

Level 2 Meeting - February 1, 2022

Paola Paltani:

She is not so good.

Janet Roark:

Okay.

Paola Paltani:

Okay. I share my screen?

Janet Roark:

Sounds good.

Paola Paltani:

Thank you.

Janet Roark:

All right. Beautiful. We got it.

Paola Paltani:

Okay. Here we go. So my case study is about Tofi. Tofi is 11 years old, European sterilized cat. She weighs 5 kilos and the owner called me because Tofi had a severe case of anxiety. It was May 27th. As soon as I was there, the owner just... Sorry, I just... Move here... Explained me that four years ago, she get unfortunately divorced and with Tofi and the other four cats. She went in that house, which is a new house. And since then, Tofi used to bite and lick herself. And so for the first four years, she had cortisone, but now it was no longer working.

Paola Paltani:

And the only thing that the vet could offer was something even more heavier than cortisone. So the owner, decided to look for a more natural approach and she found me. I hope you can understand my English. Tofi lives in a multi-cat house and the first time we met, she was so sweet and we fell in love immediately. I could do easily a self-selection with her and the oils that I use for the self-selection were copaiba, Calmer, lavender, Balance, Adaptiv, Serenity, and Console. Okay.

Paola Paltani:

The suit also had to be used because after the vet, she stopped cortisone and the vet wasn't give anything new to try. She stopped and the owner found out that for now, the solution was to buy her this suit to prevent licking but she couldn't prevent it. As you can see, she used to bite it in order to lick her skin and she had so many bleeding spots and her belly was completely bald. And the suit had to be changed at least twice a day.

Paola Paltani:

So here's Tofi. After a month, the owner decided to use only Calmer because she wanted to go very slowly with Tofi but with Calmer applied topically twice a day, Tofi was not improving so much and so she called me and asked me to talk to the vet to see together if we could talk and could find a different

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solution and the only thing we could find together was to give a try to CBD. And that CBD, that was a bit expensive and wasn't sure that it was working.

Paola Paltani:

But as you can see, the first time the owner gave her one drop of this CBD, she immediately sent me this photo, and she said, "No, no. I won't give her any more of that because Tofi is changed. She's completely lost. She's confused." And so finally, the owner decided to give a try to lavender, and that lavender was really the first oil that I... Sorry, I saw Tofi was looking for lavender and I was really waiting ...that she would decided.

Paola Paltani:

Okay, so here's Tofi and the protocol was Calmer topically twice a day. Lavender diffused all the day, 24 hours a day. I bought for her probiotics and digestive enzymes from UK, from Dr. Mercola. And we found Grizzly in Italy and I suggested to put the manuka honey directly on the skin when they were a lot damaged for overgrooming and colloidal silver to infected area. So Tofi started to stay... I think I should go...

Paola Paltani:

Here's Tofi. She was really improving. I really couldn't believe it. I was so impressed. And I said, "No, no, no, no. She did something different," but because in two months... And believe me, she was really bad, the state of Tofi was really hard. I thought it would take a long time to heal, but I was very impressed with myself because with lavender diffused 24 hours a day, she was doing really great.

Paola Paltani:

She started seeing a few hours without the hated suit and her self-esteem grew every day more and she used to stay very close to the diffuser and she was changing. So, the new Tofi. Little by little, she was healing. Now, she's the boss in the house and her favorite job is to steal food from everyone. And she's completely... Unbelievable, but completely fine now. Okay.

Janet Roark:

Awesome. That is such a good case, Paola. I think you did a great job by the way. Good job. Oh no, are you frozen? Are you still there? Paola? Am I frozen? That's the thing about Zoom.

Speaker 1:

You're not frozen.

Janet Roark:

Oh, it looks like Paola's frozen. Oh no. Now she can't answer our questions. Well, Paola, if you hop back on or watch... Oh, there you are. You're back. Let's unmute you though. Can you unmute, Paola?

Paola Paltani:

Hi, Dr. Roark. Sorry. I lost you.

Janet Roark:

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It's working. It's working. So very good job. Very good job. Very good case with a cat that had some skin problems as a result of the anxiety. You're very funny and your English is excellent by the way, so you don't need to apologize for that. I think everyone understood you very well and everybody's saying great job. That's an amazing story. You were really able to change that kitty's life because of what you recommended and I hope you charge accordingly. So really good job. Does anyone have any questions for Paola? I think your oil suggestions, the oil selections for self-selection were very good. Oh, Jackie is asking, "How did you apply the honey? Did you cover it up afterwards after it was applied?"

Paola Paltani:

Okay. She applied directly on the spots and yes. It depends. If she was very, very, very anxious, she put the suit on. If not, she left it like that and she licked a bit, but it could work, but she didn't use it a lot.

Janet Roark:

She didn't use that a lot. It was mainly the lavender diffuse that made the really big difference, right? So really, really cool.

Paola Paltani:

Yeah. It's incredible.

Janet Roark:

Incredible. It's amazing what one oil can do. Especially as we learn more in level two, we might want to do more with our new found knowledge and maybe use multiple oils, but sometimes, just one oil in is enough. And it's so common and I don't want you guys to ever forget about lavender, because it can really make a big difference, especially in these really anxious animals, these really stressed out kitties.

Janet Roark:

And remember it's an antihistamine too. So not only does it have the sedative properties, but it also has those antihistamine properties, so it's a great one in cases like this, where there's some self-mutilation because of anxiety where there's skin problems as well and possibly some allergy problems as well. So don't forget that Paola also added in some supplementation to help support the digestive tract as well.

Janet Roark:

Very important to remember in skin issues, so I think this is a really great combination of supplementation plus essential oils. And I love that the veterinarian recommended CBD, which is really common in the United States now as well. A lot of veterinarians are getting on board with CBD, and that's awesome. Just remember CBD is the gateway to essential oils, so we can usually get owners on board if they're veterinarians recommending CBD, we can often get the veterinarians and the owners on board with essential oils as a transition.

Janet Roark:

So a lot of those things that Paola did was very excellent. So any other questions. Segal is asking, "How did she know to choose the combination of supplements? It seems like you went with a combination of physical and emotional and wanted to address it holistically." Well, I know the answer to this. Do you want to answer it, Paola? Or do you want me to answer?

Janet Roark:

Oh, I think she froze up again. Okay. Paola actually reached out to me and she's also been in the membership group for a really long time, and so she used a little bit of it based on recommendations in the membership group and did reach out to me to see if that would be a good combination and I basically just said yes. So she came up with it. It was a good combination of skin... Just the general recommendations for digestive support that we typically recommend for dogs and cats and a really interesting, good story. Let me see.

Janet Roark:

Evelyn says, "I'm very cautious about other oils, but find that using single oils and especially lavender, the results are very good. Only my one dog hates lavender." Yep. And you will find a few aberrant results like that, that don't like lavender, and then you just use one of the other ones instead.

Janet Roark:

That's why we have so many combinations that we cover in level one. Yes, Margie, so really another anxiety issue was due to the change of environment. Right. And that's why she included that in the history. So this cat, the owner had just gone through a divorce. Well, not just, but had, for about four years ago, gone through a divorce and had moved, had four cats in a smaller apartment, so a lot of stresses associated to with that. But she's been struggling with this problem since then.

