



Ridding the World of Plastic Toothpaste Tubes | Lindsay McCormick

[00:00:00] Guest Intro - Lindsay McCormick

Darin: Hey everybody, welcome to show. This is Darin Olien. This is the Darin Olien Show. What's happening? How you doing? I have been working a year and a half on this book. Wow, this has been an undertaking Fatal Convenience book. You can actually pre-order right now. This is about problems we're facing that we don't even know, but there's always a solution. I always have a solution, but our bodies are getting the crap beat out of us from these chemicals and these systems that don't have our best interests. So I had to do this book. My father suffered from chemical sensitivities, from things like this. So, I want to share it with you and ultimately, it's going to liberate you to have more energy because you are not being stressed 24/7 from all these chemicals. And then listen, so much science shows that these are dangerous in so many different ways. So that's why I had to do it. I had to uncork all of this information. I have had up to 25 different volunteers and professional researchers not just coming from my point of view. Clearly it has to come from the research so that we realize the danger of what's going on. So you can pre-order the book and then share the hell out of that. But the reason I'm also having this podcast today is because my great friend Lindsay McCormick, who created Bite Toothpaste, you probably heard me doing ads and seeing me on social because I love this company. Lindsay has worked her ass off, funded it herself out of the fricking living room, and then developed products that are non-toxic and healthy, but then eliminated all this waste of not only unnecessary gels of toothpaste, but the toothpaste tubes. They're all plastics, and of course plastics with us is never a good idea.

Darin: And so, I have come to love these bites. And then she created clean reusable deodorant packaging with great deodorant and really created a perfect utility in the bathroom. Safe products with safe packaging. Perfect. And Lindsay, again, I have loved to support it because on the packaging side and on the clean product side, I have been staring at this stuff and studying this stuff for so many years, since the nineties my dad started telling me about this. So we have to support companies that are doing great things and Lindsay and Bite toothpaste are doing that. She was voted and named one of Fast Companies, most creative people in business and ink's, top female founders. You know, she's persistent and passionate about this stuff and she's also B Corp certified. So again, voting with your dollars with Safe Products man, for not only you and the environment, how does it get any better than that? So please enjoy this episode. Please like and subscribe and share this with your friends and family because the holidays and everything else, you are going to be around a lot of people. Share this with them so that they know that they can get clean products for themselves, for the family and for the environment. And you can also pre-order my book, Fatal Conveniences, always having solutions for these current problems. It's a great gift because it's also liberating people from the mess that we're in with some of this stuff. So please kick back and relax and enjoy this great many aspects of a great woman kicking ass, clean products, learning about that stuff, clean environment. Come on, let's support this movement. Enjoy my great conversation with Lindsay McCormick.

[00:04:01] Podcast Intro



Darin: You are listening to The Darin Olien Show. I am Darin, and it is my life's mission to find and share healthy and sustainable ways of living. In this podcast, I talk to inspiring people and professionals from around the world to uncover ways that we, as humans can improve our lifestyles, strengthen our mindsets and take better care of this beautiful planet we call home. If you are looking for motivation to take the next steps towards a happier, healthier life then you are in the right place. And I am stoked that you are here. So, let's do this. This is my show, The Darin Olien Show.

[00:04:44] Interview Commences

Darin: This is kind of an interesting journey that you have had. I feel like those moments when things click and it was like that. You know, I was traveling around with all of these little toothpaste tubes and then that moment and we were like, why does it have to be this way? The world needs more questions just like that so that we innovate ourselves out of these systems that, obviously, I talk about fatal conveniences all the time, and toothpaste definitely is one of them. Not only in the ingredients, but also the packaging and stuff and, and you have solved both of those two prong challenges. So super excited that I have gotten to so, work with you and tell a bunch of people about what you have done. So what was that moment and how has that journey been? Because you are definitely kicking some.

[00:05:40] Why Toothpaste?

