

ep169 - Dana Paz

MERYL: Welcome back everybody to the rebel nutritionist podcast today. I am excited to have Dana Paz on. Dana is an herbalist and a skincare formulator, right? We're going to talk about what that is in just a second. Welcome Dana. It's so nice to have you.

DANA: Thank you, Meryl. I'm so excited to be here. I actually, uh, checked, like, checked your podcast after we talked, we spoke for the first time and I am hooked. — so much great, yes, great information. Everything is so interesting. I love it.

MERYL: Oh, thank you so much. Thank you so much. Well, I'm, I'm thrilled to have you on. I'm excited about our conversation. I mean, um, you know, after we met, which is like a few months ago now, I was intrigued by Your formulations. I have tried your formulations. They are beautiful. I mean, they are talk about hooked. I'm hooked. Your caffeine eye cream is like a bomb.

DANA: Thank you so much.

MERYL: so let's talk a little bit about, you know, what you do, your business and how you got started. And what you're currently doing now, I, I did hear on Instagram this morning that you said you're looking for some space. So let's talk about what

DANA: That's going to be a scoop. No one knows yet. — okay, so we don't have to talk about that.

That's okay. I can talk about it. I'm all about a good scoop.

MERYL: Good. Awesome. Awesome. All right. So let's, let's talk about, um, you know, where you're from. What are you, what have you, what, how'd you start? Mm Um, so, um, we, I came, so first of all, I moved from Israel eight years ago — and, uh, my father moved just after me, like a few years after me. He got married and, uh, my step mom is a doctor. — And when we moved after them to Boca, we wanted to be close, you know, we finally had family here. So we wanted to be close to them. Uh, we moved to Boca and then COVID started — and it was just the beginning of that. There was no one, no one was working, everything was closed. And my step mom, she's a doctor. So she told me, you know what, let's open a medical spa together. — We found a space, uh, an office space in a building when they did like the COVID test and they used to, uh, sanitize the place twice a day.

So it was perfect for us. Um, and we opened it and I did everything, you know, from the, um, — from the business perspective and she did all the injections and, um, and brought the clients, of course, you had so many clients, um, coming after her. And, um, and that's it. But. It was a little bit slow at the beginning and I got bored and I'm a very avid, um, student.

I love to, I love to learn, I love to study, I'm always research something, I'm always in search for, to know something new. So I booked myself to an online, uh, course, which is, was, um, uh, Master of Herbalist. — Now my background is that I was, uh, I started as a dancer, I was a dancer most of my life and then I became. —

I became a Pilates instructor and, uh, started doing physical rehabilitations and nutrition. So I studied all of that. I became very good at that. And so I'm, I'm, I'm always, I was always a person who believed in the ability of the body to heal itself. And. — You need to support the body. You don't need to fix it.

You need to support it and it will heal itself. Exactly the same thing I do with my skincare because my skincare products are very safe for everyone. Like this is Dana Pesce beauty, safe beauty. That's, that's my slogan safe, safe beauty, because I never work with irritating ingredients. I never work with things that can, uh, aggravate the skin condition or anything just to support the skin.

To help it heal itself. — So I started, so I, I went to study, um, to become an herbalist for a year. I thought it's going to be like light and then bam, a year of studying. It was too much. Yes, but I made my first balm and I, I did like extractions of oils and infusions and stuff. My house look, my husband told me like, we look like breaking bad, like my house. — Herbs with, yeah, — bottle with herbs and everything in containers and heating, uh, you know, so it like slow cookers and stuff. So I made my first balm, which was the Arnica balm with a few more herbs that I infused and I tried it on my son and it totally healed his eczema.

Wow.

— So I brought it to the med spa and I was just like putting it there in a very ugly tin container and people started buying it — and I was shocked.

Like, — they're actually paying money for this ugly thing. But, but, but whatever was inside worked, you know? — So, and then people started coming to me with like, um, you know, I have dark spots, you know, I have this, I have acne, and then I decided to go and, you know, like I love to study. So I decided to go and study how to be a skincare formulator.

And I studied to, uh, organic skincare formulation — and then I, so there I became, you know, a cosmetic grade formulator and I started to formulate everything, um, and things started working like, and people got results and I was still into, you know, I, I didn't mean to do it like big or something. I just did it locally, you know, and then. —

Uh, all, all of our customers started telling me here, take my, take my friend. She's on the phone. Tell her everything you've got. And then — it started being, you know, it's exhausting — explaining every person, all my products, the ingredients, everything. So I made a website, — very ugly website. Everything was very, uh, Very, um, like amateur at first, it looked very like, not professional.

