Absolutely. I appreciate you sharing that. That's very aligned with my philosophy and really what life has shown me as well in my practice and in my businesses. So I know, and you're walking your talk, right? I think that's a testament unto itself. And so, Bunnie, I know that we could talk all day, and this time is precious. I would love to end on what you alluded to, you've had the same skin care routine throughout the years. What do you use on a daily basis for your skin?

**0:58:11 BG:** Well, first of all, remember my age, alright? And also where I live.

**0:58:20 CS:** Right.

**0:58:21 BG:** I live in a very harsh climate, I live in the mountains and I have lived here for what, 30 years? And before that the desert. I have not lived in a kind climate, let's say that. I live in a climate and have for many years that takes a very harsh toll on your skin. I would love to see what my skin would look like had I lived in Hawaii. I bet it would look great. Anyway, all of those conditions, and having to do with hormonal factors etcetera, etcetera, leads my skin to be dry. Naturally, it's dry, so I use a dry skin routine. The cleanser, my favorite cleanser for my skin type, happens to be our lemon balsam cleanser, which is a very rich, creamy cleanser. I go back and forth between that one and the coco-cucumber, which is a light creamy cleanser. I really love both of those. I will just go back and forth between the two of them. I use those as cleaners, then I exfoliate and I exfoliate pretty much daily, and I would say really truly daily.

**0:59:43 BG:** I do one of two things, if I'm in a hurry, which I am most of the time, I have to

admit. In my shower, I keep what's called Crystal, and that is a cleansing exfoliant, so it's like an all-in-one kind of a thing, and it's very easy and quick and easy to use and so, for the quick kind of a thing I will use that and I'll just exfoliate. So usually, I will do that first and then I finish with my proper cleanser. And sometimes, if I want a really good exfoliation I like to use the grains, I like to use Rhassoul-Crystal, which is a powdered product, and what I like about that one is that you can customize it for your skin. You can use as little or as much as you want depending on the level and intensity of exfoliation that you want, or that works for your skin. You can mix it with water, but you can also mix it with your cleanser, which is really lovely. So every now and then, I use that one, I will go back and forth between those two.

**1:00:49 BG:** And then for the treatment products, that's cut and dry. Emerald Sun Hydrosol, which is an excellent hydrator, deep hydration, which every skin type needs. There's no oil in it, so every skin type needs that, it's very liquidy, but it has excellent ingredients in it that will help produce ATP in the cells, which is the power house of your cells which helps those fibroblast cells do their job effectively. Everything in our body slows down as we age and that includes the fibroblast cell. So you want to pick it up to a level of, you know, when you were younger, which this will do. It does other things as well, soothing, calming. Then I go to Phyto-Infusion serum, I'm not sure I could really live without the Phyto-Infusion serum.

[laughter]

**1:01:43 CS:** It is lovely.

**1:01:45 BG:** It's really a power house. It's a high level of antioxidants, this is what the herbs will give it. A high level of stem cells, plant and vegan stem cells as well, which encourage harmony within the skin structure which is going to help anything give results more, and quite a number of different nutrients. It's a creamy serum so it also has moisturizing benefits and it penetrates very rapidly too. It has plant-derived ceramides in it, which help it penetrate deeply into the skin. I use that, I put that on, layer and then...

[laughter]

**1:02:33 BG:** Okay, are you ready for all this?

**1:02:35 CS:** It's a routine.

**1:02:38 BG:** It's a routine. We have two eye products. We have an eye gel called Revive, which is a light gel, it actually contains 70% hyaluronic acid. So we have that and then we have the cream, which is a little bit more regenerating. I like to layer it. I'll put a little layer, just a thin layer of the eye gel on and I give it a minute or two to soak in and then I pat on the eye cream. That's what I do.

[laughter]

**1:03:08 CS:** It's working.

**1:03:11 BG:** The final thing that I do is my facial oil, which is the one that I use is the one for drier skin, dry mature skin, and that's Intense Ultra Restore. It contains a very, very high level of those herbal oils that I told you about. There are 23 different regenerating, calming, wonderful herbs that are in that, and it's very, very rich in polyphenols which are plant anti-oxidants, as well as a very high level of stabilized vitamin C and CoQ10 and tocotrienols and vitamin E, lots of carotenes which are excellent for skin. You'll notice that the color of our facial oils is a deep gold and that's because of all the carotenes that are in there. And my favorite one is Buriti oil, which is from the Amazon rainforest. Then I finish with the oil and then the lip balm. The lip balm also has that same herbal oil in it, so it's a very exceptional lip balm, very protective and very nourishing as well.

