

# JM Episode 34 With Jeannie Jarnot

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women, people, beauty, business, company, heroes, feel, thought, life, products, spa, entrepreneur, day, started, brands, challenges, job, mastermind group, jen, hawaii

## SPEAKERS

Jeannie Jarnot, Jen Marples

### Jeannie Jarnot 00:00

I do think that women in midlife are extremely good hires and extremely good entrepreneurs, because we have we've made a lot of mistakes and we know how to avoid them now, you know, so I feel like we have a lot of advantages with still sort of holding that there are a lot of challenges

### Jen Marples 00:29

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business a life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business and life they desire in their 40s 50s and beyond. Each week, I'll be bringing you conversations with incredible women who are rocking entrepreneurship and taking courageous action while also dealing with all that midlife entails. I'll also be dropping in solo every week to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career or starting a new business or looking for a second act, stick around as I guarantee you will be inspired. And know this. You are not too fucking old Hello, everyone, and welcome to the Jen Markel show today I have a most fabulous guest. Her name is Jeannie Jarno. And before I introduce her, I just have to give a little shout out to her homeland because she is also a fellow Hawaii girl. So we were just talking offline about how it's just an incredible place to be from. And I'll just leave it right there. So she's my Hawaiian girl. She is the founder of beauty heroes. It's a healthy beauty discovery platform. And she also has a retail location here in Northern California in Novato. And she also sells her products online. So again, it's clean beauty focus, and I'm gonna let Genie give you all of her background, and how she got the company started and all that kind of good stuff. But Jeannie, welcome to the show. And I'm just so excited to chat with you today. Thank you for being here.

02:07

Aloha, Jen, thank you for having me, it's so great to be talking to you, you have such a great way to support women in this really authentic way. I'm just really excited to be here.

### Jen Marples 02:18

Oh, I'm blushing. And it's just it makes me so happy. And I told Jamie before we got started that, to think that how I spend my days is talking to incredible women, I just get so inspired by every single woman I talked to that it's a true blessing. And just so excited to be doing this. So Jeannie, give everybody a little bit of your background, like what you used to do, how you started beauty heroes and all that kind of

02:45

good stuff. Sure, sure. Well, you know, Hawaii does kind of play a role in the story. You know, growing up there, I you and I grew up very much in the same like circles, towns, you know, town in Honolulu, and had a lot of those shared experiences. And I think that feeling. First of all, in Hawaii, obviously the biggest industry is the hospitality industry. And also, you don't really realize till you leave Hawaii, that how close to nature, we are just in everything we do like the tennis every tennis court is like outdoors in the middle of a beautiful park or every time you're doing anything you are, if you're you know, we used to do PE classes down on the beach, and like that's such a luxury experience. But that was just the way it was we didn't even think about it was so second nature. And when you leave the islands, you realize how close you know nature is to you. And I think both of those things really informed my path. I went to Cornell for Hospitality Management School and ended up going into the spa industry professionally and being kind of like this career long spa director. And early early early on in my spot is I was very interested in what I call Healthy Beauty. It's a really kind of slight bleed different lens of looking at ingredients. And where it came from was first of all, I went to study hospitality management because I was very influenced by my surroundings growing up in Honolulu. And then I think that I got into the spa industry because I really genuinely believed in creating helpful, memorable healing experiences. I went into it very much with this, like passion for that. And beauty Heroes is just been an extension of that just but in a completely, you know, a little bit of a different view of it. So when I say you know, we're a healthy beauty discovery platform. I really look At beauty heroes as a service, not as a product company. And I think that has been an interesting thing is what I think really sets our company apart. But we really, you know, I had the idea for what how beauty heroes really started as a spa director for many, many, many years. And I sat on that idea. And the idea was to help people slow down beauty discovery, discover truly healthy products that were bringing value to your life in a focused, intentional educational format. And that's our monthly discovery service. And this idea of curating the best products from brands who really were caring for the environment, caring for our health, ethically sourcing, and packaging their products was, first of all, I was very much ahead of the time. I mean, we're talking at least 15 years ago that I had had the initial idea. But you know, I also had that idea and thought somebody else should do this. Like, it would be really great. I think that's kind of an interesting thing. As a spa director, I didn't really think I could do much more. And I didn't think I could actually start a company doing this. What I really had was an idea that I thought maybe I should pitch to someone else to do. And so that was the beginning of, you know, I think that's the like, I think I thought in my head, oh, it'd be really nice to be able to do this, but how would I ever do it? So that's kind of where it started. It started with this very simple idea.