And this is how it rolled, you know, and I opened an LLC and just started everything without even knowing that it's going to be like this. — And I, so the first name was Herbalink. — Because I'm an herbalist and I wanted to have like the herbal link. Um, but then, and this is my tip for everyone who's watching, when you find a name for your business, check carefully that no one else has anything that's even similar to it, um, with like trademark wise, — because I was, I applied for the trademark, I paid lots of money over like 1, 000 and then I, I Two weeks before, I waited a year.

It's like a year process. I waited a year. I had a website. I had the marketing team. I had everything there. Like the business was flourishing and bam, two weeks before I was supposed to get the trademark, someone opposed. — Now, once someone is opposing and the other company had the similar name, but it wasn't like exactly the same, but they were, they were big. So they had the money to fight me. Even if, if, — even if they lose, I won't have the money and the funds to keep, you know, um, so I had to rebrand. I decided, you know, it's either I'm quitting now or I rebrand everything. And I had no, for me, you know, I already saw so much of impact on people's skin. And I have, — you know, I have my clients and my customers that, Keep buying every month.

I couldn't just let go. I couldn't just, you know, ——— you know, just disappoint everyone.

— Right.

— So I rebranded and I called it a day in the past, which was the last thing I wanted to do because I didn't want anything to be on my name. I thought I'm going to sell it, you know, I thought I'm going to be okay. I'm going to just build like a company and 10 years later, I'm going to sell it.

So I didn't want anything with my name because then, um, I think it, it Ruining the bargain when you want to sell it, because then, okay, if the company is you, — how, how can you sell and go out, you know?

MERYL: But I think plenty of people do that now. You know, there's there's plenty of companies that do that. But anyway, yeah,

— Yes.

right. But you were you labeled it after your name,

—— there you go, Dana Paz. ———

DANA: And I'm like, yeah, I'm, I'm, I really proud of the collection that I have now. And, uh, I'm really proud of the — quality, uh, customers that I have. I feel like I have a special connection with most of them, which is, which is I can not. —————

Um, and for me, everything, if, if anything ever goes wrong and I'm very, if anyone sees my, my Instagram knows I'm very, very authentic. I'm very legit, like real. I never fake, I never, uh, presumed to be something that I'm not. I never show like a huge success behind things. If, if I don't succeed, I just recently closed my, uh, Amazon store, um, Uh, we just wasn't worth the time, you know, just — so I think that, and I'm very honest about everything.

So ——— this is how I, you know, how I operate. And this is why I have such cleric customers, because if anything goes wrong, I stand behind it and, you know,

MERYL: You know, there's something to the authenticity of how you work. I mean, you and I are very similar like that. You know, I am very much about being authentic and standing in my integrity because Lord knows there's a whole lot of people who don't do that. Right. **And so I think most of what we see on the internet and on social media and everywhere else is so inauthentic that I think when people find someone like yourself and I would hope myself that they gravitate towards us because of that, right?**

Because they know we're going to take care of them and we're going to tell it like it is. whether they want to hear it or not, — you know, or we're going to show, show things like

they are, whether, whether they want to hear it or not. So, um, so I appreciate that. And I respect that immensely because I think we don't have enough of that in this world these days.

DANA: I think so too, I really agree with that and I think that most of, I'm very open always for any collaboration for like if there's lots of other companies like small companies that, that ask me questions, where do you get your bottles, where do you do this, and I always answer. — And I always make sure that they get my prices and I always make sure, you know, that they're getting the best, because I don't believe in competition.

I believe there's a space for everyone. And, um, and the more you approachable, the more you, um, — The more, I don't know, the more, the more you draw people to you, yes. And, um, and get more opportunities, you know, if you're, and so I see lots of, but lots of these people, they're not really in the range of success that they're showing.

Um, — and I don't know, I, I think it's, it's a shame. I think it's a shame. I think you have, no one has nothing to be ashamed of the situation that you're in right now. This is exactly where you need to be. Thank you. And, you know, and you will be, you know, whatever it's meant for you will be yours.

Yep.

MERYL: Less resistance, less pretending and more, uh, just let go and be happy with where you are.

