

Leah:

Hey ladies, welcome back to another episode of the Balancing Homos Naturally Podcast. I have someone that I think you're going to geek out a lot about. So we have Jill Rowe, who is the founder and co-owner of Rowe Casa Organic, And I want to say that I got everyone addicted to like Rowe Casa Organic with the tart cherry juice and the deep sleep, save because that's the first thing I tried, and my toddler was waking up like seven times a night, And then he went from seven to three on in a week. He's been sleeping through the night. and so I was like everybody needs this in their life. you know, because he was almost too, at that point, So like you know, never having slept a solid night of sleep for two years, you get you get tired. so welcome and thank you so much for hopping on. I would just love for you to share a little bit about yourself if you're open to that.

Jill Rowe:

Hey, well, I'm happy to be here. thanks for having me and thank you for parting with us. So like you said, I accidentally founded a business. I was a speech therapist for fifteen years and just had a concern about, I worked with children, so not just my children but the children I worked with just seemed to be so unhealthy, so I started digging in a little bit about why that might be, And discovered a few things on my health journey that helped my family a lot, and shared it with my community, and it grew from there very quickly, so

Leah:

Yeah,

Jill Rowe:

that that's pretty much in essence who I am and kind of how this started.

Leah:

Yeah, but I mean the best businesses are the ones that start out of a passion. So

Jill Rowe:

And

Leah:

so good.

Jill Rowe:

I agree, I agree

Leah:

So is that what got you interested in non-toxic living across the board was working with these kids or like? Was it just there's nothing out there for us to buy it? You know, you get a headache looking at all the labels at the store, and a lot of times I used to just walk out because after looking at ten products and not finding something that worked. I was like. Well, this is pointless. I might as well buy nothing.

Jill Rowe:

Right. Oh yes, so it was you know. Really To look back on it, I see that God was writing this beautiful story, you know by the people that he was putting on my path by my own health experiences. And and you know, maybe the western medical world getting it wrong so many times For me, it was eye opening It made it forced me to get out of my comfort zone and look further beyond what I was taught was just I thought was a routine pill for every ill doctor visit, for everything you know, and I bought whatever like. I grew up that way, and I, even as a young child, would watch my mom organizing all of her medications and I thought What happens if she doesn't get those medications? Does my mom die? You know, like I was, even

Leah:

Yeah,

Jill Rowe:

as a young child, my mind was already working in that direction. Didn't know what that direction was but you know God had a plan, and and then through a series of my own ailments of just constant, you know, sickness and infections. I had really bad sonic infections. Watching my children always be sick. It just hit me one day. I was like there's got to be a better way. This cannot be what life is. Every few weeks, somebody being sick, having to take off work, doctor's visit like it just got really old really fast and I was like there's got to be a better way. And if there is, I'm going to find it because I'm not going to live my whole life like this.

So that combined with God putting people in my life like my sister, it helps me run things in my path. Who was, maybe had more access to more natural path. That type individuals you know. in bigger cities they would teach me and it would come back to me and she would say you know you should get rid of that false fragrance in your house. That might help, or she may say you know. Just have you considered this? Have you used essential oils here? Let me you know and I slowly began to realize there was another way people around me were finding it and sharing that with thankfully, and it just piqued my interest and once I knew just a little bit, I saw my family's life be changed and I'm so excited about it and I posted everything on Facebook and so I did and that's how it grew.

Leah:

Yeah, and then you just like there's not enough products out there. It's so you know. it's so hard to find. There's

Jill Rowe:

Yes,

Leah:

a lot of green washing. you know, and

Jill Rowe:

absolutely

Leah:

I know we talk about that a lot.

Jill Rowe:

yes, I get very upset and passionate when I feel deceived, and so when I would go and look at labels on the shelf, I knew enough even in the beginning to know that something is not right. Like if you're adding all this sugar to make me take this supplement and then it's probably not good for me. You know, lots of artificial and harmful preservatives. I just was kind of overwhelmed. By how much we had been deceived, and really quickly realized I had to do something about it, or at least my family. You know, at the very minimum,

Leah:

Yeah,

Jill Rowe:

I wanted to see my family thrive and that's kind of how it began. For sure.

Leah:

Yeah, and I mean, just I feel like everybody that listens probably knows about Rowe Casa Organics at this point. But tell us how like how many products you guys have now. I know you started with elderberry juice

Jill Rowe:

That's right.

Leah:

for immune support, but I mean you guys have so many products now.

Jill Rowe:

We do. We do. We have I think it's around two hundred and fifty products and a whole huge list of things on the way. So in the beginning you know it. it started with elderberry syrup. That was so life changing. I was like, what else can I make and I was like, What can I do for my hair? What can I do for my skin? Like?