Lindsay: Well, thank you. Thanks so much, it means a lot. It's one of those things where it seems like it's so random toothpaste, right? Like my background was not in oral care, like toothpaste was not on my radar. And I think that sometimes being an outsider, especially not from the dental industry, not from the oral care industry, was really helpful in that because I was able to question why. Because I think when you are brought up in a lot of these systems, especially when you are integrated into them, if your job's dependent on them, you are not really asking why. You are more asking like; how do I make this work? How do I do these things? And I think we need to see like as society is going to be coming from the outsiders, it's going to be coming from not necessarily the industry experts, but the people who are either using these products every day or using these processes every day and they're able to really change, like create change inside that company. It's the same thing for products. It's the same thing for these big, big policies and initiatives. It's going to be the outsiders who are going to change it.

Darin: And then you finally ask yourself enough and then you look around going, no one's doing it correctly. Therein lies the birth of Bite. The interesting thing is I assumed I didn't know this about, I assumed it was just because you are unique. So everyone listening here, it's not toothpaste in a tube and squeezing it out. It's these little bites, which become my habit because I have been using them for so long. Now. My habit is I enjoy that little crunch now. It's like I look for the bite and I didn't know this that it's called Bite Toothpaste and you have other products. So I'll get into that but your acronym is actually because it's the Earth, which I thought was very interesting.



Lindsay: Thanks. So, the bite, the crunch that you are talking about, we worked very hard on that. It was like we had to figure out how do we make this hard enough to survive shipping soft enough that you can bite on it and not something that these little bits, they're kind of like breath mints. But we actually made them a little softer because we didn't want it to be something that you have to bite really hard down to brush your teeth. And we wanted the powder to kind of fall apart a certain way. And so there was a lot that actually went into the pressure and the ingredients to get that little crunch that we have. It is interesting when you are just like, why was toothpaste in gel form? And like why do we put glycerin in it and proline glycol and like why are we putting artificial flavors in our toothpaste? And we use anti hydroxyapatite, which is this amazing ingredient that there's a toothpaste in Canada that is approved by the Canadian Dental Association as anti-cavity. It's been used in Japan for the past 40 years. And it's just an amazing ingredient. And it's not even just about the good stuff we have in it, it's also the bad stuff we took out because like why did it need to be in there? When you have a dry format, you end up not having to have all those harsh chemicals, artificial flavors that to then cover up the preservatives that are in there. And so I had started Bite as an advocate. I was working in tv, I was traveling all the time for work, but I had been living a lower waste vegan, plant-based lifestyle. And I was throwing out those little toothpaste tubes as proline you had mentioned. And I was like, this is creating an enormous amount of waste and then learning about all the ingredients in there. And so everything we do is like the DNA of our company is because it's the earth. And so, although when I started Bite, it was in my living room. Like I was like pressing out these tablets. So it was bite toothpaste bits. As we have grown and expanded new product lines, we wanted something that was inclusive of all of that. We couldn't be bite toothpaste bits anymore. But when you start in a living room, you don't think about, you know, four years in the future when you might have this whole product line. So I was actually on a run and I was thinking like, what would be the new bite? What am I going to change the company to be able to encompass all these other product ideas that I have and all these other changes that we can make. And then because it's the earth kind of popped up and I was like, oh, that's it, that's it.

Darin: And it is and we are that and Earth is us and we are that. And I have these conversations all the time. When you divorce any part of your own nature, i.e., toxify yourself with chemicals and unnecessary things, especially when you are talking about putting something in your mouth. We just accept these things when it's like, why would we want to accept something that's harming us and our children? And then you have also harmed yourself in the process because the packaging is bad and the toxicology that you are getting exposed to is bad. Well, that inherently has to pollute. The earth has to. There is no separation ever. The most important thing for me is these two pillars that you have tackled in an industry and that is the waste. So the recyclable pouches and the glass containers and the elimination of the plastic, but then also a clean alternative to toothpaste. Talk to me about since you have created it and then the trajectory of our people waking up to understanding this more and more and wanting to change these habits.

