

Healing With Essential Oils: Transcript from Interview with Jodi Cohen, NTP

Margaret: Welcome everyone! Today I am so excited to be here with Jodi Cohen who is a fellow Nutritional Therapy Practitioner and the founder of what has rapidly become my favorite line of essential oils: Vibrant Blue Oils. She just authored a new book which I am loving called *Healing with Essential Oils*. Thank you so much for joining me here today, Jodi!

Jodi: Oh thank you so much for having me! It's an honor.

Margaret: I would love to start with the story of how you were first introduced to essential oils and how they impacted you. It's such a powerful story, can you share that with us?

Jodi: Absolutely. They came to me in my darkest hour of my darkest day. My husband is bipolar and needed to be hospitalized and the moment that I knew he was safe and it wasn't my job to keep him safe, I fell apart. My adrenals had been running an eight-year marathon and they finally figured "oh we are safe now, we can collapse" which wasn't super convenient because my children were very young at the time and I had a job and I had all these responsibilities. I could barely get out of bed and I was trying to push it, naturally.

I was taking supplements and herbal remedies, but it was helping wasn't making it worse, but it wasn't really helping enough. After my second child was born I had some postpartum depression and was put on a prescription drug that really threw off my chemistry. It was a terrible experience so I knew that wasn't my solution, but I didn't know what to do.

So I had some dear friends who came by. They had a local supplement company and had a big box of essential oils and brought them in for me and put them down on the couch next to me since I wasn't really able to move that much.

They just said, "these will help you."

I said, "Fabulous! What do I do?"

And they said, "No, you're really intuitive and you're really smart. You will figure it out." And they left the box next to me.

I had this moment where I realized, I know it's my adrenals and I know how to muscle test my clients for adrenals. So I can just muscle test and see if there's anything in this box that will help me. And I did that. I got a very strong "yes". Then I tried to figure out which oils and instead of just getting one or two, which was kind of what normally happens, I got five. I was stumped by this and thought, *what do I do with this*. Then I had this idea that I should combine them. That kind of made me excited enough to get off the couch. So I can took the box in the kitchen and grabbed a shot glass because I had never done this before. [I] muscle tested each single oil and combine them and apply them on my adrenals, which are on the low back, a little bit above the kidneys (which are a size of a fist). So I just put my fist down my lower back and applied them.

It was just miraculous experience. It was almost... the only way I can equate it, is if you've ever almost drowned, like you get caught in that undertow and it keeps pulling you out and at a certain point you think, *am I going to die in here?* And then you somehow make it out to the shore and you stand on the sand and you're a distance away from the ocean, you think, *I'm alive.*

That was how it felt, it was so overwhelming...like, oh my god! I feel like me again. I have been so despondent for so many weeks and I'm a lifelong runner and the first thought I had was, *I could go running.* I was so excited and I went running and I was able to take a shower and go to the supermarket and return phone calls. Then it wore off and I reapplied it, but suddenly I felt like myself again.

So I created some other blends, one for insomnia and one for... I met a yogi who had been doing yoga for like twenty years. So, I had this idea that I could use oils to stimulate the parasympathetic state. I've been trying to deep breath and gargle and it just wasn't working, so that worked.

Within a couple weeks, I actually felt like myself again. Everyone had been worried about me and I had all these people that were calling and wanted to take me out to lunch. I finally said "yes". I went and I brought my oils [to lunch] with a group of fellow Nutritional Therapy Practitioners. They were all intrigued. They all tried my oils on themselves, on their clients and they couldn't believe these are working really well.

So, I finally decided to look at what other people were doing and found two things. Not only was no one looking at oils to support the organs, but the way the information was presented was so complicated, that honestly, if I had started there, I wouldn't even have felt qualified to even get into it. When I realized I was doing something different and it was helping people, I just started putting it out to the world.

Margaret: I love that story.

Jodi: Thank you

Margaret: That was an amazing experience that you had and just being able to trust those instincts could also use your tools and really take things over the top. You answered my next question which was going to be how did you transition from just making these oils for yourself to actually, and maybe you can expand a little bit more about this, but then to actually formulating them yourself and selling them, how did you make that transition?

Jodi: So it was interesting. All of this happened in January and my friends who were Nutritional Therapy Practitioners said you should bring this to the NTA conference in March. At that time, it was two hundred fifty dollars to have a booth if you were a member. In my former life, I actually have an M.B.A. from Columbia. I did marketing, so I kind of know how to do trade shows. Like I can do this.