Leah:

M.

Jill Rowe:

I just realized

Leah:

hm,

Jill Rowe:

how I could simplify so many of our products and it still be so effective. I was just really truly amazed by what

Leah:

Yeah,

Jill Rowe:

the plants could do for us with All that other stuff that we've just

Leah:

Yeah,

Jill Rowe:

been adding for all these years. I just couldn't understand why I had become so complicated. Um, so it's been a lot of fun. I was like. If I'm going to make it for my family, I might as well for it to the public. They like my elderberry, so I might

Leah:

Yeah,

Jill Rowe:

as well offer my hair sprints. You know all that wit and I had a bunch of crunching people around me at this time and we were all sharing recipes, And so when I would find something that worked really well, I would get equally as excited about it and I begin to tell people about that too. So it just, and that's just how this has gone.

Leah:

Yeah,

Jill Rowe:

Keep

Leah:

I think to the one thing that you hit the nail on the head that I think is really important is so many times clients that I have, because endocrine destructors are a huge, huge, huge issue with your hormones but I just don't want to let go of that product because it works and and non toxic products don't work, and I one hundred person sympathize with them Because

Jill Rowe:

At. So

Leah:

I went through so many non toxic products. It's like Deodorant, for example,

Jill Rowe:

Yes,

Leah:

And you either get a rash or it just didn't work and I was like Well, I don't want to stink, So

Jill Rowe:

Oh

Leah:

like you

Jill Rowe:

right.

Leah:

know, then you're tempted to use the the stuff that's going to you know, cause issues with your health, And so when I don't even, I think it was a friend of a friend was like, Oh, I found this cool company Rowe Casa Organics and they have great ingredients and I was in my mind I'm like I'll grade another non toxic company that like doesn't work.

Jill Rowe:

I know the feeling,

Leah:

Yes, so I just dipped my toe and I was like Well, that really made my toddler sleep and like there

Jill Rowe:

Right.

Leah:

was nothing bad in that and I think the next thing I tried was body butter and I was like my legs are so moisturized. They look amazing. I mean,

Jill Rowe:

M.

Leah:

they look so smooth. Like what Next can I try? So

Jill Rowe:

I

Leah:
yeah,

Jill Rowe:
love

Leah:
you

Jill Rowe:
it.

Leah:
guys. really? you nailed that beautiful fine line of non toxic products that actually work and

Jill Rowe:
Yes.

Leah:
you cover a host. If things, I mean, from laundry detergent to body care, you

Jill Rowe:
Yeah,

Leah:
know, to immune support. I mean I have. I'm not even sure what my husband calls them.
potions, tinctures

Jill Rowe:
Uh,

Leah:
like

Jill Rowe:
huh,

Leah:
whatever, but when he gets sick, he's like I'm ready for like the deluge.

Jill Rowe:
Give me all.

Leah:

Yea, so to backtrack a little bit. I don't know how open you are about sharing a little bit about your breast cancer journey, and again, how important On talk that came to you Because of that,

Jill Rowe:

Yes,

Leah:

I'm sure.

Jill Rowe:

Yes, I'll share anything you want me to. You want me to just share the story of

Leah:

Yeah, I would love to hear it.

Jill Rowe:

hand? So you know, as I said, Rowe Casa blew up very quickly, So I was kind of growing with Rowe Casa. I wasn't like ten years ahead of the game I was entering in, and then boom, As I was telling people about what I was changing, People wanted to change. the business grew. It became a thing, and I was like you know, quite enough

Leah:

Yeah.

Jill Rowe:

Learning as luckily, not luckily, but I was blessed to have plenty of people around me who were further along in their health journey guiding me so super grateful for that, but a couple of years into recast blooming, I was really good because I was learning to switch my products out. I had gotten rid of as really good at switching my products, which is

Leah:

Hm,

Jill Rowe:

a huge part of health,

Leah:

yeah,

Jill Rowe:

but I still had a lot to learn and I was pregnant In 2020, and super excited about that, and about six or seven months in a randomly overnight a very large tumor developed in my breast and I thought it was probably just you know, pregnancy-related, but I did go have it checked out and

came back. I did have breast cancer, so it was like Okay, I'm running a health company, breast cancer and have a baby on the way. This is a lot in the middle of a pandemic. Awesome. Yeah 2020 was a long year, but you know I really pressed into the Lord, to be honest, and he reassured me in many ways that he had me first off. That he was going to drop me that he had me on this mission, and there was something that was going to come from this that I needed, and I knew that I could just hang on to him and get through that diagnosis that there was some beautiful harvest on the other side, Because I was leading so many people and he had put me on this platform to be able to do that. There were some things I needed to learn. Beyond just switching our product. So at Rowe Casa, we sell products, but our hearts are really big into educating the people who follow us. I'm very passionate about teaching people Whole body health because of what I went through, You

Leah:
M.