[00:10:40] The problem with sulfate



Lindsay: Yeah, and that's a great question. And I would say resoundingly, yes, people are waking up to it and what's really interesting, but there's so much, so much more work to do, right? There are more sulfate free shampoos than there are sulfate free toothpaste. And it's like, wait. So, we understand that we shouldn't be using sulfate in our hair, but then we're going to brush our teeth with it and put it in our bodies. American Dental Association did a study, we swallow 5% of our toothpaste every time we brush our teeth, which is an entire blob every seven days. So, if you are not going to eat it, you shouldn't be using it. And I think that more people are waking up to this. One of the my favorite reviews that we get from people, because marketing 1 0 1 is like, you don't ask people to change behaviors. And when you have a company like mine where it's a toothpaste tablet, that's like literally what we're asking them to do. You know? And that's a really hard thing. It's a big ask and so reviews that we get is like, it was really weird at first, but now I'm obsessed. I could never go back. And the thing is So, that like, yeah, sure, we have all been using toothpaste since we were, you know, three or four years old. We use it every day twice a day. And so all of a sudden putting a tablet in our mouth, you might eat it the first few times, it's like a mint, you know, be like, wait, this is what I'm supposed to do. But then it's the way cleaner experience, both from an ingredient standpoint, but also just from a taste and a feel standpoint. It's not sticky, it's not goeey. And it also, yeah, the convenience of travel, because that was one of the things, every time I kind of talk to people about it, that they're just like, oh my gosh, they have like four different little toothpaste tubes in their travel kit. Because they're like, I don't know how much I have left in each one. So you take these things and it's just like, why was it done this way? How can we do it better? And that's the essence of Bite from our toothpaste tablets. But then we have mouthwash tablets, we have deodorant, and everything kind of starts with why There are people out there who want the best. They care about the planet, they care about their bodies. They realize that we're interconnected and they're willing to support a business like mine. We started Bite with \$6,000 in savings in my living room. Like I talk about how we're customer funded. We would never be here if it wasn't for our customers. We don't have investors. We're not beholden to any investors, which I think is amazing. It's because people support us when they tell their friends about us and then amazing people like you talk about us. You know? And I think that it's just been really, really amazing to kind of see the conversation around clean ingredients and sustainable living as well as kind of people getting more involved and very vocal about it. Kind of all coinciding, it's been really amazing.

[00:13:09] Vivo Barefoot AD

Darin: Most of you know, or maybe you don't, but I don't like shoes. I am a barefoot person. I know that might sound weird, but I just do not like shoes because once your feet are liberated and free, you don't want to prison them again. So if I don't have to, I don't wear them because the truth is our feet are meant to be free and touching the ground. They weren't meant to be wrapped and squeezed into layers and layers of synthetic materials and cushioning. But let's face it, sometimes I, and you have to wear shoes. That's why I'm happy to have found Vivo Barefoot. This company was founded by two seventh generation cobbler that wanted to create sustainable footwear that worked with our bodies design. Vivo barefoot brings your feet closer to nature than any other shoe will. You can walk in them, you can run in them, you can work out in them. And when you do the sensory connection between your



feet and your brain is so powerful because you truly feel where your foot is because you have those senses turned on. When I wear shoes, I wear Vivo Barefoot. This is innovative footwear for yourself, for the betterment of you and your feet. Go to vivobarefoot.com/darinolien. That's VIVOBAREFOOT.com/darinolien promo code DARINVIVO and you get 15% off your order. Your feet will thank you.

