



**Trim Healthy Podcast with Serene and Pearl**  
**Episode #103 - What Happened to THM Coffee and Other**  
**Baffling Questions (Original Air Date: 1/16/19)**

*Counting calories is out. All the food groups are in. Becoming trim and healthy doesn't have to be difficult or painstaking anymore. After trying almost every fad diet out there... sisters Serene Allison and Pearl Barrett, authors of the best-selling Trim Healthy Mama book series, took matters into their own hands and the Food Freedom Movement was born. This podcast offers a deeper dive into the world of THM. Listen in as the girls (and their sidekick Danny) tackle a variety of food, fitness, and lifestyle topics with the same quirky attitude and style that has endeared them to an ever-growing audience of women who are changing their lives and the lives of their families. **Welcome to the PODdy!***

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P = Pearl • D = Danny • L = Lesley • J = John

[00:00:00]

S This is the PODdy with Serene...

P And Pearl.

S Get it right, it's P-O-D-D-Y.

D Women and men, boys and girls it's time for another episode of the Trim Healthy Podcast with Serene. No, Serene is sick.

P Hey, but remember last week she was sick, but actually it hasn't been a week gone by. It's been a day that's gone by.

J Right, it's been a full day.

[00:00:53]

P Because we needed to get another PODdy in today and Serene wanted so badly to here. And we wouldn't allow her because we don't want her to lurky Allison germs.

D Get it off.

P She's like, hey I'm only gurgling today guys, let me come. We're like, keep your gurgling-self away.

D Keep your gurgles away, this trailer recycles all air right into my face. I'm sitting right above the vent. But in Serene's place is the incredible, immaculate, outstanding, John Gusty and assistant to the regional manager, Lesley.

P She likes co-producer. She likes co-producer.

D She's our co-producer.

L Do you know my last name, Danny? Daniel Arturo Valdez?

D I think it's Lesley Mortimer-Wallace from England.

L Yes, that's good.

[00:01:36]

D She's a wee bonnie lass and we welcome her to the PODdy as well today.

L Thank you.

D All right Les. Hey, how's my English accent?

L Do it again.

D How's my English accent.

L That wasn't great, so do it again.

D A bit Aussie, I was brought up by these Aussies over here, my Anglo-Australian, much better.

P Yes, that's Australian.

L Yes, you're very good Australian.

D Yeah, but English it's more of a refined thing, yes. Maybe that was British, all right. What are talking about?

P Hey what we decided was, because we're like Serene's not here, what are we going to do? I had this idea of the five dumb things you might be doing that you need to stop. I want to wait for Serene on that one. I need my sis to tell you how dumb it is.

[00:02:15]

D To bring the dumb, yes

P We'll do that next week people. But then John here decided, hey why don't we catch people up on more of the behind the scenes because I know you guys have been with us, so many of you, some of you are new, from the beginning. You've watched our business grow. You're wondering about products in the future because we promise so much and then sometimes they just don't appear.

D They get delayed.

P We thought we'd go through some things one by one and tell you what's up with that and hopefully give you hope for the future that we will keep to our word. It just might not be on the day we said

D We have lots of exciting updates and announcements.

P Yes, I think we're just going to go one by one John.

J Could I request one ground rule for this podcast?

P Yes.

J We don't commit to any dates and no release dates.

[00:03:06]

P No, I know.

J No release dates.

L No TBDs

P No, we used to do that in the very beginning remember at Trim Healthy Mama

we're like, we are coming out with this on July 3<sup>rd</sup>.

J Yes, so here is the disclaimer, the things talked about in this podcast episode will appear sometime in 2019, 2020, maybe even 2021.

D And they cannot be used against us in a court of law.

P I do want to talk about the reason why we run our business this way. I know it's so frustrating for some, I remember when we first started with Baking Blend, remember? We came out with Baking Blend and we sold out straight away much like the extracts recently that have been bothering so many of you.

P We sold out of the Baking Blend and we couldn't get it back in, but you see for a while and then we did. And we got a little more, then we sold out again. We got a little more and all these people started making their own little baking blends in between. It's like Baking Blend copycat and that was fine. We understood that.

P Then finally we got our act together and we had enough Baking Blend to support the demand. But you see, this whole Trim Healthy Mama thing, the way we've based our business, we haven't borrowed money. And so what money comes in, then we put it out there to get more things made and we have to pay our people and all that. But most businesses start and they do huge loans and they owe money. We have not owed any. I mean we had not done that. We've done it differently. So we've had a huge demand and it's just trying to be keeping up with it. That's the way we've done it.

[00:04:41]

J I think to add to that Pearl that and a lot of people don't understand this aspect of it too. A lot of what we do product wise, I would call small batch, niche type product. They're not things that can be mass produced very easily. It's been a challenge for us to even find facilities that will do what we want, how we want it. I mean something as simple, I don't know if a lot of people think about this, but all of our skincare products, none of them have water in them. We keep water out of them, because water is a contaminant. You introduce water and now you've got bacteria and then you have to add stuff.

P Then you have to add preservatives in them.

J Right and you would think, my goodness, why can't they just keep orange cream in stock or The Fountain? It's like, well one, we're not just using normal everyday ingredients.