Jill Rowe:
know, thankfully, I was diagnosed with DCIS which is extremely early stage breast cancer surgery. You know, I did choose to do surgery. I opted out of implants, being that I lead a nontoxic health company, knowing how toxic implants can be, I was thankful that I found a center in New Orleans that could use my abdominal tissue to rebuild my breast. So that's what we chose to do because I think once you have cancer, you probably should not just play around with it,

Leah:
Yeah,

Jill Rowe:
But so I got rid of it. I did not need chemo or radiation. I believe, had I not started my health journey when I did, that diagnosis could have been so much worse.

Leah:
Mmhm,

Jill Rowe:
So two of the biggest things that I learned when of course you hear the breast breast cancer diagnosis. I went in to just medical doctors. The first two things they checked for are Is it hormon fed? They're going to check estrogen, progesterone, yeah. and I'm like. Well, that's interesting that no one ever taught me to balance small hormones. But the first thing you'll do when I get breast cancer is checked to see if hormones are related.

Leah:
Yeah,

Jill Rowe:

So that was the first light that went off second light was they checked and inflammation markers? Okay, but why hasn't

Leah:
M,

Jill Rowe:
anyone ever talked to me about inflammation?

Leah:
Hm,

Jill Rowe:
Because bingo, inflammation in my now, and that I know is at the root of most all disease And so

Leah:
Hm,

Jill Rowe:
it was really opening to me that we're really good at diagnosing, but we're not very good at preventing and teaching

Leah:
Yeah,

Jill Rowe:
people how to be well and so again, The breast cancer journey was part of my story I think for God to teach me some things, Is that we're going to make me a more effective leader, moving

Leah:
Hm,

Jill Rowe:
on, And if he was going to throw this business and bring these people to us, I needed to be well equipped to lead them well, And that was what. I believe. That journey was for and he, he brought me through it. He took care of me. During that time. It was very stressful and very disheartening and scary.

Leah:
Yeah,

Jill Rowe:

Any time you were cancer and you have a baby on the way and three other kids to take care of it. It's scary, but he was faithful and I think I'm able to reach more people now because of the story he, you know gave me, And

Leah:

Hm,

Jill Rowe:

so I'm very thankful for that.

Leah:

Yeah, I mean it always comes full circle like you know, when I started back with my health journey like I would have you know when I was in it, I'm like Well, I wouldn't wish this on anybody you know,

Jill Rowe:

Ah,

Leah:

But that story got me to where I am. Now you know that journey and now I can help hundreds and hundreds of women, which it's like you know there was a point and there's a mission to that, even

Jill Rowe:

Yes.

Leah:

though in the middle of it you're like banging your head against a wall.

Jill Rowe:

Oh, you're like. Are you serious right now? Yes, it was very traumatic for sure. For sure.

Leah:

So I would love to take people a little bit behind the scenes. of you know what, Like how, truly non toxic, but awesome your products are. Um, because, like I said, there's a lot of green washing out there. There's so much and

Jill Rowe:

Yes,

Leah:

I think it's hard to weed through and I when I'm looking at a product and I know you talk about this a lot, but when I'm looking at a product, I look at the company and I look at The sourcing, because I like - the amount of things you can get away with marketing like when

Jill Rowe:
Oh

Leah:
you step into the marketing standpoint it's It's really kind of scary like I mean, for example,

Jill Rowe:
Great.

Leah:
only certain percentages of products have to contain the actual ingredient for them to put it on a label. They can put fillers in for something else and not put it on the label. So when people are like, Hey, what do you think about this product? I'm like, I don't know, Because Don't know that company, and I want

Jill Rowe:
Right.

Leah:
to see how ethical the company is and you know how transparent they are. So you guys are extremely transparent. Plus like your ingredients are so like, there's so little of them that you can read them on one page, which is nice.

Jill Rowe:
Yes,

Leah:
Yeah,

Jill Rowe:
I feel

Leah:
Um,

Jill Rowe:
that way. I remember the confusion. I know how that feels.

Leah:
Yeah, and I think it's it can be overwhelming. You know, stepping into the health space when you're like, Oh so and so said, This was like good. I got it at Whole Foods, that's a health food store. I should be good right and it often I know makes people want to just quit before they start. But

Jill Rowe:
Oh

Leah:
um, how hard is it to like source your products? Can we can? we talk like you know a little bit behind. like you know where you source products. For example, how important that is to the quality of it?