So, I went back to my friends who had gifted me the oils and enlisted their help. I started working with their supplier to create my first formulation. Really intentionally creating one [formulation] that filled gaps that I was finding in my practice and that my friends were finding. Then I had everyone test them really thoroughly. We went to the conference and thought, "let's just see if this lands with people" and we were just a smashed success. Everyone, unbeknownst

to me, a lot of people were interested in oils, but similar to my experience didn't know how to start and how to integrate them into what they were doing with balancing the body.

Margaret: Well obviously, there's a huge need for it and it's interesting because I'm sure everyone listening to this has probably come across essential oils. They have become so popular, lately. It seems like everybody and their brother is promoting them and using them from everything from D.I.Y. cleaning products to a little peppermint oil on your temples for a headache which is great, but your approach to working with oils is so different from how many other companies are both formulating them and then also, how people are using them. And that was one of the things that really drew me to you and the oils because it aligned so well with the way I think about things. I'd love you to talk a little bit about how you use them and how it's different from the way so many other companies both promote them and people use them.

Jodi: The story I like to use is that we have this adorable eighty-seven-year-old neighbor, Tom, who we love. For Christmas his grandkids got him an iPhone. And Tom uses the iPhone to make call and to receive calls. Every day, we walk our dog and my kids say, "Hi" to Tom and they are try to teach him how to get emails or to take pictures or get directions. Tom's not interested. He just wants his phone to be used as a phone, and that's not wrong. You can totally use an iPhone as a phone, but it's just scratching the potential of what you can do.

And that's kind of how I see other companies using oils. You can absolutely use oils to make your room smell good or to use as cleaning products or to make your bath smell good or to calm and relax you. That's absolutely fine, but it's just scratching the surface of the potential. What I've come to believe and have found a lot of research to back this up, which I included in the book, is that there is a blueprint for everything in life. That is why stem cells know... some become liver cells, some become pancreas cells and some become brain cells. And also why when people use stem cells in their healing, they haven't been programmed yet and so it just falls in line with the blueprint that was supposed to be there. This is also true of the phenomenon of phantom limbs when people lose a limb from an accident or something, but they still feel it because the blueprint is still there. And there the kirlian photography that kind of capturing the whole blueprint and show if you cut off a part of the leaf but you still see the whole leaf in the photo.

So what oils do, because they're part of nature and they're part of our system. But if you think about it, we have always fed off of plants, or the animals that eat those plants, so they're very similar. They're interchangeable and you can use the blueprint in these plants in the concentrated essence of the plant to match the blueprint of healthy organ tissue. Not dissimilar to how you hear about the opera singer that is able to shatter the glass. You're basically matching the vibration of that glass and when he hits that vibration, it's not the volume, it's matching the frequency and shatters. And so you can do that.

I didn't realize I was so like...when you're so beaten down that you're open to anything... like I would keep so broken that I had absolutely no resistance to getting this information. And so, that what we're doing. We're matching the frequency, for lack of a better word, of healthy organ tissue. So putting the adrenals in balance. And most people vasolate when you take cortisol levels...sometimes it's really high, sometimes it's really low. It's that the rhythm is often off. But it's not necessarily that they're always adrenally fatigued --which can tank their adrenals if they're putting out too much cortisol. So what it really needs, you can use supplements and adaptogenic herbs, that's fine, but you have to know some bring them down to sedate them,

some stimulate them. What this [the oils] is doing is just putting the organ back in balance. It's just kind of correcting what it should be and so it works for hyper-adrenal condition and adrenal fatigue. That makes sense?

Margaret: Absolutely, makes sense. And, I really love this piece that you're supporting the organs and supporting functions so the body can heal from the inside out as opposed to thinking of it from a perspective of, "Oh I have a headache, so let me do something to alleviate the pain", right? It's a very different approach and I think that's one of the reasons I really love what you're doing. I love these oils is because you're really looking at those root causes rather than just chasing symptoms. And I think one of the things that we see a lot in the nutritional world and the natural health world overall and certainly working with essential oils is people are using them almost as a sort of green allopathy. So where you'd pop an advil, you'd use the peppermint oil. And I'm not saying that anything wrong with that. I think it's really good to have a toolkit that you can go to, to help manage some of those things. But the bigger question is, why are you getting the headache in the first place? How can you support the body to come into balance so that it doesn't have to have a headache and that's what your oils do is they help address those root causes so those symptoms then don't need to manifest and I think that's brilliant.

