

Caspar ([00:00:00](#)):

What happens when you spend your life struggling with two autoimmune conditions, unmanageable pain, and perpetual misdiagnoses? Well, for most US it would mean more surgeries, more pain, and a never ending string of pharmaceutical interventions. But for our guests today, it was a catalyst needed to start developing her own clean skincare products. That would be the genesis of her luxury natural skincare company, which sources the most effective non-toxic ingredients from Europe and small suppliers in the US. This is the story of Agent Nateur with Jena Covelo. Jena, nice to see you. Thanks for coming on.

Jena ([00:00:35](#)):

Nice to see you too. Thank you so much for having me.

Caspar ([00:00:39](#)):

You know, I I, I call this your healthier story because everyone has a story of what led them to greater things and, you know, I wanna get into Agent Nateur, but I also want to hear about this story cuz it is a kind of perpetuating health thing that you hear so much about that you're misdiagnosed. You went through the system, you struggled. Can you set the stage for how you became the owner of Agent Nateur and what you went through with your health struggles when you were younger?

Jena ([00:01:08](#)):

Absolutely. So I had painful cycles since I was 12. Like since the onset of getting my period. It was unbearable. All during high school, I would have to like miss, miss school dances and I would be in the nurse's office every month. And then when I was in my early twenties you know, I kind of just lived off of Aleve cuz that's what that's what helped me. But then I had like severe pain in my side and I went in for a CAT scan. Cuz at the time I didn't know that I should have really just gotten an MRI to avoid all of the radiation. So I had a CAT scan and they discovered I had a 14 centimeter chocolate cyst. And that was on my left ovary. And so I had surgery, you know, this was back in 2003, I had surgery with someone who really didn't understand how to operate on endometriosis and she ended up giving me a laparotomy instead of a laparoscopy.

Jena ([00:02:22](#)):

So that a laparotomy is a C-section cut. And endo should never be operated on that way because endo spreads. So if you don't get it out entirely, then you spread it to other areas. So that doctor in particular, she was very rough and she scraped, she scraped my tubes and my ovaries and I had was in burning pain for I would say about nine months after the surgery. And because of that surgery, I believe, and other doctors believe that she caused adenomyosis to form, which adenomyosis is endo that grows in the muscle of the uterus. And usually women only usually generally have it or are more common to have it if they've had children or if they've had C-sections. So the way it can transfer is through a C-section cut, because you're basically spreading it. When you make that surgical incision, you can spread the endo to the muscle of the uterus.

Jena ([00:03:33](#)):

And so after that surgery, I needed another surgery five years later from someone in New York. His name is Dr. Kanyama, and he was known to be the best surgeon at the time, and he did a good job in getting all of the remnants of the endometriosis out. And he told me that she had just left a ton of scar tissue and that she was extremely rough with me. And after that, two years later, I developed a

Hydrosalpinx from either the endo or from the surgery itself. A Hydrosalpinx is when the the tube closes due to scar tissue. So my right fallopian tube closed. And I had basically at that point, that was in 2010 and I started seeing this holistic dermatologist, and she's really a functional doctor. And she really started teaching me about how all of these surgeries were causing so much scar tissue to form.

Jena ([00:04:46](#)):

And she put me on a supplement, she put me on MSM, which I'm actually releasing with Dr. Cole Wil Cole. So she put me on MSM to break up the scar tissue. And she told me, she's like, she's like, the pain you're having right now is from scar tissue, it's actually not from endometriosis. And I said, Well, do you have a good gynecologist that I can see in LA? And she's like, I don't even know where to send you because I don't even trust any of them. So I went to three gynecologists, this is was back in 2010. And they said, Oh, your uterus is twisted. You have a tilted uterus, it's your endometriosis. And I'm like, I said, it's not, I said, The pain is, it's my right tube and it feels like somebody's twisting it. And they told me, they're like, You don't know where your tube is.

Jena ([00:05:35](#)):

That's not true. Like, it's not your tube. So anyway, I was really, I was fighting with like three doctors at the same time. And so I found this one surgeon from USC and I was very hesitant to go into surgery. And she said, Let me just do an exploratory surgery because I was in agonizing pain where I was at the ER for like three cycles, like flipping out in so much pain, like unbearable. They were like, at the time, if they were giving me morphine, if you go to the ER now for endo, they'll treat it with something else. And I, I can't think of the name. I don't know why I'm drawing a blank, but they won't give you morphine anymore. And they think that endo patients are really just going to the ER because we wanna get high or we wanted to get morphine, which the morphine would just take the edge off.

Jena ([00:06:27](#)):

It wouldn't even make me high. That's how bad the pain was. It was so excruciating. Anyway, she went in for the exploratory surgery. She said, Your endo is gone. She said, But your tube is closed. So I drained the tube. You have a Hydrosalpinx, you were right. It was the tube. She said, I want to remove your tubes. But I didn't have consent and I'm like, do not remove my tubes. And so I actually started going to Orange County and I was doing something called the Warren Technique where a practitioner will actually physically go inside and manually massage the fallopian tubes to open them. And I had a lot of success with doing that and with doing the MSM and with taking systemic enzymes to break down the scar tissue. And then after that I was good pain-free, I would say for four years, zero pain.

Jena ([00:07:33](#)):

And then all of a sudden the pain started with a vengeance like nine years ago, almost nine years ago in January. And then that's when my doctors were saying, avoid antiperspirant and deodorant because it's an endocrine disruptor and it can mimics estrogen. And I had enough estrodial, like my number was a 965, I think it should be between like, I don't know, one and 200. So I had like, you know, five to nine times the amount of estrogen that I should have had. So my first step was finding a deodorant, which I couldn't find one to work. So I started making my own. I had no idea that I was gonna turn it into a company, but all of my friends were like, Can I have more of that deodorant? Because it really works. And that's, that's how Agent Nateur was birthed basically.

