



Steph: Hi Helen, and welcome to the show.

Helen: Hey Steph, it's really cool to be here.

Steph: Thank you so much for your time today. I'm very excited to share your story with my listeners. As it is your first time on the Real Food Reel, I'd love for you to take us through your personal health journey and I guess what started the change that you've made in more recent years.

Helen: Sure. Love to. Well, I have spent all my life really motivated to be healthy. So, that involves following conventional wisdom around what we needed to do to be healthy, which was to have a low-fat high-carbohydrate diet. In fact, from the age of 14, so that was back in 1989, I remember seeing an advert from the government, which was a frying pan with some cold oil in it, and somebody had written the word "fat" with their finger. And the government message then was you know, "Fat will make you fat. Fat will kill you." And so I thought, "Holy crap!" You know, like, "I don't want to eat any more of that lard that mom cooks the food in and none of that butter that mom gives and the full fat milk and all that kind of thing." And so I went to completely low-fat diet. And I remember my mom would make me these lovely chicken and avocado sandwiches and I'd say, "Hold the avocado." Because, you know, there's too much fat in avocado.

So I did eat this way, and it was a pretty miserable way to eat, to be honest. Now that I know the flip side of it. But the other part of being healthy back in the day was to exercise like a maniac. As many classes as possible. There was no such thing as too much. I would do up to ten aerobics classes a week. Yeah, so the food was low fat. The exercise was chronic cardio. There wasn't any emphasis in my life on rest and recovery.

I worked as a gym instructor, actually, in the leisure industry. And as a personal trainer for 10 years. And then as a recruiter, for 10 years, in the corporate world. So stress really played an important part of my life, as well. And then I got married and went on to have two beautiful children. And when I look back, I was so lucky to fall pregnant so easily when I think of what's going on inside my body back then. I had beautiful pregnancies, amazing home births, breastfed my children, everything that I had really hoped for. But then with the constant-ness of kids, and anyone who's a parent and

you'll soon to find out, it's a wonderful journey but it's very constant. It just doesn't stop. You just don't knock off at five o'clock and rest, you know? So, that kind of was the last sort of straw on the back of my camel and about four years, in March 2014 I just hit rock bottom. I just had all the symptoms, all the symptoms, in the world so everything- I'll just go head to toe so it's easier to remember them all:

Chronic headaches, so I'd have to like hop out of bed at two o'clock in the morning to take some Nurofen just so I could go back to sleep because the headaches were just so intense. I had complete brain fog. I was depressed. I had anxiety. Developed phobias around my kids getting sick and flying. So, even though I've traveled the world, as you can tell from my accent I am not Australian. I've come from the northeast of England. And I've traveled the world but suddenly for 10 years I didn't fly anywhere because I was terrified of flying, which is not me. I could just know what was going on.

My whole body was aches and pains. I had heartburn, bloating, constipation, couldn't sleep. Had zero libido. And, to be honest, it was just a complete mess there for the horrible, horrible place to be.

Steph: Wow. Yeah, that's full on. And a lot of it, you feel, is directly related to the guidelines you'd been following and your concerted effort to be healthy. But unfortunately following, I guess, things upside down.

Helen: Yeah. It was total backfire. It didn't work. It doesn't work. If you look around, next time you're out in public, or you look around in the supermarket. Look around at people. If you take a if you got the time to look at pictures of people in the 70's and 60's, everybody was lean and then when they brought in this message that fat would make you fat we all started eating more carbohydrates and as a result we've become the sickest and fattest we've ever been as a human kind. I mean, it's tragic, really, isn't it?

Helen: Floored advise?

Steph: Death by food pyramid. Absolutely. It's tragic. Mm-hmm (affirmative)-

Steph: So, what did you do? How did you turn things around?

Helen: Well, in my dark night of the soul, I sat on the couch, talking to my husband, Mike, who's a gorgeous steamy man. And, he's like "Oh, girl. I just want you to be better. I'm sick of you being like this. I just, I haven't seen you like this and it's tearing me apart, girl. What can we do? You know?" And I said to him "Look, I feel like I need to go see a naturopath. But you know, back in the day we were just a one income family. And naturopaths are expensive. Absolutely worth every cent. And I'm not seeing a naturpath regularly all the time now, but then it seemed an impossible feat to start to unravel this mess that I was in, you know? So I sat on the couch and said "You know, I need to go see naturopath but they're so expensive. And anyway she's only going to tell me to go gluten free" and I was like "Huh? Really?" Where's that come from? Like, it's almost like a feeling that came through me that this is what I had to do.