Yeah, I love that. Um, so let's talk a minute, right? Organic and natural. I know when, when I talked to you about the products and you were like, you were reading off the ingredients, right?

Like you're almost like you could actually eat this, you know, it was all real ingredients.

Um, and I think now more than ever with the environment the way it is and our levels of toxicity, like we know we are all toxic.

And I think the hard and sad fact is that our kids, right? And our generations behind us — are coming into a world that is so toxic. Uh, and skincare, right, are, are, are, is so important because our, our skin is our largest organ and it absorbs everything and it takes in everything. So can you talk about organic, why that's important to you?

And, um, you know, maybe some of what people don't know about that's on the market with the products that are loaded with, you know, I don't know that **I think people are getting better with reading ingredient labels on food. I don't know that they're so great about reading ingredient labels on, uh, on skincare products and makeup,** so forth.

Right. So can we talk a little bit about that?

DANA: Sure. I'm going to break some myths about it. I think now, um, I think first of all, um, I started as, um, organic and natural and I eventually, when I became Dana Paz, **the more I studied and, uh, became more professional about my product, the less natural I got.** So my products are not, they consider to be natural.

So this is the thing, **the regulations are not as — tight and rigid as in Europe. So everyone can say they have like natural product as long as you have like some percentage of it natural.** So I can claim my, my products are natural, but again, I am not the person who like going to tell you everything is natural.

90 percent of the ingredients are natural, but. Some of the ingredients, if, if they were natural, it could, — um, risk the safety of the product. It can make, uh, uh, a mold growth or

anything that is far more dangerous for our health than this specific thing. **So my products are, and my ingredients are, um, cosmetic grade.** which is amazing and enough. I use lots of herbal, um, extracts, — lots of, um, ceramides, for example, but everything was made in the lab. So I'm not using things that I make myself anymore, unless it's in my balms, because when you, when you do something that is oil based, it's okay to use it because there is not, um, it's not going to be any contamination.

But, um, so I. **I do think that natural products has a very low, um, shelf life, very short shelf life. So if you want to keep them, you need to add some things that are not natural.**

And also I did a reel about that. Um, for example, a red dye, a red dye for a lipstick, — the natural is caromine, caromine is bugs. So they take bug, it's like a red bug that they take, they sun dry it and then they make it a powder — and you use it on your skin.

Now, if you have any bug allergy or anything like that, this is like behind, behind, um, beyond the fact that it's gross, it's also very dangerous for people who has bug, bug allergies. And there's, ——— Many of them, you know, so I would use things that are cosmetic rate. So this is one thing about, um, that I think that — natural and what I would look.

Okay. So what I would look in is the ingredient list. **If the ingredient list is endless, — like exactly like you go to the supermarket and you want to buy something, if the ingredient list is endless. — You know, it's crap.**

—— Right.

The more ingredients list there's there really, if you want an in, um, there's more fillers, there's more thickeners, there's more, you know, then less of the real thing now in skincare, when the more.

potency you have for the ingredients, the less ingredients you have, you know, so **if you have 10 ingredients, 12 ingredients, it's great because you have more of each and you have nothing that's not supposed to be there. If you have 20 ingredients and let's say, uh, niacinamide, — vitamin B3 is great. From percentage, like two to 5%. ——— If you see, if you see it on the end of the product, it means that it's like less than, um, less than 1 percent usually.** And then it's less than the, um, the effective recommended, uh, usage. So there's lots of products that you think. So if I go to any store or anything, and I want to see their ingredient list, first of all, check that it's not endless, — that's the first thing I would check more than natural check.

It's not endless. Yes.

MERYL: then like, what would be something, ——— right, I guess it is, it's this fine line of, okay, well, what should I be using versus what shouldn't I be using, right? Like, so the environmental working group has lists of, um, different companies, right? I don't know if you're familiar with the environmental working group.

They have lists of companies, like you scan the barcode and it'll tell you, you know, is it on a scale of one to 10? Safe, effective and not, you know, toxic, right? So maybe toxic is a better word, right? And I think that's what you have to, this is where all of this gets so confusing for consumers because you say natural, well, okay, but then there's ingredients, like you said, that are in there that are not so natural.

Then how do we, maybe we should then define it and say, well, is it really about toxicity then and less about natural, like, can you enlighten me on that? Right. Right.