Jodi: Thank you. It's the difference between treading water and swimming to shore. But the other thing that I think is fascinating about oils...ideally, we should be able to heal through our digestive channel, right? We should be able to digest, absorb and assimilate all the nutrients that we need, but sadly the world has become the perfect storm of glycolate from Round-up Ready and EMS in the air and heavy metals and everything. But our digestive system is a little bit like there are four lanes of traffic on the freeway but three of them are closed. And, so that could make it harder to heal only through the digestive channel and that's why the body always has back doors.

And the back door is the olfactory system, which is the olfactory nerve is part of the limbic system. So it goes directly into that primitive brain. And then also, transdermal application. Essential oil's molecules are small and they're fat permeable. So they can get into the system and medicine uses that too. We have nicotine patches, hormonal patches. Everyone kind of recognizes that the transdermal pathways is an effective channel into the system especially, when digestion is impaired, or compromised.

Margaret: One of the... I love that idea of that backdoor and just getting to these other application or getting through the sort of other routes into the body. Makes it much easier to work with kids. That something when I was reading your book that I didn't realize and I was so happy to learn is that diffusing, which is the way most people use them, is actually one of the least effective ways and I hate diffusing. So a purely personal note, I was like "YES!" But taking a sniff straight out of the bottle or I love applying things topically and I love how you provide those resources to let us know this particular oil, just as you describe the oil supporting your adrenals actually applying them right over where those adrenal glands live in the body. It just makes so much sense.

Jodi: Thank you, yeah. That's what I can do but I also don't want to disempower people's own intuition. Like those are suggestions especially for people who a lot of the people who find me have been sick for a long time and have tried a lot of different things and they really don't want to do it wrong. And so, if someone doesn't want to do it wrong I'm going to give them an exact roadmap. BUT if they intuitively feel like I'd like put this over my heart or I feel like I should put

this behind my ears or on my wrist, [They should] follow that intuition because we're all different and sometimes what you think might work for you is a really good choice for yourself.

Margaret: Yeah absolutely, I think honoring that intuition is wonderful. Now, I want to come back to the stress piece. You started off with the story about in this really incredibly stressful time in your life and really supporting those adrenal. Let's talk a little bit more about stress and how that can undermine any healing protocol no matter how awesome that protocol is. Can you share a little bit about how the essential oils can address this really critical piece of the healing puzzle?

Jodi: Yeah and that's something that I was finding in my practice. These people were eating the perfect diet and they were taking all the right supplements and they weren't getting worse but they really weren't getting better. And it turned out that when the body is in stress, the nervous system have kind of two modes: the parasympathetic, rest/digest heal mode where all healing occurs and regeneration, detoxification occurs; And then the sympathetic, fight or flight mode which is really that you only that survival mode like the lion is chasing you or the car behind the other one doesn't see and it was about to crash into you. You need to really mobilize your resources. You need to pump out adrenaline so that your cortisol turned into glucose and energy to fuel your muscles. You need to pump blood away from your digestive track to the organ so that you can flee faster and more oxygen so that you can respond quicker and your eyes need to dilate so you can see more clearly, but it also shut down all non-essential to survival function like reproduction, rational thinking, digest and inflammation. All these things that you kind of need to do to heal and so if you're stuck in that sympathetic state, it's actually called sympathetic dominant, and it's kind of the definition of the Type A personality that we really reward in society. You are pretty much back burner-ing all of these really essential priorities that are necessary for regeneration and repair. It's a little bit like a race car. They keep speeding around the track and never bothers to make a pitstop. At a certain point, that maintenance is going to catch up with you.

That's what happened. We often see with chronic illness or autoimmunity or even cancer that they were so healthy and then suddenly boom!... they've got something. It's that delayed maintenance catching up with you. As you start to unravel that and help the person return to balance and heal, it's incredibly important that you put them into that parasympathetic state: rest, digest, regenerate state. Otherwise, a lot of this work is going to be for not. Like the mother, like me, who are buying the incredibly expensive food from Whole Foods and spending hours cooking it from scratch instead of buying it from Costco. Their kids are eating it in the back seat of the car on the way to soccer practice...totally not in that parasympathetic state. It's almost like that work is for not, so you really want to optimize the effectiveness of all your hard work, time and energy and money by helping them.