So, I decided I would go gluten free. And so I put it on Facebook, because that's what you do right, to be held accountable. Tell your friends, because they'll be asking you how you've gone. And everybody was offering great suggestions about what to do. And one of my friends, Kirstie, said "If you're going to go gluten free why don't you try paleo". And I was like "What's this paleo? Never heard of it before." So I Googled it, good ol' Dr. Google, and it was like cutting out, as your listeners would now, cutting out grains, cutting out dairy, cutting out sugar. Legumes. Alcohol. It was just like, incredible, and obviously cutting out seed oils as well.

And it was so different to what I had been eating that I thought "Look, this sounds crazy" but I was reading so much anecdotal evidence that this worked and these people had transformed their health. And so, being highly motivated with my health I was like "Okay, I'm going to give it a go for six weeks and then I'll go back to my low fat diet." I didn't really realize what a difference it would make. And wow- what a difference it made, Steph. I got to admit the first 3-5 days was awful. It was like a really intense detox. And they say that the worse the detox you have, the more you needed to do it. Right, that's how much of a mess you were in.

But after the 3-5 day detox I kind of popped up into this different universe. It was more three dimensional. The music sounded better and the colors were more vibrant and it was like a fog, or a veil, had been lifted. It was really like an ahhh moment. It was like "Oh, my god" and I said to Mike "I'm never going back to gluten, because that is my absolute kryptonite. And you know the other thing that I was shocked about, Steph, I was so shocked to see where gluten was. Because when you go gluten free you think of bread, pastas, cereals, the usual things. So I just went straight out and bought gluten free versions of this like "Ah, this is a winner. This is going to be easy and I was so disappointed these gluten free alternatives were full of stuff that I didn't really want to eat. Like, preservatives, emulsifiers, soy, that kind of thing. And they tasted like rubbish. Didn't taste so good.

And then I had to stop eating my low fat ice cream because there was gluten in there. What was gluten doing in there? All of these different places where gluten is added and you just start to just think "Well, you know that gluten makes you want more. It's almost addictive, so the food companies are putting gluten into everything to make us want more and to eat more. Which is a shocker, really, isn't it?

Steph: Absolutely.

Helen: Yeah. Totally crazy.

Steph: I think, for a lot of people, there is, I think initially that assumption that we're talking about. Gluten free products, which I think you only need to look in your local supermarket. There's entire shelves dedicated to gluten free alternatives of just about everything now. Including the old school Vegemite. Which, for me, was one of the hardest things to cut out all those decades ago now, when I first went gluten free. It's really important, as our listeners know, to focus on real food. Paleo might be the way you explain it. It could be JERF. It could be whole food. Your pretty much 100% gluten

free anyway, and you don't need to buy all these products that are very nutrient poor, as you say. Full of ingredients that you really don't want to be consuming.

Helen: Mm-hmm - Absolutely. And really, I think, you're right. There are so many names for it as well. It really comes down to eating what the planet has provided us to eat. Which is pretty much plants and animals. And whatever version you have of that, that suits you, and which animals you want to eat or not eat, or which vegetables you like and what works for you. But really, when you think about it, that's what Mother Nature has provided us to eat. And that's what we're designed for as humans.

Steph: Yeah, for sure. So you cut out gluten and it was absolutely an epiphany for you. And then, obviously, you'd taken a pretty deep dive into paleo, which cuts out, as you mention, grains, dairy, seed oils, legumes, sugar, of course. Did you stay living that way? And did you have any suggestions for our listeners, that you wish maybe you knew back then when you first made that change?

Helen: Yes, I do. I think the biggest one is to relieve yourself of the burden of time. You know, there's so many 30 day programs, there's 21 day programs, there's ... And I think, there's like me "I'll do this for six weeks!" And then I'll go back to what I was doing before. But really, what we need to acknowledge, and commit to, is that we're going to be doing this. This is like your life work. This is work in progress every day. And, it's very handy to have these. Like, I have my own 21 day clean living journey. It's really awesome. It's a great reboot, or a reset. Or to give yourself some kind of guidelines around what the heck you can and can't eat. And I'm very, I like to have it very black and white, what you can and can't do. Until you develop some confidence and start to really tune in to what is working for you and what's not working for you

So, I guess, my first piece of advice would be: Relieve yourself of the burden of time. And the second piece of advice would be: Find out what works for you. Give yourself 100% responsibility for your health. Don't give your health away to anybody who can make decisions for you. So take responsibility for you, and find what works best for you. And then the third thing is to realize that you're human. Humans don't like deprivation. Human nature is to get away with as much as possible. And that's okay, because there's going to be days where you'll stick, you'll have a perfectly squeaky clean, healthy day and then the next day maybe not so squeaky clean. But that's alright! Because I really believe there's no failure, only feedback or growth.