Jill Rowe:
Yes, so being as picky as we are, it definitely opposes issues. There are times where I'm developing a product and I will just, and it's not just me, it's my team now, but we will just ex an ingredient out because we can't source it in a clean enough. you know, to our standards our standards, like I like all of the certification, the organic, and then whatever,

Leah:
Yeah,

Jill Rowe:
certification, but they still. there's some loop holes that. I'm kind of like

Leah:
Hm,

Jill Rowe:
going to take it a little higher. you know, Like I like That you're organic. But where is it coming from? and how does it

Leah:
Hm,

Jill Rowe:
process? We asked all the questions. The suppliers probably get tired of our phone calls from our sourcing team, but we are just so picky and were constantly doing audits to insure that we haven't missed anything. You know, if we need to tweak something or you know it's on going, and we are so picky because we're all using these products on our families. It's not

Leah:
Yeah,

Jill Rowe:
just selling them. We are doing this for ourselves, you know, And so it's

Leah:

Hm.

Jill Rowe:
um, it's a lot. It's a lot, but

Leah:
Yeah.

Jill Rowe:
it can be. You just have to be diligent, you know,

Leah:
Yeah. Do you ever have issues with like products having to go out of stock and stuff because you just can't. The sourcing gets too complicated.

Jill Rowe:
And you'll see. you'll see products here and there that will go out, and it's usually a sourcing issue to where we just aren't pleased with one of the ingredients or something has changed and we're trying to figure out why you know we're very, we don't want - we're Just we're just picky.

Leah:
Yeah,

Jill Rowe:
We have

Leah:
which

Jill Rowe:
to.

Leah:
is good. Yeah,

Jill Rowe:
Yes,

Leah:
it's nice because like when you know the owners are picky, I just feel like I don't have to have a headache. Like looking that much You know

Jill Rowe:
Yes,

Leah:
at it as well,

Jill Rowe:
that's why that's why we have so many products. Honestly, I know as a mom how confusing that world is because I was in that world trying to navigate that and looking at like, I just want to give up. you know. Forget

Leah:
Hm,

Jill Rowe:
it. It's too hard if I thought man, wouldn't it be nice to just have one place you could go that you trust that you know is quality and just get everything you need there.

Leah:
Yeah,

Jill Rowe:
Just like that's what we're trying to become. I don't know that we will all Have all the things, but I mean, I'm trying to knock out as many as I can because I know people trust us now and

Leah:
Hm,

Jill Rowe:
it's just makes it easier. It makes

Leah:
Hm,

Jill Rowe:
it easier for. Instead of getting you know to her and to her and to her and trying to remember or

Leah:
Yeah,

Jill Rowe:
whatever, it's just nice to be. it's just it can get really complicated.

Leah:
Yeah, and plus, I think you know just talking from like a consumer standpoint. It's annoying when you have to buy two

Jill Rowe:

Yeah,

Leah:

things here, two things there, and you have to pay for

Jill Rowe:

Yes,

Leah:

shipping. Like someone asked me one time about shipping how much it was and I was like. I don't know. They're like. How do you

Jill Rowe:

Oh,

Leah:

not know how much shipping is? I was like, Because I always order enough to get free shipping. I never get to that point.

Leah:

So that's my next question, I'd love to talk about glass, because I know I see a lot of people be like. Oh, like it's so heavy or it breaks, and I know you're very adamant about using glass for your product, so why is that?

Jill Rowe:

Yes, well, First off, we use a lot of essential oil, so you know that essentials will break down the plastic, even your better plastics. there are better plastics out there as far as toxicity, but it will still break down and I don't want that left over in the product, if I can minimize that, You know that's my goal. And so because, if I'm offering you a non toxic product, but it comes in plastic which is breaking down into your product, I've kind of defeated the purpose.

Leah:

Yeah?

Jill Rowe:

not just that, Knowing environmentally you know, the plastic use is just way out of hand around here, so I feel like, and knowing how biodegradable glass is over time and how much better it is for the environment, I try to incorporate as much glass as I can and you in

Leah:

Hm,

Jill Rowe:

a pack. So that's our whole thing, and especially as you get bigger, it really weighs on you because so much is going out. I want to make sure I do my part environmentally too. So

Leah:

Yeah, there's a lot of products going out,

Jill Rowe:

M.

Leah:

is there?

Jill Rowe:

hm.

Leah:

So you touched on the essential oils, and I feel like essential oils are such a hot button topic with so many people, Because

Jill Rowe:

Yeah,

Leah:

there's like a million brands out there

Jill Rowe:

It's trying

Leah:

and it's not really policed at all. Um,

Jill Rowe:

Right. Oh, it's so true.

Leah:

So could you just share a little bit about like you know what you require in your essential oils And I just give everyone like the first thing to like. Rule out essential oil companies is like if they're lemon oil as the same price as their frankinson oil, like you automatically know, Like, don't even need to look deeper.