Janet Roark:

And so lots and lots of other things going on besides that triggered this anxiety response. The self-mutilation type response for anxiety. Okay. Yes. And magnolia is a great option. Roman Chamomile and petitgrain is another one. Don't forget about petitgrain guys. A lot of dogs really like petitgrain. Heidi, "I have a manuka honey for wounds. Instead of manuka honey, could manuka oil be used topically?" Yes. Yes it can, but there's a lot of properties of manuka honey that the oil doesn't have, so do not disregard manuka honey, because manuka honey has a lot of good properties from it being a honey specifically.

Janet Roark:

Okay. Lisa, "I have a question. Do you know if the TerraZyme just brought out in Australia's okay for dogs? There's a couple of different ingredients." Lisa, yes, it's fine. I either addressed it two weeks ago in here or I can't remember if it was in here or in the membership group, but somebody asked about it and it is totally fine. Yep. Yep.

Janet Roark:

Just a couple of different sourcing issues. I think you were the one that asked it, Lisa. Well, I think I talked about it either in a post or in the weekly meeting. I don't remember. I've slept since then, Lisa. Come on. You know how many of these I do every week. Okay. I love you guys. No, seriously. E did you have a question? Did you want to unmute and ask your question?

E:

Hi. Yes. This is completely off topic from what we were talking about, but first of all, thank you for having Dr. Z. That was really awesome and informative.

Janet Roark:

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Right? Who here, just in the chat, just talk about how awesome Dr. Z is. I know Stephanie was like, "Sorry, Dr. Roark. I like him better than you." Who here got his book? I got both copies. I got a spiral-bound and the regular-bound one. I like the spiral-bound because that'll be the one I highlight and write all over. I'll probably have him sign my other one.

E:

If I ever run into him, if I cry, then I'll let you know. But I think...

Janet Roark:

He often comes to convention. He didn't come last year, but he often comes to convention and signs books, guys. So if you're...

Speaker 2:

The year I met you, Dr. Roark, at convention, I missed him by just an hour because my flight was so late, I couldn't get in.

Janet Roark:

Oh man. But he is pretty amazing.

Speaker 3:

I bumped into him at Aroma Tools at one of the conventions.

E:

Dr. Z... My question about the whole Dr. Z thing was, how do you... He was saying that he does all sorts of oils and that he isn't... Not really into MLMs, and I just want to know how you feel about that and about how he was suggesting not to ingest yarrow but we're told to ingest yarrow and have the yarrow capsules, and so I was just wondering a little bit where your thoughts are on that conflicting info?

Janet Roark:

Yeah. Does anybody here know why? Why doTERRA's yarrow is okay to ingest, but others are not. That's a specific brand question, but I'm going to go there because we do have a lot of doTERRA people.

E:

Because ours is tested and pure.

Janet Roark:

There's a lot of other oils that are tested and pure, so that's not the only thing. So, does anybody know? Come on guys, they talked about it. This is common knowledge.

Carrie:

So I think doctor-

Speaker 3:

It has to do with chemical make up.

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Carrie:

Yeah. Dr. Roark, was it... It was something... Oh gosh, my memory, but it's like, yarrow is actually toxic, but doTERRA removes the toxic element from it.

Janet Roark:

You're on the right track. Do you know what the toxic element is?

Carrie:

I don't remember what it is, no.

Janet Roark:

Does anybody remember? Carrie's on the right track. I mean, she gets the gold star for today since no one else knows or pays attention apparently. I'm going to tell you it was on one of the science days during convention that they talked about it. So I know that was before we had AASC and you guys learned all about the chemistry and things like that.

Janet Roark:

Steph's going to be like, I'm going to pull you. We've slept a few years since then. Yes, I know, but this is very exciting. No, the only reason I know about it is because I was so excited about it. So the difference between yarrow, yes, it's blended with pomegranate seed oil. Okay. So the that's the carrier oil. So it is a blend. Yes. So Audrey looked it up while we were going probably.

Janet Roark:

So thujone, or thujone, sometimes it's pronounced that way. So thujone, most yarrow contains high amounts of that and doTERRA's has none, which is why it's okay to be ingested. And it has to do with sourcing more than anything. And of course, they test it to make sure it doesn't have that. So that is why yarrow typically cannot be ingested, but why it's okay for that particular brand of yarrow. Now I don't of-

E:

Awesome.

Janet Roark:

Any other brands that do that or have that so it's just really important to keep that in mind that that particular one is okay.

E:

I kind of remember that being talked about now that you say it, but I did not remember it at all. So, thank you. So then, about the whole MLM thing. Is that just because he can't be married to a brand he's all encompassing? Or how do you... Yeah.

Janet Roark:

Yeah. It's a combination of things and I'm trying to... All right, you guys, if I tell you this, I need this to stay in this room, okay? And never, ever leave because it's not my story to tell, right? But Dr. Z and I are

friends and I don't think he would mind me telling you. So Dr. Z actually used to use doTERRA oils and loved them and sold them.

Janet Roark:

And then he got connected to Dr. Axe. He actually helped Dr. Josh Ax with a lot of his marketing and online stuff and started learning more about that side of things while he was finishing up his chiropractic school and that sort of thing. So he helped Josh a lot, Dr. Axe. And Dr. Axe also was a doTERRA person. If you actually go back to some of his videos online, you can actually see he has a great video about Lifelong Vitality Pack actually and some of you may have seen that.

Janet Roark:

And for those of you that are not doTERRA, feel free to just come back in five minutes. This is very much a brand discussion. So both of them were actually doTERRA, and then when the FDA brought the hammer down in, I believe, 2016 with compliance and what certain claims different wellness advocates were making in their company, they came down hard on several different essential oil companies. I think big pharma was really pushing that agenda. Quite honestly, I don't know all that, but I do know that Dr. Axe and Dr. Z were two... And there was a couple of other big names out there in the essential oil world that they were like, "You need to cease and desist. If you are saying that essential oils can be used for cancer, you absolutely cannot be a wellness advocate." DoTERRA couldn't take on that liability, right? And-

PART 1 OF 4 ENDS [00:23:04]

Janet Roark:

doTERRA couldn't take on that liability, right? And so, because their business was growing, they decided to go non-branded. Both of them actually. Dr. Axe did and Dr. Z kind of separately. They had separated at that point. So they decided to go non-branded and I believe Dr. Z actually gifted his membership or something to his mother or mother-in-law or something like that, but I honestly can't remember. He told me at one point, but that is why. And he also wanted to reach a wider audience, right? He didn't just want to reach one brand of people. There's a lot of other brands out there. And he and I were actually in aromatherapy school at the same time, actually right after that had happened and with Sylla Sheppard and Nisa Sheppard at the Atlantic Institute of Aromatherapy. And they were really anti MLM and that sort of thing.

Janet Roark:

And the reason why here, this is for everyone now. Now the reason why a lot of aromatherapists out there are very anti MLM or anti network marketing in general is because a lot of the people using essential oils and teaching people about essential oils are not trained in using and training people on essential oils. I mean, we can all agree that that is definitely happening right now, right? I see it all the time where people are misusing their oils and they're not diluting properly for their animals and all of this stuff because of their lack of education. It doesn't mean that they're bad, but it kind of disqualifies some of the very extensively trained aromatherapists that know the chemistry and know the science and have delved into that. Like you guys have paid a lot of money for this education and these resources and that sort of thing.