D Aloe doesn't run like water, right?

[00:05:35]

J Well, and the facilities that exist are not on every street corner. I mean it's really hard for us to...

P It's really hard to find places that would do what we want to do which is not normal. Like Baking Blend, how many different ingredients? Like six or seven?

J They're six yes.

P They come from all around the world, so juggling all these ingredients at the same time that have to come from is it? Where do we get our coconut flour? I don't know if it's Jamaica.

D We get some stuff from India, don't we?

P Yeah, it's all around the world. They have to all come at the right time and then we have to find the facility. It's a juggling act. At any given time, we have got so many different products around the world trying to get here at the right time. There's Chinese New Year for our stevia where they don't do anything for basically what, 60 days

D Yes, just like no commerce. It's over.

J Yes, no you've got to hand it to China though. They know how to take a break and they do.

[00:06:34]

L Yes, I love it.

D But they also crank it out all year.

J Yes, they do. They pull it all year.

P For those of you that are new, new people in the room and you're thinking China, what? They do stuff in China? That's actually something that we're proud of because there's such a stigma with China and there are junk Chinese goods. You want junk Chinese goods; you can get junk Chinese goods.

D If you want junk American goods, you can get junk American goods.

J I think China gets a bad rap, well just because let's be honest, they are a direct competitor on the world stage. So they're a direct competitor to the US. They're also partners with the US a lot too. I've always, when people have brought that up with me about China, I would say, pick a city in the US that is less than desirable. I'm not going to name any because I don't want to offend anybody, but let's just pick a city that you know is kind of rough and...

D All right Memphis.

J Okay, there you go. Okay we can pick our own states

[00:07:35]

P Danny grew up in the hood in Memphis.

J Yes, Memphis is not the most desirable city to vacation to. If all anybody knew of the US was Memphis, then you would think that the US is this awful place and I think China gets that. I think a lot of people's impression of China is just they only see like the Memphis part of it.

D I think we picture a Mattel plastic cheap car or something from Walmart When we think China, we think of cheap, breakable goods.

P They think of lead, and they think of pollution. When Sam brought us this stevia, we tried countless, hundreds of stevia. We wanted the best one in the world and it was from China. It tasted the absolute best and we found out about the way it was done, the purity of it and we picked that. Then we had to go there, because if we are going to endorse this, we have to go there. And it's just incredible how pure our stevia is, not only organic, but the way it is farmed has been done that way for hundreds of years, nothing has changed.

J There aren't many places left on earth that farm that way.

P They don't even put like tractors, there's no gasoline in the soil. It is fed from mountain rain, this huge mountain up there. It is the most pristine place in the world. Serene and I, our mouths dropped at like, this is China? No one knows this China?

[00:08:56]

- D Yes, Garden of Eden level beauty untouched.
- P There's beautiful people, farmers that have farmed this way for hundreds of years and we got to meet them and they work the land. They use a little sickle.
- J Isn't that the case? I mean there are so many misconceptions about the world we live in. I mean I can tell you just those of you that know me know that my wife suffers from Multiple Sclerosis and we've been all over the world trying to get her better. I believe some of the best healthcare that I've ever witnessed was in Mexico. I mean if I ever get sick, I'm going to Mexico. I've never been treated so fairly, so thoroughly. I feel like our Chinese partners in this business are the food equivalent of like what I experienced in Mexico and in healthcare. Just wonderful people that just want to do things right. Look at whenever there's been any mistakes. I mean they just fall over themselves trying to make it right.
- P Yes, and it's all about relationship with China and it's about the people you know and they really care about who you are if you visit them, if you're invested in their lives. So we've made long-lasting relationships and of course not all our products are from China. I mean they're all from all around the world, but we are blessed, blessed to have these sources.
- P I do want to say as John was talking about finding facilities, that is why was it last year when we started? We decided to build our own manufacturing facility. Like, this is so hard worrying about all the other people trying to do it. Let's do what we did with our own fulfillment center where we took it all upon ourselves. So wherever there's a package now it goes out through a Trim Healthy Mama package. We don't ship it to you, but we fulfil it, so we box it up because with so many other people, it's chaos. So we thought, let's build our own manufacturing center. Yes, that will take six months, right? Yes, I mean that's what the contractor said.
- P We bought a huge building and how many, is it about a year and a half later? We are just trying to finish up. We have done it all out of pocket and this is a multimillion dollar building and it's stretched us and it has caused so much I think stress for our husbands to get it done. To this date, we haven't borrowed money yet. We're almost thinking, oh man our guys are thinking do we have to borrow this money just so we can finish it? That's sort of up in the air.

[00:11:30]

- D In the midst of the already complex Trim Healthy Mama inner workings, starting a manufacturing facility is starting a whole another business. It's not starting a small sole proprietor handyman business. It's this like massive

warehouse with staff and stuff.

P Yes, 50-60,000 square feet.

J It's got to be legal and approved. The government has to inspect it.

P Everything is not only just food grade, it's pharmaceutical grade, so it is pristine.

J Right, clean rooms and stuff.

P Clean rooms with white coats and jackets

[00:11:59]

L When was the last time that you were there?

P It's been a good six weeks for me.