So, for example, I really enjoy a glass of red wine and as much as I thought "Eee, maybe I shouldn't drink red wine if I want to be healthy" and I've sort of had my inner negotiations around whether it's right for me or not. What I've done is found a beautiful organic red wine that I like to have and I'll have a certain amount. And I know that's me. And I have alcohol free days. All of this is what's working for me. Just now and again, Steph, I'll have that extra glass of wine that I wasn't planning on having and the next day I might have a little headache. But that's okay, because that's just human nature and I've just pushed the boundaries. And it's a little reminder to stick within my reasonable limits.

So, I guess those would be my three tips to your listeners.

Steph: Yeah, they're super important. And I think that whole intuitive thing, that conversation, it comes up quite a bit. But I wonder how you applied that. Did you stay completely paleo or did you make some changes based on ... Well, actually, like when you felt better did you then think maybe you could tolerate some foods. Take us through that next phase of your journey.

Helen: Yeah, I didn't answer that question, did I? Good point. Well, I- Since I learned about paleo it was only a few clicks until I found Mark Sisson and the Primal Blueprint. And, the Primal Blueprint really resonated with me because it is more of a case of really getting back to the foods that we have evolved on and thrive on as a human and working out which version of those foods work for you.

To start with, I would still have a little bit of rice because I wasn't sure. I didn't know what else to have. I didn't believe cauliflower rice would be nice at all until I tried it. So I guess mine's been a slow process. First of all, I just went gluten free. Then I took out other bits and then you start to think actually I don't want to have milk, I had for a while still, actually I don't want to have dairy anymore. It's kind of like refined. I tweak and refine it all the time and even though I feel like I've got a handle on what works for me, I'm still so open to learning new information and love to have a little test out.

Mark Sisson brought out the Keto Reset towards the back end of 2017. I was like "Great, I can't wait to have a little six week keto reset for myself". So I guess, for me, it's just a case of eating plants and animals. If we're going to have a pizza night, I'll happily have a little bit of cheese on top of my pizza. But I know that having lots of milk in my diet was the cause of my constipation for all those years. All those skinny flat whites. So, I guess it's just a case of adapting and finding out what works best for me. Which is what I've done.

Steph: I think that's another really great piece of advice. I'm not completely dairy free. A lot of my recipes are, but I definitely know if I eat too much I actually notice it first in my knees and my wrists at yoga. So, for me, that's a flashing red light to pay attention. I think everyone's got their barometer. Some of my clients it's their digestive system, others it's their skin. Me, obviously, it's my joints. You know, I think that if we pay enough attention, and whether that's initially writing down a food and symptom diary, or connecting the dots, I think that's really important to work at. What version of paleo, what version of real food works for you. That's some great advice.

Helen: Mm-hmm - That is very good advice. And it's funny, isn't it, there's so many variables. For me, it can be quite cumulative. Like, you'll have a little bit of dairy and you'll think "Hm that was okay" and then the next night you might go to dinner at a friend's and they've got a cheese board. And you think "aha, I'll have some cheese" and then it can kind of, and then you're like, "oh yeah... yup. Now I can't poo."

Steph: Yes

Helen: It's interesting to notice these things. And you know your wrists and knees are talking to you in your yoga class. Your body is always giving you feedback on how well you're

doing. It can be affected by all sorts of different things. I know when I travel, that can really be ... Even though I feel really relaxed and comfortable, it can be stress on my nervous system which can really affect how well I'm doing and how well I'm feeling. There's all sorts of things going on.

Steph: Yeah, lots of variables, I agree. So did you ever get a diagnosis, per se, or do you think that there was just a whole collection of inflammation from your previous food choices, or lack of the anti-inflammatory fats?

Helen: Well, I got two diagnoses. One was from my doctor who said, and I had every single goddamn test under the sun including a full body scan, and she said there's nothing wrong with you. You might have Irritable Bowl Syndrome but we don't have a drug for that. I think you need to go and see a psychologist because I think you're depressed.