Caspar ([00:08:30](#)):

And, and that's how it came about all through the deodorant and heavy metals. You know, three things come to mind with that story, and I'll go over quickly is number one, surgery and scar tissue are serious things like surgery. See, I know we push for it in conventional medicine like, Hey, you have this, let's go in surgery, we'll just cut it out. I mean, my father started off in surgery and anesthesiology and went into pain medicine and then finally into integrative medicine over the last 30, 40 years. But you know, he said it's a barbaric thing sometimes to cut open the by, like you said, to scrape. And sometimes it's really vicious. It's like putting muscle and you're, you are, even if you're under your body still has a cellular of memory. It's a lot of, you know, pain and trauma that happened in surgery.

Caspar ([00:09:10](#)):

So to go through those and to be acknowledged later on of, hey, you know, that surgery left you in pain not the endometriosis is something that's not shocking to me, but probably to a lot of people. Number two, the fact that doctors didn't believe you, you know, and you were right. It happens too much, right? Where doctors don't trust patients and us as a whole, but we're supposed to put the trust in the doctors and then when things go wrong, oh, well, you know, that it should have listened to you and your body, which you should know best, even more so than any doctor. Yeah. That's, that's, you know, that's a scary thought that I think medicine really needs to change. Yeah. And the third one is how many endocrine disruptors there are in everyday products. Yeah. Like you said, we don't know that, but so many people listen para, like all of them have aluminum in them, right?

Jena ([00:09:57](#)):

Yeah.

Caspar ([00:09:57](#)):

And that sparked you into doing that. Do you think it was just, you know, the deodorant, Was that just the start of you learning about how many products have heavy metals and endocrine disruptors?

Jena ([00:10:11](#)):

Well, first of all my dad has a circle of holistic doctors around him surrounding him. And I first started getting interested in supplements in 1998 because I visited LA for a supplement conference and I was like 18 or 19 at the time. So, you know, he was teaching me a lot. And when I was 16, like he was saying, Don't use deodorant because it's really bad and it has aluminum. And I was like, You're crazy and psycho. That was like in 1996. So it, he was, it was in my ear, but I really, I wasn't listening or practicing it.

Caspar ([00:10:53](#)):

Yeah.

Jena ([00:10:54](#)):

And I was kind of being a contrarian and saying like, You don't know what you're talking about. So yeah, for sure, once I saw the numbers of how much estrogen I actually had in my system, I started to like really pay attention more to that. And to your point about surgery and scar tissue, you damage the fascia you know, so if you're gonna have surgery, you need to do the myofascial release, you need the physical manipulation to break up that fascia, fascia for you guys that don't know your body looks like it's actually covered in a spider web and it's all of this fibrous tissue. And when you have surgery, the fascia begins to clump in that area and it causes a lot of tension. And it could cause a lot of like deferred

pain almost, where you could feel pulling and pain in one area because it's coming from another area from the fascia being clumped together and causing scar tissue.

Jena ([00:12:00](#)):

So in terms of the heavy metals, I had been doing heavy metal tests I guess since around 2009. And I was high in aluminum and then once I cut out, like cooking like salmon in aluminum foil and I got rid of aluminum pots and pans. And when I cut out the deodorant, my aluminum level in my heavy metal test, like went to like zero, but then I had lead poisoning from the bath water in la. So I had to do a whole chelation of, you know, getting the lead out, which I lost all sense of taste, by the way. But in terms of products, look, I think that there's a lot of I'm sorry for the noise. I'm in downtown LA It's wild here.

Caspar ([00:12:46](#)):

All good. If, if there isn't a dog disrupting at least once during the podcast, then it's, it's not a real podcast for me.

Jena ([00:12:54](#)):

But in terms of the products and what you're talking about, you know, I think, I think, and I've said this like since 2016 since I went to school in France for natural cosmetics and fragrance, you know, just because something is synthetic does not mean it's an endocrine disruptor, right? And just because something is natural doesn't mean that it's a hundred percent good. And so in this whole green beauty world, they have demonized a lot of synthetic products that actually aren't problematic. For example, parabens, there are parabens that have been on the market for 30 plus years that cause no problems at all. And it's actually illegal now to say paraben free because it's giving all parabens a bad name. The problem is the regulation in America and it's, it's that there's zero regulation, zero safety guides. So I go by European safety guides, which legally I have to because I sell in Europe, right?

Jena ([00:13:55](#)):

So a toxicologist tests all of my products and it goes through a very rigorous process with my chemist as well. So the newer parabens that are, that are endocrine disruptors and are a problem, they're banned in Europe, they're still able to be used in America. So that's the problem with what's happening with green beauty. They're kind of demonizing anything that's synthetic when they really don't have a firm understanding that all, not all synthetics are bad. And also it's, it's specific problem. It's specific things that are a problem like B H T, which is used as an antioxidant. So that makeup doesn't go bad. BHT is a huge endocrine disruptor. It's used in almost like all lipsticks and a lot of makeup products. That's one that for sure is bad. But most synthetics that are on the market in Europe are not so bad. There's a list that you abide by and you don't use for green beauty in Europe. And that list, I feel like actually has real regulation and science behind it.