L It's magnificent. I went yesterday. So close. It's so close and Sam Allison, Serene's husband of course and like sourcer of all products.

P Yes, he's been doing this project, yes.

L Yes, and you can tell in his stride he's just so proud and so excited, but it's just not quite there. All the machines are there. They're wrapped in Saran Wrap.

J Some stuff is working. Those of you that...

P Well, we are making our Feminine Blend CBD oil there.

D Yes, the Feminine Blend came out of there.

[00:12:37]

P Isn't that incredible?

J There's product out the door.

D That's right. That's the first clean room too we've had right? It's the CBD manufacturing.

P It's pharmaceutical grade, yes.

L Your son, actually John, John Gusty, his son Vann Gusty is currently learning everything there is to know about roasting green beans from Guatemala. I mean that's...

P That brings up another subject, coffee, where is it? Everyone is saying where is our coffee? You promised.

L It's coming.

P Where is it? We need our manufacturing facility. We needed this to open six months ago to get all these products out, but it's still not open and it's just beyond our control people. That's just what I'm saying. Listen, it's all good. It's going to happen, but these things take time.

[00:13:22]

D When I worked in the building industry, you can get the house built, you can get 90% of the house built. Let's say it takes six months or whatever, I'm making up a number. To get the last 10% built is another six months. The punch list is insane. That's what wrecks you. It is, oh yes who's going to put in the doorknobs? Who do you call? Doorknobs? Go to doorknobs.com? Who puts in doorknobs? You've just got to find somebody.

P Especially when there's real specific things for this manufacturing center. All the drainage has to be separate for each bay.

D Yes, who does manufacturing facility drains? Where do you find these guys?

P Yes, especially in Hicksville, Tennessee. We're out in the woods here. It's been pretty crazy and so, so many of the things that we promised you are waiting on this manufacturing center.

D Yes, so that's that update, right? Is stuff is on the way and the delays are because we want to make it ourselves.

L What's the list Pearl? Let's go through the list of what's going to be at the manufacturing site?

P Let's talk about some of the things that we have promised. So coffee and coffee creamers. So coffee, we have the most amazing source. As some of you have listened to our podcast, we went to Guatemala and we found this remote village on this high mountain, 8,000ft up. They grow this just incredible coffee just naturally shade-grown, no pesticides of course, but it's the soil. It's pollinated

by the birds and bees.

[00:14:47]

D There's a lot of details in the way they do it too like the high part of the bush versus the low. I mean it's crazy.

P These people do it. They just live their lives there, this family of villages. Up until now no other white person had gone there. They were putting the coffee on their backs and try to sell to the nearest town. We went there and flew in a helicopter where no one else had gone before and hardly made it. It was that treacherous to get there. We found this awesome coffee and we're so excited to bring it, but waiting for the manufacturing center. We have the big roaster, right guys? We're going to be selling green coffee as well as our own roasted as well as ground.

D I can already tell you because I know I know a man named Sam Allison, Serene's husband, we will be owning a roaster pretty soon. He's got a lot of those.

P We have the roaster.

J We do? Yes, actually we bought it and Vann's been completely...

D Experimenting and learning?

J Well it was used because that type of equipment, you almost want to get used because it's seasoned and it's stainless.

[00:15:53]

P A seasoned pan, yes like a seasoned pan.

J Yes, and so they've been tearing it down.

D I've seen these and they're like gorgeous. They look like Steampunk 1920s.

J Yes and my son is a car guy, so of course the outer skin of this has got like a really cool purple metallic paint job to it. Yes, so it's...

D Did he put it on or they came that way?

J No, he put it on.

D Okay, this is fun. I wonder, is this at the new manufacturing facility?

P It's totally hipstered out, because of course John's son's a hipster.

D It's at our new manufacturing facility?

J It is, yes.

P You need to go down there.

D I need to visit that, yes.

[00:16:24]

P Then of course, this is the biggie. The biggie people, we've been promising this for three years, bars, our Trim Healthy Mama Bars. It was almost three years ago I'd say two and a half, at least three, Serene and I came up with our recipe for our bar.

D Yes, I tried a bar like three years ago and then we were eating a bar and going, oh we have a bar, but we did not have a bar.

P Yes, it's an incredible bar.

D Well, we did not have a bar.

P Yes, it's an incredible bar. We tried so many places to get it made, but because it doesn't have any fillers in it, the bar places all around America said, we can't do it for you. This is not a normal bar.

J Yes, there literally was no facility in the United States that could accommodate the request that you guys had for what you wanted in this bar and how you wanted this bar to be.

L Pearlie, break it down for the new people. What are the fillers that are in everyone else's bar?

[00:17:11]

P Usually it's like a cane syrup or some sort of syrup for a sweetener. Now a lot of the low carb bars out there won't do that, but they'll do another sort of syrup like a tapioca syrup. But see we don't like that because it does have an effect on your blood sugar or something called oligosaccharides and that comes in many

different forms. It's in a lot of the bars that we say, okay if you have to eat that...

D Inositol

P No

D That's not a filler?

D What is that? Just poison that they add to kill us?

P No, inositol, it's actually really good for PCOS. It's a supplement?

D Oh really

P Yes.

D I thought it made your belly ache?

L Good one Danny

P No, you're thinking of something. But these are some things like inulin is another one.