Steph: Mmmm.

Helen: So, that was my conventional. And I love my doctor, she is amazing. But that was, she was giving me the best that she could with what she had. And then I did go to see the naturopath and the naturopath, amazing naturopath still see her to this day, told me that I had small intestinal bacterial overgrowth and a leaky gut. Like, who hasn't got a leaky gut? Who's lived a life like that? That's, it's still a work in progress. I definitely, in the last four years, come a long way on my healing journey. But I think this is me for the rest of my life. And when you look back at certain things in your life, with the knowledge that you have now. Like, I was on antibiotics the whole of my childhood. And I was on Oxytetracycline, which is a really full on antibacterial antibiotic for acne that I had when I was around 18, 19, 20. So when you look back at things like that you can say "Oh, wow, no wonder that this all accumulated to this horrible health crises"

But the reality is, Steph, that what I was suffering with was just common, every day symptoms. Nausea, pain, headaches, bloating, depression, anxiety, phobias. There are so many people that are living with these symptoms and they don't need to be living with them. That's what's my passion. Is to really get out and let other women know that they're not on their own in their health journey, and that they, too, can reclaim their health with a few dietary lifestyle tweaks.

Steph: Yeah, awesome. And that's become your mission in life. So, share with us what you did in terms of, I guess, educating others and where you went first. And then I want to hear all about your amazing business.

Helen: Well, I was really evangelical so when I reclaimed my health I was like "Wow" and it was literally this compulsion. There was no "Oh, shall I tell other people about it or not?" It was like I felt this drive, I had to get this message out there. So I started holding Primal chats right at my house, where I would get a group of women together talking about how they were feeling. And I'd offer free Primal chats in coffee shops as well, which is basically me just giving them all the information I knew about Primal lifestyle and then them leaving completely overwhelmed not knowing where to start. So I thought "Right, I need to do something more than this". So I qualified as a Primal health coach, with

Mark Sissons certification course, which actually gives you some coaching skills so you can make it relevant to your client instead of just bombarding them with information. And I had great success with that. I was just like "if I can help one other woman, one of the women, to feel better than I've made all the difference in the world."

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Now, with my Thrive 21 day program, and Set for Life, which is my 6 week program, I've helped over 300 women reclaim their health. I've just actually wrapped up a call for Thrive, and at the end of Thrive I ask everybody to write a testimonial to themselves. We very rarely give ourselves pros and credit but when we do give ourselves pros and credit we set some really cool neuro pathways in the brain that will give us a good dopamine, or endorphine, kind of hit that will help us repeat the behavior. So they can see why I am asking them to do it. And it is also very uncomfortable to say "Look how far I've come" for all of the fear of the tall poppy syndrome and that kind of thing. But anyway, just reading through the testimonials, the changes that these women have made, it's like "Wow!" I actually read them to my husband and I'm like check this out, this is amazing what's happened.

But anyway, I digress. So, anyways, I was doing my health coaching and I got a lot of kickback. To be honest Steph. You and I are super motivated when it comes to health and we've made it our life's work, but a lot of my clients had full time jobs doing other things that weren't in the health industry. So they might be teachers, or ambulance drivers, or working at the local supermarket and they didn't have the inclination or the time to spend all that time in the kitchen preparing everything from scratch because eating a clean living diet it involves chopping all of your spray-free veggies, slow cooking your grass fed meat, you've got your sauerkraut bubbling away in the corner. You've got kombucha over there.

All these other things going on that by the end of the week, my clients would say to me "H, I'm exhausted and I've had enough. And I've worked really hard, I've spent at least three hours a day in the bloody kitchen, and although I feel good, I'm exhausted tonight and I just need to lay off cooking so I'm going to get a pizza" and you just get your standard kind of conventional pizza with the gluten and everything else in them. And then they feel like crap about that, so they down a bottle of wine. And while they're at it they might as well finish off that whole bar of Cadbury's that's in the pantry. And we've all been there, right, we can all relate but then the next day not only would they be feeling like they had undone all their good work, and have all that guilt and remorse and all that crap going on. Also, their body would really react strongly to it, too, because they'd removed all of these inflammatory foods, and all these inflammatory factors and then they would just be feeling a lot worse than they had done before.