[00:15:11] Habits of Waste AD

Darin: You know, I get comments from listeners all the time and they say things like, hey, I want to help save the planet, but I just don't know where to start. Here's the thing, take personal responsibility for your impact on yourself, which also has powerful impact on the environment. That's why I do these fatal convenience all the time. Big changes really does start with small steps. When we do better things for us, it has positive downstream effects as opposed to many of the things that we're doing now that have negative downstream effects. That's why I love companies like Habits of Waste. They want to increase the number of imperfect environmentalists by educating everyone on ways that we can truly make a difference in the steps that we are making. Habits of waste made goals to get the core of environmental problems using easy and engaging methods that we can easily get behind. They were the geniuses behind cutout cutlery that led state of California new law that helped reduce that single youth plastic. They also were behind eight meals campaign, which challenged meat eaters to just slow down a bit and set goals of eating eight plant-based meals a week. That's it, that equates to 40% less animal products per week. Because if a family of 4, ate 8 meals every week, it's equivalent of driving a hybrid car for a year. To find out more of how you can get involved with campaigns that not only help you but help the climate and make this earth just a better place. You can check them out at www.habitsofwaste.org. They offer daily and weekly challenges for everyone. Turn intention into action and integrate a better, healthier life and a better, healthier planet.

[00:17:38] Interview continued

Darin: It sounds like you looked at it from a packaging perspective first. What has that been like for you about discovering these weird chemicalized fluorides that are not the same, that are in nature, these other preservatives? And what was that like? Because you started with like, I got to clean up this packaging, right? And then you get it into all these ingredients.

[00:18:00] Toxic and wasteful toothpaste packing

Lindsay: Honestly, it was shocking because when I went into it, it was the toothpaste tubes, the 1 billion, and I love things that are visual. So I was like, how much is that? What does that actually look like? That is the equivalent of 50 Empire State buildings worth of plastic in our landfills every year. That is a massive, massive load of plastic that's totally unnecessary, right? And even the ones, you know, they're coming out with recyclable tubes. You have to actually cut it open, you have to clean it out. 9% of plastic is the only recyclable anyway. No sense, right? And so it's like just put it in a tablet. It makes so much more sense. Like why are we keep on trying to avoid the tablet here? But then it was learning about, because when I wanted to redo the packaging, right? So, okay, it's not going to be in a tube. I want it to be a



dry powder or a tablet. Then it was like, what is toothpaste? That was the next question. If I want to redo the packaging, I have to figure out what it is. Cause if I'm going to make it, I need to know how to make it. And that's when I started looking into what toothpaste actually needs to be. It needs to be an abrasive, which helps get the plaque off your teeth. You most likely want a flavorant, right? To make it taste good. Most people, this is totally up to user. We chose to put a foaming agent in there. We use a coconut based foaming agent because people, they like how it is and we need to have people actually use it. And then we have put in zinc citrate, zinc citrate, it bonds the malodors and bad breaths.

Lindsay: It helps break down your bad breath. And then something like a nano hydroxyapatite, right? Which is actually rebuilding your teeth from the inside out or a calcium carbonate, whatever you want to use. That's what it needs to be. So then you look in, well why is there propylene glycol? Well, that's a stabilizer. Why is there sodium low sulfate? Oh, that's the cheapest surfactant. Because the one that we're using as a forming agent is like, and I'm not exaggerating, it's almost 400 times the price when you get down to it. That's because sodium low sulfate is so incredibly cheap. When I started looking at the actual formulas of what's in toothpaste and what needs to be there, and that's when I realized I'm out of my depth. I need to learn. So I started taking online chemistry classes. I started talking to dentists and dental hygienists to get an understanding of what is this? And then I was pointed to these articles back in 2014, that toothpaste actually used to purposely contain microplastics. So I don't know if you guys remember, but there was this time where toothpaste, you'd look at like that blue glob and there'd be a bunch of dots in it that was plastic. And it was a dental hygienist who actually raised the alarm because she kept on seeing these little blue balls caught in her patient's gums. And she's like, this is going to cause major problems. And it wasn't until 2016 or 17 that the F D A actually changed it. And they said no more. And it was like, how in the world was it allowed for these little tiny bits of plastic to be put in our toothpaste? So that's when I started realizing common sense needs to be applied to some of these things. One of the things that for Bite is I want it to be beautiful. I don't feel like people should have to make a compromise when they make the right choice. So, it's like you want to use our product. It's eco-friendly, it's sustainable. I also want it to be beautiful. So it came in as this glass jar with an aluminum lid, but I wanted to make sure every ingredient in there was very purposeful research backed and totally different from what is still currently available.