Janet Roark:

So Jackie, MLM just stands for multilevel marketing and it's just like network marketing basically, or direct sales where you can actually earn money for selling essential oils. So yeah. And that's why there's some stigma around that in the aromatherapy circles. Now, I'm a big advocate for network marketing companies in general, because especially in the essential oil world, they are the ones that are making essential oils more mainstream, and they're really pushing natural health. And they're the ones that are fighting against big pharma, which these little aromatherapy circles, they just don't have the money or the influence or anything. And a lot of these folks are growing their own herbs and then distilling them themselves, which we talked about that in level one. The lavender in Texas is not the same as the lavender in France and Bulgaria.

Janet Roark:

And so, it's really nice to have a big company that has all this influence and has the resources to be able to import directly and work directly with farmers and import large amounts of essential oils in a safe and effective manner. But it is this controversy that's out there. And so Dr. Z has to remain neutral. He has to because his purpose in life, other than serving God and telling people about Jesus is to help people live their best life using essential oils. And if he talks about brands, you know how brands... People get mad about what peanut butter you use? Like if I'm a Jif girl, all my Skippy friends are going to be like, "Whatever, we can't be friends."

Janet Roark:

And especially in this cancel culture that we're in right now, where if you say, "Oh my gosh, by the way, I'm a whatever," name your political party. Guess what? Half of your friends are no longer your friends. And I don't know why it's like that now. It's never been like that. I don't like to be like that because I'm like, I like to have healthy discussions with people and I like to stay kind of neutral. And if I feel strongly about something, it's usually making sure you don't hurt an animal, which is like, everybody can get on board with that, right? But so it's like, I don't know if I answered your question, E. I just went off on a total rabbit trail. Sorry.

E:

That's it. I know that Dr. Axe... His mom still has a big doTERRA team.

Janet Roark:

Yeah. I think they gifted their memberships to their moms is what they did, is what I'm pretty sure they did, which they can do because it's like, there's no conflict of interest there, right? So obviously if it was his wife doing it, then there would be a conflict of interest because of the spousal situation. But so I'm kind of missing the chat, but did I answer your question E?

E:

Yes, you did. Thank you so much. I just wanted to make-

Janet Roark:

So meanwhile, Dr. Z he's neutral. He's non-branded. He preaches non-branding so that he can say things like myrrh and frankincense helped my friend with cancer publicly.

E:

Right. Okay.

Janet Roark:

So, that's why he does that. Now we can't do that. We have to follow the company rules, as far as that goes. And we have to be really careful because the FDA doesn't go after the little... The FDA wouldn't go after me. They would go after the oils that I'm promoting that kind of a thing. So, okay. Yeah. I do try really hard, but that's kind of the person I am. I don't get super worked up about stuff unless an animal is getting hurt. Then I'll fight you. I'll fight you.

Janet Roark:

Yes. Big pharma is such a monopoly and they're very wealthy and they own the lobbyists that control the politicians, which control the laws. And it's just this horrible thing anyways. Audrey says, aromatherapists also believe it's irresponsible for us to suggest internal use of oils. That being said, yes and no. Sylla and Nisa, the Atlantic Institute of Aromatherapy, which is where I did my aromatherapy training. They actually do promote internal use of oils in some cases. And that is why I actually went with them for my training. Hold on one second.

Janet Roark:

Hey Babe. John. John. Okay.

Janet Roark:

I'm like, just let him outside. Someone's feeding the horses and so they're like, "Oh, I have to tell everyone, the whole world that someone is feeding the horses." So my special, special boy. That's Myles, my what? What is he? A Pit Bull, Chihuahua, German Shorthaired Pointer, super mut. Oh my goodness. Okay. Sorry about that guys. Let's see. Yeah, it does need to be pure. That's true. Debbie says, Lisa, we at Young Living are told wintergreen and birch are toxic to dogs. Yep. And there's resources out there. Each company has their own and doTERRA has the veterinary advisory board. I believe Young Living has a veterinary advisory board as well. So they're doing their due diligence. Yes. Big pharma provides 70% of the FDA budget. Yep. And they do all their own safety studies, which it's okay for them to do it, but it's not okay for anyone else to do it that way. Goodness gracious. Okay. All right.

E:

Can I ask a question about the talking about big corporations doing their own testing? And if we've talked about it, excuse me, but didn't Purina put on that big test about the whole foods with not having taurine and grain-free foods causing the DNC, all that.

Janet Roark:

Yeah. So taurine, they don't even say grain-free anymore. So as of this really in the last few months, I know for sure they're not saying grain-free foods cause dilated cardiomyopathy. They're saying taurine deficient diets cause dilated cardiomyopathy, which is true. So they were saying there's a correlation between the grain-free foods, but it's not really that it's just that some of the... But yes. Yes, there's some information about that in the membership group. I'm not going to go off on that little tangent because there's a lot of questions that we do need to answer E so I'm going to move on to the next person if that's okay.

E:

Thank you.

Janet Roark:

All right. It's somebody, Bonnie I think. Who is it? Oh, Okay. Bonnie, can we use our own pets as case studies? Yes. 100%. I don't want you to use all of your own animals because the whole point of doing case studies is to learn how to do this with other people's animals, because that is part of the process, right? That's part of what we're learning. But yes, if you have an animal that has an issue, that is your own animal, absolutely. Absolutely.

Bonnie:

Okay. The reason that I asked is, I don't know if you remember from level one about, I had brought up my dog with kind of his respiratory thing and it's gotten a lot worse. And so we're actually going to Mizzou next week for two days of testing.

Janet Roark:

Okay, good.

Bonnie:

Because they're trying to figure out, they're going to do a lavage and a videoscope and all this to figure out, is there bacterial infection in the lungs? They're already seeing some hardening of some of the respiratory tracts. And so they want to make sure that there's not an infection involved before they do more steroids. And then also to rule out if reflux is a factor. So I've started him on a homemade diet and probiotics and the enzymes. And then I just wanted to really go through the book and look at what results we get from that and then figure out if there is an infection, then do our oil selection from there.

Janet Roark:

Yeah. That's awesome. That'll be great. That'll be a great case for sure. Okay. Okay. Steph has a question. Sorry I'm chewing gum you guys. Let me spit it out. I know that really annoys some people. I've had actually people message me and be like, "Why are you chewing gum? It's so unprofessional." Sorry, sorry. I like to chew gum. It helps get my sweet tooth so I don't eat so many sweet stuff. I know I've had people bring it up and forget to ask when we're here. Are we allowed to refer to ourselves as animal aromatherapist or do we need to refer to ourselves as animal aromatherapy specialist? You can call yourself animal aromatherapists, okay. I did a trademark search and it's not trademarked, so we can totally say that.

Janet Roark:

And I might actually trademark it just for fun. I actually don't know if I can, I have no idea how to do that. But as you guys know, I'm a pioneer and I tend to just learn how to do things as I go sometimes. So we're going to just go with it. And apparently I might be a trademark expert by the end of this. So I actually have a friend who works in patent law who's a lawyer. And he's in one of my Masterminds, and so I might actually do kind of a consultation with him and see if he can help me with some of that. My husband has set up a trademark before as well. And so he kind of knows the process a little bit, and so we might actually do that. In which case I hope we'll be able to call you guys animal aromatherapists.

Janet Roark:

But I don't even know if it's something that can be trademarked, because it's like a general term. But all right, I shouldn't have told you any of that, but all that to say Steph that yes. You guys are getting some information tonight that...