[00:18:01]

D Inulin is what I'm thinking of, I'm sorry.

P Inulin and they put that in bars. A filler that makes a bar cheaper, but that we won't use because it does impact a lot of people's tummies and then you get the bloats. We're doing a beautiful ratio between whey protein and collagen. It's all beautiful, beautifully harmonized so it's good for your body.

D It's a balanced bar.

P Yes, so there's nothing else like it. That was the original reason we started this manufacturing center so we can make our own bars.

L Before the chocolate, right

P Yes, that was before the chocolate.

D Yes, which by the way we're also making chocolate in this place

P Yes, we will, but right now we're still making chocolate at this other place because we have it and can't wait to make it ourselves because we can bring the prices down.

D Yes, it's hard to make though.

[00:18:48]

P Very hard, but with a bar we already have the machine. Do we? Did you see it yesterday?

L The protein bar machine is coming from... We do. The line is being, they call it a line so like apparently you can knock out 140,000 bars per day, like crazy math. The line is coming up from Columbia, Tennessee which is close-ish.

P Any day

L Yes.

P I'm thinking we will be doing bars by March. I just said so. John is giving me evil eye. Let's not say it. Okay let's just...

J Pearl was just thinking that. March is like a couple months away.

P Forget you ever heard that.

L She just had a hunch. The dance floor in the manufacturing centre is cleared for the arrival of this machine.

P Okay forget you ever heard that March thing, but man I hope. It's been too long. I'm getting a bit upset. Okay so anyway, but it's all going to be happening people and what else are going to be making?

[00:19:47]

J Can I throw a couple of things that I'm excited about that are a little outside of our normal product offering?

P Yes.

J Both of them showcase Lesley because Lesley has been running point on two really exciting projects.

J Les

D One of them is going to be a Trim Healthy Mama Home-School Curriculum which is shaping up to be a really, really cool project.

L As in yes, yes, but no. no. no applause for the co-authors and the people that are putting this thing together.

P Lesley just kept it running and that's hard.

J Yes, it's like behind the scenes, that is always the one position in any company that is just... It's kind of like the thankless position that does these jobs, gets any of the glory, but it's the wrangling. It's the keeping things moving forward and there's nobody better than Lesley Mortimer-Wallace.

L Thank you John and some of you know my previous life in the music industry involved all sorts of manner of craziness and logistics and herding...

[00:21:02]

D Wrangling.

L Wrangling and John and I have known each other for years and worked together on a project, one of my music projects. And I have never helped bring a book to life. I'm not intimidated by any project, any project that this company called Trim Healthy Mama can think of. But there are so many elements involved and there's jobs that I didn't even know exist... Even this morning John, I said, what is the actual title of this lady's job I just was like...

P There's so much that you never think.

L You just don't know.

P You think it's like, okay let's do a curriculum. Let's do it and you don't know what's involved with this, so to tell you about it, it's so exciting, but we have to... I'm not going to tell you when we're trying to get it out. We have a date in mind.

D Is there a name?

P Yes, it's called Trim Healthy You. It's a home-school, but any person could use it. You don't have to be a home-schooler for your kids.

D Sorry, you're not getting into Math and stuff?

[00:22:05]

P No, no, no this is a health curriculum.

D For home-schooling people, okay I'm with you.

P It teaches your child how to eat for life. It's not about weight loss of course, so we share a little bit if someone is not healthy, but we hardly ever use the word weight. It's all about health, but it is for children from seven to 11, so that's like the elementary. They have their own workbook and it's so fun. They have their own tasks to do.

L Like recipes for those kids and of course are real simple.

P Yes, recipes.

J I guarantee there is no other home-school curriculum out there that features an animated angry pancreas.

P Yes, I know, right? I know.

D Wow, first you know how everybody wants to be first.

J First ever electric skateboard

D There's a billion, well we're the first ever animated pancreas.

[00:22:55]

P Then we've got the junior high one which these stand alone. The junior high students which I don't know what that age group is, like 12 to 14, it's two years basically. My phone's going off. I'm taking it down. They've got their own workbook and it's a little bit at a higher level, but it's still fun. Then High School.

P Of course their assignments are a little bit more involved in high school like make this menu. Go to the grocery store with your parents and make a menu for the week. These are life skills. I'm so excited that if a child learns this, they have this for the rest of their life.

L Can I be honest?

P Yes.

L What I have seen of the book, incredible, but this is embarrassing for me.

J I'm looking forward to this.

L I have benefitted from reading the elementary level Trim Healthy You because there's things that you just are embarrassed that you don't know what the pancreas is. I'm 35 or 36 year old and I don't know what it did or does.

D Do you hover around that?

[00:24:02]

L It's kinda cool because I'm like, I'm going to learn these real basic things that I should have learned when I was a kid. Think about everyone in the world that's going through life. Your parents might be healthy and they might have health goals, but as a child you're watching TV, you're at school with your classmates, you're at friend's house with the Cheetos and the whatever. You're not exposed to it until you learn the hard way. You get to an age where you now you're...

D 40 year olds are the ones who are interested in learning about the body, but they shouldn't be the only group.

L Correct and imagine if you had learned about it on this level in your youth

D You wouldn't have to learn through pain.