Which is why I offered to cook for my clients. So I said "Well, how about I make you some of my paleo bread that I've got? Would that make life easier for you? And how about if I come up with a pizza base so that you can just eat this base instead of order that one? And you can just have them in the freezer. So you just put your toppings on and that's it. You've got your cooking. And how about if when you said you really wanted to have that bar of chocolate how about if I can make you a beautiful grain free chocolate chip cookie to have instead?" So that's how Primal Alternative started.

Steph: So good. I think, it's common that when you talk to someone about whether it is low carb, or real food, or Primal, or paleo it is the breads and the pizzas and the treats that people have that massive epiphany that's obviously no longer going to fit in with their lifestyle. So, it's great that we don't have to miss out on these favorite foods, we're obviously, replacing conventional items with foods that are so nutrient dense and low in carbohydrates, full of healthy fats. It's by no means a one-to-one, we're obviously adding more nutrients but still able to enjoy all of our favorite foods that typically are very high in carbohydrates. I just love what you've created. I'm having trouble deciding which is my favorite. Whether it's your fat and seedy bread or those chocolate chip cookies, which are next level. People have been asking about what -

Helen: Have them both

Steph: Sorry, what was that?

Helen: Just have them both.

Steph: Have them both.

Helen: Have the seedy bread and the cookies.

Steph: Exactly. But people have been asking me what my pregnancy cravings are and I haven't really had any. But I've been loving the, your, fat and savvy bread with peanut butter so I think that's a pretty good craving, per se.

Helen: Awesome. Yummy. That's great

Steph: So good. Obviously, you've got an entire range. You've got cauli- is it cauli? Or just low carb pizzas?

Helen: Low carb pizzas. I'll talk you through the range that we've got. And really, Steph you're so right, when you tell people that they can't eat bread anymore they literally want to weep. There's something about bread and it's not necessarily the wheat and water that makes your conventional bread. There's something that's deep deep in our lines of ancestors from the Industrial Revolution where, I don't know, even in the Lord's prayer "Give us this day a daily bread". You can't take that away from people. You really can't.

To be able to just have an alternative, a Primal alternative. When I'm talking about breads, when I first told my dad about my bread, and he was a great bread maker, like a traditional bread maker from way back, he said "What's in your bread?" And I said "Oh, well, it's almond meal and coconut oil, and zucchini, and some seeds and some eggs" and he was like "so it's not bread at all. There's nothing bread about that." And it's true. It's like you said, oh it's nutrient dense ingredients pretending to be bread or pretending to be pizzas.

So we've got our fat and seedy bread, which has got one gram of carbohydrates per slice. And the fat and seedy pizza bases which has got four grams of carbs per slice. As

you can imagine, they fly off the shelves in our low carb and keto communities. And then we've got fruit toast, which is a delicious blend of nuts, seeds, spices, inca berries or goji berries. And that's a really good breakfast or when you're feeling like a dessert. Or a cake. A snack with butter on, honey on, mwah. It's just absolute heaven.

And then we've got our zucchini and pumpkin bread, which are alternatives to a wheat bread. You would just swap them out. The chocolate chip cookies, which we've talked about a lot. We put the 'Primalisters', that's the Primal alternative producers, in a massive bake off for the wellness summit where you and I met a couple of weeks ago. They put a cookie in every single goodie bag. And when I was speaking on stage I said "Did you enjoy the cookies?!?" And there was a big "Yeah!" Because the cookies taste like something your nana would make. They really get by, fussy kids, dubious husbands, any one who's a bit not sure about your healthy lifestyle. And then we've got our pizza bases, which are a great. We have them every Friday, it's just our Friday night off cooking.

Oh! And the jellies. How could I forget? Jellies, which are a really awesome, fun way to get gut nourishing gelatin into. I wanted to get. I created the recipe to get some gelatin into my kids. They weren't down with bone broth. So I was like okay, well we'll make some jellies. They are very gelatin rich and turns out that they're a hit with big kids as well, which is awesome.

Steph: So good. Speaking of the wellness summit I hadn't even looked at my goodie bag. To be honest, I just sometimes think that I want to recycle most of the pieces of paper in there because I'm a bit of a greenie. I think I said to you girls that cookie was, by far, the absolute highlight. And I was straight in there it was a nice surprise to have one of those in the goodie bag. So thank you very much.

Helen: Awesome, my pleasure.

Steph: So good. Obviously a full range. And we'll pop your website in the show notes for everyone to check those out. Tell us more about how the business has expanded because I actually posted on Instagram recently and I had a lot of questions about what is that bread and where do I get it from. It's obviously -

Helen: Awesome.