Steph:

There are so many secrets I have to remember.

Janet Roark:

So many secrets. What is with all the secrets? Today is all my secret telling day apparently. Oh my goodness gracious. All right. So many hands are up. I see your hands. I am going to get to the posted questions so we do not forget those. And then we'll stay here as long as we need to, to answer your questions. So let me share my screen guys. Crazy. Does it count as a case study if we aren't doing the whole self selection but using a recipe from you that we had to alter slightly? You will get points off if you don't do self selection at all. So you can do self selection and still use a recipe guys, but do the self selection. Okay. If you're using it as a case study.

Janet Roark:

So Djmalia had our last one. So honey you had a question for the cancer session. Obviously I didn't see that, but I have a person with cancer in the small intestine. They can only make life prolonging treatment. What can we do with oils in such a case? So definitely check out the protocols in Dr. Z's book. And definitely I believe we can download that protocol. So I don't think we've done it yet and posted it in the thing, but I will absolutely post it on the membership portal or on the portal in the level two portal.

Janet Roark:

The website for that was EO Apothecary that you can definitely get that to. All right. Penny, I'm not 100% sure I understand your question here. No. The one who is having methotrexate pills once a week, it's recommended to stop the rate of cell division in psoriasis. Is there a treatment that is a cure or a lifelong treatment? So psoriasis is a complicated situation. You have to address diet with psoriasis a lot of times. Often gluten or dairy are the culprits. And so you can actually stop those and see if it helps. And there are definitely some oils that help like lavender, Roman chamomile. Anybody else have a good psoriasis recommendation? Go ahead and pop that in the chat.

Janet Roark:

Sarah, I have another horse with allergic problems, 11 years old. He changed environments one month ago. He's on antihistamines, Zyrtec. Without this therapy he breaks out in hives. Blood work is bad. Maybe for steroid medicines he's used, the owner wants to use natural solutions. He's on 90 days, optimize equine testing and supplements Cell Wellbeing. I'm studying this nutritional program. I didn't know about it. I actually don't know about this program. So I don't know if I'll be able to comment on it, Sarah. Now the horse is on step two of the day 40 of the program. I suggested to start self selection with lavender, lemon, peppermint, copaiba to use internally, as you suggested for my other horse case study. Question, is it better to start the internal use and a capsule of essential oils as soon as possible after the self selection, or is it better to wait until the end of the 90 day program? Thank you. So I'm guessing that this is kind of an allergy diet protocol, in which case I would stop everything.

Janet Roark:

So usually with those types of diet changes, the 90 days, I would do the full 90 days. And then if there's still no change or if he's still having problems, then add in the oils. That's probably how I would recommend it for food elimination diets as well. But I have had people not follow those recommendations and still do the oils and it's still awesome. So, I hope your dog can get better soon too, Bonnie. TerraZyme, yeah. The digestive stuff is really, really important. So honey, for psoriasis we have quite a few recommendations: helichrysum, cypress and an Epsom salt bath. Yarrow pom is real only good for psoriasis and TerraZyme. TerraZyme is actually excellent for psoriasis, that digestive component. And then of course, lavender. Lavender, tea tree oil, if it's a human.

Janet Roark:

Okay. Elaine says, "Hi Dr. Roark. It looks like one of my questions I asked yesterday did not appear on here, so I'll ask a second time. It's about a young Savannah cat who is in direct contact with her human mother just after she applied the deep blue cream on her skin. The cat began to hyper salivate, was agitated and seemed confused. The question is, I know the potential toxicity of wintergreen, camphor, and peppermint with cats, but what should I recommend to those? Is the potential intoxication the same as ingesting Ibuprofen with cats or ingesting a safer NSAID like Meloxicam. Certainly that peppermint and camphor is really irritating for the mucus membrane, respiratory and digestive. But what about wintergreen? I was just informed this poor cat died during the night and the emergency service, the emergency vet thought about feline infectious peritonitis, the dry version. Do you think the direct contact with deep blue is a link to the death of the animal?"

Janet Roark:

The only chance of that happening is if the cat was actually having an allergic or anaphylactic reaction to something in deep blue, which is possible. It's not entirely unheard of, but it's super rare. I've never actually heard. Usually it's like they hyper salivate like that and then once you get them some fresh air, they're fine. But if the cat ingested a bunch of it, then absolutely that's possible. What should my future recommendation be for cats in contact with potential toxic essential oils such as wintergreen, birch, nutmeg, et cetera? So the main thing is you don't want them to ingest it. You don't want to use that topically, but certainly just having the owners put it on topically. What I usually recommend is that they put it on topically and then cover it up with some clothes.

Janet Roark:

So the animal can't lick it or that it's not quite so strong for those particular animals. So, that's my recommendation that I typically do. That's my general recommendation. So all right. That is the recommendation on that one, but I know lots and lots of people that use that around their cats and have had zero problems. So, oh, those are older. We've already done those ones. But FIP is just very, very deadly. So it's quite possible that it was just the FIP. Oh, that's it for today. Okay, cool. So let me go stop my share and see your guys' beautiful faces again, and start answering some of your questions. Yeah. Yeah. Yeah. So Terry has a really good comment. So I think this was likely horrid timing, especially if the vet diagnosed FIP. In my grief therapy, we've seen lots of these couplings, and that's basically the idea that people want a reason for something bad happening.

Janet Roark:

And so they reach for something easy and essential oils are an easy thing to reach for with animals because of all the negative press that they have around using them around animals. So for example, I have, not a client, but a client's client who used some oils on their little Yorkie and then the next day the

Yorkie didn't make it. So, the Yorkie actually passed away. Now why were they using the oils in the first place, right? So the first place was, well, the dog had really bad cough all of a sudden. And so they started using it. So was it the oils? I can't say for sure, but they were using the oils because of something that was already wrong with the animal. A bad cough in a Yorkie could be collapsing trachea, where they're not oxygenating effectively. Absolutely could be heart disease and...

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Janet Roark:

Effectively, absolutely could be heart disease and heart disease can get bad, real fast and even overnight, if the dog had a heart attack. So I mean, so was it the oils? Probably not. They want something to blame. That's fine. But let's not associate things that aren't really actually associated. So that's the other thing, and then the other thing is when people try to pair essential oils with animal injury when it's been like two weeks since they used that oil. I had somebody contact me because they diffused an oil for like a year, but it's been over a year since they diffused an oil and then the animal got sick and they were like, could it be because I diffused? I'm like, that was a year ago. No, it's out of their system by now. Come on. Of course we all know that, these are real fears that people have and so it's our job to be compassionate and kind, and not sarcastic.

Janet Roark:

I can be sarcastic with you guys because you get it but I was just kind with that person and I'm like, no, it was not associated. I'm really sorry that you're going through this and all of that. Just bad timing sometimes and they want something to blame. So they will often reach for essential oils and even vets will do that because they have people that want an answer and so you're like, well you probably shouldn't have used the essential oils, and then the people here essential oils killed my cat. Right. All right, Audrey, go ahead. Yeah, unless it was fake essential oils, in which case it absolutely could be the culprit.

Audrey:

Mine is a quick question. Ringworm, cats, gave her essential oil ideas, how to mix it, all that kind of stuff. And another cat got it, went to the vet and now this cat has ringworm. Doctor gave her miconazole once daily for that kitty with ringworm. She wants to know if she can use both together. I don't like putting oils on top of topical synthetic meds because of possibly perpetuating any yuckiness in the synthetics. Can she use the oils in the morning, the prescription at night? Should I just tell her to use one or the other?