P I know and it's in a joyful way. It's not like, don't eat potato chips, don't eat Cheetos. It's like, this is how your body works and this is what it thrives on. This is how you can stay trim and healthy for life. All the good foods, yummy foods you can eat and how to eat it.

D Yes, what you can do, but it's huge because I remember thinking, man I would have come to life in high school, in fact I would have probably stayed in high school. I left in the 10th grade because I had no interest in all the stuff.

[00:25:20]

L Hey Danny maybe you can do the curriculum.

D Yes, get this ninth grader.

P Well, you had a good career in the hood selling drugs and carrying guns and stuff, so you don't want to lose that.

D Wait a minute, well you've read the intro to my book though. Okay right, but I would have been more interested in high school if somebody would have come up to me and been like, hey man we're teaching business, how to create a product and how to sell or whatever.

L I would have gone to that class too.

D Yes, I'd have been so stoked about school all of a sudden or whatever. I think schools are now starting to do that, but how critical that would have been for somebody who wasn't destined to leave high school, fill out applications and work at companies. That's not my wiring, that's not my personality. I'm an independent person. So there was no teaching for me, the independent person, but how critical that would be for thousands of students, but likewise, it's like why would we not learn... We'll learn how to change the oil in our car. I wouldn't dare put the wrong oil in my air compressor in my wood working shop. I wouldn't dare put something that wasn't made for that specific compressor.

[00:26:33]

J But you put canola oil down your throat, right?

D Yes, yes and how silly it would be for me as a serious carpenter to ruin my tools like that and yet no one ever taught us.

P It's what everyone's doing, ruining the tools, their body just because there's... And here's the thing, so many women on the Trim Healthy plan have to drag their kids along. We're doing this now and this is the new food you're going to eat.

D Because it's Mom's thing

P Yes, it's Mom's thing and the kids don't understand. I believe after this that the children will be dragging the parents in, because it's that exciting.

## **ADVERTISEMENT**

P Hey you're listening to the PODdy with Serene. I'm Pearl and who are you?

S Serene

P We are excited to talk about Zola, z-o-l-a. If you or someone is about to get married, listen up because this can change your world. You know that there can be a lot of stress in planning a wedding. Actually they say this can be one of the most stressful time, but it doesn't have to be. Zola is reinventing the wedding planning and registry experience.

[00:27:39]

S Hey, I could even do this even though I'm unplugged.

P Yes, Serene you could.

S You start with the free wedding website. Apparently it's really quick and easy.

P Yes, you could do it.

S There's over 100 beautiful wedding designs and styles to choose from. I like that, I like choice. Add photos, stories, hotel accommodations and activities for your wedding, oh my goodness. Hey, it's like putting on a big gala for your guests.

P 500,000 couples have already done this, so it's been tried and true.

S You know what I like?

P What?

S Registry for the gifts, Pearl. They actually have got the 500 top brands on there which is important. They've got the Cuisinart, the Sonos, the Airbnb.

P You can also register for gift cards and contribute funds towards the honeymoon which is great because sometimes you're like, you know what? I don't want to buy that gadget, but I want them to have a fun honeymoon, right?

[00:28:30]

S At a stressful time in planning a wedding, you're always thinking, am I leaving anything out? What am I forgetting that I'm going to wake up on the wedding day and think, oh my goodness it slipped through my fingers? No with this, everything is covered. It just lets your brain rest to enjoy that special day.

P To start your free wedding website and also get \$50 off your registry on Zola, go to [zola.com](https://zola.com). That is z-o-l-a.com/trimhealthy. Again to start your free wedding website and get \$50 off your registry, go to [zola.com/trimhealthy](https://zola.com/trimhealthy).

S Hey we need to start to hitch some people together. This is the PODdy with Serene.

P And Pearl

S Get it right. It's P-O-D-D-Y.

J The curriculum is very, very exciting, but I mentioned there were two things that Leslie has been working diligently on. The second one is really, really exciting. It is Fearfully and Wonderfully Made in fact. We're going to have ourselves quite the super healthy clean, cosmetic line in short order.

L I'm going to let Pearl start this conversation, because obviously there's a history to bringing this to life.

[00:29:48]

P I wish Serene was here, because Serene's been a bigger part than even I have just with the purity levels, although we'd both been in the ends and not just us. We got with a Trim Healthy Mama and she was making her own homemade line and she sent some to us. It was just incredible. We've partnered with her, but we've made our own unique Trim Healthy Mama brand. Serene has been like, you know what Serene's like, don't put that in. We can't do that and let's do this.

J Yes, no chemicals on her face.

P Oh, no

D It's called made, right? M-A-D-E.

J It's called Made and I hope in this conversation one of the things that I've always enjoyed most about you and Serene is the wacky names that you give our products. I think in the makeup line, you guys have outdone yourselves. Some of the funniest, wackiest names to some of these amazing products.

D You mean of the individual things that will come in the makeup kit?

L I don't even think that they're wacky anymore Pearl, do you?

P No, I've gotten so used to them.

D Are you allowed to share the secret names?