And so there is an oil. It's really interesting that the on/off switch between which you have to exit out of one to be in the other. You can't be both sympathetic and parasympathetic at the same time. And what controls that is the vagal nerve. It starts at the very base of the skull and wrap around behind the earlobe and then through every organ of digestion, along with the heart and the lungs. And it is critical also in heart rate variability. It send the neurotransmitter, acetylcholine, down to the heart to tell the heart rate to slow down. And what happens... it's interesting, this is the reason that like root canals and gum disease and dental amalgam are problematic, think about where they are. They are right, kind of, in the mouth and those lymph nodes on the side of the neck are trying to clean out the toxins or the viruses and it gets a little

stuck there, a little bit like a traffic jam. Then the vagal nerve runs right there and so it can impede the vagal signaling. And suddenly, the vagus nerve isn't switching you into that parasympathetic state where you can rest, digest and heal. And it isn't telling the heart rate to slow down. So hence, root canals correlate with heart attacks because it's impeding the signal. So what you can do is there is a manual override. They have an electrical implant like a pacemaker that they were putting right behind people's earlobes on that bone which is the mastoid bone and it was electrically stimulating the nerves and it would be really hopeful actually in the treatment for epilepsy and depression. Well, guess what? You can take a stimulatory oil like our clove oil and combine it with an oil like lime that actually has the smallest molecule, and for me it's the fastest so it's a little bit like a good marriage to get the best of both, right? You get a really quick stimulatory effect and really accessible through the skin and that does the same thing. It triggers... is basically the on-off switch it switches you into that parasympathetic state so that you can rest, digest or absorb, assimilate, heal, destress. And it's fabulous for children. All you need to do is put a teeny little bit behind ear. [For example] you are at the dinner table you're bringing them their food, you put it behind one ear/ both ears and suddenly their parasympathetic system is turned on.

Margaret: Amazing, I love that oil [Parasympathetic Oil by VBO]. My experience with that after I had my second daughter and there was just a lot going on professionally and of course, new baby in the house and not the most relaxing time. And I put a little bit, for the first time tried that oil, a little bit behind each ear and I was actually amazed at after the first couple of times I had to sit down. It was really potent, just this tiny little drop but clearly my system really needed it and within a couple of days I could just feel it just kind of even things out. I would use it pretty regularly and what's really interesting is after maybe a month of using it really consistently, I just sort of didn't need it anymore. So having that mention in your book is that one of the reason why you sell these in small bottles is because as they go through different phases of healing not necessarily it's not like "oh, here's something you're going to use for the rest of your life". It's very much to support the healing, can you speak a little bit about that?

Jodi: Yeah, that's exactly right and it's a little bit like if you're trying to get the body back in its correct rhythm and remember what it feels like so it doesn't need you. It's like a flotation device or if you've ever taught a kid to ride a bike, it's a weird experience, right? Because they're doing a lot of things at once: they're balancing, they're moving forward, they're pedaling and what you're doing when you're teaching them is you are holding the bike and moving them forward. You're helping their body feel what it feels like to do it. And then the way they learn is their body clues in and says "Oh, yeah! I got this" and then they don't need you. And, so some kids adapt 5 minutes and some 5 months but it depends. But it's the same thing. You are giving the organ or the system support and putting it in balance like a floatation device helping it to remember what its own balance feels like and then at a certain point it doesn't need that floatation device anymore, gradually.

Margaret: Amazing. So I want to switch gears here a little bit and I want to talk about some of the bad advice out there that's been given around oils. But that's one of the downsides of anything like this becoming so popular is that people aren't always aware of how to use or use them safely because these are very potent things. I mean, yes it smells lovely but they are...having therapeutic oils like this, it's not something you just want to mess around with without knowing what you're doing. So what is some of the most common bad advice you hear out there that people might not realize is actually bad advice?

Jodi: Well, there are two things. I mean the first thing that I find interesting is kind of all of the fear mongering like, “only our oil is safe, If you use this other person's oil is not good” and I think that disempowers people. I think people get so overwhelmed with “oh, my goodness! I do it wrong” that they do nothing and so that's the biggest concern. It really saddens me but that's kind of the norm in essential oil marketing. First of all, I really don't think there are like any terrible companies. If you go your local market and you're able to find frankincense for four dollars, it's probably not the highest quality it's probably been diluted a little bit. So it's a little bit like shopping for shoes, right? You know that if you're going to pay more and go to certain stores it's probably going to last a little longer. Sometimes, you can get your flip flops foot up to two dollars at Old Navy. It's fine because it's going to last a few season but sometimes you might want it to last longer. I think don't be overwhelmed and don't be so swayed by the fear marketing.