Janet Roark:

Yep. So I would just give her the options. Just say, well, you can just use the medicine, you can just use the oils, or you can do one in the morning, one at night and just make sure it's clean before you apply the oils. That's what I tell people. Then it's their choice and a lot of them decide to just use the oils. Some want to use the meds for a few days and then they give up on the meds and want to switch to oils but those are the kinds of options. I'm definitely for topical application of medications, I don't like doing them at the same time and definitely not at the same time in the same location.

Audrey:

Okay. Thank you.

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Janet Roark:

But if it's an internal pill then absolutely I'll use them all day long with internal use. Good question. Regina, did you get your certificate?

Regina:

I don't know. Maybe it's in my email. I haven't checked.

Janet Roark:

It might be in your email. Yay, so exciting. I'm just so proud of you.

Regina:

Finally! All right, so should I ask my question that I asked on Sunday about ACE?

Janet Roark:

Yes. What's your question? Oh, the nutrition question. So ask me it again because I don't remember.

Regina:

All right. So, ACE male, canine, blue nose, 44 pounds, wood idiopathic epilepsy managed by pheno, capromicimide, copiaba, frank, balance. Currently eating Purina NeuroCare for food therapy. What food would you feed a dog, a wood dog, with idiopathic epilepsy?

Janet Roark:

Okay. So I have my little food chart here. So wait, is anybody else like really into this? Feel free to post if you're like, I know what to do. So, we want to disperse wind. So there are some oils, some foods that really help with that. Eel, snake, shrimp.

Regina:

Oh God.

Janet Roark:

Vegetables include parsnip, greens, oats, and then herbs and spices. This is what we really like. Anise, basil, chamomile, ginger or peppermint, and kudzu, which is really interesting because in Chinese medicine we're like, yes, use these roots and herbs, but those could also potentially decrease the seizure threshold. So those would be kind of some options that you could add. Then for liver support wood dogs, we like anything with liver. So chicken liver, pork liver, lamb liver, beef liver. Squid and eggs are really good. Eel, shrimp, adzuki beans, omega-3's is very important for those dogs.

Regina:

He's already on them.

Janet Roark:

Awesome. Celery, eggplant, shiitake mushrooms, dandelion, beets, and sour foods like apple, apple cider vinegar, berries, tomato sauce is actually good for them, and that sort of thing. So that is what I

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have on my list, my little cheat sheet list. Things that can help with seizure dogs and wood dogs to help support the liver as well.

Regina:

Okay. So someone who posted that keto diets can support people with epilepsy. Would that also be?

Janet Roark:

I don't like keto diets except for in certain types of cancer, but I do like meat based diets with vegetables added and some fruits and vegetables added, and of course organ meat, but organ meat would be a good option in this guy's case for sure.

Regina:

Okay. So then would you recommend of course getting him off the Purina NeuroCare? I'm sorry. Quiet! I don't have anybody here to keep them quiet.

Janet Roark:

Clearly I don't either.

Regina:

Would you recommend, is there a particular, let's say Darwin's or is there a particular Chi Dog or is there a particular Nom Nom?

Janet Roark:

Chi Dog is awesome. I would definitely talk to them and see if they have a formula that's really good. JustFoodForDogs has a couple of really good options if you want cooked. Dogs that have a lot of problems like this, I like a little bit of cooked diet in there as opposed to straight raw because they can get triggered really easily.

Regina:

So the JustFoodForDogs, would you go with one of the cooling proteins or one of the warming proteins?

Janet Roark:

I would do a neutral one, something like Turkey, neutral. I can't say. So what I would do is start asking questions like does this dog like laying in the sun? Does he like to lay under blankets? If those are like he's cold all the time.

Regina:

Yeah. He likes to dress up. He likes to be in coats. He's always shivering. He wants to always be in your lap. He likes to lay in the sun.

Janet Roark:

Yeah, okay. So in those cases I would choose more warming foods because he's cold all the time. So we actually want to warm up the yin, you know yin is very cooling. He's probably got a little bit of too much

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yin going on, or yang deficiency, and wind has a tendency to do that too. So warming foods can be really helpful.

Regina:

Okay, all right. And that wouldn't be contra for idiopathic epilepsy?

Janet Roark:

No. I don't get super worked up about foods other than just let's be a little careful with rosemary in the diet. That's the big thing.

Regina:

Okay.

Speaker 5:

I actually found a book this week that's called Yin and Yang Diet for Dogs off of Amazon, and it's by a veterinarian and she breaks it down by recipes for different types like if you're needing yin diets for certain things or yang diets for certain things.

Janet Roark:

That's a super general one but if you guys want a really awesome one, it's this one. This one's written for veterinarians, but it's veterinary medicine food therapy and it's the Eastern approach to basically food therapy. But in order to get this, you need to know what that dog's Chinese diagnosis is and so you can absolutely go to an acupuncturist and get the diagnosis because that's what I'm missing from your dog, Regina. What is the actual Chinese diagnosis, which I can't do online. That's one you have to get. They get their hands on the animal and get a really good history and that sort of thing. But there are a lot of oils or a lot of foods that help with just dispersing wind and all that kind of stuff. This actually gives you specific recipes for a full diet, like if you want to do homemade diets and that sort of thing. So this is absolutely, in my opinion, the best book out there for homemade diets from a Chinese medicine perspective.

Speaker 5:

My vet does Chinese.

Regina:

Honestly we have like 18 to 24 dogs in the house and we can't do that, so I was looking for a better option than the Purina NeuroCare kibble.

Janet Roark:

Yeah.

Regina:

Just to be affordable.

Janet Roark:

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Yep, yep, yep. So Nom Nom now, JustFoodForDogs, any of those options. Maybe a warming protein and just keep it simple. And then some of those other foods that I mentioned you can do as toppers pretty easily.

Regina:

Okay. Thank you.

Janet Roark:

All right, Paola, I'm so sorry. You're probably so tired.

Paola:

Thank you, and thank you to let me talk very early and it's very beautiful to be here. The thing that I wanted to ask you, it was about doctor that probably I didn't understand very well, but from me something like a document I get from the site. I understood that CBD could be used. The essential oil inside the capsule instead of the olive oil. Is it correct?

Janet Roark:

Yes. You can absolutely use CBD or hemp oil as a carrier oil. Absolutely. I like hemp oil as a carrier. Yes, thank you. Audrey posted it. All right. So yes you can, as long as you're not exceeding the dose for that particular brand of CBD. So you really have to look at the dose because they're all different and they're how many milligrams are in a milliliter for example. So just keep that in mind when you're using that. Does that answer your question?

Paola:

Yes, thank you. The truth is that I couldn't find yet a good CBD so I keep searching. I wanted to buy the violet one, but.

Janet Roark:

No, they don't ship to Europe.

Paola:

Thank you.

Janet Roark:

Dr. Z actually recommends a few on his site so definitely check that out. I think he's got an affiliate kind of thing going with one of them, I believe.

Speaker 5:

Yes, it was a discount as well, but.

Janet Roark:

But they don't ship? They don't ship either.

Speaker 5:

Yeah.

Janet Roark:

Oh man. Europeans, man. They have too many rules over there for all their supplements, that's why. Okay, Kathleen, go ahead.