[00:30:46]

P Look here is the thing, no we'll save them. Here is the thing, we had this brilliant idea like let's do a makeup line just like let's do a curriculum, right? Lesley is like, okay yes. You're going to spearhead it Lesley and make sure all the pieces start rolling.

L Oh my goodness, howtobringamakeuplinetolife.com, like there is nothing out there.....

D There's no way to call it.

L Remember how I said I'd never helped bring a book to life? Like one book with a co-author and an artist and a formatter. This makeup line, I lose count on a daily basis.

J Yes, we're not talking two or three pieces.

L No, I think there's 104 moving pieces taking for account there's 12 eyeshadow pieces that's going in this one palette, but each tin, each color, each applicator.

P Then what you put them in

D Yes, they're all their own products that need their own development.

L It's insane.

P One color does enough, but then you've got 104 pieces.

[00:31:51]

L I mean obviously I love that Serene and Pearl thought that I had the smarts to do this. When we talk about those, not TBDs, like seriously let's not talk about any kind of TBDs. I hope that I bring it to you guys as soon as physically possible, but it is a lot of stuff and I'm so...

P Look we've got mascara, we have foundation, not just one, we've got one foundation for us more mature women I'd say anyone above 35 would want to do this. It's a liquid one and it's infused with our Trim Healthy Mama moisturizers. It's incredible, I love it. We've also got a drier... What do you call those?

L It's called a packed foundation.

P A pact foundation, if you are youthful, you've got youthful skin, you're just going to smear it on like all the teenagers will want that.

L Or somebody that's got more combination.

P Yes, or a little oily you've got that one. We've got foundation and then we've got powder. We've got concealer. We've got eyeshadow, mascara.

L We've got blush, highlighter.

[00:32:47]

P And all the different colours of each one people, oh my goodness, all the different shades. We've got a Serene line which is more of the golden shades. Her skin's very golden.

D She's like the Indian.

L She's Mediterranean.

P We've got the Pearl line, which I'm very neutral. Then we've got Sela line. Sela is Serene's oldest daughter adopted from Liberia so it's the rich, very lovely darker shades of skin.

D Yes, she's dark.

P Yes, and she's beautiful.

L You have pale to the deepest. I mean it's just beautiful the colours, so many

shades.

P Yes, so we've got that and we've got all the shades, oh my goodness.

J Hey, what about the case?

P Yes, the Case. It's beautiful though. It's so classy.

[00:33:30]

L Speaking of China, they really brought their A Game to this packaging, because I mean every detail that was important to Serene and Pearl. You think you'll have a communication breakdown between two different countries, but they heard it loud and clear and there has been hardly any like real...

P They're doing all the packaging. They're not doing our actual makeup which is made here in America. Then there's combining all that too, combining China with the packaging between us doing it right here with the actual makeup.

L I have a really cool moment that happened in front of my eyes. Can I say her name?

P Yes, I think she won't mind.

L Joy who is the Mama of the small batched all of these incredibly clean makeup products, she's from small town in Texas. You have to get onto three planes before you even get onto a main plane to get to New York. We flew her to New York to where I was going to make our cosmetics. This white coat, I mean he's been doing this all his life. He had the colors like rubbing them on his hands and he was like, how did you get this pigment so rich without using x, y and z which are the gross stuff, the chemicals, the fillers? I mean she almost started crying. She was like, this is cool. I mean when you think natural make up and you think clean line this, I mean do not think that it's going to be some like wishy washy makeup line. It's powerful. It's strong.

[00:35:13]

D Or where it's all peach like every color is peach.

L Yes, it's just like you're adding nothing on. I mean you've got colors just rich and it's awesome.

P Like even in the blush, I can't stop talking about this in each blush set and you have a Pearl blush set which is neutral and there's Serene which is a gold and olive and then Selah which is the... We don't know what to call Selah's skin. What's politically correct?

D Black, she's black.

P No, but it's more than black because there's more people like island.

D I grew up and my stepdad was a black man. He wasn't African-American, because he wasn't from Africa. He was an American...

P I know, but there's other people, hey dude.

D Sorry

P There's other people from islands that aren't as dark as Sela too that could use her line.

L Island life

[00:35:52]

P Like maybe your island life, your Caribbean.

L Also let's go ahead and do that because Pearl's having a hard time. She's calling herself neutral all day long here, but I'm all...

D I just want to back up for a second. I realised I just screamed that African-American is not the right thing to call it.

L Email Danny Valdez.

D Listen, you can call...

J Technically, you are correct.

D You can call anybody anything, but listen where I grew up, where I come from with my black family and my black friends, I went to a mostly black school. I was a minority.

P What are you? You're ethnically ambiguous.

D I'm half Mexican. Listen and they're all from Spain. What I'm saying is like my black people prefer to be called black, they're cool with that.

P I know, but I don't know what to call our Selah line...

[00:36:43]

D The news anchors have a problem calling them black, because they're not black. They're White guys who don't know black people in their real life.

P Selah, Serene's daughter doesn't mind being called black, but her skin line, what do we call it Lesley?

L Deep

P Deep skin tones

D Deep, I like that.

P They're deeper.

D She's deep.

D She's deep. She's deep black.

J Does that make you shallow?

P Yes, I'm shallow obviously, but I've got freckles, so I'm halfway there.

D You're like toothpaste.