Jill Rowe:

Yeah, you're man. Now, this is kind of a new discovery for us. You know, we were big and decent use a couple of companies that we trusted. That that did well, but the more I got into it, the more concern I had for the way quality was going, for the morals of the companies

Leah:
Mhm.

Jill Rowe:
that I was working with, I became just more and more concerned, and so we did. We made it. We flew actually to Utah to meet with some individuals who had been involved with several different companies who were kind of just teaching us about the ins and outs of the essential oils and I was really blown away by how much I didn't know how much I needed

Leah:
Hm,

Jill Rowe:
to learn. I didn't know that companies. typically, there's like a better, like a best, better and good, so good, better, best level of cleanness. And so they may test out and a low as clean and pure, but they aren't very therapeutic and so I was like, Wow, so I didn't know that,

Leah:
That's terrifying.

Jill Rowe:
So like - I know, I said, How do I get my hands on the best ones? That's what I need to know, because that's what I prefer to use.

Leah:
Yeah,

Jill Rowe:
It's much more expensive. But I never did this for money. I did this

Leah:
Mhm.

Jill Rowe:
because I wanted to be healthy, you know,

Jill Rowe:
and want everyone else to be healthy with me. So you know we make it work, we make it work. And so I just just like tell me how to get my hands on the best. Okay. We're going to make our own, because No company is going to tell you. Are they using the good better or best, And I'm

Leah:
Hm,

Jill Rowe:
pretty sure most are probably going to be using the good. The good

Leah:
Hm,

Jill Rowe:
are going to be pretty good. I mean they're clean. They're going to test out

Leah:
Hm,

Jill Rowe:
no harm for anything in it, which is

Leah:
Yeah,

Jill Rowe:
great. Not bad. It's good, but I want to best of good, better

Leah:
Mhm,

Jill Rowe:
best, So I didn't even know that was a thing, but getting involved in the essential wild world, I realized how okay. There's no other way to go but to do this thing myself. I didn't Need an essential oil line. I had two hundred products you know

Leah:
Mhm.

Jill Rowe:
I was like, Am I really going to do this, but I didn't see a way around it. We all sat around those of us who flew to Utah, and we could not find a way around because we weren't going to be able to get oils That we knew that 1000 per cent that it was the best cleanest. Our

Leah:
Hm,

Jill Rowe:
Our oils are grown indigenously

Leah:
Yeah,

Jill Rowe:
in there in those regions where they grow best, which Means their therapeutic value is the highest you can find, which. if I'm

Leah:
Hm,

Jill Rowe:
going to buy a product, I would prefer that to be used in my

Leah:
Hm,

Jill Rowe:
product. Right that's,

Leah:
yeah,

Jill Rowe:
not that the good ones who may be grew in America. I mean, I get concerned because this's the only time I don't love the organic label is because that's an American standard. So that means your essential oil plant was grown in America, which,

Leah:
Yeah,

Jill Rowe:
a lot of times that's not their indigenous region. and so plants thrive and they become more therapeutic when they grow in their indigenous, And I had all of that to learn. So

Leah:
Yeah,

Jill Rowe:
that's my love, our essential oils, because it brings me comfort in knowing piece of mind, knowing that you know they've been growing for at least a hundred years in their indigenous

regions. We test them out in a lab, that we do not own, some of these larger essential, oil companies own the lab, so they can kind of fudge and play with the results to make it,

Leah:
Mhm,

Jill Rowe:
you know, happy and then so, I like I like where we are headed with our essential oil line. I didn't necessarily want to have an essential oil line Because there's like you said. It's on every corner, but for us to be able to know what we were putting in our products, what we were putting you know on our bodies, I wanted the best, so I was like

Leah:
M.

Jill Rowe:
Okay, let's do this

Leah:
yeah, just kind of landed there. Do you think then that's kind of your secret? I don't want you to give away your formulations. obviously, but like so many non toxic products don't work. like, Um,

Jill Rowe:
Is true.

Leah:
my go, my, like my gold standard of like, Wow, I really like these products Is. I've hit bottom so

Jill Rowe:
Yeah,

Leah:
many times and I re-order, you know, like I was on Instagram and I was like guys. That's the bottom of my body butter jar. And I have a replacement already because I didn't want to run out and I'm sure a lot of people relate to this. You maybe get halfway through. You're like eh It was good, but it wasn't

Jill Rowe:
Yeah,

Leah:
like. I'm going to try and find something else, but I'm like I have no desire to find something else because it works that well. Like what's the secret?