Steph: Yeah, yeah, I've had a few questions. But it's obviously a slightly different business model. Tell us about where Primal Alternative has gone.

Helen: Okay. Right. Well, like I said I literally offered to cook for my clients. I think there was about three people who put their hand up. So that was how the business started and I wanted to do everything for everyone. So I wanted to do cooked meals, bone broth, activated cashew milk, kombucha, everything. And then I found out you're only allowed to do certain low risk products from home. So for me, this was a great answer to a career crises that I've had. So I mentioned earlier I used to work in the corporate world. Well working from 7 am til 7 pm at night didn't fit in with how I wanted to, how I want

motherhood to look. I wanted to enjoy being with my kids. I would be looking for something I could do from home that would fit in and around the family but still contribute to the family finances. And give me something to do that was for me, you know what I mean?

I tried massage, I tried babysitting (I really don't like children very much, so that wasn't a good one), I tried everything I could just to try and make ends meet with the kids being at home. So this was a perfect answer to it. I served some of the local health food shops, independent grocers, gourmet pizza shops, and cafes with my bake that I did on Monday morning. And then I would bake on a Thursday morning for a little market that I did at the Steiner school after school on a Friday. And that was awesome. Helped us pay the mortgage. And then I was doing quite a lot of personal development work at the time and in a session that I had with my mentor we uncovered, and kind of exercised, a real strong, limiting belief I had around money, which was rich people are wankers. So, obviously I was never going to be rich in my life because I didn't want to be a wanker.

So once I met this fear, and really sort of met this face on, I kind of realized how ridiculous it was. Did various homework around getting rid of this limiting self belief. I was just sat at my kitchen table one day and literally it felt like the universe popped an idea in my head. If you imagine my head was like a nest and popped in a little fledgling bird, popped it into my head and said "Franchise your baking business so that you can get these products to the whole of Australia." And I was just like "Oh my god. I have to do this. This is- I have to do this" even though I have had no experience in the franchise industry. In fact, the franchise industry is something that I see on today tonight. You know, like all the bad things happen in the franchise industry.

So I went into this completely blind, completely one baby step after another. But I really felt that it was something that the universe wanted to manifest and that if I hadn't of run with the idea, the idea would have ran to somebody else. And this Primal alternative, or an equivalent, would be in the world now. I franchised my baking business. I literally had the idea in August two years ago and sold my first franchise two days ago. So what's that? I had the idea in August, sell my first franchise in September. So it was very quick, very quick turnaround. And then, I launched the Primal Alternative website on Boxing Day 2016. So that was a really good way to kind of take it more national. And to date, 59 women have said yes to this incredible opportunity. Mind blowing. Very quick growth.

Steph: That's amazing. Well done though. Because obviously you couldn't possibly feed Australia yourself from your own kitchen.

Helen: No. I'm only one woman.

Steph: Yeah, yeah. I could definitely appreciate your initial concerns about franchising, but from what I saw of all the team that were at the wellness summit, you've definitely got an amazing group of women that, you know I'm sure, they're so grateful because I'm also sure they maybe they had a similar journey to you. Whether it was health or career, looking for something that would fit into their life more and that they really love doing. Because I can speak first hand to say how important that is. I think, when you do what

you love, as cliché as it is, you do never work a day in your life. And yes, it is hard work, don't get me wrong, but it's not the same as having to front up in a corporate environment for the money, so to speak.

Helen: Mm-hmm, nope. Absolutely. And you know, all the Primalisters, that's my nickname that I've given to the producers, because Primal tend to produce franchisees is so corporate. And that's not what we're about. We're more of like a, kind of like a sisterhood or a cooperative, where we all work together to have this life goal. All of the Primalisters have had some kind of health crises of their own. And this baking franchise is like a vehicle for them to make a difference to people in their community. And it's a very, when I went back to my story when I was evangelical and boring the pants off of everybody who would listen, if this opportunity had been there, to me this is a much more positive way to get your message across to feed people.