Caspar ([00:15:06](#)):

Yeah. And you know, going back to the, the lead poisoning, lead toxicity, I just saw like, I think it was who like released that over a million people die of lead poisoning every year. Like it's so common in how many people, and we don't realize it because it is, think about it, we filter water and then we put 'em through lead pipes to get to us. So of course they're gonna have elevated lead. Where I think in Chicago it's like, you know, a high percentage have above the recommended dosage, like what you could put in water. Well, so drinking water in general is like one, but why is it that cosmetic products over the years became this like go-to source for heavy metals? Like what, what led it that way?

Jena ([00:15:46](#)):

Well, first and foremost, LA County had higher lead levels than Flint, Michigan. Really? Yes. And, and the LA Times published it and you can't find the article anymore. You have to dig really deep. I have it posted on my Instagram page on my private page and my public Agent Nateur page. Cuz no one, no one is really aware of that. Yeah. In terms of metal that's in cosmetics, I am just starting right now to get into color and makeup. So I know that like in, I know that it was present in some eyeliners that are being used like to get like a charcoal effect. But to be honest with you, you know, my category and knowledge is really within skin care and with deodorant. And so for aluminum for example, it's used because it stops the sweating and it it, when you reduce the sweating and you close those pores, you're not gonna smell or sweat as much.

Jena ([00:16:58](#)):

Which is also bad because you know, you want the body to, to sweat and you wanna get those toxins out. And you know, if you can use some natural ingredients that decrease the sweat, which you now can, you can now find those ingredients that are safe and effective, that's fine. But, you know, when I converted to my deodorant, it completely hid and took away any smell or odor. But I sweat profusely for a, a solid year because I was clogging my pores with that antiperspirant. So for a year I, I told everybody it took me one solid year to stop sweating. I really don't sweat anymore now since I went through that process that like, and it is like a detoxification process.

Caspar ([00:17:50](#)):

Yep. It means sweating is a natural detoxification process. Something we all kind of do some more than others. And of course we have so many toxins in our world that we need to sweat that ability to, to do that, to use our skin as a detoxification organ on top of the liver, you know, the kidneys and lymphatic system. Now let me ask you this because I feel I usually get in this kind of conundrum. Is it the responsibility of, of companies to remove all these, you know, ingredients? Or is it more so the demand of consumers? Cuz the truth is a lot of consumers know about aluminum being bad and they continue to use it in their geod joint because they don't wanna sweat at all. They'd rather put that convenience of a cheap product that stops 'em from sweating and is a good thing in that way than their health, which they say down the line, who knows, maybe this'll impact me or not. Which do you put that responsibility on both the, the consumer or do you really put that more in those manufacturers that know they're putting these toxic ingredients into our products?

Jena ([00:18:53](#)):

Wow, that's a really interesting question and I think that's an ethical and moral question that you're asking me. Well, one look, I think, let's take Donna Karen's deodorant for example, she has an antiperspirant. It's really, really effective and women love it, right? And let's say like a woman is like getting married and the natural deodorants make her sweat more. They don't work for her and she needs like a day like to not smell bad and sweat. I mean, she should have that option. Do I think that Donna Karen purposely put something on the market that was harmful? Absolutely not. I think that as science evolved and changed and more knowledge came out and became more mainstream, which yes, maybe my dad knew about that in 1996, but you know, a lot of people would say in 1996 that he was a conspiracy theorist and that was a lie.

Jena ([00:19:48](#)):

And then, you know, 15 years later it comes out to be the truth. So, you know, for, you know, for me personally I never want to harm anyone or, and I only want to use ingredients that I know have a lot of scientific studies behind them, but science evolves and changes and maybe there's a natural ingredient that people are saying is fine now that it won't be fine later. Right? We don't, we don't know. We don't know like the answer to that question. So for me, I always look at the studies and the data behind every ingredient that I use and I'll never put out anything harmful just because my, my ethos and my integrity and the way I built my company was based on my pain and suffering with this disease. So I have a different angle. Yeah. You know, I have a different reason and you know, but I can't answer that for other people. And I think it's up to the consumer to take responsibility for themselves and, you know, to do the work, which a lot of people are lazy and they don't like to put in that extra work. But my, my clients are very educated, they're extremely knowledgeable and you know, they know probably just as much as me a percentage of them.

Caspar ([00:21:22](#)):

That's the beauty about working in this industry health and kind of more the holistic medicine field is, is that you do have an audience clientele that are usually very up on the know and place health first, right? Cause there are people that may know about this stuff. Again, aluminum you may know it's, it's bad for you. It gets into the bloodstream through the use of all different types of products, but you continue to use it. You might have your health right now and it's not a big deal. Right? It's when you lose it then you say, Oh shit. Like I, I gotta backtrack now and look at everything I have to do to regain your health as someone that's lost your health. I mean, what else is more important? You're gonna spend a few more dollars on a product to, to keep that, you know, your health intact.

Jena ([00:22:04](#)):

You know, the issue is this, like people who are MTHFR positive and who have autoimmune conditions, it's a blessing and a curse and a blessing is that we're so sensitive to things that we can catch things before they turn into a huge problem. Whereas someone who has amazing health, eats like shit every day doesn't do anything. And then all of a sudden they're hit with, you know, God forbid a, a terminally ill disease. They didn't have any like little triggers or warning signs going off to basically say this is a problem. So, which is sad, you know? Because I don't have that path, you know, I'm super sensitive to everything. So that's kind of like my protection and my shield almost. But you know, in terms of the aluminum, somebody should do a before and after heavy metal test to see what their results are using the anti per and then using a natural deodorant and seeing, physically looking at that test to see if the aluminum changes, which I guarantee if they cut the aluminum foil, the aluminum pots and pans and the antiperspirant out, they'll see for themselves the effect that that has on their body.