Jill Rowe:

Yeah,

Leah:

Obviously, don't tell me your formulation though,

Jill Rowe:

You know I can't speak - I don't know what other companies do. I just I think there's a couple of secrets. We have a team who has been many years into their health journey. Now that can play into how we develop what works. What doesn't you know? I see

Leah:

Hm,

Jill Rowe:

every company out there who has a deodorant pudding baking soda. I know I know, because of experience the awful terrible rash that comes from that and you

Leah:

Yeah,

Jill Rowe:

are fit. It's awful. but because it works, you know it keeps the stink away. but I was like Nobody wants that kind of a rash in their armpits

Leah:

Yeah,

Jill Rowe:

You know? I think it's all of our experiences coming together. It's not just me developing these products, The fact that we're super picky. I know how picky I am. I don't know how picky other companies are, but because so many non toxic products don't work, it makes me think

Leah:

Hm,

Jill Rowe:

that maybe we're pickier. You know,

Leah:

Yeah,

Jill Rowe:

Because I am like it's got to come straight from the plant - flag.

Leah:
Yeah,

Jill Rowe:
All stuff I want is close to And straight out of the plant as I can get it to put it in my product. And

Leah:
Yeah,

Jill Rowe:
so I'm just we're just picking. I think that's our secret sauce. Is that we haven't ever given up our standards for financial gain. I think there's

Leah:
Hm,

Jill Rowe:
a lot of that going on. From what I can tell, It's just

Leah:
Yeah,

Jill Rowe:
if we're going to put just enough in it to make you think o shea butter. Yeah, but if you only put two drops of shame, but her, you're not getting any of the benefits

Leah:
M,

Jill Rowe:
you know,

Leah:
hm,

Jill Rowe:
but I figure if half of the product is shea butter You're getting all the benefits of it, you know, so I don't know if that's the difference. I'm sure if I had to get our cogs as far as what it costs us to make our product just probably double what it costs other companies because we're just

Leah:
Hm,

Jill Rowe:

how we are. We didn't do this for money. we are picky. Our standards are super high like I just don't

Leah:

Hm,

Jill Rowe:

ever want to be called out. I wanted to be like I want it to be quality clean. I want my family to get quality and clean, so that just

Leah:

Yeah, because , you're using it yourself and

Jill Rowe:

right,

Leah:

that's that's really important. and from someone who has tried a lot of different products, the price point is is so good for like non toxic products like I'm like. I truly am not just saying that like

Jill Rowe:

Right,

Leah:

So many non toxic products are just, they're very over priced because people

Jill Rowe:

Right.

Leah:

say Oh, as soon as you put non toxic on it like you can up charge for that, So

Jill Rowe:

yeah, that's not us.

Leah:

yeah. do you have? I don't know, this might be kind of hard, but do you have a favorite product?

Jill Rowe:

A favorite product. That's always hard, but I always have to go with the elderberry syrup because

Leah:

Yeah,

Jill Rowe:

it was the first thing we created and I hate to even say because everybody has a very sirup now,

Leah:

Hm,

Jill Rowe:

but it truly making my own the way In this recipe. Somehow it just had some. It was just special and it changed my family's life. It's why real prosit exists, because I realize just by my family taking that one supplement

Leah:

Yeah,

Jill Rowe:

And we' just quit getting sick. I was like, Oh, my goodness, I'm on to something. That one thing being so life

Leah:

Hm,

Jill Rowe:

changing is why I was like. What happens if I change all these other things you know, and and exploring, you know, the relief and I was like, Wow, there's I've really found interest in in plants and in healing my body with things you know that guy created, so

Leah:

Yeah,

Jill Rowe:

I have to pick that one every time, but it's really hard because there's

Leah:

Yeah,

Jill Rowe:

so. S the truth.

Leah:

I love that one. My son takes that one. He's he's three. He takes that every single night and I think it's like his fun little ritual and he is very much a routine child because he got put to bed. I think it was last week and he didn't get his elderberry juice because we were

Jill Rowe:
Uh - Oh

Leah:
were rushing and he just looks at like my husband with these tears in his eyes. He goes. I didn't have my elderberry juice, so So we had to get it because otherwise no sleep would be had.

Jill Rowe:
Mine is the exact same way. She's not going to forget anything.

Leah:
Oh yeah, she. I mean, we use everything, all of them. We all literally use all of those products and it's just I have people that are like. Well, I take elderberry juice and I'm like I don't know. Maybe you should just try this one.

Jill Rowe:
Yes, For some reason I can't explain it. I think ours is just different. It has the results. It's a. It's our number one. top seller has been for years

Leah:
Really.

Jill Rowe:
Number one, two hundred and fifty products. It's number one. It never. maybe one month might have moved down, and maybe tart Cherry took over for that month. I think

Leah:
Yeah,

Jill Rowe:
we had - a that went kind of crazy, but yeah, elderberry is it. so I don't know. It seems to be very effect.