**Jen Marples** 06:39

So you're working as a spa director. And you thought someone else was going to do this potentially? What was sort of the aha moment? Or the point in time that you were like, Alright, I'm going to actually

do this. And then how did you get started? Did you quit your job, your day job and then start this company? Or do you kind of start this on the side? How did you make that transition?

07:00

Yeah, I kind of pause there on purpose, because I feel like maybe there are other women who have this idea. They feel like maybe they are on to something, but they don't know how to make the leap. So what happened with me was I had had this idea, I would talk about it, I would circle around it constantly. And then I would drop it. And what ended up happening, I was at the last spa that I was at in Napa as a spa director for nine years. And I sort of got to this point where I was like, I feel like I might just die in this job. Like, I just might be here forever, till like retire, like when I'm old. And the thought of that really concerning to me. Because I was just like, there has to be something more than this. So what ended up happening was I ended up getting a job for a female founded startup company, and left the beauty heroes idea, I dropped it, I completely dropped it. I was like, Okay, I'm going to go and I'm going to go and do something different. I want to actually stretch myself a bit. And I went to go work work for the startup as the first hire. And about a year into that position. What happened was pretty influential, and that I was watching this woman and really helping her start her company from the ground up. And by watching her and helping her figure out all of the challenges that she was figuring out, I started to see this path emerge where I thought, Oh, well, I picked up the idea again, I picked it back up. And I thought if she could do that this, maybe I could do this too. And so I picked the idea up and while working for that company, I would spend a few hours every week kind of working on it, to see if even I could get it to start moving. And that's how I started.

**Jen Marples** 09:03

Did you start? So because I know you don't have any products that you actually create on your own. So you're sourcing just from other companies that you agree with their morals values? How, like you said, how they're treating the environment. So did you start reaching out to some of these companies then and sort of selling to friends and family? Did you start selling online? Anyway? How did how did you actually kick it all off?

09:24

No, the exploration for me. So the idea that sparked beauty heroes was this monthly service, it was about delivering full size of my hero products in this format that would like really make this deeper connection to what we were using on our body and on our skin and getting to know these brands and sort of creating these long lasting connections. So what I worked on a lot was how would first of all the business model how would this actually come to life? And then what would I call the company and What would I need to do to even start it? You know, and I think I incorporated the company for, you know, sort of as this step, in July of 2013, we ended up shipping our first month's discoveries in September of 2014. So, in July of 2013, I incorporated my company and said, This is going to be a step, I'm going to do this and see how it feels. And then it's like, Okay, what else do I need to do? Well, I need to, you know, maybe trademark it, maybe I need to, I need to come up with a logo, some branding. And all of these little steps started to add up to the place where I was like, Okay, we need to brand identity, and we need to design and I need to find a designer, and I need to find a web developer, and I'm gonna have to build a website, I'm gonna have to start all of this. And I started probably in

January of 2013, taking these tiny steps. By July, when I did that incorporation, I was starting to take bigger steps. And then what happened was, by January of 2014, I resigned from my full time job. And I kind of decided that if I was going to do this, I really needed to put everything into it. Because I was working really hard for my full time job. It wasn't a normal job. One of the biggest aspects of it was that I live in Novato, and it was in Palo Alto, and I had a two and a half to three hour commute one way, so five to six hours each day, four days a week, usually. And what was so amazing about that time was I actually did took a lot of calls during that that transit time, where I was talking to mentors or other women or interviewing, you know, different people to try to figure it out. So that you really use that commute time wisely. That's where most of the company was started in a car driving to and from, but I was working really like I was looking to work 70 hours a week for that job, I had a small child. And there wasn't a lot of time for me to actually do anything for beauty heroes. So I felt like I couldn't split myself and ended up resigning from my job. So I'm so

**Jen Marples** 12:26

glad you mentioned that your company was built during your commute time, because I think that's brilliant. As far as you know, especially being a working mom maximizing. There's not there's really, there's no extra time and we need more time. But maximizing that time and taking the calls. And you mentioned something else, like talking to mentors and other you know, probably talked to other folks that were in the beauty industry and all of that. So that's just brilliant that you just didn't sit there and let the time pass away and listen to the radio, like you actually built the business as you're commuting. And the second piece that I want to reflect back that I think is very important is that you really did all you could do till you were bursting at the seams with there is no time. So it sounds like you just said all right. It's sink or swim. It's like if I don't leave the day job, this is never going to take off. Am I incorrect in saying that?