Kathleen:

I have that dog that I'm working with, that's peanut, and I just got new information. So about a week, week and a half ago, they actually put her back on Apoquel because she was such a mess. She was chewing up her legs, all four legs were just, body to toes were just a mess. And so they put her back on Apoquel and then they realized that she probably had fleas again and so they gave her bath, got rid of the fleas, and now things are back to normal. But they're still doing the Terrazyme and a probiotic, so she's looking to get the new probiotic and I had suggested the Mercola. Does brand matter for probiotic, for dogs? It was one question.

Janet Roark:

A little bit because a lot of the probiotics for pets have a lot of fillers in them and especially when we're dealing with our allergy dogs, allergy cats, sometimes they contain proteins and things like that as flavorings that they're actually allergic to. So it actually makes things worse. Like if a dog is allergic to dairy, we probably shouldn't use greek yogurt or kefir as our probiotic source. So things like that, just like just use some common sense if it's something that we know about. Dr. Mercola's is pretty clean, which is why I recommend it. There's another one of my secrets guys. I'm working on developing a probiotic with another couple of veterinarians that are super nerds about nutrition. So we'll see if it actually happens, but that's like later on this year, future thing. I think I told you guys about that secret already.

Kathleen:

You did. Okay, I think I have her convinced to get the Dr. Mercola's. We've been going back and forth.

Janet Roark:

It's very affordable.

Kathleen:

And then the other thing was she hasn't been doing faithfully, she said she hasn't been doing the oil in the capsule and she wanted to get back to doing that to hopefully wean her off the Apoquel and there's a new food they introduced and didn't bother to mention that to me until now. So I'm trying to get the name of the new food, but is there any cautions that I need to take with them weaning off of Apoquel because before I think they just stopped.

Janet Roark:

Yeah. It's not a steroid so you don't have to taper it really. Even you can just stop cold turkey. It's just like if you have a dog that is flea allergic, that has flea allergy dermatitis, those dogs are so itchy. They cannot even like function. All they can think about is how itchy they are because the histamine response is so strong and so stopping the inflammation, stopping the histamine, is going to be the number one thing there. The Apoquel does that a little bit. It stops that cascade. But keep in mind that a dog that has

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flea allergies, one flea bite can itch for six weeks. Okay, six weeks. So even if there's no fleas, they can still have residual symptoms for a long time and so it's really important that that dog is on some pretty significant preventatives so that they don't even get bit ever. So that's the thing about flea allergy dermatitis, which it sounds like that dog has.

Paola:

Okay. Thank you.

Janet Roark:

You're welcome. Good luck. Jackie, Miss Jackie. Hi!

Jackie:

Good evening. Okay, so I looked through the group but I couldn't find anything. I have a friend who has a curly-coated retriever who recently started with some really bizarre symptoms and fortunately my dad, who I'm now working for, is really on top of things. One of the first things that she started thinking about was blasto. I didn't find anything in the protocols for us to start treating for any kind of supports for blasto.

Janet Roark:

Yeah, yeah. I have a blasto protocol. I don't know if it's in the group. Let me find it, Jackie. Will you shoot me an email and send it to me, and I'll send it to you because I don't have that one memorized. I'll look up my blasto protocol that I've actually had pretty good success with and can be used in conjunction with traditional treatments as well, which is a multimodal approach for blasto is really helpful. Did she test for it?

Jackie:

We did test and luckily it came back her aspergillus and her blasto came back negative, but we did some x-rays and there's a spot. But she presented with the sneezing and the whole part front of her gum was just really swollen and protruding. So we biopsied the gum. We're waiting for that to come back, but my vet's concerned that there's something up in sinuses or something and we x-rayed everything. There's nothing anywhere else. So she's going in for a scope depending upon what the results of the biopsy come back as, but she is better. We started slamming her with Onguard really hard and frankincense and some of those other things. So she has improved pretty much, but she's still got a little bit of sneezing.

Janet Roark:

Yeah. Let me know what the results come back as and we can definitely, we'll figure out a figure out a multimodal approach there. I mean you're right on target with the all right well, let's hit it with something that kind of covers everything, which is like our protective blend. And then the inflammation associated with that, and then of course definitely address the respiratory support stuff too. So Onguard does have some respiratory support oils, but if they're willing to do some diffusion as well.

Jackie:

She's on board with everything. She's really jumped into the oils really for all of her dogs. She's the one who had the puppy that had the neuro issues shortly after birth and we did the diluted frankincense and it's amazing. She's a normal dog now. She's amazing.

Janet Roark:

Love it. So yeah, I would definitely start diffusing some respiratory support oils as well. So your Breathe or cardamom, or any of those respiratory support oils.

Jackie:

My other question is we're getting a lot of young dogs, puppies and stuff in, with chronic diarrhea and we've been doing some testing and these dogs have like no gut biome. It's just been really strange how many of them we're coming across. Have you been seeing any of that?

Janet Roark:

It's really popular. I blame COVID for everything. I think because people are over sterilizing everything. Remember Dr. Z talked about that. Over sterilization effects normal, healthy bacteria in the digestive tract, on the skin, everything. Not having any bacteria or having poor microflora on the skin or in the gut, it creates these like tiny, tiny cracks in the protective layer of the skin there, like the mucus membranes and the digestive tract, or just the protective barrier of the skin, the actual skin. So we start to see that's your immune defense, right? That's the dog's immune defense and so we start to see different bacteria. They're going to be more prone to getting giardia, coccidia, like all the things because of just no gut biome plus the gut biome helps digest the stuff anyways. So I would definitely ask those owners what their COVID protocol is in their home and how excessive it is and how much bleach they're using.

Jackie:

Okay. Interesting. All right, thanks. Appreciate it.

Janet Roark:

You're welcome. All right, Dr. Helene.

Dr. Helene:

Hi. It is kind of an oil question. It's more of a consultation sort of issue. So I had a consultation yesterday with someone who found me from the website and they contacted me and said they've got a dog with degenerative myelopathy. I have a form that I send them and it says on there about also that you are signing to say you have seen a vet, et cetera, et cetera, degenerative of myelopathy. I ask for videos as well. Got the videos about 30 minutes before the consultation, and was like, don't think this is degenerative myelopathy and the dog could barely walk. Every footstep you could see the dog was in pain, roached back. So I was asking them about this degenerative.

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Dr. Helene:

I was asking them about this degenerative myelopathy and as the conversation unfolded, the dog hadn't had this diagnosis and it almost came like they Googled it. Then as we got to the end, the wife says, "Oh,

hang on a minute. Was it osteoarthritis"? I said, well, that would fit more with what I'm seeing in these videos. The dog can only walk 15 steps. The dog's 13 years old, overweight. Anyway, the issue was really what do you do in these situations because they hadn't seen a vet. They have actually said they're going to take the dog to the vet because I said, I really think this dog needs the vet. I've written them a protocol. They don't have many oils. They only had Frankincense, AromaTouch, peppermint and lavender, which she chose all of those. So I've made something up. I've told them to get some stuff. In these situations, if you had someone who wasn't going to take them to the vet, what do you do? I felt in a way that they were kind of using me instead of a vet consultation.

Janet Roark:

Right. And you'll see that, okay. You'll see that some people are afraid to go to the vet and people can't get into their vets right now. They can't. Everybody's booked up. I'm booked out like three months right now. It's crazy. So you need-

Dr. Helene:

This has been going on for 20 months, so I'm not convinced, it's lack of... Yes...