Darin: I actually had no idea about the microplastics that they literally put in there. And then you add on top of it all the chemicals and binders and endocrine disruptors and forever chemicals and all of that stuff that are attached to that plastic. And then to find out that they purposely were putting little mini plastic pellets as some sort of superior abrasive or something. It's like what in the hell how is that possible? And again, you know, you are opening your mouth up and exposing yourself to whatever is okay to buy. What are your thoughts because I obviously I have many, what are your thoughts on when you are seeing something blatantly, you know, that they know it's not like these big companies can just sit there and like whoa really, I just a cheap ingredient. I just wanted to use propylene glycol as my agent of choice. What are your thoughts on it



Lindsay: When they know that they know it's remarkable the amount of like being able to put head in a sand. And I think that you see this with especially the bigger companies where they are incredibly incentivized to keep things the way that they are. We don't want to even look at this evidence of what this is because we would have to then even consider changing. So, I think it's definitely like perverse incentives here. And so, what they do is double down on what they're already doing and they have marketing budgets that are insane. So, like here's my thoughts on nano hydroxy appetite and the fact that it's not ADA approved in the US and it's not approved anti-cavity by the FDA. And here's where I think there's, I learned about a huge breakdown in our system is nano Hydroxyapatite has been used in oral care in Japan for over 40 years. It's proven effective, it's proven safe and it works as anti-cavity in studies. However, because it's been around for so long, it is not patentable. And so, a company in the US is not incentivized to get nano hydroxyapatite approved as anti-cavity in the US because they'll pay for all of the drug testing to get it approved by the FDA. And then as soon as they do that, anybody can use it because it's not patentable. So, when you look at a lot of these pharma companies that are patenting all these different ways of doing things, you can even see different ways of using fluoride or different whatever. The reason they are is because they can patent that process. They can patent the ingredient or the way the ingredients being used. There's incentivized for them because then they get, they lock it, they're the only ones to be able to use that.

Lindsay: But when you have a nano-hydroxyapatite, you can't patent it for use in toothpaste. So, then there's no incentive for anyone to pay to get this across the regulatory lines. And I think that that is one of the main reasons honestly, why you don't see these more holistic or alternative ways that actually are effective because if the big guys or even the small guys can't protect their investment, then why would they do it? And I can kind of like to humanize it to explain like why I wouldn't do it as business. I'm a small business, right? So, I would have to pay however much it is to get nano-hydroxyapatite approved for the FDA. All of the studies I would have to have an internal team, you know, the whole thing to get it through. And then as soon as I put that all through, as soon as we put it on the market anti-cavity with nano hydroxyapatite, because we passed it, which by the way it could take an enormous amount of time, anybody around me could just do the same thing and then they can offer their toothpaste way cheaper than me because they didn't have all the study costs. I was talking about perverse incentives now it's like people are just going to only push through stuff that they can patent. And I think that, I really do think that that's why at least my experience watching Nano-hydroxyapatite and seeing the challenge it's had in the US, that has a lot to do with it.

Darin: Well obviously you have processes of like taking curcumin out of turmeric for example. Curcumin's still a natural compound. So, in this case you also can't patent nature, right? Which is inherently the opposite of all of these companies, right? So, it's just this world is so bloody interesting and which is why I love this stuff. I wish you and I wouldn't need to talk about it. I wish that people would have the best interest of humans in the front of their profits, but in every turn, it doesn't seem that way. Which is why I love to align with and



support companies like yourself that are doing something that should be the modus operandi. You are only doing what's right.

Lindsay: Doing what's right should be the bare minimum. Why is it the exception? Why is it exceptional to do what's right?