**1:04:22 BG:** And that's my routine. There you have it. I use Skin Restore primarily for my body, it's a body oil as well. I personally don't care for lotions and things. A lot of people do. We do have them, but the oils are more beneficial. So sometimes I'll come out of the shower and while my skin is still damp, I'll put it on, which seals in more hydration and then I have my so-call oil towel, the one that I don't care about getting wrecked and replacing.

I'll pat my skin with that, and sometimes that just keeps a higher level of hydration in, and then other times, I'll just get out the shower, dry really quickly, and then put the oil on.

**1:05:05 BG:** So that's my routine. That's pretty much what I do. And oh, one more thing that I like to do at nighttime sometimes, in fact often, you know how the soles of the feet can get really dry... You know. Mine do, and so I'll take my Herbal Shea Butter, and then I put that on my feet and go to bed then, and that's it. So there you have it.

**1:05:28 CS:** Love it. And you highlighted some of my favorite products of yours, so I hope our listeners will look in more into these. I'm loving your prenatal oil right now, with my pregnancy, I'm using that out of the shower. I'm putting that all over my body and it's lovely. I like oils better than lotions, as well.

**1:05:52 BG:** You know, Christine, that prenatal oil... Just a little tip for you, too. You can use it on your baby.

**1:05:58 CS:** Aww.

**1:05:58 BG:** After it's born, too. You just don't want to put it on the face. It does have a small amount of essential oils in it, so you don't want the baby to have it close to the nose, but you can massage your baby, especially your baby's feet.

**1:06:13 CS:** Aww.

**1:06:14 BG:** Yeah, and the other thing you can use for your baby--the Herbal Shea Butter is a wonderful diaper cream...

**1:06:21 CS:** Oh, that's a great idea. I love that product.

**1:06:24 BG:** It's wonderful.

**1:06:26 CS:** She's going to have good taste in skin care from a young age, right?

[laughter]

**1:06:32 CS:** We're starting her off right, so...

**1:06:34 BG:** That's great, that's beautiful.

**1:06:37 CS:** That's a great tip. Well, Bunnie, I feel like we've covered a lot, and I hope that our audience will continue to learn more about ISUN and explore your product line. Where can people find more about you and ISUN online?

**1:06:55 BG:** Well, if you go to our website [www.isunskincare.com](http://www.isunskincare.com), it is a website that's in progress right now, so it's not complete. However, you can download what I call the ISUN book. You can download the ISUN book from our website, and there's a lot more information in there that would give you more background. We talk about biophotons, which is the light and our connection with nature. There's an interview that talks about the higher purpose and higher intention behind what we do, that has to do with healing. Then you can also do a review of all the products as well, but that would give you just a little bit more.

**1:07:43 CS:** Great, we'll put that website link in the show notes. And if people live in Seattle, we use your products daily at Bella Fiore Organic Med Spa, and so it's just such a treat to be able to experience these in a treatment, not only in a home environment, but also in a treatment. You can really relax on a whole other level, right? It's not only taking care of your skin, but it's really an experience. I'm so lucky to know you and your products, and I really am so grateful for your time today, so thank you so much for being on the podcast.

**1:08:26 BG:** Oh, thank you, Christine, and thank you for all the great work that you're doing yourself personally, as a doctor, and then also in your spa...wishing you all the best with the new little one coming into your life.

**1:08:42 CS:** Thank you. Thank you so much. It's going to be a new adventure.

**1:08:48 BG:** A beautiful one, and healthy, you're going to fall in love.

**1:08:51 CS:** I have a feeling I will. Thank you.

**1:08:55 CS:** Thank you for listening to the Spectrum of Health podcast with my guest Bunnie Gulick. I'm also really excited to announce the creation of [bellafioreorganics.com](http://bellafioreorganics.com), a site I created with my dear friend Lauren. We are bringing the best of what we know at Bella Fiore Organic Med Spa to an online store, where we feature carefully curated organic and non-toxic beauty and personal care products. If you're interested in discovering ISUN, we carry the line online as well, and please check it out and let us know what you think. Thank you.