DANA: Definitely. **I choose safe over natural any, any day.** I think that, uh, so in all these companies that, uh, check the products and that's, that's okay. Um, again, I think that nothing is black and white. If you find a product that's good for you and working for you, and it's clean of 10, 000 ingredients in the, in the list, then great.

Keep, keep using it, you know? So it's not black and white. Um, there are, so when I say not natural, for example, peptides, a lot of, uh, um, companies say they're natural. Again, I can claim that I'm natural, but my products are natural, **but peptides. — For example, which are one is one of the best ingredients for the skin. — It's not natural. It's lab made,** you know, and ceramides, **ceramides are, um, a component that we have in our skin, but they're, they're made in the lab.** — So we, it's not really natural again. Um. It's natural. It doesn't come from nature. And I would again, be a little bit suspicious of everything that comes from nature, that it's either, um, — either a moisturizer or a serum or anything like that, I would use a body butter or a body scrub or anything that doesn't contain water, if it's natural, then it's okay. **But I wouldn't use anything that contain water and, um, and oil together. If it's, uh, if it's coming from nature, it needs to be, yeah, it needs to be cosmetic grade.**

MERYL: Got it. So I see. Okay. Um, so give me an example of one of your, — like an ingredients in your products, let's just say that, that are, you know, that have a purpose.

————— Let's take for example, you're the caffeine eye gel that, or the serum or whatever, the cream

— Yes, that,

you do, right? Let's talk about that because I know, um, you know, so many women are out there buying things that are anti aging, right?

So this would be something I would call anti aging because it helps with those fine lines and the puffiness and all that. So can we talk about that and Let us in on the ingredients that are in there. Let's say that are natural and then the ones that are not natural. But overall you would say your products may, even though **if they're not all natural, they're not toxic.**

DANA: No, nothing. This it's, I read, **this is why I like the cosmetic rate ingredients because you get a report, a very detailed report, like nine, 10 pages with everything. And with that toxic, uh, the toxic, sorry, uh, level and with the level of, uh, irritation it can cause and allergies. And I just want to remind that we are allergic to natural, natural things, — right?**

So, so most of allergies will come from natural things, so it's better to get it. Without the additive, you know, without the, everything that's in the air and the dust and everything. There's a lot of things that we should consider when we buy something that call itself natural. It just needs to be cosmetic grade.

It can be natural, but cosmetic grade, it's really important.

Right. But how would we know as a consumer? You don't always walk around going, Oh, does it doesn't say cosmetic grade on

No, but **I would go to the Instagram. I, I personally, a person again, who, who likes to research, I look at, um, At the Instagram page, I look at the brand promise. I see, I look at**

the ingredients, but I see the overall atmosphere and how they make it. Most, most companies will share if they're not like huge companies, the small businesses will share how they make it.

And, uh, and you will see the person, you know, lives to their promises or not,

MERYL: And I'm walking the talk. I mean, look, I always say, you know, **it's very similar to the supplement industry, really, right? I mean, there's so many different kinds of supplements and people are like, well, I'm taking this or I'm taking that. And I said, do you even know what's in it? Like everything that I sell or that we, you know, that I formulate, I get a certificate of analysis,** right?

We know what's in there. We know if there's heavy metals, we know if there's the purity, we know the quality, we know where it came from. And if you don't know that about your supplements or let's say your skincare, why are you buying it? You know, you're buying either an inferior product or perhaps a dangerous product overall, right?

I mean, — so,

DANA: In other words, why are you irresponsible with your health?

MERYL: Oh, I love that. ———— Yes. Why are you irresponsible? I think there's a lot of that. Um, So, so let's go back to, let's take your caffeine. I, of course. Okay. So, — about

DANA: yeah. So first of all, I'm going to name, I think, so I will, I'm going to look at your question that what, **what should we look at for, um, when we're looking for something for anti aging and the answer is everything with, um, anti aging. Hyaluronic acid peptides, um, uh, natural oils, not mineral oils, good oils.**

Um, if it says mineral oil, then it's a synthetic one, you know, so, um, I, so **I would say peptides, caffeine, um, hyaluronic acid, — anything with niacinamide, uh, vitamin E, — uh, ceramides. I love cogic acid a lot.** Uh, because I think kojic acid is great for, um, pigmentation for dark spots. It's good for the under eye as well.