[00:37:10]

P Thanks. But like the blush set in each blush set. You have the blush, you have the bronzer and you have the highlighter. Then they come in this most incredible case... Okay this was the biggest thing for Serene and I. We spent three decades as woman I mean up till ten you don't use makeup, then after that you know, being so mad with like what do you carry your makeup in because it's always wrong. It's too big or too small, it can't fit in your bag or things fall out. That's a waste of use. I mean so we have designed this, that everything fits in there and it's not big. You can travel with it. It's so beautifully and structurally made that makes sense for a busy mom.

L Tell them what you did yesterday when you saw it for the first time. Actually Serene hasn't even seen it yet.

P Yes, so Lesley brought our little makeup bag that everything goes in right? Now, obviously you don't have to buy the whole set, you might just buy the blush, but I think many people would want to buy the whole shebang.

L It's not 104 pieces of makeup by the way I did say that. It's just all your staples.

P It's all the moving parts, your basics as it is. So Lesley brought me it. I opened it up and I'm like, everything fit, how on earth does it fit. That's perfect. John is looking at the clock, because we're talking makeup now. He's getting bored.

D He's bored, yes.

[00:38:23]

D I know I all of a sudden feel the need to go pee.

J Yes, he and I are trailing off going..

D Like literally I just feel like I've got to go to the bathroom.

J Hey my strong Mexican-American, you want to go get a taco?

P Lesley is so organized. Her fridge is like everything to the front with labels. Lesley's closet is organised.

L Whereas Pearl's fridge is not

P Man, I'm bad.

L All sorts of all upside down things

P So we tipped everything out and I said, Lesley I don't know if this will work because I don't do that. I just shove everything in. So what I did was so I did a Pearl. I just man I went crazy; threw the mascara and threw the blush, threw the foundation. I just threw everything in the wrong place and I'm like, I don't know if this is going to work for us throwers. I zipped it up. Perfect.

[00:39:03]

D Perfect fit, you can check it.

L Us throwers, so you can pack it neatly like a sane person or you can throw it in like a complete chaos maniac and it will fit.

D For me all that matters is the chemical free part. You could put it in a wooden box.

P Yes, you want to use that makeup Dan, Dan?

D Well, yes for what I do.

J And what a great way to transition on to another topic

P Is it? Yes?

J Hopefully we are approaching...

P But we have more things coming.

J Well, I have another cool thing we could talk about.

D Well, speaking of makeup, let me completely change the subject.

J We wrote that makeup train long enough.

[00:39:37]

D Yes, it's written,

L Oh my gosh boys.

J Now this next thing we've been working on, I think it's exciting because I think what it's going to do for the brand as a whole specifically to the people who don't even know that Trim Healthy Mama exists. It's been a huge project and it's got many pieces, but we...

P Are you talking about Trim Healthy House Call?

J The whole video, the starter pack and the whole idea behind it

P We're going where no one has gone before John. It's all your idea.

J Yes, we are, yes.

D What is this?

P You were left out Danny.

D I know keep talking.

[00:40:24]

J I'll try to make this brief. We have had over the years we've had different opportunities to do TV. TV is very demanding on production time and if anyone had been listening to this podcast, everyone knows Pearl and Serene have families and they treat their time like the precious commodity that it is. There's just no way to do a TV show, a regular TV show. It just would take too much time, but we need to be on TV. We've thought through how are we going to be on TV in the most practical and useful way possible?

J What we have done is, and Pearl can go in to to the people that we pulled in, but we created a TV show. It's a 30-minute show, probably after all is said and done, it'll be the better part of an hour, but it's a show and it showcases some incredible testimonies. While you're watching the show, you have the opportunity to purchase something that has never existed before and it is a true Trim Healthy Mama Starter Pack that's got some really, really cool components to it, the least of which it's a brand new book. The whole project is just going to be cool and I'm just excited because it's going to reach new people.

P Can I explain it in Mama terms?

J Yes.

P Trim Healthy House Call and what John said, it is a show where Serene and I go to people's homes and help them get started on Trim Healthy Mama. So knock, knock it's like Serene and Pearl and we're coming. We don't throw all this stuff out, we just encourage them and show them how to do this. But in a way it's an infomercial. It's paid programming, but it's not like any other infomercial that you've seen. But wait and now, it's not like that. It's actually a show and content. We make recipes on it and we cook on it. We got some amazing people that do, actually the Food Network people, that they were the ones that did this for us.

[00:42:40]

D So they liked this? Is this going to be on Food Network?

P They did it for us.

L With the same like producers and cameraman

P Same people that do many of the shows that you guys are familiar with on The Food Network.

J When this is done Danny.

D Is this happening?

P Yes, it's already done.

D Is there a contract signed?

J It'll be on different networks at different times. We actually will control where we want it to air.

P Yes, but it will probably be on The Food Network

[00:43:06]

J But their camera people and their...

P Yes, they were phenomenal to work with and the food just looks so beautiful.

J Danny I'll show you a rough edit. We saw a rough edit a couple of weeks ago.

D I'm glad that I don't work for you guys anymore and you don't tell me anything. Christmas break and now I'm out? I don't get to know anything?

P Yes, kick you to the carb.