Janet Roark:

Could be neglect happening there. We don't ever want to... But they finally realize there's a problem and they're seeking out help. So we don't want to discourage that. Right. Sometimes they're like, well, have some oils. Maybe this person can help me. And then if it doesn't get better, then we'll go to the vet. So I'm glad you still encourage them. You still encourage them to go to the vet, especially if they don't have a diagnosis, but we can help these dogs with what oils they have. Right? Let's do what we can, especially if it's a pain response like this which is what it sounds like. Almost all of us here have used Frankincense and Copaiba and maybe some peppermint or some AromaTouch on a dog and seen after a week, the improvement, right?

Dr. Helene:

Mm-hmm (affirmative).

Janet Roark:

Like massive improvement with these animals. Are we going to totally fix things? Are we going to reverse bone damage and things like that? No, but we can definitely stop the inflammatory cascade. We can stop the inflammation. We can help the inflammation. We can help with the pain with some analgesic oils, all of these things that we can do, because it's not your job to diagnose. Right. But you can say based on the videos, this dog is in pain, you know that. You can know that much. Right. Dog can only walk 10 steps. Of course, it's in pain. Or there's a neurologic component. Well, we've already talked about the musculoskeletal system and the nervous system, and all the different things that you can use to support that. We've already... In these cases you guys... So I'm glad you asked this because like a lot of you guys are going to run into this.

Janet Roark:

You're going to be like, oh, they haven't seen a vet yet. I'm not a vet. I don't want to diagnose it, but what system are we dealing with here? Right. What oil categories can possibly help this dog? Anti-inflammatory, analgesic oils. Right. For sure, regardless of what it is. That's why we cover in the physical benefits of oils in level one. Part one is here's all the different properties of different oils, analgesic and

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anti-inflammatory oils. All right. Now, which ones do they have?. Now let's do some self selection. All right. Let's use those ones and we're going to be able to make a difference in that dog regardless. I wouldn't get too caught up on... We can't force them to go see a vet, especially if they live in a very rural area. Some people, it's like four hours to go see a vet.

Dr. Helene:

Well, obviously I'm in the UK, so I think it's just that they just didn't... I think it's just frustrating because obviously you asked all this beforehand and...

Janet Roark:

Yeah. When they come to see me, obviously they're coming to see a vet, so it's a little different for me. We're seeing a lot more of that because of COVID, because of the lockdown, they're afraid to leave their house or they think they can't leave their house. It's like, when they do leave their house, they have to get toilet paper. It's not our job to judge them for what they didn't do. It's our job to help them where they're at right now and encourage them that if it's possible to go see a vet, because we could get that dog on some... What's the vet going to do with a really bad case of arthritis?

Dr. Helene:

Mm-hmm (affirmative)

Janet Roark:

They're going to-

Dr. Helene:

They're really receptive. I've written up them a plan and it's a topic that I know a lot about with the musculoskeletal system.

Janet Roark:

Yeah. You do.

Dr. Helene:

It's something I'm not... It was just like, uh-uh, this is just really difficult, especially if they've contacted me for one and they've not got a diagnosis, so...

Janet Roark:

Yeah. You're going to see that. You're going to see... I'm so glad you recognize that because this wasn't a case of DM. Most likely it is osteoarthritis. So getting a diagnosis from a vet is awesome, when you have it. If not, let's treat the symptoms and then go from there. We have a lot of... The way that I train you guys on this was to be able to handle situations like that when you're like, hmm, I don't think this is what it is. But guess what? The oils that help with DM help with...

Dr. Helene:

Yeah.

Janet Roark:

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Arthritis too. That's the cool thing about it because we're addressing inflammation in the musculoskeletal system. That's why I love oils and why you guys can do it. You don't have to be vets to be able to do this stuff. Does that help?

Dr. Helene:

Yeah, that's good. I just wanted to see what the general feeling was, because it was a bit like, oh my goodness.

Janet Roark:

That does not sound like DM at all. DM is not painful, but it does-

Dr. Helene:

It was weird because I was watching it... They'd only sent the videos 30 minutes before the consultation. I was just looking through these videos. I said, it doesn't... This is a bit weird. The head bobbing, the roach back, the walking on hot coal.

Janet Roark:

Poor baby. But you were able to help that dog. And honestly, what is the vet going to do even if it DM. If it's arthritis. What are they going to do? They're going to put it the dog on anti-inflammatory and call it a day.

Dr. Helene:

The one thing I do know loads about his musculoskeletal system in my dogs. Also, we've had a negative worm count after the oregano and these ingests. So I'm really pleased. So it just proves all works.

Janet Roark:

Yes, it does. I mean, just get the oils on them, it's going to help no matter what. And probably charge a ton for x-rays. Yeah. So absolutely. So we do need to just like... Yes, Anna says empathy goes a long way with education and that's something you're definitely are not short of Dr Helene. I know you're the queen of empathy.

Dr. Helene:

No, I've just finished my shift and I'm not feeling very...

Janet Roark:

You're like, I don't care about anyone. They need to get this dog low fat. It needs to lose some weight.

Dr. Helene:

Unfortunately I'd had less days off. So I was like, oh yeah, let's just talk about diet. They're feeding a home cooked diet and the diet was good, just not enough omega-3. They're caring people, but I just...

Janet Roark:

Yeah, and too much of it. We want to make sure we're getting that dog to lose some weight because that's going to make a big difference on those bones too. All right my dear. Sigal, last person, last one. I

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thank you guys for sticking with us. You can definitely leave if you have to go. I know we're over on time, but I did want to get to everyone's question. I had too many rabbit trails today. Thank you.

Sigal:

So my question is on the client relationship and business side. I'm noticing that until now I offered to do a first session for free and it was normally with people that had oils. I was excited that they are willing for me to do the case study on them. We did one session and then I wanted to enroll them in the next follow up sessions. I told them that I'm going to charge something very symbolic just for their seriousness. It seems like they're not committed. Now I have an experience of a bunch of people that are not committed. They started to see results after the first session, those that implemented, but it's just the beginning of their results and we need more time and more sessions. I'm not sure how to go about. I'm texting and I'm saying, do you want to continue? And it's going to cost this. I'm looking for people that are really committed and all that. They're saying yes, but it doesn't happen. What suggestion do you have in order to go about?

Janet Roark:

It's a good question. Veronica has a good suggestion, group your package. So say if you want a session with me, it includes three sessions or it includes a session and a follow up, and here's how much it is. Margie says a 10 minute chat to see if you can help, then charge for the next session. Did you take the...

Sigal:

I did.

Janet Roark:

Business Session with Tasha? She actually talks about that. The most recent one posted in the group and she did a really good job of explaining that in there. Not everyone is going to do it. Okay. Not everyone is going to do it and we need to be okay with that. Oh, I have so many thoughts on this. Okay. What were you going to say Sigal? I didn't mean to interrupt you.

Sigal:

No, I'm saying that I did offer. I said it's four after the first one. It's four sessions and they're saying like it's a yes without commitment. So I'm saying, should I drop these and go advertise? I'm looking for these people. We're going to do four session. It's going to cost this and that, because I think that with the animals, we want to help them so much that I want the owner to commit. We're already seeing results and I want to see progress. I don't want just a little bit results and dropping it, but obviously I can't take responsibility for...