13:20

Yeah, you are. And I think if I were the type of person who could really take advantage of situations more, you know, in a more calculated way, I probably would have stayed in my job for another three months and maybe skated by, but I felt conflicted. In fact, probably one thing I might have done over is my boss at the time when I resigned, offered for me to work part time for her. And, you know, to see if my company took off? And I said no, she was very generous in that. I don't know why I didn't, you know, I think I just was very sure that I wanted to go in this direction. And I felt very much that I wanted to put everything I had into it. You know, it was intuitive. Looking back on it financially, it was very challenging, because I thought I would launch in July of 2014, but didn't end up launching until September of 2014. Which is not a big deal in hindsight, but at the time was like, you know, it was such a big deal.

**Jen Marples** 14:24

So you bring up another good point. And I heard this from a lot of entrepreneurs and I'm one as well is that you really need to have that deep inner knowing that this is what you want to go for. And you're going all in because there's really no other way to walk away from I put in air quotes the security, because if we don't make those leaps, I mean, I firmly believe that things all happen how they should because quite possibly you would have stayed working there and is there really a part time could you really check out and so there's all of that right? So I think you know everything kind of unfolds as it

should. But you reach that point. where, okay, I've got, I've got to do this and see because you know, we can all fall back on whatever we we've always done. But you brought it back that great point, that's just a salient point for everyone to realize is that you have to kind of know when the right time is to jump because I never want anyone to jump into something before they're ready. And everybody's level of comfort is different. So you the way you did it is going to be different than how somebody else feels comfortable doing it. But I know a lot of women who've been on the show have said, it's great to take it out for a spin on the side and really see how it feels before then you're walking away from whatever security it is that you have, it's the job or whatever it is that you're doing. Yeah. So when you did go all in and Jim, were you still going solo? Did you hire anybody to help you? Or how did that

15:48

all play out? No, I started I started the company out of my home and hired a bunch of contractors and did everything. I was the only employee for the company for probably two years. I don't remember I remember I remember hiring my first employee, and it was a really big deal. Now, you know, I have two leases, and you know, like 14 employees, and it's a lot of responsibility. It's so so, so different. But yeah, for a long time, it was just me. And it was very lonely. I have to say,

**Jen Marples** 16:23

Did you align yourself with anyone? Were you in mastermind groups? Did you have sort of a group of other fellow female entrepreneurs you work with? Because I know that's very helpful. So I'm just curious if you took advantage of any of that.

16:34

Yeah, I started one with three other women. And what happened was quickly the one woman in our little group, and I really felt super aligned. And she ended up kind of becoming our marketing partner for beauty heroes till today, we still work together. So I think that, you know, I think different people work differently. For me, I do work with so many brand founder authors, we have over 110 brands that beauty heroes, most of the founders of these brands, many of them have become friends, partners. And I feel like that's kind of my mastermind group are these founders. So and especially in the early days, when it was just me, and our industry, the clean beauty space was a lot smaller, a lot tighter. And BD here once was newer, I felt like that was my mastermind group. So in a way, yes, but I didn't work with an entrepreneurship mastermind group. I absolutely think that's so, so, so, so valuable, you probably

**Jen Marples** 17:41

found that a lot of you were kind of growing up in the industry, I would imagine working with founders being kind of early in seeing the vision. And that must have been pretty exciting. Because I know that the market has really exploded in your space.

17:54

It is, you know, it was exciting. And it's definitely so fascinating to watch it mature now, I could talk about it forever. But it's a rapidly evolving space for sure.

**Jen Marples** 18:05

When you started, you started off, like you said, with the boxes. And so you're shipping those out. Now, how long were you doing that before you decided, Oh, I think there's something here and I can actually open up a retail space, because that's a whole other animal.