Darin: Exactly. It's like we have worked really hard to mess up a lot of things right in the environment personally, like the Mayo Clinic put out to study, 2.7% of all Americans are healthy, only 2.7% based on what they're eating, based on lifestyle, the importance of things that you are doing about a safe product that you are using as a toothpaste. And it's also the packaging and everything else is not hurting. The downstream effect is that, that is inherently what we should all be sparked as a human just to do. And somewhere along the way we become apathetic to this common-sense kind of space in us to go, why did we stop questioning? And then the one hand you can't believe, it's hard to believe that you look at these ingredients and normal products and go, that's harmful to my child. It's hard to believe that.

[00:26:59] Kid's toothpaste

Lindsay: Well, and that the thing about it too, when I think about this is just kind of like a really simple visual is that kids' toothpaste is the most fluorescent, like radioactive looking thing. You know? It's like they purposely, they've made it even more ridiculous. Like it comes in like this really big hard plastic pump and it's like bright pink or bright blue and there's some character on it and it's like artificial strawberry flavored. It's the last thing that they should be putting in their mouth, you know? And I think that's something that we talk a lot about at Bite and its toothpaste, you use it in the morning at night and it can be that trigger of being like, I'm making a healthy choice. I wake up in the morning and the first thing I do is brush my teeth and I have made a choice that's better for my body, it's better for the planet. I see it every day on my vanity, like this is my way to start the day. And it's really hard to make big change and it's really hard to make big lasting change. But it's when you can break down these things into small little wins throughout the day and small things that you can almost set it and forget it, you know, it's, that's how you are able to start making those lifestyle changes that can actually be sustainable. Not just for the planet, but actually for your lifestyle. That's something that we have put a lot of thought into it. And how do we slowly and permanently have these changes? Because that's what we actually need, need a lot of people making these small but forever changes to kind of add up to start creating this new world and creating new bodies for ourselves.

Darin: A hundred percent, I can't agree more. And that's those small, we never got here by a light switch. It never was just a choice. And all of a sudden, we're here. It's the billions and billions of choices that have got us to evolve from wherever we came from to develop these conveniences for sure. And then there's nothing more powerful than making small choices that align more with who you are, what you are, and the integration of you.



[00:29:00] Baruka's Nuts AD

Darin: Have you ever tried barukas? Yet while hunting for the world's most amazing super foods, I came across something very special and very unique, unlike anything I have ever tried before. While I was traveling deep into Brazil, I was introduced to this amazingly delicious nut out of the Brazilian Savannah, the Saha. This nut was well known by the local indigenous communities, but not even heard of throughout Brazil nor the rest of the world. So, me and the team began to study, do research, do the testing, and find out what the real nutritional makeup was all about. And the results were out of this world. Barukas not only tastes incredible, like the best version of an almond and peanut combined, but it also happens to be the healthiest nut on the planet with at least 25% fewer fat calories than any nut. Infinitely more fiber and three times more antioxidant power and a whole slew of powerful micronutrients. Barukas also serves as a powerful source of complete protein as we progressed in ensuring the nutritional quality of every bag that is handpicked and locally roasted in the Savannah itself. Not only is the production of the Baruka's financially impacting in a positive way the local communities, but we are also able to plant the bozzeta tree in the wild for every five pounds sold. So, join us, join us in our mission to turn back the Brazilian deforestation and I know you will love discovering Barukas as much as I do and our family in Brazil. You can visit our website barukas.com and put in DARINPOD10 promo code for a 10% discount.

[00:31:32] Interview continued

Darin: You know, listen, you are going into this whole personal care world is so big and it's so, I'm going to say it polluted both in the containers but also just utterly scary. What is in from obviously deodorants and deodorants and heavy metals been linked to breast cancer and, and you think it lymphatic, again, the skin is an organ, but where are you going, what are you doing and what do you want to have happen with the rest of your kind of journey here?