I have a, um, a kojic brightening cream. It's great to fade hyperpigmentation. It's great to fade acne spots, acne spots, and it's really good for under eye darkness that comes from, um, discoloration. So I use it myself, uh, but **I have lots of clients that use it during pregnancy. It's safe for pregnancy.**

Again, my motto is — safe, safe and effective. If it's not safe, it's not effective. Then, then it's out of the door. Yes. **But I think caffeine is really good because it stimulates the blood flow,** uh, the, the blood flow and, uh, circulation. Um, it's almost like reviving the skin, you know, energizes the skin. So I would choose caffeine.

I have it in most of my, my products. I always have, uh, yeah, the most of the product, the ingredients for me, — less is more, the less ingredients you use. And the more you use the ones that actually work, then you're going to succeed with everything. So I take them and I just add, you know, um, the Kojic brightening cream has, uh, some of the, um, some of the

ingredients that the caffeine eye gel has, uh, but this one for brightening and not for, and not for circulation.

So I added the, you know, I added the Kojic acid and I added the niacinamide, but both has aloe vera, both has a marshmallow root extract, both has the same, the, the emu oil, emu oil is a very, very healing oil. You can put it on a scar and it will work as is. Without anything. Buy it on Amazon. Yeah, put it on your scar and it'll work.

It's amazing. So I am, I think that **as long as you keep the soothing ingredients, a lot of herbal extracts, I love herbal extracts. And for anti-aging is hyaluronic acid. Three ingredients, hyaluronic acid, uh, peptides and — ceramides. — My top three.**

MERYL: Got it. So, so I'm just thinking, you know, I see all these commercials, right? For like L'Oreal and they have, you know, these, uh, actresses who are like, Oh, you know, there's ceramides in this. And, you know, I, I feel like, or there's hyaluronic acid, right? They're using these buzzwords — that, that you upset.

So how do we know what we're choosing? You know, again, anti aging is thrown around, uh, very. thrown around everywhere and you know, we all buy into that. Um, but really what is anti aging when we're talking about skin cream? Like when we're talking about product because they don't, I mean, these really don't take away the wrinkles, do they?

DANA: No, they don't. They can, yeah, they can work a little bit on that if they create. **So it's not that you reverse time or, or stop time, but — yeah, but it's like supplements. You support your skin, you support whatever, you know, Um, is declining from, you know, age you supported from the outside.** Um, again, we have a medical spot, so I can tell you that, uh, whatever, if you want to really eliminate existing wrinkles, you need to inject — no way around that.

Um, but I think first of all. **When you go to buy a product and it's anti-aging, checking the ingredient list, where is the product located if it's down?**

hyaluronic acid, if it's low on the list, then you know, it's not so effective. Right.

So, um, so no. So hyaluronic, specifically hyaluronic acid is effective from 0.2%.

Okay.

So yeah, so you'll see it in the bottom of the ingredients list, but usually like ceramides, ceramides are effective, uh, between three to 5%. I would check to see where are they. You know, if they're very on the bot in the bottom of the list, then means that they didn't put much because some companies put ingredients just to claim that they have this ingredient, you know, — uh, a lot of marketing, um, a lot of marketing, uh, you know, strategies.

MERYL: Oh, yeah. Oh, yeah. So what are your, uh, go to, like, how many formulations do you have in your, an existing line of product?

DANA: Oh my God. Um, I think the one that I left, I have hundreds, hundreds. I'm always working on something. No, no, the thing, the, the ones that I eventually kept. So now I have. Lots of other things that I'm doing. I'm formulating products for, uh, two other companies. Um, yeah, so I'm actually working on a new company that's supposed to launch in a few months.

I'm working on a very nice superfood oils. And, um, I'm working with another company on, uh, lip gloss. And so I'm working on some, so I started getting into, you know, the head of the behind the scene of doing more formulations for companies, um, — helping people more like, um, how can I say it? Like, uh, guiding people through the process of how to do it, how to work with, um, I, I put, I buy my.

All the, all my product packaging from, uh, China. So I do everything here in the US, but the packaging, the, the bottles, the jars coming are coming from China. So I've learned for years how to work with them, how to communicate with them. Um, What are the steps, how to choose the right, you know, that's a lot working with them and how to choose the right supplier and how, uh, and if something goes wrong, that's the worst part.

