

Winder: Well howdy friends. Welcome to our series of fireside chats with Eddie Stone and I'm Winder Lyons. We're going to do two back-to-back here today. We're going to start with our core product, Essentials, and then we're going to do our Super Greens + D on this couple of calls. Sir Edward, welcome.

Eddie: Hi Winder. Thank you for having me and for those that are taking some time out of their day to tune in, we certainly appreciate that.

Winder: How's your healing coming? How's the elbow doing?

Eddie: You know, if you didn't know it had happened, you wouldn't know that it happened. I mean I traipsed all across Southern California last week and I finally I was – changed hotels every day, right, it's just one of those days where you're just moving off, checking off the boxes of your to-do list and all of a sudden I just realized, you know what it's not even hurting. I guess if there was a PT behind me, they'd say hey you're one elbow's not quite as flattened out as the other, but other than something like that it just it feels great.

I'm super thankful that I've got people around me with knowledge, they've imparted that knowledge to me, and so I've learned a little bit about an anti-inflammatory diet, and I've held some discipline. Particularly at this time, really realizing what a role in healing an anti-inflammatory diet can play. But then to know I've got some tools, right? Because if you're on the road, you don't necessarily have a chance to eat perfectly. So I carry my stuff with me, my Wellsprings, my Super Greens + D. All of the products, then of course I keep Calm close at hand almost like a baby bird I've tried to protect and it's just had a profound impact.

So during the days last week I worked quite a bit on what I call sort of corporate things. We have quite a bit of activity out in Southern California we've got some manufacturing out there, people were getting supply from sort of growing groups, our supply groups are out there. So I was sort of making the rounds on those kinds of end-of-the-year visits, set up the year ahead type things, and then doing some meetings in the evening hours. People that I saw that had seen on social media about my injury and otherwise they were just flabbergasted. In fact, one woman said, hey, just hold on, I've got a Facetime my husband, I want to show him your elbow. So I found myself having to pull my shirt sleeve up because she's just sort of blown away.

So just a lot of fun and, again, it's just evidence once more that you treat your body right and get out of its way, now your immune system can do some remarkable things and so it's exciting.

Winder: Well I think that's just absolutely wonderful and congrats on that. I'm sure that one of the things that contributed to that is our product, Essentials. And I like to – let me frame this, if I might. People come up to me and they say – when they know I'm doing Touchstone. Do you have a vitamin-mineral product? And I like to say, well, yes but maybe not quite in the way you're thinking because what we have – we don't have fractionated – if that's a word – nutritional or isolated nutritional. What we have is are superfoods that have been concentrated, had the moisture and the fiber removed, and so it may be the most nutrient-dense substance you will ever put in your body. So let me just with that hand it off to you.

Eddie: Well, I think that's a really solid description and when I hear people talk about multivitamins, sort of what I'm reminding of is most people are doing that to perhaps assuage some kind of guilt about the diet that they have, right? Most people if we gave them a quiz, they understand completely what they should be eating and maybe just as much they have a pretty good idea of what they shouldn't be eating. So they generally wind up migrating towards these cheap or inexpensive multis because they're just sort of hoping to bridge that gap between where they are and where they want to be. Maybe they think of it a little bit like insurance. Most of them have not been diagnosed as having some type of deficiency by their doctor, a medical professional.

And the reality is if you break it down, I tell people this all the time, so let's think about that \$10 multi that you're buying, and let's just assume for the sake of discussion and that all the people that are playing a role in getting that product to you aren't doing it just for philanthropic reasons, they actually want to make a profit. So the retailer, they want to make a profit. The wholesaler that supplies them, they want to make a profit. All the people transporting it between, they want to make a profit. The manufacturer wants to make a profit. The individual groups that are supplying the raw material to the manufacturers. So you've got all these people participating in this \$10 price or even \$15 price. Break it down any way you want to.

So what do you really think you're getting on a daily basis for your money?