Caspar ([00:23:23](#)):

Yeah. The quantifiable level that you could do with those sort of things, it's right in front of you. It's not a guessing game of maybe I feel a little better. You're actually seeing it within those tests. Are there any other tests that you are you advocate for or you do yourself to kind of keep yourself in, in check? As far as toxicity or just general health markers?

Jena ([00:23:43](#)):

You know, I I number one will never go to a western doctor for any of my tests because they're so basic mm-hmm. <Affirmative> and they're not advanced. So a western doctor will test your thyroid and test your hormones and say everything is normal. Where as you know, a functional doctor will really go in

depth, like when Will Cole takes my blood, it's like 30 vials. Whereas if you go to your western doctor, it's like a vial or two of blood that they take. So I'm actually due to have like a comprehensive panel done. But I used to do I used to do the, the DUTCH test, which I, I don't believe is accurate. Think it, I believe it's faulty. So I, I prefer to do like an advanced blood test for my hormones. I do the heavy metal test. But those are the two things I really try to keep an eye on the most. Yeah. What other, what other diagnostic tests do you like to do? Like what are your?

Caspar ([00:24:54](#)):

I'm, I'm actually, you know, I, I do the lab tests. I feel like a lot of them, even the more advanced ones, they give you a good understanding, but they're downstream a little bit. Like they're showing you the after effects of something, you know, when you do some of the like more, I would say like H R V kind of testing, especially on autonomic response, like you can start to understand a little bit more of the initiation points that lead to those parameters. So if, if you have autonomic response that's off and you're too sympathetic, that's gonna screw up your hormones and that's gonna go downstream into different levels of things that may deplete you of your nutrients. Mm-Hmm. So I'm, I'm like, I love the functional stuff, but I love to also correspond that with more bioenergetic like Oligo scan to double check what is within the tissue, not just the blood.

Caspar ([00:25:43](#)):

What is the mineral count? What is heavy metal in nutrients? So it's kind of looking at both and it gives you a little bit more of that picture of just what's in the blood, which a lot of times is to me downstream, so it's upstream as well. But I mean, I think in general like understanding that, that everything is cause and effect, that if you have aluminum you're also, you're not just gonna have aluminum toxicity and that's probably gonna impact a lot of other markers as well. So that's your kind of initiation point, but also understanding is it stress? You know, is it something that those markers don't come up with? Can we prove that a little bit more so that we're getting cause and effect? The effect is, is all of the functional lab tests with the blood and the cause is also being shown in a test and not just the determination of a practitioner.

Jena ([00:26:34](#)):

I think what you just touched on, the stress, you know, my dad, any time I've had an issue, my dad would say, Well, what's going on emotionally? Mm. And you know, I'm really on this new path where I was on such a strict diet. I was on the AIP diet for years. I didn't touch gluten unless I was in Europe. I didn't touch any process sugar. I only ate low glycemic fruit. Like, you know, I was only eating blueberries. Like I, I eliminated everything. Right? Yeah. And I was so extreme and to be honest with you, it didn't make me feel any better because I think there were emotional things that were going on. And I think, I hate to say it, but I think if you are emotionally balanced and truly happy and you have good relationships around you, that supersedes like anything you eat for the most part.

Jena ([00:27:40](#)):

And I'm not saying to go out and, you know, have McDonalds or, or you know, fast food, but, but there, there is a stronger correlation with the emotional body, sorry, and how that affects your health versus how food is affecting you. I truly believe that because for the first time since my last truly pain-free period of cycles where I like had months and months being pain free was December, 2013. I have been pain free since July right now. Not throwing up. You, I've thrown up, I'd say 11 out of 12 periods a month since 2014, almost every month I'm on the floor throwing up. I've been great since July, since the end of

July. And I think that has to do with relationships and I think it has to do with physical movement. I've been working out with Madonna's ex-trainer.

Jena ([00:28:47](#)):

He trained her for the Bland Ambition tour and he's like responsible for making her arms pretty famous during that time. And he trained Demi Moore. And Sharon Stone and he works me really hard and there's something about that movement in the area of like, of my hips and the sciatic area and my pelvis where he is like removing the stagnation. And I think that there's a better flow of energy in that area, like through movement, through working out, through dance, like through sex. I don't know. But there's something that has to do with like physically moving that stagnation. And I've had other trainers before that have not been able to help with the pain. They've actually intensified my pain. So whatever he's doing is really working for me. And I'm not as strict as I was with, with my diet as I used to be. I'm really disciplined with my supplements still, but sometimes, you know, I give my, like I had a cheat night last night where I cheated and I had some pasta.

Caspar ([00:29:57](#)):

So, Well it's, it's funny because I, I completely agree with you that there are so many people that come through our doors at the clinic that are so strict with their diet, but so stressed emotionally, just not there and really, really sick. And they would say they're completely healthy.

Jena ([00:30:15](#)):

And they would say they're fine. And they would say, you would say absolutely the emotional calls and they would say nothing. Yes. They say, I don't know, everything is fine. And but it's their thoughts. It's their thoughts.

Caspar ([00:30:23](#)):

Oh, it's, it's their thoughts. It's their belief system, subconscious, their relationships. They, they've just kind of materialized this idea that that's not going to impact her health. Cuz look, I'm eating so clean, I'm going the gym, I have the trainer in everything that emotional size. So important. I mean, listen, my mother's a psychologist, like I get, she like drills people. Like, you know that that's so important to your level of health and happiness. If you're not emotionally there, it doesn't matter. You could do all the things in the world as far as physically. Yes. Emotions are such, we know that through the HPA access through, you know, P N E I system, it's all starts with your thoughts.