When something goes wrong and you have the product, you know, what do you do now? So I think I, uh, accumulated a lot of, uh, information, uh, during, well, you know, an experience and now I'm, um, yeah, I'm guiding people with their own journey. Uh, which I really like. So I take the product, I took like, I had 24, 21 formulations and I, now I dwindled my collection into 14 and I'm going to dwindle it a little bit more, — uh, just for the ones that are really excelling, you know, the, the ones that performing the best.

MERYL: So what are the ones that seem to really, um, take hold with people? What are people

DANA: Oh. So first of all, the cleanser, **the charcoal cleanser**, yeah, that was nice too. Yeah, yeah, yeah.

it's really good. And the thing is that men likes it as well, because it's black, like the color of it.

So I have lots of teenagers. It's really good to balance the skin, to draw, um, uh, to detox it from, from toxins. And, you know, So it's great with any breakouts, with acne, balance, oiliness, and then you start seeing your skin getting smoother, you know?

So I have lots of, uh, women that has, um, like, uh, hormonal breakouts that it really worked on their breakouts. And I have, I have teenagers that started being very oily and lots of our issues. Not the ones that are like acne and really comes from like the gut or something or in like any situation but but most of our like pimples breakouts things like that that are like Superficial comes from dirty skin.

Just keep your skin hygiene this, you know, **I tell people when you Rub the cleanser on your face count anything between 30 seconds to up to one minute while you're rubbing it and then Let like, you know, let the cleanser work on your skin Let it really clean your skin and then wash it off Don't put it and just wash off and they see lots of difference like it makes a difference.**

MERYL: Yes. It's a very good 30 seconds to a minute. I did not know that. I definitely don't think I do that.

DANA: Yep — So do that you will see a difference. That's just a lot of yeah, your skin is flawless, but uh, thank you. I, I, you know, I,

MERYL: I've been using your stuff and I, uh, I work hard at it. Right. But it's, um, I mean, I pay attention and I think, you know, the other part of this. — **Your skin is a reflection of what you're eating,**

— it's so

right? So if your diet, I know you said some of the breakouts and stuff are from dirty, you know, dirty skin.

Fine. I 100 percent agree with that. But you know, then the, the more persistent stuff that we see on our skin, even things like, so, you know, whether it's acne or eczema or, you know, those kinds of things come from the inside, right?

DANA: **The skin is a reflection of the inside for sure.**

MERYL: So, um, you know, so I think that's the other part of it is, are you, are you He's taking care of your skin by what you're eating. And the more processed foods you eat, the more you're going to see it

DANA: Yeah, totally. And I, and I share it all the time like that. It's not enough, you know, going like you can rub as my, **you can rub creams on you all day long, but if you're not eating right, if you're not going to the gym to detox yourself, you know, sweat, just sweat, sweat is so much, you know, if you don't activate your lymphatic system, if you don't do all of this, There's no circulation in your body.**

Everything will get stuck there and it, it gets out through your skin.

MERYL: Yes. Yes. So true. So, um, so what are your, give a, give me an idea of some of your, you know, tops that you happen to really love and, and want, you know,
— Like the products.

DANA: okay, so the cleanser is one, I mean, we don't have

Yeah. The cleanser. Yeah. No, no, no. I'm going to take maybe four. So the cleanser is one. The other one is the **Kojic brightening cream**, which is really good also for every age. I have teenagers that use it. I have like adults that are pregnant women that use it. It's really good to just — Even the skin tone, help to balance it, the discoloration and everything.

And it's also an eye cream, so it's an eye and face cream. So it's like two in one. Uh, the third one is of course **the ceramides, the the Skin — Repair Ceramides is just, I think everyone needs ceramides in their skincare routine, no matter what age they are, because it helps to support the skin barrier, to repair our skin barrier.**

And every issue you have with your skin starts. With a compromised skin barrier. So the, this is one of my, like, this is the top three, the fourth one. And I'm going to, um, the fourth one is the, um, **pore minimizer serum. We called it pore minimizer just because it balances the skin so good that it, it shrew, it looks like it shrinks the pores.**

Now, nothing shrinks really the pores, but once your skin is balanced, um, and the pH is balanced, then it's the, the pores are like, you know, in their real, — Size and not enlarged, you know, or seem open and the texture looks like, you know, Um, you see texture. So this, this one really smooths the skin. Those are my four one.