18:19

Yes, the monthly subscription really was we call it the heartbeat of our company. I think one of the things we want to talk about today is one of the biggest challenges that I had. And we started the subscription service. And what we started was a small online store to support people, like if you discovered a brand or a product through the beauty heroes subscription, and wanted to then purchase it, you could purchase it from us. And I thought, Okay, well start this online store for our members. And that'll be it. What happened was, it took a while, like, everything took so much longer than I thought and in fact, it really tested my faith in the concept, which is beauty heroes. And in fact, one of the stories I like to tell is that, you know, the way when we started heroes delivering full size products, you know, from one brand, and really slowing things down was a very difficult concept for people to get their heads around. It was really different. You know, one of my colleagues who was working with me said, you know, Genie, maybe you want to actually shift your model and do something like a Birchbox or a sample or something, you know, samples and something like that. And I told her, I said, you know, there was a very visceral reaction that I had, I said, if that's the way that I'm supposed to pivot, I don't want to do this. Because I don't want to do that. What I wanted to do was really intentional, and it had a real purpose behind it. And it was really to champion these brands and to really communicate their true value that they bring to this planet. And to my life and to you know, the lives of others, and how they do that. And so I just remember having this really strong reaction, like, I'll just shut the company down. If that's the thing that worries me, you know that if that's the advice that I'm supposed to take, like, I'd rather just not do it, because I'm really genuinely not interested in doing that. And that was a big moment for me, where I had to really either double down or go, because it took longer to sort of really establish a clientele and you know, a reputation and to build that customer base. But what happened that was so fascinating as we started this online store to service our members, what happened really quickly, and very surprisingly, when people started ordering from our online store, who weren't members of our monthly service. And I remember, like the first, the first time we got, like, we started getting an order a day or two orders a day that were not from people who were subscribing to our service. And I was like, What's going on here? Who are these people? How did they find us? And then it was like five orders a day. And then now the majority of our orders from our online store, every day are just people shopping, and we'd become a retailer. And there was the definitely this light bulb went off where I was like, Oh, we're more than just this discovery service. People like our content, people like what we stand for, they like our ingredients standard, and they were wanting to just shop with us. And that was a huge surprise to me. I don't know why it was, as far as I should have thought about that. That should have been a part of my business model. But I was so narrowly focused on the core, and heartbeat of our business that I wasn't really thinking this was going to happen. And likewise, for years, before I opened the store a couple of years before people were starting to really pressure me to open a brick and mortar store. They said When are you going to open a brick and mortar stores that I'm not, I'm not going to open a brick and mortar store is definitely not the plan. And then, you know, just like things before this, the universe really did sort of place these things in front of me where I was like, gosh, man, the signs are so clear, I feel bad for ignoring them. Like the universe is definitely sending me a



message. And things just fell into my lap. And we did decide to open a brick and mortar store, much to my own surprise.

22:30

And what year was done,

22:32

we opened in August of 2018. So just over two years ago,

**Jen Marples** 22:36

I love what you said, though, about being so focused just on the delivery service, that it didn't occur to you that people want to just buy the product. And I think it's just a really important point to bring up that we don't really know, I think what people want until we just get going and start something. So I know you said like, I should have thought about that. I mean, the I think the business books are lined with stories about how you start with one thing, and then it opens up into another thing. And then there's another thing because we don't we don't know until we try and get something out there. And so it's just it's, um, I can't even call it a happy accident. It's just I like to think about just kind of releasing the expectation we wouldn't even know like, there's things that surprised me every day. And things surprise you every day. And that's just, I think the miracle and the fun. I think of being an entrepreneur, you never know where things are going to go. And if we had all the answers, well, then that would be kind of boring. I don't know. It keeps the excitement alive.

23:36

definitely exciting.

**Jen Marples** 23:38

I love that. I think that's it's very, probably motivating for people to hear. So the key here people is just start moving and start doing something because you're you're not going to know you can't possibly know how it's all gonna play out. You can have an idea like Jeannie had an idea. I have my ideas. And then people are knocking at your door buying products demanding you open up a store. And then there you are. I love it. So what do you think I know, you mentioned challenges, but I know you are a mother as well. So you're working really hard. You're you know, just opening a retail business. That's a whole other animal compared to having just an online only business that you've got employees a store that you're managing, how did that all sort of play out? And what were the challenges kind of going into this new realm?