Leah:
It really is and I am with you. I really can't pick. Someone's like, what are your top picks? And I'm like Okay and I'm like writing my list for them and I was like there's a lot of products on here, so I was like.

Jill Rowe:
Yes,

Leah:

I guess just choose from these top forty, and they're like Leah, That's not helpful and I'm like I'm sorry.

Jill Rowe:

It's really hard. it is hard.

Leah:

So I guess bouncing off of that like if someone was never tried, Rowe Casa, What would, what would you say? They need to start with like one product they need to start with, Because once you try, I feel like you're sold. So that's end of story.

Jill Rowe:

It's true. I kind of made a list in thinking about that and obviously we have a top five that I usually just kind of hand. you know, hand over like Hey, start here. now. it's always

Leah:

yeah,

Jill Rowe:

a good place. Any company that has as many products as we do and we have a consistent top five That's always going to be to start there. So obviously the elderberry,

Leah:

Yeah,

Jill Rowe:

If you have auto immune disease. Sometimes there's about ten to fifteen per cent of people with automundisease that aren't going to respond to Elderberry. You know the same, Everyone now, because your autoimmune system operates differently, so we have the antioxidant infusion that we created for that

Leah:

Mhm,

Jill Rowe:

reason, for those individuals. So one of those I would start there. Just start pumping your body with some good stuff. The tart cherry. I don't know many people who don't you know who don't want help with their sleep.

Leah:

Yeah,

Jill Rowe:

Of course, Tart cherry has so many other health benefits. That's what I love about plants. That you can, you can market it for sleep. But then you're going to see you Gout get better, and your muscle recovery get better and your digestion get better. I mean, there's just like it's endless, So that's

Leah:
Hm,

Jill Rowe:
why I get so excited about these products. So tart cherry would be

Leah:
Yes,

Jill Rowe:
another one that I would recommend. The hair spritz because we're all post covid and I don't think anybody feels great about their hair anymore. That's just the truth. So it's like everybody lost half their head of hair after Covid. Always say hair spritz and it's usually top, you know, top three or four up there. So the hair spritz. Is just great for hair regrowth, and actually, it gives it body.

Leah:
Yeah,

Jill Rowe:
So, I love that. The magnesium products that we have. My favorite's the magnesium cream. Just because the other ones sting, they can sting if you're deficient And so the cream kind of helps with that, but some people love the convenience of the spray. We also have a gel just for because magnesium is just a whole thing. You know, our body uses magnesium.

Leah:
We just had a light bulb like Flick out.

Jill Rowe:
Oh,

Leah:
It's fine.

Jill Rowe:
So that's a no to the magnesium.

Leah:

I guess, according to the bulb,

Jill Rowe:
That's right!

Jill Rowe:
We had the magnesium products just because like, magnesium can be used for so many different functions in the body that

Leah:
Yeah,

Jill Rowe:
the benefits to magnesium being added topically are endless, and then the lymphatic cream.

Leah:
I knew that was going to make it.

Jill Rowe:
That's one I'm super stoked about it. It has a really cool story behind it. Yeah, I wasn't going to make that one for the public. I was making it privately for a lady here in my community because she kept begging me for something for her lymphatic issues and I didn't really even understand the lymphatic system back when I started making it, but with enough studying, I learned and whooped it up for her for probably a year and a half before I even offered it to the public. just so she would stop asking me.

Leah:
Yeah,

Jill Rowe:
Here's you, some lymphatic cream. I don't even know what it's going a do for you. Try this, and it worked miracles on her lymphatic issue. And so at one point we asked. Why aren't we offering this to the public? It's super effective for her. Lymphatic issues are a whole thing, I was like it's true. Let's do that. And so we did and it's consistently in the top five. And people use it for so many things.

Leah:
Oh, so don't even - I can give you a list. So when I started using Rowe Casa, I got introduced to Rowe Casa when I was pregnant with Killian and he's four months now, so I didn't start with the lymphatic cream because I was like I'm not going to jump in with that. I started with I started with deep sleep, deep sleep salve, and I started with body butter and Tiger salve and all that kind of stuff. And so I loved it. So then I started, You know, talking about it in my sister in law is like, Oh,

my gosh, that lymphatic cream is awesome and I'm like. What do you use it for? She was? I like lather my face in it because

Jill Rowe:

Oh

Leah:

it helps so much with my sinus issues, issues and my allergies and I'm like interesting, and then I started like, my client started using Rowe Casa, and someone had asked my top, my top product, So I was listening my top products and she was like capital letters like I cannot believe you didn't put lymphatic cream on there. Everybody needs Start with lymphatic cream and I was like, really,

Jill Rowe:

They're Serious about it.