And the fifth one is the eye cream is the — is the ——— **Coffee in eye gel**, which is very popular. I think Because people like gimmicks it works. It really works. It's a good cream —— Yes, but, but people, yeah, it, it, it works, but people like it because they know that coffee eye cream, you know, there's like,

Right, right. That.

is,

—— Yeah.

but it's a great, very good eye cream.

MERYL: No, it is. It is. Um, so, so what is next for you? I know you did, um, kind of drop a little bomb on Instagram today. You were like, I'm

Yes.

going out looking for a retail space. Can we talk about that? Are we not quite ready to

DANA: Of course. No, no. I was looking for, for a spot to talk about it and I'm happy that it's here. ———— Um, so my next, — so ever since, I dunno, like, I don't want to talk a lot about it, but ever since October 7th, I think most Jewish people in the world, something has changed. We are all changed. And something about me, um, Uh, something about me that I haven't done what I like for eight years, I didn't do the rehabilitation and, uh, and, uh, physical, um, stuff that I'm very good at, and I got a gift in that matter.

Like I never planned to be that. But I was a big thing in Israel with that and everyone knew me and I helped with, uh, with injured soldiers and I helped to recover. Um, I worked with hospitals for, uh, after, uh, heart, open, open, uh, heart surgeries, uh, to, you know, to work on the lung capacity. And so I'm really good at that.

So I decided that — I'm not helping enough. You know, I'm not giving my impact in there. I'm not doing what my soul really meant to do. I am doing because Dana Paz, it's really, — um, what I believe, you know, it's, it's exactly the same thing. I'm supporting the skin. I'm helping. There's lots of clients that are telling me like, —— like my skin is different.

My confidence is so much better. I'm so confident now. I, I don't wear makeup anymore. So I know that I'm doing that, but I also have another gift. So I'm going to combine these two gifts. And I'm going to open a mini wellness center. Um, that I'm going to do pilates reformers, there, uh, with rehabilitation.

Yeah, it's going to be, um, more, uh, rehabilitation, like a re uh, physical rehabilitation. Um, — Oriented so I'm going to have like the the studio with the beds and I'm also going to have like a private Section there and we're going to sell Dana Pez there And I think that was yeah, I think that what's going on.

It's like everything became local more local for me Um, i'm gonna have uh, i'm i'm gonna have a lecture next week Exactly a week from now on friday — In the, uh, Boca Cosmetic Academy of with my products. And so I'm going to start probably getting more locals into estheticians, like sell to estheticians. Um, and I have my, of course my clients, but I totally stopped making any ads, any Facebook and Instagram ads.

I just stopped because — I feel like, I don't know. I feel like my, everything is like coming into my luck. opens now with local businesses. So I'm doing that and I'm going to open something that

is, uh, Pilates with skincare. And, uh, let's find the spy space first because no one, ——— no one is calling me or texting me or emailing me back.

— We just put that globally out to the universe. Let's Yeah.

— back. And so

I told, I told my brother, I'm sorry, I told my brother yesterday, I feel like that girl that like, uh, broke from, broken from, uh, broken up from her ex and all, and sits at home and says, why doesn't he call me? Why doesn't he take, you know, so this is me with realtors now. I'm like, why didn't he call me?

Why no one answer my emails? ——

MERYL: Well, the right place will come along. I know that from personal experience, right? And so and and and you'll you'll I'm sure you will find it because your energy is just so amazing and and your gifts are amazing. And I think when you want to share and are ready to share Your gifts in that way. They, the universe opens that door.

You know, I'm, I'm a big believer in that. And so, um, — and you're looking to do it locally in Boca, correct?

Yes.

Okay. So for anyone listening.

— Yeah. Please. If you know — any space available,

All right. Well, yeah,

—— so much.

— about that and, uh, you know, how we can help support you. I look forward to that.

DANA: You're going to come to do a session — with me one on one. Yes.

Sign me up. Sign me up. Yes. So, um, yes, very excited. And I think we, you were very generous. You're giving our listeners 20 percent off, I believe. Is that correct?

I never do that. I am a person who believe that gifts are better than discounts. So I always give a product as a gift and not like a sample, a full size product as a gift with every order. Okay. Uh, but yes, but everyone who will use the code, so I made a code, uh, rebel20, so they're going to get 20 percent off and also, uh, a product as a gift.