[00:32:00] Expanding from toothpaste to deodorant

Lindsay: You know, so for the deodorant, it was actually really similar to coming up with our toothpaste. It was asking why I had been using deodorant that was coming in a paper tube, the cardboard tube, and I was using it every morning and it slides back in, you have to stick your finger up there and like, you know, try to get it to stay up and then the lip of it gets really disgusting and like there's a lot of bacteria in there and I was just like, why is this the best option for low waste, zero waste deodorant with clean ingredients? And I was just like, someone needs to do something about this. Like this is a terrible experience. And I was like, oh right, I have a personal care company. At that time, it was an oral care company. I was like, I have a company, I can do this. And that was the beginning of being like, all right, if Bite made deodorant spoiler, we end up doing what would it look like? And I was like, okay, I'd want to be able to get like two fingers up there because it sucks having this one finger, you know? And I want a friction fit so it doesn't fall back into the cardboard and I don't want the cardboard to touch my skin. So, we had the case come up, you know, above that and then I don't want to have palm oil so we needed to make a palm oil free base. I didn't want baking soda because a lot of people have reactions to baking soda. And so, when people see our



deodorant, they're like, wait, that's like really small. And I'm like, yeah, you are right. It's half the size of the plastic thing you are using because we don't have a screw in the bottom.

Lindsay: It's almost the exact same amount of formula. It's just that when you are buying that plastic deodorant at the drug store, half of it and like, don't trust, trust me. Like do it yourself, like go screw it up. Half of it is a screw, it's a plastic screw and so you are looking at it and that it's attached to an elevator and it pushes up the formula. That's one of the things that I looked at it and I was like, why in the world is this done this way? And so, we did end up with something that's about half the size but it's the same, it's almost the exact same amount of formula. And so, you know, I think that, and the thing about it is like this is just incredibly unnecessary packaging. Like when you look at, there are some plastics that we're going to have a really hard time getting rid of like medical waste plastic, but it's like this personal care plastic. This is a no-brainer for us to get out of our routines. And so, for me it was like what do we do and how do we do it? And so, it was custom componentry, it's a three-piece case that you put the cardboard refill inside, then you put the bottom on, you put the top on and its super travel friendly, super compact, like in alignment with Bite values. We wanted something that was beautiful but it really, really, really is just practical. We did clinical testing on it, which is with volunteer humans that you pay. And you know, we did hyper allergenic to make sure that A, there's no skin irritation cause that's one of the biggest complaints with natural deodorants and efficacy, you know. And so, we have tested that it works. We actually use zinc resilient in our deodorant, which is very similar to the zinc citrate that we use in our toothpaste and mouthwash, which bonds to mal odors. The zinc compound in there is bonding to the resilient malodor. And B, as I'm like pointing to my armpits while we're chatting, it bonds to that breaks the bond. So, you still sweat but you don't stink. And that's what was really important. And then also we wanted to make sure that the fragrance that we use, make sense. We have a hundred percent transparency, we have unscented as well, but we list every single thing that's in there. This hiding behind the word fragrance is just not cool. But I also understand that people want to have fragrance. Like you know, we do have unscented for anybody who wants that, but people, we asked our customers and they did want that. So, we're like, okay, but if we're going to do it, it's going to be the best. We're going to make the best choice that we can and we're going to be incredibly transparent by what choices we made and why.

Lindsay: And so, it was kind of asking the same question in a different format when we came up with the deodorant, that's kind of what we continue to do is just look at the things, you know, I'm living this lifestyle, I live as a low waste, clean lifestyle, I'm using these products every day and I just ask myself, why? Is this the best way to do it? And if Bite did it and we made it better, what would we do? And so, we have continued to invest in innovation, we have continued to come out with new products, like talked to our customers every Friday. I think they're the most amazing people in the world. So, I hop on the phone with them and I call a few every single week and I talk to them and I say, what's going on in your life and what do you like and how do you know what bite? And how can I make your zero-waste clean journey better? What products are you using that still suck? And that really helps me, you know, some of the things are in my life that are bothering me, like deodorant, but other things, you know, kind of getting this more holistic view of it. That's where we're at. It's kind



of like doing it bigger, doing it better, continuing to respond to our community and really question anything in our everyday routines that's not really in benefit to our bodies and the planet.