24:26

Yeah, I think I'm still working through those challenges. And I think that it's a completely different business. And I knew this going in, I think one of the things with my nature, my genie nature is that if an opportunity presents itself and it's going to take something to a higher place, then I will do it, even if I may be sacrificing my own personal balance. And I think that's one of the things that I'm trying to work on. grew as an entrepreneur, that one of the questions you had is, you know, sort of is balance possible? I do think it is possible, I don't think it's easy. And I think that, you know, as a mom, I, I feel a

lot of guilt, because I, you know, in many ways, the business does need to come first if your child's okay, you know, I mean, obviously, your kid comes first. But a lot of times, it's like, the buck really does stop with you. And with my kid, I have my husband, and my father and family that can help support me in that. But with the business, it's like, there's a lot of things that only that I need to be present for. And it's like, I signed up for this responsibility as well. Obviously, kids, you know, you're a priority, but there's just some things that your business will ask of you. And it's a real decision moment. And I've made a lot of decisions that I think are the right thing for the business, but not sure if they were the right thing for me.

**Jen Marples 26:11**

Thank you for being so honest about that. And I think every woman who's listening who runs a business will agree that, you know, when you're working the late nights, and someone I get it here, too, it's can you be done that's like, no, it actually can't be done, because it's me, it's my name. And that's what you're saying, and everyone listening can relate to that. And so and then, of course, the benefits to being an entrepreneur, we're not saying don't do it, but it's just been very clear. So if you're clear on that, and then you're being mindful of, you know, figuring out what you need to do to actually figure out if you do need to push and pull what leverage needs to go here, you know, that type of thing. And being aware, I think, is the first important step, it's always a trade

26:54

off, you know, like being an entrepreneur, right? That a buck stops with you, which is such a good thing like, right, I have complete control over the, you know, my values and the decisions that I need to make. And at the same time, the buck stops with you. And there's no one else who can make those decisions. And it can be really lonely, sometimes even with, you know, peers, and, you know, advisors, and all of that. And then there's just some things that you just you can't get out of. And so creating that balance, I'm just sort of my company, I've been in my company for eight years, I'm really working on how do I create that balance, and you have to be very, very, very intentional about it. Because I did have when I started the company, I had a whole different vision of how my wife would be. And slowly, you make these concessions. Slowly, slowly, slowly, and then all of a sudden, you're working, you know, six, seven days a week, and you're not taking care of yourself the way that you know, this is my personal experience. And, you know, so I like to just say that, you know, this is definitely a journey, and it'll teach you so much by yourself. It is teaching me

**Jen Marples 28:07**

it is a journey. So let me change it up a little and ask you this question. What do you think the biggest challenges are for women at midlife?

28:17

Yeah, you know, I think that I think being a parent is a huge challenge for women in midlife, that's probably one of the biggest challenges if you don't have kids, it's a little bit of a different experience, because you're not being pulled in that really deep direction in both ways. So children are definitely a challenge. I think that other than that, it's mostly all upside. I think that they're obviously women have their we have a long way to go. And that is a challenge. I definitely like to acknowledge that that's a



challenge. But I also never let it influence like what I do, I will push or take a call or you know, ask for anything. And it still sort of surprises me when all of a sudden I'm just like, oh, this I'm having a challenge because I'm a woman. That always still shocks me, because it's so surprising to me, because I don't think of anything in that way. But I definitely think that women, you know, have yet to really be appreciated for their full potential in the professional realm. I do think I was listening to your podcast with wind power. And I do think that women in midlife are extremely good hires and extremely good entrepreneurs. Because we have we've made a lot of mistakes, and we know how to avoid them now. And that is like I see that all the time with younger colleagues of mine, where I'm like, Oh, you haven't made all the mistakes that I've made yet. That's why I've already made all these mistakes. I've already done all these things, you know. So I feel like it's a lot, we have a lot of advantages, with still sort of holding that there are a lot of challenges. But I see a lot of advantages.

30:11

Do you think women can be successful in the second half of life?

30:14

I think it's undeniable, we really do have so much more experience, so many more skills, it's kind of inevitable that more women will be in leadership positions, because good work is Good work, good experiences, good experience, smart women, it's a good bet to make. I would bet on middle aged women, for sure. I think it's good business. And that's why I think that it's possible to be successful, and they will be more and more increasingly successful.