How much can they possibly be spending on those raw ingredients? And the truth is just pennies and we're all smart enough to know without being experts in these fields that that's not giving you anything. That's just a sort of fairy dust amount, I call it. And they've got to cheapen it, right? So most multivitamins are made like ultra-processed food, they're just byproducts of manufacturing processes. Those off ingredients are what's being put in.

So I don't want to tell everybody that it's a bad idea, but the truth is if you're my personal family member, I'd I tell you I think it's a bad idea. I don't really think it's doing anything for you in the way that you want it to. I think the notion that you want to supplement your diet is a smart idea because most people just day in, day out aren't able to eat perfect. And really, you said foundational product. This is – it's called Essentials for a reason and I'm a big believer in the role of supplements because I do realize that knowledge is one thing but life's reality is another. So supplementing is a good idea to help bridge that gap, and so Essentials – and I pulled one out here because I just want to be able to sort of show this to everybody. You've got the bottle there and this little capsule here has 26 different organic superfoods in it. So just like you said, we remove the moisture, the sugars, and the fibers, and it's a way for someone to add these superfoods to their diets in a super convenient way.

So we're conscious that people, they want to be able to do this on the go. I actually think the powders are pretty convenient, but for others, they don't even want to smell it or taste it. So they just want to go straight for the capsules. So you get three of these little capsules to swallow on a daily basis and so you've got advanced antioxidants that you're putting into your diet, you've got all organic sourcing, so everything there, all plant-based nutrition. It's not just good from an antioxidant standpoint because it's then going to help to free up those free radicals. It's going to take away an electron or I should say give off an electron to deal with those free radicals, but it's also going to provide anti-inflammatory qualities for heart health. So it's got the nutrition. Whatever you would natively find in that broccoli, that kale, that cabbage, whatever happens to be in there.

So at the end of the day, you've got antioxidants, you've got digestive support because we include native food based plant-based enzymes and Jerusalem artichoke. You've got immune defense because of the medicinal mushrooms that you find in there. The vitamins and minerals that are native to those fruits and vegetables, it's going to help out – the aloe vera will help

out with blood sugar control and, of course, there's energy support in there because of the green tea and the other things that are going to impact brain function.

So it's exciting for us to be able to work with this. If you look at our society, you look at sort of the challenges of an aging population, food is one of your best weapons in dealing with these issues of aging. I'd like to be able to say that we can completely roll back the clock but how about slowing it down or stopping it in the moment. It takes more than just taking these three capsules but these three capsules are a tremendous beginning. If you couple that with a few better decisions on food, try to get some rest, try to manage your stress, try to do some exercise, all of a sudden this next year outshadows the year before and the year before that. You can wind up ten years later in better shape than you were ten years before because you acquired this knowledge and you're putting this good stuff in. So I don't want to get too far away but I'm excited about what this product can do for people.

Winder: So we all have heard that we need phytonutrients and that we need these, I don't know how you describe all the things that we don't get with a burger and fries, but there are a lot of things, these trace elements. We've heard about that, would it be a fair statement to say that this stuff has all of those things that pretty much that we need that we aren't already getting from other sources?

Eddie: Well, we need to make a little bit of an assumption that we're not dealing with someone with some identified sort of unique deficiency. It's difficult to account for that, but just assuming normal circumstances. We're not talking with someone that has been diagnosed as having deficiencies and from a dietary standpoint they're living a fairly normal set of circumstances. They're going to get those additional needs met with this product. So I can't make a blanket statement that everybody that uses this is going to get everything that they need, but just assuming some normal circumstances we're going to be providing them what they need to enjoy heart health.

The resveratrol that you would find from the red grapes, the fatty acids, and other things that you would find in the products of polyphenols. Those antioxidants and anthocyanins that are going to help to boost the brain. That blood sugar with the aloe vera and the cinnamon. The vitamin C that's native in these super fruits that you find in acai and others. You've got beta glucans that are found in those medicinal mushrooms. So you've got lutein and beta-carotene that you find in the sweet potatoes. So the broccoli sprouts and

brussel sprouts are going to be fine – are providing those digestive enzymes.