Darin: Yeah, and that's the most important thing. I mean I hope that people not only question and look at their toothpaste tubes and their ingredients, but also their deodorants in everything, every cosmetic, every lip liner, mascara, makeup, like this is the kind of conversation that we have to start having and then point people to solutions. Because like I said, the stats are super clear. Like we are sprinting towards our own demise. So again, this is where I love to have grounded conversations, pun intended with the environment because I don't like, I'm just going to go off on a tangent for a second, but I don't like the conversations of climate change when it's so distant. It's like it's here, it's what deodorant you have on, it's what toothpaste you are using and what packaging that has. We have to get out of these things because they're hurting you, they're hurting your children today now and they're hurting the environment. And that's how we link these conversations that as within so without, so we can do this if we just educate ourselves out of the apathy of our over industrialized conveniences. So, celebrating what you have done and the questions that you asked and asked, and then the most important thing you did is you took action on it and created a company and a business. Because that's no joke, like it's no joke to formulate, to get through the regulatory, understand everything, laws and regulations and companies and investment and employees and distribution and shipping it. It's freaking hard to create a business. I totally get it and then in the face of using basically ingredients that are infinitely more expensive because they're not the toxic crap that are super cheap.

[00:38:27] Making clean and sustainable ingredients the baseline

Lindsay: And that's what we say too, like if clean ingredients and sustainable choices, whereas cheap as what's on the market, then that's what would be the baseline. So, when people talk about like why is everything that's cleaner more expensive and why is everything that's more sustainable, more expensive? You are like, because if it was cheap, that's what people would use, you know? And as more and more companies use it, we'll be able to bring down the price for everyone and make it more standard. But until that happens, it is more expensive, you know? And that's why they're using the cheapest, the packaging material, the cheapest ingredients. It's the same plastic that's in our ocean when we're talking about ocean plastic and we're talking about that. It's not separate from us, it's in the systems that we are all very dependent on, on this planet that's earth. And I think that that it's really, really easy and very convenient to forget that we are so interconnected and it's not hippie talk, it's actual our water comes from these water systems. This plastic is in our water system, this is what's happening. It's in our animals and we're eating the fish that have the plastic and then the plastic is going in our bodies. It's not some kind of outside of us thing, it's our everyday life in our reality for sure.

Darin: A hundred percent, I just celebrate that you have created this company and these options, when you integrate things that are healthier and better for you, it begets more. And you can define that however you want, but it provides you something that's sometimes not



even tangible when you wake up in the day and you intend your day and you set intentions and, and then when you have products that you line up going, this is healthy for me, this is better for me and this is connected to a bigger reason as to why I'm doing it. Well Lindsay, it's been an awesome conversation. And again, thank you for creating what you have created and I have thoroughly enjoyed using the products and I use them on a fricking daily basis and I have ever since I started my first crunch. So, I appreciate you and I appreciate what you are doing and keep going, keep creating.

Lindsay: Thank you so much Darin. Thanks for having me.

Darin: Where can people find, bite and follow you and get educated and get the products? Where can they find all of that?

Lindsay: Trybite.com is our domain. And then on Instagram and TikTok, we are at Bite and we have a ton of information there. Not just about our company, but also how to make those eco-friendly changes. How to live a more sustainable life. Super important, that's where you can find us.

Darin: I love that. Okay, add Bite, go get it.

[00:41:00] Podcast Outro

Darin: Thanks for tuning in to this episode of the Darin Olien Show. I hope you took something valuable away from this conversation that will help improve your life in some way. If you would like to learn more about my incredible guest, you can find all of their information in the show notes on my website. If you enjoyed this episode or even you didn't like it, please rate this podcast, the team and I value your feedback so we can continue to give you the most value possible. We want you to get the most out of every podcast. So please rate, subscribe, share - anything you feel called to do. I truly appreciate it and I love and value your support. So, thank you and I will meet you in the next episode.