**Jen Marples** 30:50

I'm glad you said that. It's good business, because I feel like sort of the men life woman or just middle aged in general, you know, there's ageism in the workplace, that it's the last sort of ism that hasn't been attacked, we've gotten worth everything's Equal Opportunity except where it comes from this. And it's the old adage, it's, you know, probably what you're going to lensing. It's the old white men on Madison Avenue, kind of say, like, you're just were put out to pasture. And I love that you said it's like it's good business. Because we've been around the block, we're smart. We've had myriad experiences in either raising families, different careers, and all of this, and you just come with all this gravitas and all this knowledge, women aren't going to be wasting time. We're smart, we get it done. And we are good leaders, and we help the next generation come up. So there's, it's only good from here, and we get women in leadership positions. So we're going to keep on going this event, this gets me all pumped up. So I'm so glad you said it makes good business.

31:51

Oh, yeah, it's a good business decision. You know, I think the question comes down to like, would we bet on ourselves, and I look around, and you know, what, I bet on you what I bet on my female peers, compared to my male peers, or maybe my younger colleagues, who would I want in charge, maybe at my company, and it's, you know, I'm a business woman. And I would make an educated decision. And I would bet on myself, or I would bet on you. And so in that way, if you're really being objective about it, it's objectively a good decision. And I just think that, you know, there's so much creativity, and I'm seeing so many women that are inspiring me, and I'm seeing so many women supporting other women.

You know, that's what I think is so great about this podcast, is really finding those opportunities to support each other knowing that it's like a good bet to do so.

**Jen Marples** 32:54

So glad you said that. And that's one of the things I talked about all the time. It's just women supporting women, we have to, we absolutely have to, because if we don't, we're just hurting, we're hurting our own self. It's just it doesn't make any sense not to because one will say it again, it's like when one of us rises, we all rise. If Jamie can do it, I can do it. And somebody else out there can do it.

33:15

It's just the truth. You heard it here, first guys. Gals, I

**Jen Marples** 33:18

should say. What would you say to the woman out there who's on the fence who's thinking about wanting to start something and or she's taken some time off? And doesn't know where to begin? But no, there's something she needs to get going?

33:31

Yes. So I think this might be a surprise to you, that what I'm about to say. But I think that having gone through this, you know, that moment where I was, you know, the spa director at my last spa, and I thought, Oh, I might die here. I think what I would like to tell that woman is there are many paths. Entrepreneurship is one path, and it's a really, really rocky road. I would like to tell her, but she wouldn't listen. What people told me is that it's harder than you think it's gonna be. And I was like, yeah, yeah, yeah, yeah. I hear you and I'm going down this path, then what I'd like to tell women and other women is there are many paths. And so really tune into what the right path is for you. And entrepreneurship is one part time entrepreneurship is another where you start maybe something that is really rewarding, but you still maybe work in the workplace or not choosing it, even though I think you really need to tune into into the drive. I sort of at the time when I started, my company felt like I might die unhappy if I don't do it. And I think that's just a little too limiting, you know, in the sense like, I didn't have to do this, and I still could have been really happy unfulfilled. And so I would say there's just many paths and really tune into what is the right path for you.

**Jen Marples** 35:06

That's really great advice, because I know this is a podcast that features female entrepreneurs, but we're getting into the the juice because we want people to make informed decisions. And you know, my goal genius will all the women's goals that I've interviewed are for women to rise up and be strong and be whoever the hell they want to be in midlife. So it could just be if you are working your nine to five, you're pursuing a passion, or you're crazy, like Jeannie and Jen, and you're like, I'm going to do it, and I'm going to work those late nights and all of it be damned then be like us, or, you know, be a lawyer by day and you know, teach music lessons at night. Whatever it is, there isn't I think this is the through line with all my guests is that there's not one path, it's figuring out what's right for you, and only you, and who cares what anybody else thinks, for sure. Here's one of my final questions for you before my final finals.

36:01

What do you wish for women at midlife, I truly do wish them the ability to sort of have it all have a family, have professional success, and to have personal health and well being. And really to be able to experience all of it. I think it's all possible. Like I said, I think it's hard. Nothing is easy. One of my best friend's she does something totally different than me. And we were talking and you know, we were talking about the differences in our lives. And she's like, you know, Jeannie, it's just all hard. And if you just accept that, hey, it's all hard, then you can just accept that. It's hard. But what you're working towards, is intentional. And so I wish for women to be able to, to master that and to approach it with the intention, the sort of reverence and intentionality that it deserves. And that all of this is possible, and we can work at it.