So that's a long list and that's the kind of things we need to augment that burger and fries because, listen, I'm guilty of those things on occasion, a long time ago more than on occasion were part of my diet – and what a burger and fries does is it provides you a lot of saturated fat, not necessarily that you that you need it. It's going to supply with some protein, it's going to supply you with a lot of starches that are going to break down super fast and raise your glucose. So it may provide you some satisfaction but truthfully, it works to wreak havoc on your body. So if you're going to do that, I'm not going to fault anybody because you just had those occasions and you really got to look for a supplement.

Winder: So if you were stuck on a desert island somewhere and you can only have one thing with you, would the Essentials be it or would the Super Green Juice? What would be your pick for an island friend?

Eddie: Well, alright, I can't do that because that's like choosing between my kids and so I'm incapable of doing that. Although lately, Calm has been such a wonderful child, I don't know that I might not choose it. But the reality is it's in part just what's personal for you. I really like super green juice but I do recognize that sometimes on an on-the-go lifestyle I need the three capsules because they're really convenient to travel with and use in that regard. So I like having the option of whichever one fits the moment. They both supply a lot of the key things that we need for good health and they work synergistically together. So it's difficult for me to make that island choice in this regard. I'd probably try to cheat and have one in my pocket and carry one, that sort of thing.

Winder: If you had them both, would you be able to sustain life, maybe adding the occasional fish?

Eddie: Yeah, I'd need to find some protein and I'd need to find some water, but outside of that between the Super Green Juice and the Essentials, you could make a really good long run at it. I don't remember what that – what was the Tom Hanks movie where he was trapped on the island. He kind of got by just on the fish but he looked pretty bad. If we'd have been able to have him some Super Green Juice dropped in and some essentials, no telling what could have happened for him. So your chances would be pretty darn good.

Winder: You have to add some fiber from somewhere but generally you're pretty much getting – you're covering your bases.

Eddie: You are and you would get – even though we try to get the fiber out of the essentials, you're going to get a fraction in there and of course with Super Green Juice, you've got three plus grams. So you're going to be getting some good stuff in there. And here's what I find, Winder. People with a really horrible diet, they're not so much the ones here that are using essentials, I have to say it's the people that are making a reasonable effort and they're really wanting to add to it. So I'm not so much worried about the fiber and things because a lot of the people, it's one of those people, they're trying to make their best decisions and they're trying to augment their best decisions.

I'm more worried about those people not making any sort of effort because they're unlikely to be the ones to add it. So I'm really encouraged by our members and our customers and the decisions I see they're making. They're adding these on there and then they're using that as a leaping off point to make some additionally good decisions.

Winder: Well, for instance, we only buy organic stuff and so you know we're pretty much ahead of the game, but I look at this like it's an insurance policy that it's covering all the bases that I may not even be aware are bases.

Eddie” Well, that's right. Here's a simple example. So a lot of people because of years of sort of what I call dietary abuse, suffer from chronic indigestion. It is a near modern plague in our society. Antacid sales I think are four of the top ten over-the-counter sales. And it's not good. So if you would just simply use Essentials even just with your diet, it will better help to alkalize your stomach, the enzymes are going to improve digestion. There's a lot of people that are having to using antacids that would find themselves not having to use antacid just by simply adding this. Boy, add this and the Super Green Juice to their diet. So there's so many ways that this benefits a person because the attributes of essentially raw powdered superfoods go well beyond just the micronutrients. There's other things going on there that are beneficial.

Winder: Wonderful. We're going to cover those other topics in later chats today.

Eddie: Sounds good.

Winder: For this moment, is there anything else you'd like to add here in closing?

Eddie: No, just I know it's a small bottle and those three capsules don't look like a whole lot, but just remember it packs one heck of a punch with 26 different superfoods. So I hope people will give it a try because it's a great foundation to your good health journey.

Winder: Well, the company is called Touchstone Essentials.

Eddie: It's not an accident, that was planned.

Winder: Thank you, sir.

Eddie: Thank you, Winder.

Winder: We'll talk again soon.

Eddie: Soon now.

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