The other thing that concerned me is internal ingestion. It's not that it's going to kill you or do anything terrible, I just don't think it works. There are a lot of studies that show that internal digestion of oils is the least effective way to absorb them. Also, it winds up in the digestive track and then it has to pass through the stomach and the small intestine before it reaches the bloodstream and it can be chemically altered in the liver, and in the kidneys. It just seems inefficient to me. So, I would encourage people, I think, honestly just smelling the bottle or topically applying it is far more effective.

And, the thing about diffusing is that people diffused too much. It's like if you are ever seasoning your food, maybe a half piece pinch of salt is good, a tablespoon is too much. There really is something to therapeutic dosage to getting kind of the right amount at the right time. So less is more... often. Like homeopathy. You don't need a whole room that's like blasting lavender twenty-four/ seven. That's not necessarily helpful.

Margaret: I think... a couple of quick comments on that. Well, obviously people are ingesting them then, they're not taking advantage of these beautiful back doors that you talked about with the olfactory system and the topical applications. I think that make a lot of sense. And I think that that's part of the reason why I don't like diffusing because I forget. Then all of a sudden I go from enjoying or benefiting from whatever oil that I'm diffusing to feeling sick because it's forty-five minutes later and it should have only been there for ten minutes or something then I try to remember.

Jodi: You're totally right. Well, I mean in therapeutic...like lemon oil is good for if you painted the house and you kind of when you kind of want to offset the toxins or we have one that's histamine balance. It's really good for kind of modulating mold. There are cases where it does make perfect sense to diffuse. I just think it's overused and people don't necessarily think doing a small quantities.

Margaret: A related question to that is what do you think is the biggest misconception about working with oils?

Jodi: I think there are a lot of misconceptions. I think the fear-mongering is part of it and then I think that people get a little trapped in their ways. I think that there are a lot of companies that have invested a lot of time, money and energy and kind of creating their way for working with oils that are quick to dismiss anyone who doesn't do it that way. And if you are a do-it-yourself person and want to buy ten thousand dollars in single oils and blend them yourself then I admire that. I think that's great. I admired people that buy the cow cut it up and take out the meat. I just

like to go get a hamburger at a restaurant sometimes. So what I have tried to do is just kind of pre-make the formulas that we've tested with some amazing practitioners and share that. But, I really don't believe in reinventing the wheel system. So, if somebody really like buying single oils and making their own blend, there are so many companies that do that. I guess in terms of misconceptions, I would really encourage people to trust themselves and trust their own intuition. If they read and get conflicting information in five different books, like someone recently asked me a question: "I heard that putting unsafe oils on your feet doesn't make them any safer?" And I'm like well, don't put unsafe oils anywhere.

But hot oil like some of the oils, like clove and cinnamon and nutmeg that can be a little hot and I know for a fact if you put them somewhere sensitive like your arm it might turn a little red. If you put them on the bottom of your feet then you don't even notice it. So I guess I would encourage people to kind of vet things through their own system.

Also if you don't have ask me but also, it's not like...when my kids were born, my friend who had older children said they're hard to kill and I found that so insulting because I really didn't know what she meant at the time. It basically means that if there is a lot of leeway. Essential oils, if you look at the research, it's very hard for them to do damage. You have to take incredibly high doses internally. So you're pretty safe and it safe to play and you really can't make that many mistakes unless and mess up. So don't be so worried and trust yourself.

Margaret: I like that a lot. Now, I want to talk about the quality piece and you're right that is one of the things that drives me crazy about essential oil marketing right now is just... I won't name any names, as a company pitted against each other and for somebody who's new to essential oils and wanting to try some, how do they figure out what oil to buy and how do they know about these questions about quality, you mentioned that the price, is price just sort of one of the easiest ways to judge it or are there other ways that people can assess that kind of quality?