Jena ([00:30:59](#)):

Yes.

Caspar ([00:31:00](#)):

And that's where a lot of people don't get it. They think medicine is purely physical, it's in a pill, it's only in the surgeries, but we gotta change this attitude around it. And I think part of it is producing very natural products cuz we know that we can have mental kind of issues due to toxins. Toxins impact the brain. They impact how we feel they impact so much. And if you're not healthy on that level, it's very hard to like be a happy person and have good thoughts when we're feeling sick.

Jena ([00:31:29](#)):



Absolutely. You know, back to the HPA access, my HPA access was completely off. Covid started, the lockdown started, I was like panicking. My cat died, my grandma died and then, but everything in LA went completely insane and I picked up and moved to Miami and hang on one second. There's the, there's some kind of garbage truck outside.

Caspar ([00:32:02](#)):

It's not that that audible so you're good.

Jena ([00:32:04](#)):

Okay. Okay. So I picked up, I moved to Miami, the HPA access was completely messed up and so I started taking Quintin, the electrolytes in the morning. Yeah. Middle. And I started like taking a lot of magnesium at night. I live on the beach, like my place is literally on the water. So listening to those waves crash is literally like taking Xanax because of the negative ions and the sound. It's extremely relaxing. And that completely, those three things balanced my HPA access. And so, and what you're saying about the products, look, my products, I can't make claims on them, right? I can't make any scientific claims, but the body oil for example, there's something very nurturing about putting that oil on and it has Helichrysum in it, which is the highest vibration of all the essential oils. Helichrysum comes from the they call it the immortal flower because the petals never die and they never discolor.

Jena ([00:33:13](#)):

So when you pick the flower, it stays yellow forever. Like I visited Salvador Dali's house in Spain and his original helo crystal filled the house and it was still yellow and still so fragrant. So it's extremely powerful for anti-aging and for scars. And so when I put my body oil on, it feels like a ritual. Like it feels like I'm nurturing myself, really taking care of myself. I'm hesitant to say the word heal because I don't want anybody after me, but it just feels so healing to put that oil on myself. And that's like the biggest feedback that I get from my clients. They're like, this oil has like healed my scars and my wounds and it feels so amazing and nurturing to put it on. So I think incorporating those rituals into your routine also helps the emotional body to heal.

Caspar ([00:34:19](#)):

It's all connected. Yeah. I think nature in itself provides so many of the ingredients, resource, you know, energies that help balance us and help us to optimal health achieve that. And optimal health of course is not just the physical body, it's not just biochemistry, it's the psychoemotional that kind of spiritual quantum, you know, consciousness level as well of happiness, fulfillment and purpose and all of that. But take us through because that's really interesting about using that specific, you know, plant for your product. How do you start researching and developing a product with Agent Nateur? Like what, what is the process like there?

Jena ([00:35:01](#)):

So I basically went to someone who is in LA who's extremely knowledgeable with essential oils. And I said, I said to her I wanna know the most powerful essential oils to use. Just gimme the most powerful anti-aging. I want. Like the power most powerful and the most expensive. I like everything that's like expensive and good quality and I really wanna be known like as their Hermes of my products just because I I love good quality. Yeah. And the two oils she said were rose and Helichrysum. And so I started to play with the helichrysum and I saw results. So I'm all about efficacy and I'm very results driven. Yeah. And I won't put something out unless it's actually effective and actually works. You know, a

lot of people have marketing tactics that they use when they release their products and then the products like.

Jena ([00:36:14](#)):

And I want people to see the quality and feel it for themselves and I want the products to kind of speak for themselves. Right. So when I started to play with the Helichrysum, I had feedback like people I had started with the face oil. It has Helichrysum and Rose and it has to be a specific kind of rose by the way. Like you should never put a rose absolute on the face because rose absolute goes through a different kind of process than a distillation. They, a rose absolute is usually created for fragrance and for perfume. And so it goes through a process with hexa where they clean the pedals and then they process it to extract the, the, the oil. And when they do that, it can irritate the face. It's not bad, it's not harmful, it can just like be, it can just irritate and you really wanna use that absolute only for fragrance purposes.

Jena ([00:37:12](#)):

For natural fragrance purposes. Whereas like a rose damascena, which is like the high, the high, one of the highest quality roses that you can, you can use. It's extremely expensive. I pay, I don't know, I mean it just went it, I mean the price of rose is insane right now, but I don't know, you can pay anywhere between like 10 and \$20,000 for like a kilo of rose damascena. That rose in particular is high in vitamin C. And the reason I like to use it is because when you have something that's high in vitamin C, it makes the other pro the other products absorb a little bit better. Just like, you know, I combine vitamin C when I take iron because I'm anemic and I know that when I combine the vitamin C with the iron, that it's gonna work a bit better cuz vitamin C makes everything absorb better. So it's the same topically. So I include the rose, yes it has antioxidant properties. Yes it's high in vitamin C but I find that it makes my other products work a little bit better. Overall. I think that essential oils can really be irritating on the face. So I just stick with those two in particular Rose and Helichrysum. And then anything else I use is extremely low percentages. And that would only be for fragrance purposes.

Caspar ([00:38:39](#)):

Yeah.

Jena ([00:38:40](#)):

Really like the body. I play a lot with all kinds of essential oils and isolates and absolutes.