**Jen Marples** 37:08

I love that being intentional, says basically just being present for your life and knowing what you're working towards. I love that. I love that. So a couple final questions. I asked all my guests, do you have a favorite book or a resource you would like to share with everyone?

37:24

Yeah, I think one of the things that I love so much is loving. What is the book by Byron? Katie, have you read that?

37:33

It's on my desk.

37:35

It's on your desk? Wow. I'm not kidding. She's fabulous. Yeah, she, I mean, I've met her a few times now. But you know, as an entrepreneur, you end up doing a lot of thought work. And when I first was introduced to Byron, Katie, I thought, oh, my gosh, this lady is crazy. This, I don't even understand this. And about 10 years later, this is a long time ago. But it really has changed the course of my life to kind of understand, I can't I don't practice it well at all, but to understand the practice of loving what is. So it's a really good one I love one of the things that I did on that. Two and a half, three hour commute every day, three days, five to six hours, was listened to some books, some audio books that really helped me and one of the ones I've listened to over and over again, and I sort of feel like my life is better every time like when I'm listening to it. It's almost kind of magic is called The Big Leap by Gay Hendricks. It's a good one. He narrates it himself. And it's kind of a good reminder of what's possible. And it's about transcending our limiting beliefs. And, in fact, I got to put it back on and listen to it in the car, because it's a good one. Oh, I'm

**Jen Marples** 38:58

gonna get that one. That sounds amazing. So we've all got those limiting beliefs, no matter how much work we do. So I can see we listen to it time and time again. Do you have something that you rely on daily, like a ritual or a practice? Whoa, you know, I rely on CBD

39:14

a lot right now. Through the pandemic. It's not really a ritual but it's something that I've really found you know, has really helped me I don't take any any sort of medication or anything but we sell Juna CBD beauty heroes, I've tested so many products, and it's been it's been really the product that's worked the best for me. And it's, it tastes beautiful, organic regeneratively grown hemp and it's been a really great product. And I also take some flower essences that are really supportive. But besides that, I focus a lot on sleep and getting a full night's sleep. That's really big for me and meditation is not a day We practice but as much as I can, and as much exercise as I can. Great,

**Jen Marples** 40:05

I'm going to have to do some shopping and beauty heroes when, when we're done with this

40:08

DVD I'm in. Yeah. My final question for you. What do you think the best thing is about being an in

40:17

life? You know, there's a lot of good things. But as I said earlier, like you've made the mistakes, you kind of know the pitfalls, I feel like, you've definitely, you know, we've definitely have so much more knowledge and intuition. And one of the things that I think is so important for women, as entrepreneurs, as we go through this, there's a lot of competing voices. And there's a lot of competing influences. And it's to listen to that little voice that we all have, and really listen to it. And I don't feel like that voice came to me. It wasn't really truly identified, until midlife where I was like, Oh, that's my voice inside of me kind of telling me, you know, don't do this, do this, this feels right for you. This doesn't feel right. I can, you know, and that discernment is so incredible. If you can tune into it more and more and more like the more you tune into that. And I don't think that common is until mid life. So it's a really cool gift that sort of like arrives at some point where you're like, Oh, I'm here alone with myself and I have I have a counselor right inside my heart and my head and my body.

**Jen Marples** 41:30

Oh, I love that. That just gave me chills. It's all within us. What a great way to end. Well, my final final question for you is where can we find you and support you by all the things that beauty heroes? Yeah, so great.

41:45

Yes. I mean, we are at beauty dashi rose.com. And like I said, we have our monthly subscription and our online store with beauty, lifestyle wellness products. And then for local people, Nevado that right on Grand Avenue is our store. And we are like so excited when people come in IRL, we really look at us as not just a store, but really as a discovery platform and a way to educate and help people find what will really bring value to their lives. It's really not about selling a new eye cream, although I think that's wonderful. There's so much more that we hope that the company means to people and what they discover with us from really truly the over 110 of the best brands from around the world.

**Jen Marples** 42:34

Amazing. I'm going to link all that in the show notes for you guys. Jeanie, it has been an absolute joy chatting with you. Thank you so much for being on my show. And I can't wait to see you IRL very soon. Yes,

42:45

yes. Thank you, Jen.