Janet Roark:

Yeah. You're going to get better commitment from people who pay. So I would say drop the free session.

Sigal:

Okay. And just go for it as if I have a certification and I'm-

Janet Roark:

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You paid a lot of money for the education that you have and you've been in these sessions and you're learning... You know it. I mean charge for your education. So you can give them... What I would recommend is maybe giving, if you're working on your case studies and you want more studies, then you can say, hey, I'm offering a 50% discount for people who are willing to let me publish their case studies. And then they'll be like, Ooh, savings. They'll still pay you maybe a discounted rate while you're doing your case studies. They're feeling like they got a great deal, but they're still going to stick with it because they're actually paying you. That's what I always recommend. That's what I did for when I was going through my acupuncture training. I did it at a discount for people. I was like, I need cases guys. Who wants me to stick needles in their animal. I'm doing at a discounted rate for my 10 case studies, and then my rates are going to go up and that's how I presented it. I had people like, oh, please do me, me, me.

Sigal:

Okay. I think where I stumble is that I view myself as somebody who still need them for the case studies and then devaluing what I'm offering. It's as if I'm begging you to let me help you and then I'm getting that, okay.

Janet Roark:

That's what they're getting from you. That's a mindset shift. You paid a lot of money for this education. You can charge for your services. You know more than 99.9% of the people out there when it comes to essential oils and animals, including veterinarians. So there you go.

Sigal:

Thank you.

Janet Roark:

Yes. Be confident. Don't forget-

Sigal:

Thank you guys. I appreciate your-

Janet Roark:

All right, Bonnie. I think you're raising your hands. Okay. I'm sorry. Sometimes you're not on my front screen.

Bonnie:

Yeah, it doesn't. It's not giving me a hand raise option. So I apologize. So one quick question. I know that one thing that the respiratory specialist mentioned to my vet when she sent x-rays last week about Beau. His respiratory stuff is he has some hardening of some part of his airway or maybe in his lungs, from this being a chronic issue. She mentioned that unless there's... If there's an infection present, they would treat that. But also that it would require lifelong steroid treatment. I didn't know if that's something that...

Janet Roark:

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Yeah, some kind of nebulizer. If it is, that's fine. You can do that and essential oils for sure. I would be looking at your cartilage support oils like the cartilage in the respiratory tract, like that sort of thing. Or the anti-inflammatory oils and things like that. I mean-

Bonnie:

From our respiratory section.

Janet Roark:

From the respiratory section, but also anti-inflammatory. There might be some in... Well, I don't know if we covered that in level one or if that was a level two discussion. We have not covered in-depth respiratory in level two yet. That is on the list on the docket. We just had all these guest speakers that I was like, let's get them in. Well, they can do it kind of a thing.

Bonnie:

Sure.

Janet Roark:

That might be one that we actually cover this month, which might be really helpful. I might move that one up if my other guest speaker can't do it in February, which I don't think they will.

Bonnie:

Okay.

Janet Roark:

Veronica says, what about lemongrass for cartilage? Yeah, you can do lemongrass. It's a little bit harsh. I like Cypress for cartilage. I like... Let's see, what else do I like for cartilage? There's quite a few.

Sigal:

Siberian fir, maybe?

Janet Roark:

Siberian fir is good. Yes. Good for cartilage as well. Any of the firs are good for that. Sandalwood potentially Dr Holtman. Yes, I like sandalwood actually. It's really good for respiratory and coughs in general. I love sandalwood and lavender as a combo for chronic cough for sure.

Bonnie:

Okay. Yeah and that's why I don't want to take away his cough because then he could develop pneumonia if there is an infection. It's just hard to hear because it sounds really horrible. So it's just hard to listen for the next week till that go on. But they said we couldn't give any meds because that could interfere with the results from the test. So...

Janet Roark:

Yeah. So there's not much that you can do, just diffuse those ones for now, because probably shouldn't interfere with the test.

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Bonnie:

Okay. Thank you.

Janet Roark:

Good luck. Let us know how it goes.

Bonnie:

Will do.

Janet Roark:

Renee did you have one question? We really need to wrap is that up. We've been going 90 minutes.

Speaker 6:

I was just going to answer on the one where you didn't know what to do as far as charging. So one of my case studies that I just entered was on a horse and I was there for almost two hours probably and enjoyed it and everything. But the gal, first of all, was a half hour late. Then she has never gotten back to me and she learned from me on doing the drip and rub technique and she is going into some... She signed up with another gal that in the rodeo circuit and stuff and they're going on to some other modes of medicine too. I'm thinking that's probably why she didn't get back to me. You have to be legitimate. I think you need to charge to seem legitimate to them and I just had to say that.

Janet Roark:

Yeah, for sure-

Speaker 6:

Your value, your knowledge and your time and everything was worth that.

Janet Roark:

Exactly. I 100% agree. I would never not charge. Guys stop not charging. You guys are the backup to... I hate to say it, but you guys are the backup to vets right now because vets are hard to come by. Vets are short-staffed. There are no vets around. It's hard to book out. I don't know if you guys saw that poster I did, but I'm really glad we're having this conversation. So my question to you guys would be do you... It would have to be a separate session, not on Tuesdays. Would it be beneficial to you in level two since you were still paid that to have a monthly business discussion, like business brainstorm, like best practices. Like, I can't have my coach come in every month to teach you guys, but we can talk about what's working for some people and what's not, kind of a open discussion like this.

Evelyn:

It's yes.

Janet Roark:

And if you're not doing this as a business, you do not have to come. It'll be totally voluntary.

Janet Roark:

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Okay. All right. Well-

Evelyn:

Exactly, in the Facebook group also? So that's perfect timing.

Janet Roark:

You can definitely still do like... If you want to do a student one and just like talk amongst yourselves and not have me facilitate it and give my two cents, then absolutely please still do that.

Evelyn:

No, no, no.

Janet Roark:

I'm thinking like once-

Sigal:

Of course, we want you. Of course, we want you.

Evelyn:

You have more than two cents. You have a 100 cents more.

Janet Roark:

I have a lot of cents. Evelyn's like, I just want your cents. Thanks. No, I'm just kidding. So, all right. Let's let me get that. We'll send out an email with some information about that once I get that figured out and we'll start doing some of those. I just think it would be helpful since just tonight we got a lot of questions about business and I have something that I think I'm going to have you guys be my beta testers on with like setting up a business, that sort of thing, which I'm going to be offering my 2022 students in level one.

Janet Roark:

I wanted to test it out first to see if it is good and if it's crappy, then you guys can just... You'll be honest with me. So I might test you guys out first on that once I get that all finalized and just like the bow on top for that one. Yes, and the one that I'm thinking about actually has information on taxes on it. I can't give you recommendations on taxes, but like there is a company that I can recommend that can help you with that.

Janet Roark:

Yeah. Yes, yes. It is a job. Okay. All right. Well, I'm getting lots of positive feedback on that. So we'll set that up, be on the lookout in your emails for that. I'll somehow make it... I just keep giving you guys more and more. I'm going to have to really raise my prices on these, this level two stuff, but this is my favorite time of the week. So Hailey, remind me about that. And then I think that's everything. Any other questions before we go? I'll see you guys next week. We'll be back next week. Yes, we'll be back next week for sure. And I will see you then. Bye everybody.

PART 4 OF 4 ENDS [01:30:29]