Caspar ([00:38:45](#)):

Yeah. I really like that idea of first off testing on yourself experiential, not making it a marketing thing. Cuz a lot of people just sit back and say, what are the keywords here? And let's put this one with this one and make a product and put it out there. And, and you know, the other idea is synergy, you know? Yeah. In, in any natural or health product anti-aging skin product, anything, there needs to be a synergy. You can't just, I, you know, my father described it as making a meal. You can't just put a bunch of ingredients together because they sound good and it's suddenly gonna be a great meal that you present and it's gonna taste well. There's gotta be synergy between the spices, everything you put on the plate together. And it sounds like that's a lot of what your products are doing, they're synergizing off of each other to make them better than individual parts are now.

Jena ([00:39:33](#)):

In, in some ways I think, you know, the pain, all of the pain, the physical pain of the endometriosis. Yeah. Like I have this gift where I am able to formulate, it does go through a strict regulatory process and my chemist checks everything, but she doesn't really quite understand how I know how to do it. Yeah. And it is a gift of mine that I don't speak about much because I don't wanna get attacked since I'm not a chemist. But I do understand formulation and percentages and I don't know where that comes from exactly. So it's like, I like to attribute it to like, I don't know, I think, you know, God gave me this disease and also gave me a way to like heal it because if it weren't for this disease I wouldn't have my company.

Caspar ([00:40:28](#)):

Right. It's the blessing of the curse. And I think anyone that's gone through a serious chronic condition, it comes out the other side will see it someday as the blessing of course during it, it's total curse. Yeah. There's no doubt about anyone you speak to with a tough condition where they're really suffering sees that as a very bad thing and rightfully so. But when you get past it, you can then see it brings you to a new level. It kind of evolves you into something else and, and lets you see things differently and create new things based off that. In your case, this great line. And one of the products in the great line that I know a lot of people talk about I've tried myself I really like is the holi (mane) that you created with Dr. Will Cole. It's a big one. Can you tell us about that and how you alchemized and came up with that one

Jena ([00:41:11](#)):

So we, well based on Will's ability to be the first person to balance my hormone and to get that ESL level down. Yeah. Which he did it, This was the first time any naturopath or holistic doctor had given me this tip. I was loading up on phytoestrogens and Tempe and cruciferous vegetables to try to cancel out the xenoestrogens, which xenoestrogen is the bad estrogen that you wanna get out of the body. And it's found in products and it's found in plastic and water bottles. And because it basically, the plastic leeches onto the water bottle and then turns into xeno estrogen. Anyway, he said cut the phytoestrogens out because when your body is overburdened with so much estrogen, it can't tell the difference between good and bad estrogen. So you're just loading more in. No one had ever said that and I did that and the supplements he put me on and then doing the chelation for the heavy metals balanced my hormones.

Jena ([00:42:21](#)):

So I went back to him, this was like in 2017 and I said, Look, I really believe in you. And at the time by the way Will had like 2000 followers on Instagram, like now he's like, like really surpassed me. But I really believed in him and he had 2000 followers on Instagram. It wasn't like he was this huge doctor and you know, I was after him because of his following. I said, You really helped me and I want to make a supplement with you. So we made something called Holy Youth, which had spirulina and collagen, pearl, holy basil, something to really help the adrenal gland, something that was calming and people hated it and they would open it and like I would do trainings at Neiman Marcus and they would open it and they'd be like, Oh my God, this smells disgust. It was the spirulina by the way.

Jena ([00:43:16](#)):

Yeah. Which I hate spirulina. And actually spirulina actually made me very sick for a number of years. I'm so happy to be actually off of it cuz it gave me bad headaches. And my mom was the one who, who basically made the connection. Anyway. It never sold. I hated how it tasted. I couldn't promote it because like, I just felt like I just can't be fake and promote something that I don't like. And so I like stopped promoting it. I have people who still really like it. I still really don't promote it. So anyway, my mom said, I hate spirulina and, and I hate this product, but your collagen and pearl really work. She's

like, You have the best collagen I've ever taken. And she goes, and I see results with it. She goes, Just send me your collagen and pearl and nothing else.

Jena ([00:44:07](#)):

And I was like, Wow, that's a good idea because the collagen is odorless and tasteless and so is the Pearl. So I went back to Will and I said, Hey, my mom had this idea. I'm like, let's reformulate it. And he's like, You don't have to include me. He's like, It's not my idea. So I said, No, but I know about collagen and pearl. I'm like, and I'm determined to make a successful product with you, so let's relaunch it. And we relaunched it in 2020. We had no idea that everyone's hair was falling out from Covid. So we launch it and all then all of these women are messaging me saying it's making my hair grow back. And we had no idea that one of the effects of Covid would be hair loss. So then from there it just really blew up and there was a lot of like collagen naysayers out there.

Jena ([00:44:53](#)):

But just take it for yourself and see, like I said, like I don't feel like I need to sit here and explain myself to these people who trash collagen. Stay on it for three to six months. See how your hair, skin, and nails improve and read the, the like the, there's a scientific book of dermatology, I think it's called Wiley, I have it on my highlights under clinicals or holi (mane), where they say how marine collagen and peptides bring more hydration to the skin and how it helps wrinkles and aging so much. And we know for sure that collagen is very gelatinous. There's different qualities of collagen by the way, which I wanna get into. My collagen is very gelatinous. So what does collagen do? First and foremost, it coats the gut lining. When you coat the gut lining with that slippery gelatinous peptide, you have less inflammation in the gut because you have less leaky gut.