L Happy New Year Danny

D This has been developing for what? Like four years and now I hear about it when the customers hear about it.

L Hey Dan it's not like we have a Trim Healthy Mama like regular Monday nights on the Food Network. We created a show that will air multiple times.

P It's a little different. It's like a show, but it's like an infomercial, but it's not like any infomercial you've ever seen, because it's more like a show. There you go.

Okay so no one has done this before basically. We're the first ones to do this.

P Hey what else is coming real quick? We've got coffee creamers hopefully the same time as coffee. We have got matcha, it is coming this year sometime hopefully. All these things are riding on some other things, yes. Does that make a lot of sense?

[00:44:06]

D What a professional release announcement of products

P I just want to say thank you everyone who has stayed with us. You have watched all our mistakes. You have forgiven us for many things we've done wrong when we've run out, when we've made mistakes. You guys are the most awesome, I hate to call people customer bases, because I don't feel like that. You are sisters. You're Trim Healthy Mama sisters and you have stayed with us and stuck with us and told your friends. I mean we know nothing about business, Serene and I and our husbands. We started this and we got some great people to help us along like these people in this room. And here you are and here we are and so thank you for being patient with us as well is what we wanted to say.

D One last announcement

P Yes, Dan, Dan.

D I know we feel like we announced it already, but only on social media. We've not said it on the podcast, is that this podcast, or did we say it yesterday?

P We said it.

[00:45:01]

L We did, but you know what, we're actually...

P We got it wrong. We were Top Ten, but we were actually number one in that Top Ten.

D We're the Number One health podcast.

J The Number One Health and Wellness Podcast in 2018

D As reported by Podbean.

P Yes, is that not incredible? I mean we didn't know it. We heard Top Ten, then we found out number one.

D I did not know. I'm going to make a second video.

P It's freaky. I mean that's because of our listeners again. It's not because of us because we sit here and dribble stuff in our PODdy living room.

D I hear it's good. People say it's good. I don't know if it's good, because I don't listen to it, but people write...

[00:45:35]

P I listen to us every single week because John sends it to me.

D You listen to it?

P I listen to it.

D You've got to proof it before it goes out, right?

P I proof it to see if Danny said any cuss words.

D Yes, I wonder how big the edit will be on this episode

P We're good. We might edit something every six months, we don't edit.

J It's usually Serene.

P Yes.

J In fact it's almost always Serene, not anything vulgar it's just Serene being Serene.

P It's just Serene. I feel like we're done, right? We did another one without Serene. She'll be back next week.

[00:46:06]

J Yes, we hope Serene feels better and I want to echo Pearl, thanks to everybody. We began this year finding out this podcast was number one in health and wellness which is just incredibly humbling because we just went for it. We haven't been shameless about it. We put it out there and it's really up to all of

you to listen to it and to keep listening to it.

P Guess what, it's so weird how it is number one because it's not number one in subscribers. You ladies don't subscribe really. You're not big subscribers. Our listenership just tunes in to more like the email comes in your thing or you listen on Podbean or whatever your app is. It's not like the big subscribe thing, but sure subscribe if you want, but it's really strange our audience is not your typical podcast listener audience, right John?

J It isn't and I think that's actually works to our favor because you can subscribe to the podcast, but that doesn't necessarily mean you're listening to each and every episode. When we get a listen, it's a legit listen. It's not because somebody subscribed and just getting the feed in their inbox. They're actually listening. I think it works to our advantage.

P To what you're saying, any given week we have over 200,000 people listening to our...

J In any given week, we have over 300,000 people at this point. We've gone over the 300,000 mark.

[00:47:23]

P It's cray, cray Danny.

D We're preaching to stadiums right now. I mean so the last I checked, this was about a year ago, I've not asked you, it was like 50,000.

P Yes, we've gone up.

D We're talking about 300,000 listens per week.

J Per week, now to be fair, and this is great, but we have a really healthy binge listening audience.

P Yes, I love that people.

J So when I say 300,000 people per week, we've now got over 100 episodes. There are people that will go and they'll binge listen.

D They'll listen to our latest one and then they'll go back to number one and go.

L I do listen 100,000 times a week, so yes.

P You do?

D So that's where most, okay..

[00:48:06]

P She doesn't have enough time in her day doing makeup and stuff.

D Can we not tell the people that advertise on here that? That it's all actually Lesley and it's not real? No.

P I want to say something. This is all you too. When we first started, we couldn't get an advertiser to save our skin. No one, we were like what? Now we're like full up and guess what? It's you guys and we, Serene and I, are very careful about who we will allow to advertise something. When we first got people like, can I advertise? We're like, no not you, not you. They're like, take it.

J But now we've got the little lizard.

P Yes, we've got them.

J We've got the little lizard.

D All the little lizards are coming, the little, green lizard.

P We're going to pick one and that's very cool, but it's because of you guys are so engaged and you trust Serene and I. We don't take that lightly. Some of the things that we have advertised here like Storyworth and ButcherBox and Molekule. I've got a Molekule sitting right here in our PODdy cabin and it is making finally that rat smell go away from our poddy cabin.

[00:49:04]

D Yes, Pearl's last comment brought to you by Gieco.

P Okay, see you guys.

D See you. Love you.