To cut out the middle man of all of the "you shouldn't be doing this, you shouldn't be doing that. You should live like I am. Blah, blah, blah, blah, blah." You feel like you've got to save the world. Whereas, when you can just offer people a more nutritious version of what they already love, it's just so much easier to help people stay on track. Because staying on track with these kind of "extreme" ways of eating, can be hard. If you know you can have- I mean most days I'm having plants and animals, meat and three veg salad, bacon and eggs. But then on the days where I just want to have a piece of toast or I just want to have a pizza night, or I just want to have a bloody cookie with a cup of tea ... I can, without undoing all of that hard work. The Primalistas have come from a very similar background. They have a strong passion. And we all really have this feeling that when food is homemade with love it's got a different energy to it then something that's pumped out in a factory.

And I know there's no science around it, but you know when you've made - you know when you have something that's been home made for you, Steph, there's just so much love in it, isn't there?

Steph: Absolutely, yeah. It's completely different. I totally know what you mean. It does have a really nice homemade feel to it, which is obviously one of the big reasons why you didn't want to go factory level, yeah?

Helen: Mmm, yeah. Look, absolutely. Factories just don't light me up. I'm fascinated by them. I love looking around factories. If there's a show on telly about factories, I'm interested. But it's almost like, it was Fouad actually that said this, Fouad from Quirky Cooking, and he said "It's like a primal way of bringing primal food." We've gone- We've bypassed the industry old factories and we've gone back to the kitchen, the heart of the home.

Steph: Yes.

Helen: Making food, it's very cottage industry. And, so the Primalisters have got their own home business that they can - There's no targets, there's no minimum things they've got to hit, they can create a business that serves them. And that's going to look really different from Primalistia to Primalistia, based on their life. Some of the Primalisters

work full time, some of them are mums with kids at home. So what they're capable of doing, and how much time they want to spend in their business, really varies and it's up to them to create something that really works well in their lives. Which I absolutely love as well.

And the biggest thing that holds us all together is the community. So you saw those 12 Primalisters flew in from WA and New South Wales and obviously Victoria, for the wellness summit in Melbourne. I've never met them before, most of them. But it felt like we were just old girlfriends catching up because we've got all the same values. We share the same values so when we connect as a community you've got this feeling that you really, you have something bigger. That you're part of something bigger. And that can be really good.

Like you say, when you are running your own business, doing what you love, it's not easy. There's speed bumps. There's things to overcome. But when you can go on share your shit days with your sisters and say "Oh man! Markets was a wash out today. Nothing went right" Or, on the flip side, you just scored a new amazing stockist, or you got an amazing review from a customer and you want to share that success with people who really care then we've got that group. And that's what really is the- they are the success to Primal Alternative. I'm so proud of them all. Love them to bits.

Steph: Beautiful. So, where can we get our hands on these amazing products? I'm sure everyone is dying to know.

Helen: Well, if you go to primalalternative.com you can check out the stockist tab and find out which is the nearest farmer's market, or bricks and mortar stockists to you. You can also order online. So, we've got a shop tab there as well. And there's actually free shipping on orders over \$100 dollars. And one product that I did forget to mention when I was going through the range before, Steph, is we also have a pastry. It's a Quirky Cooking recipe. So if you're a Quirky Cooking fan, you've probably heard of Fouad's life changing dough recipe. Well, we've made that for you so you can just get that frozen and turn that into your favorite - I'm doing a quiche with some tonight. Or sausage rolls. Pies. Whatever. It's so versatile it even comes with it's own cookbook URL, this pastry, because it just can do all sorts of things with it. And that's just gone on the online shop as well. So you can get that as well. So there you go.

Primalalternative.com. Thank you

Steph: I need to um, I think my favorite childhood food was sausage rolls. I obviously don't eat them these days. Let's find a way to make it happen. Absolutely.

Helen: Well you can now.

Steph: Absolutely. Thank you very much. Helen, it's been so great to chat with you. I'm going to pop all the links in the show notes. But just before we wrap up, was there anything else that you wanted to share or have you got anything coming up that you can give away at this point in time?

Helen: There's all sorts of exciting things in the pipeline, but nothing really that's mentionable. But I think- yet, but watch this space. What I would like to leave you with, my one parting takeaway if you like, would be: No matter where you are right now, and no matter how you're feeling, whether its any aspect of your life, whether its your health, your relationship, your work, know that you, too, can change your life and achieve anything that you want to.

Steph: Yeah. So beautiful. I just love hearing you speak and I think the whole story is really inspiring. It's so great to see your success. Well done on all the hard work that I know you have put, and continue to put in. Thanks so much for your time today.

Helen: Steph, thank you. You're an absolute legend. I really enjoyed our time together today. Thank you so much.

Steph: My pleasure. Take care.