Jena ([00:45:56](#)):

So first and foremost, it helps the leaky, the leaky gut. And so when you help the leaky gut, there's less inflammation in the gut. When there's less inflammation in the gut, there is less inflammation in the skin. And a lot of people know me that if somebody comes to me and says like I have really bad acne and it's hormonal. And I said, Okay, well you need to like look into lowering your testosterone because nuts, eggs, dairy, beef and tuna are high in testosterone. And if you try to cut those out it may improve your skin before I give them any recommendation on what to do. Topically, it's like, what's going on internally first? Right. So I love collagen because it, it has like this, this multifaceted effect on the body and of course on the outside, which it's truly a beauty supplement that truly works on the outside cuz it's working on the inside.

Jena ([00:46:54](#)):

And so when I started to get feedback on the collagen and they say, Why does your collagen work versus another brand who is like a lot cheaper? And I went back to my manufacturer and I said, why? Like to my supplier? And I said, why does this collagen work versus X, Y, and Z? And we third party tested the other collagens and what we found is that they were agglomerate the collagen. So they took the granule and they blow it up with a gum or a starch or an inflammatory oil like sunflower oil, which they don't have to list on the, any of the packaging. Wow. They blow up the granule to make it appear larger and so they could fill the bag faster. So that's why it's cheaper. So that's why if you look at my collagen, it's very dense and sticky and it doesn't dissolve so easy because it's concentrated and you're getting a much higher dosage of the actual collagen versus me taking that granule, blowing it up, making it appear

larger in the bag. And then I'm able to fill, you know, maybe I'm able to fill four or five bags from one bag of my collagen if I agglomerate it.

Caspar ([00:48:09](#)):

So that's, that's the dirty secret of others that you are not doing. Of course. And getting it to that. Is that your favorite Agent Nateur product?

Jena ([00:48:20](#)):

Oh gosh, I have some. I have no, I have some. It's, I would say it's holi mane, holi bright. My mask, my face oil and holi water.

Caspar ([00:48:35](#)):

Okay. So you're given four, four favorites.

Jena ([00:48:37](#)):

I dunno. We're all of you're amazing products. Like, I don't know the holi lux. And now I just release the body bomb and the body wash, which we're starting to break into the fragrance category, which is gonna take a lot of reeducation because not every synthetic fragrance is bad. Again, it goes back to what is being formulated with the synthetic fragrance. But yeah, there, I don't know. I have, my products are really special and the textures and the absorbency, like when I test other products, like if I test another body oil or face it on like, this is so sticky and tacky and gross. Like my textures are really, really special and I take a lot of pride in them. So you, have you tried anything yet?

Caspar ([00:49:21](#)):

Oh, I've done the holi mane before there. Yeah. I've done the H main that was given to us actually a while ago. Another patient that was here that you Will Cole and brought it in. And so we all tried it here and we test all the products ourselves, a lot of these things. So when it came up it was good. And you know, our whole medical team was behind. I was like, give me that, you know, and have been using that. But I know a lot of the, the practitioner here, especially in nurses, use a lot of the agent Agent Nateur products and promote it. So when they heard you were coming on, they're like, Oh, nice.

Jena ([00:49:51](#)):

Can you email me your team so I can make packages.

Caspar ([00:49:54](#)):

Ooh, they love that. They would love that. That was very nice. Thank you so much. And you said that the fragrances are kind of something you're excited about in the pipeline. Is that where your focus is right now, kind of going after the toxic fragrance market and tapping into that a little bit?

Jena ([00:50:14](#)):

Well first I'm launching a clean SPF.

Caspar ([00:50:18](#)):

Complete. You are? Okay. Both. Great. I am, I am very big on you know, sunscreens in general, being huge endocrine disruptors, most of 'em, and being very bad for your health. Although many dermatologists don't like when I post those things.

Jena ([00:50:33](#)):

Yes. I've been working on it since 2017. It's finally formulated. Awesome. it's completely clean. It's gonna re launch in June. I'm just picking out my packaging right now. So it's literally like seven years in the making. And so after that I'm gonna get into fragrance and color, so I'll have more info about the makeup and the ingredients and makeup as as I, as I go along.

Caspar ([00:51:08](#)):

Very cool. Those are things I'm sure a lot of people are looking out for. I wanna be mindful of your time. I know you only got a few minutes left before you have to jump off, but I know also I've followed you on Instagram for a while. You're not one to turn away from a controversy or a fear censorship. I know this, I've seen a lot your post and I, I feel the same way as a conspiracy theorist myself and called one a little bit, even though I'm not. But, but what do you, what do you think, like, so you've been sens a lot, you're free and open. What do you think is coming as far as prediction for the near future? Are we going to continue our pandemic days and masking and the mandates? No, you're good. We're good

Jena ([00:51:49](#)):

Now we're gonna, No, I think next week is gonna be like a real landslide.

Caspar ([00:51:54](#)):

Do you agree with Joe Rogan? It's gonna be like the shining and then red, like coming out the doors and complete Republican sweep.

Jena ([00:52:03](#)):

You know, something I don't vote actually. So I'm so opinionated and people really have this like, idea of who I am, which I just kind of like to like with them and have them think what they want about me. Yeah. So I look, I think that there are extreme views on both sides that are extreme, extremely unhappy. Unhealthy. Unhealthy, right? So I have talked about vaccines since 2012, for the past 10 years. It started on my Facebook and my stance is exactly what it was 10 years ago. I'm censored on Instagram because I said that I caught covid from two people who were boosted and that they went out and about and didn't stay home and they gave me covid and that the vaccine is leaky and doesn't stop transmission. Where's the lie in that you can't tag me on Instagram?