Jodi: Yeah, that's a great question and I know you're talking about is that essential oils are highly concentrated. So, for example, it takes 300 rose petals to make one drop of oil. So, if you think about that if they're grown with pesticides, all of a sudden you are concentrating the pesticides. So it's not good. You really want to make sure that they're grown in kind of a clean environment and then the other factor that influences quality is kind of how they're extracted. So making sure that they don't use chemicals in that process. And then the final thing is the solution. So taking oil that is one hundred percent pure and then you would dilute it with another oil like fractionated coconut oil or jojoba oil or whatnot. So what you're really trying to look for of those factors, the most important is really not being grown with pesticides and also not being diluted with solvents and other things in the process. A lot of companies do dilute and it won't kill you. I mean you don't necessarily need to since less is more, having it diluted is not a bad thing. So when you're looking at that, I mean some oils that are like barks and they grow in the woods, it's unlikely that they're using pesticides anyway because they're grown in the wild. So it's really only the citrus ones I would be careful about and the flower ones. So in terms of buying it, I actually know people who have gone to their local Whole Foods and just bought that brand and had perfect success with it. I think of just being kind of mindful. You know frankincense is an expensive oil, Blue Tansy is an expensive oil and Jasmine is expensive. If you see for very little, just assume that it is not pure. Again, what I'm trying to say is organic is important and all these things are important, but sometimes it's ok to shops at Target. So you don't always need the Ferrari of the oils.

Margaret: Such a good point. You mentioned working with oils for children and I just want to come back to that quickly and then I have one more question for you. So we talked a little bit about the topical application and smelling oils is great with kids. Are there any guidelines in terms of ages?

Jodi: Yeah.

Margaret: OK, generally speaking, wait until they're X years to even use oils and maybe even at that point there are certain oils they should avoid, I don't know if align to that?

Jodi: Yes, nothing before six months and you can like sometimes, if they're really colicky, you can put a drop on a cotton ball and put it in their crib for them to smell. But don't put anything on their body because...we didn't talk about this, but your body absorbs differently at different times. Like when it's warm it absorbs a little more quickly. At the pulse points like behind the ears, the wrists absorb more quickly. Children absorb it much more quickly than you do and so like one drop to you is like twenty drops of them. The general thinking is absolutely nothing before six months and then you're just careful up to the age of eighteen months. Peppermint actually, it's not great for kids nor is eucalyptus. I know a lot of people use those with children but you just need to be careful. There is some research of some things that could go wrong using those. So if after six months, really gentle, incredibly diluted, like one drop for a tablespoon of an oil to dilute it. It could be olive oil or coconut oil. You don't need to go crazy and buy fancy oil to dilute it with. But just go really slowly and only put it on the bottom of their feet or let them smell it like with a cotton ball.

Margaret: OK, great tips. Thank you for that. So my last question to you is if someone is brand new to oils. How do you recommend they get started?

Jodi: That's a great question, we have a lot of resources on our website it's www.vibrantblueoils.com. If you go under the Learn tab of the resources page, you can get links to beginners guide, actually, for children and families. That was a big frustration of mine. I didn't feel like there was good information out there. Like how you can use it for health hacks. So just come over to our website and download a guide. You're welcome to buy my new book, Healing with Essential Oils, where I really tried to delve into all of these foundational issues or you're welcome to email me with questions at jodi@vibrantblueoils.com

Margaret: Thank you so much. I really want to give a big shout out to the book that Jodi has just written, Healing with Essential Oils. It is such a great resource. I've seen a lot of different things written on oils and this one is one of the most well researched, concise and accessible books that I have found on it and it's really very helpful. It's definitely my number one. My number one go-to resource at this point. So I encourage you guys to go grab a copy of that. So Jodi thanks so much for being here and for all of this great work that you're doing. Where can people get a copy of the book, is it your website?

Jodi: It's available on amazon.com

Margaret: OK, perfect so...

Jodi: So search Healing with Essential Oils and Jodi Cohen.

Margaret: Perfect I'm going to put links to all of this to vibrant blue oil and to Healing with Essential Oils. The book under the recording of this. And thank you so much, is there any other

Facebook handles or where are you most active, sort of social media wise that people can find you?

Jodi: Oh, that's great. Yeah, Facebook/vibrantblueoils, Instagram and Pinterest and then we also have a vibrant blue oil discussion group, a Facebook discussion group that you can find a link on the home page of our website. Please feel free to come on and that's great because it's not just me that answers questions. We have several thousand in our community who chime in and share their knowledge and expertise.

Margaret: Brilliant. Well, thank you so much Jodi. I have learned a ton today. And I'm so excited to be using your oils more and thank you for everything that you're doing.

Jodi: Thank you for having me and for everything that you're doing, too.