MERYL: So, yeah.

nice. Nice. So I will tell you from personal experience, um, that, that, you know, I, I love the products. I think I've used the, you know, it was great. You had the little trio that was a sampler, right? It was the cleanser, the fade, the ——— and the eye cream. And then I went and bought the full size cause I like them so much.

So that was awesome. But, um, a, I, you know, I love to be able to support someone local and who's authentic and who stands and who I know whose products. Non toxic, clean, and you know, are effective. I think that's the other piece of this is you're going to have non toxic and natural products, but are they really effective?

And I can say that yours are, and I enjoyed, you know, just learning, like, so I've done other skin, you know, talks with women who, who do, you know, aestheticians or whatever ingredients. But

I liked this conversation was a little more like in the weeds of, of what you really need to look for and where the products are.

And I mean, the ingredients are in the labels. and just getting to know, you know, the formulation part of it. So thank you for sharing that with us.

DANA: Thank you so much. I'm very grateful for being here today and grateful for your support. Thank you so, so much.

Of course. Anything, any last words you want to share with our audience?

— Um, I think that for me, I think that what makes me stand out better than my, uh, other, other, so I think, What I think if you go to any store, no matter which store and you read the ingredient list and it can be amazing, but it came from China or from somewhere and sit in a storage for a long time in high temperatures and, uh, came all the way, you know, and set in another storage and then.

You can read the ingredient list and ——— might not be even active anymore because everything was, you know, ruined in the way and you have great ingredient list, but the products are not active. I'm not saying that the products in the stores are not active. I'm just saying that I feel that what makes my products active is that they're fresh.

So when you get the product, my products, they're freshly made. It's It will look like it comes from a big company, but it actually comes from my personal lab, and I make everything, and no product sits more than two weeks. So you get a freshly made product. I make very small batches, and I prefer this because this is what I discovered that works the best.

It's effective again, like fruit, like, like food. If you go to the tree and take yourself an apple and eat it, the, the value and the amount of vitamins and nutrition inside will be much higher than the one that you get from Mexico and got the wax on it and, you know, and they're freeze dead and then they, you know, so it's exactly the same.

MERYL: A hundred percent. I mean, we were talking about, I don't know, there was actually, I think it was actually an Instagram thing, but then I went ahead and like looked at, you know, when you, when you get food from a grocery store, there was, I think they did the thing that they did was like spinach. Right. And baby spinach, like by the time.

It gets to the grocery store and then it sits and then who knows when you get it and you get it home and you eat it. The percentage of the vitamins is so low, is so low as opposed to, you know, if you were able to get it from a local farmer or if you grew it yourself and obviously not all of us can do that, but like you said, you go pick an apple, you, you know, it's, it's much better.

Same thing with skincare and I, and I, and it's so true, right? Because you, you want to use something that's fresh and not sitting there and not outdated and expired. And

— Right. This is why you need supplements as well. Because no matter how healthy you eat, the food is not that nutritious, you know, nutritious anymore.

for the supplements. You got to look at the ingredients and you got to know where it's sourced. And, you know, so it's no different. I mean, I feel like it's a very parallel kind of product, right? But you want to know what you're, what you're putting in your, in your body. And I feel like not enough people are their own advocates.

You know, they're listening to a friend, they're listening to it, uh, the

— The TikTok trend. Today's TikTok.

— |

The worst thing, TikTok. Wow.

University. I'm like, how is it that Tiktok, ——— the people on Tiktok get more traction than me who has the degree? Like, I don't get that. How is — that more credible? You know, it just, it kills me. Like someone will say to me, well, but I saw it on Tiktok.

I'm like,

— Yeah. That's, I don't understand that. Yes. I, I think maybe I'm too old for that, but I just, I don't understand that.

I don't either. I don't either.

responsible. Exactly.

MERYL make you pay for it. But, you know, anyway, but it's, uh, yes, agreed. I mean, you can't read, you can't believe everything you hear on, on tick tock on the, on social media and do your due diligence and know what you're putting in your body. I'm putting on your skin.

You know, you really do need to pay attention. So, um, I appreciate the conversation and, uh, best of luck. Keep us posted and, uh,

so much. I will definitely take

— awesome. Awesome. All right, everybody, make sure you take advantage. Uh, we are putting the code in the, um, — on the link in the caption — and, out.

— share with your friends, uh, you know, subscribe, comment and like.

and, uh, enjoy Dana's products as much as I have. This is your rebel nutritionist signing off. Make it a great day, everybody.