Jena ([00:53:07](#)):

Because I said that. And I've been calling this out of, you know, in 2016, I said thank god Hillary lost because she's gonna really enforce mandates with adult vaccines. And I was called crazy for that, which <laugh>? We knew that that was like in the pipeline. We, well, if you just research and you look at the CDC list of how they're like gearing everyone up for all these adult vaccines, you would know. Like they've been saying it like I think since like the early two thousands or late nineties, all the information is out there. It's just that people don't do a lot of research. And so I do think that there are a lot of crazy conspiracists out there that have made a lot of false statements and I am not one of those people. And I stand by every single thing I've ever posted and I take nothing back.

Jena ([00:54:01](#)):

And I have a track record for being right 99.9% of the time. I've said a lot of really controversial things back in 2019, which I won't get into. And guess what? Right now it's all been confirmed and it's all true and it's all being spread and the truth is out there and I don't even have to say anything because it's, it's yeah. Is what it is with, you know, with with certain professors at colleges getting fired for, you know, you know, promoting what I said they would start to promote. That's all happening and it's all out in the public. So I feel like I can just sit back and kind of laugh at this point. But gosh, I could say so many things to you right now that I just wanna be careful of saying because I know that this ship is like not gonna last and I think next week will be a landslide.

Jena ([00:55:05](#)):

With that being said, California, as long as California is controlled by these people, I don't know what will happen in California. I'm interested to see if Caruso will win next week for mayor. We'll see what happens. But I don't have high hopes for that, but I have high hopes in the sense that I knew and what I've said since day one, California dictates policy for the rest of America. So California is always at the forefront of kind of what the law will be for the rest of America. And it trickles through the rest of America. And Florida stood up to California and that's why I moved there in 2020. Cause I knew that Florida was gonna stand up and say no to Newsom, that you are not allowing these laws to trickle to the rest of America. And that caused a huge division and that caused each state to kind of become sovereign in its approach with policy.

Jena ([00:56:03](#)):

And so with all of the laws going back to the state, I think each state is gonna be governed very differently from each other. And like I said, I think there's extremeness on both sides. I think it's psychotic that, you know, women who are raped or children who are raped can't get an abortion. Like for me, that crosses a major line. And I think it's sick, like what that governor had said in Ohio. I am not on board with the extreme things that go on on either side. I think we really need to get back to common sense. Yeah. And that's like what's, what's really missing? And I'm very grateful that I moved to Florida.

Caspar ([00:56:39](#)):

Yeah. I I have to say that I think this is a time of very black and white, as you said, very extremes. And usually you know, where you're trying to find the truth is usually in the middle. It's not a black or white issue. Most of things have terrible polarities in life. But where you try to be is balanced in the middle. And unfortunately when you get further away from the balance, you get further away from health, happiness, truthfulness, sometimes you become a little bit you know, irritated and agitated by everything which I think we're seeing in today's society. So I'm hoping that in the future people start to come back a little bit. Right?

Jena ([00:57:14](#)):

I think they are. I think they are. And I think it even like goes into like what we were saying about health, like being so extreme with the diet. Yeah. But not like really looking at the mental health and the emotional aspect. It's the same thing like having these very extreme polarized views and not listening to each other and not being able to see like where your side of politics might be acting crazy. Mm-Hmm <affirmative> and only seeing like your viewpoint like that, that's like a real issue. So I think, I think people are starting to get back to the center, thank God. And I think this cancel culture is insane. Which,

you know, they've tried to cancel me since 2016 and it just didn't happen. The more they tried to cancel, the more I sold and the better I did. Which told me that I had a lot of people and maybe the majority on my side that were outside of LA and I just kept going. And you know what? I have to really thank all my haters cuz I will have a billion dollar valuation one day and I couldn't have done it without them.

Caspar ([00:58:22](#)):

You gotta thank the haters. They make you strong honestly. It's like, you know, people that go through you know, tough times come out stronger and that usually makes them a better person in the end, healthier person. So yeah. To Jena Haters. Thank you. If you're listening. Thank you so much.

Jena ([00:58:38](#)):

They love to listen. They're all gonna be listening. I love it. Cause I just literally like, you know, you never wanna give someone you don't like any energy because you're giving away. Like I always look at it as if you give someone you don't like your energy and your hate and all these bad feelings, you're giving them money because money is energy. Absolutely. And you can channel that energy towards something production productive. Like that hate that you feel for someone. You should take that hate instead of trying to cancel them, you should alchemize it and turn it into something creative that will turn into money. So that's how I always look at it. So all their hate, I just turn into money for myself. So I take their bad energy and alchemize it and turn it it into more success for myself.

Caspar ([00:59:23](#)):

Such an amazing lesson tip to end on because yeah, I, I feel like too many people get bogged down by the hate. Turn it around, use it in your favor. Don't jump into it. Don't give them that time and, you know, let the trolls win and everything. It's tough. But that is an amazing tip, Jena, thank you so much for coming on. Where can people learn more about you and Agent Nateur?

Jena ([00:59:45](#)):

Oh, well, they can go to agentnateur.com and they can read my Health blog and my whole process and journey with agent and all I've learned, I'm like a Guinea pig, so I feel like I've tried everything Eastern, Western, I've tried so many different things to heal myself, So my, my blog is like a wealth of information for people. But thank you so much for having me on. I don't do podcasts so much anymore, and this is my first one and like a, probably since the pandemic and lockdown, so thank you so much for having me.

Caspar ([01:00:18](#)):

Oh, amazing. No, that's, that's so good to hear. Thank you. I, I've truly appreciate this. And for everyone listening, listen, haters are gonna hate, but in a world that's becoming more and more toxic, in large part because of consumer products, it's great to see makers like Jena that are committed to developing high quality products that are clean, cruelty free, and dedicated to sustainability and socially conscious practices. So until next time, keep writing your own healing story.