Leah:

Yeah,

Jill Rowe:

It's so true.

Leah:

So it's so good like yeah.

Jill Rowe:

I threw it out to the public and was like here's lymphatic cream. You great for your, for you, lymphoma things, you, swelling things like people started posting pictures of their before and after their faces. That's how

Leah:

Yeah,

Jill Rowe:

it really. Like with their abdominal areas, it's like it's

Leah:

Yeah,

Jill Rowe:

crazy how much swelling we all carry around that you probably don't even know. And so when people started posting that it was all she. Of course, then it was like

Leah:

Yeah,

Jill Rowe:

everybody wanted some use. Who doesn't want to lose some of this around the neck.

Leah:

Yes,

Jill Rowe:

You know, we're always little swelling around.

Leah:

Yeah,

Jill Rowe:

so I mean as women it was like woohoo, I mean,

Leah:

Yeah,

Jill Rowe:

it's the top pressure.

Leah:

Yeah, that's one hundred percent, pure vanity was the reason why I started using it because my friend was like. I put it on my legs in my abdominal area and I was like postpartum, when we have all that fluid retention.

Jill Rowe:

M.

Leah:

I was like I'm starting with that.

Jill Rowe:

Yes,

Leah:

and yeah, I really really do like it. So I don't know much of this question you can answer without like spilling the secrets. I want to know the secrets. but where do you see rocasta going in the future?

Jill Rowe:

Oh, you know, I asked my sister about that was like. how would you answer that

Leah:
Yeah,

Jill Rowe:
and kind of at a loss because every year we say I can't believe this is happening. I can't believe you know

Leah:
Yeah,

Jill Rowe:
we are into some new spaces we're really heavy on Facebook. We're heavy on Instagram, But Pinterest is taking off our TikTok is taking off. Tou tube. We plan to do a lot of our educating on Youtube, so that's

Leah:
Mhm,

Jill Rowe:
A new space that we're growing into, Um, we've always had the goal of one day being in one of your bigger know stores like Whole Foods or something, but God continues to bless us. We're in a lot of little small town

Leah:
Yeah,

Jill Rowe:
you know, We're in some really interesting places all over the nation, and he continues to bless the smaller, the smaller hometown stores that are just popping up everywhere carrying Rpwe Casa. So I don't know. You know. it's hard to really even say, because the direction we think we want to go in sometimes it's a lot different than where God's taking us, so we just kind of follow his lead. so that's kind of where we're at on that,

Leah:
Yeah,

Jill Rowe:
so it's usually as much a surprise to us as it is to the rest of you because we're just kind of following along.

Leah:
Yeah. plus I'm sure true like it depends on where people want to like what people are asking for, you know, and like where those products need to go.

Jill Rowe:
Yes,

Leah:
yeah,

Jill Rowe:
I do think we're beginning to round out a lot of our product lines that you'll see this year. We have the next two years planned out, which is woooo that feels so good because we've always just been kind of month by month because it

Leah:
Yeah,

Jill Rowe:
happened, so we were like. Yeah, we're like feeling so pined out, but I think a lot of our lines are getting rounded out. Obviously the make up world and the in the vitamin world is on our radar but that's just the whole undertaking, so we're just prayerfully. You know, those are things that I think get requested a lot. That were just. it would just have to be a good thing if we did it. but a lot of our lines are being rounded out like our cleaning line, our body care line.

Leah:
Hm.

Jill Rowe:
We've got some really fun things up our sleeve coming this year and next

Leah:
Ooh. I'm so ready.

Jill Rowe:
it's going to be fun. I can't say any more yet.

Leah:
I know! I'm like over here like jumping at the bit, my sister-in-law, I haven't told her that I was interviewing yet because like she's pregnant, An she'll probably like, have a cow. But whenever like something comes up like and you do a live video. She's like. Did you see what's going on? I'm like. Yes,

Jill Rowe:
So cute.

Leah:

So we're very excited, you know for everything Rowe Casa, even if I'm like, Oh, I may not need that new product launch. I always have to order it because I find some weird use for it that like, I, maybe it wasn't intended, but it works great for

Jill Rowe:

Yes, that's all I love about it. It's like you might think it's for this and then you'll see all these other issues start subside. You're like Wow, Okay, that's just plants for you.

Leah:

They're so amazing, so we're going to put the link in the show notes. You guys, I'm sure you already know this, but if you use the code Leah, just my name. you can get twenty per cent of your first order. And for everybody, that's always asking all the time. Like, just get on the texting list after you place your order Because you guys do do some great like ten, fifteen percent off sales after that, So I always stock up on sales. and um, it's worth it, and we'll put your your handle, so everybody can follow you, but thank you so much for coming on.

Jill Rowe:

Yes, thank you for having me.