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# Herbal Teleconference Series

Susun Weed • Jon Young • Betzy Bancroft • Jessica Moore

## TRANSCRIPT

Jessica Moore, November 8, 2006

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The following is a written transcript from John Gallagher's interview with Jessica Moore on November 8, 2006.

The interview was part of The Herbal Teleconference Series, which was an event celebrating the release of *Wildcraft! An Herbal Adventure Game* by LearningHerbs.com.

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For more information about Jessica Moore, please visit [www.moorenaturally.com](http://www.moorenaturally.com).

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**John Gallagher:** All right, great. All right, so good evening everybody this is John Gallagher from LearningHerbs.com and welcome to our Herbal Teleconference series. For many of you I know this is the first time you're hearing me speak outside of those little recordings I have on the web site. So as I was just saying I was looking for a unique way of involving people in the launch of our game Wildcraft! And because Kimberly and I really want to involve you in the process, and rather than just send you out, we'd rather just inspire you about new ways to use herbs in your life, like our Herbal Branches newsletter.

We even have a new one coming out tomorrow, a really fun one. And let's see, and recently I was a listener on a teleconference to learn about something and I really really liked it and how it went. So, I was wondering who I should interview. So, as I'm wondering that. You put questions out there

sometimes and then an order comes in from Jessica Moore. I could see that she had a web site. And I went and visited it. And I was just like really inspired by the products that she had. And she has moorenaturally.com That's Moore, not more, put an extra O in more, moorenaturally.com and then it all just fell together and I swear 15 minutes later I had the other three guests. It was just amazing. Just meant to be. I just acted on an urge that I had so that I was inspired. I was just like, "Yep, this is what I've got to do." So, we'll talk more about the other three guests we're going to have at the end of the call.

And I want to let everyone on this call know that we're going to give away a really cool prize at the end. So hang on and one of you on here will get that and I'll mail that out to you. And so we'll get the interview here.

So Jessica Moore, of moorenaturally.com is with us. And she's an herbalist and owner of an herbal business. Many of you get the herbal medicine making kit, have shared with me that you're inspired about doing something like what Jessica is doing which is taking, we all want to take our passions into the world. If we're really excited about something, it inevitably creeps into our minds like, I wonder if I can make a living at this.

**Jessica Moore:** [laughter]

**John:** And so that's why I wanted to interview Jessica about some guidance about these kinds of things. Because I could see that that's what she did. I could read that in her story on her web site. And also hey, if we have some time, ask some practical advice for herbs and common ailments. So, hi Jessica.

**Jessica:** Hi.

**John:** How are you doing?

**Jessica:** How are you doing?

**John:** This is kind of funny. Because this is actually reminding me of when I was [Podcast cuts out] about when we were in the theater and all that and I actually was a DJ on a radio station too. So this is kind of funny.

**Jessica:** [laughter] It is kind of like that.

**John:** I know one time I was working at two different stations. And I'm on the air. And I'm like, "And you're listening to 91.3 WCNJ," and the person comes in and she's like, "89.7!" And I'm like, "Oh yeah, yeah, yeah sorry." [laughter] So anyway, so in your story on your web site you say that the inspiration or the beginnings of the herbal business started with a bad case of diaper rash. So what's that story?

**Jessica:** It wasn't me that had it. Let's just get that straight. [laughter]

**John:** Oh yeah, yeah, your baby.[laughter]

**Jessica:** Well, thank you so much for this John. Thank you so much for inviting me to do this.

**John:** You're welcome.

**Jessica:** I was really honored by your request. And I was exceptionally honored when I saw my name up there with some other herbalists, especially Susun Weed. I've always respected her and yet referenced her so many times. And hopefully, I'll be able to take a course with her when my daughter's old enough. So I said, thank you so much for this opportunity.

**John:** You're welcome.

**Jessica:** Yes, my studies in herbs had started years and years ago, mostly just little books that I picked up. I knew I loved herbs. I was raised a vegetarian. I was raised natural, using natural medicines and what not. So throughout my life, I always incorporated that into my daily living, whether I was in theater or in graphic design or in marketing and so forth.

When I was pregnant, I was constantly searching for that dream job where I could be a mom and not have to work in a corporate world and setting, and all of that. So one time during a prenatal Yoga class, I sort of had this euphoric moment where my eyes opened wide and I said, "I could study and really you know, I could turn this into a business." I ran out to my husband and I'm like, "This is what I want to do!" And he's like OK, you know.

And so I started researching different courses that I could take to advance my knowledge from basic just folklore and basic stuff that I'd learned. And I took a few courses in the area, little weekend workshops. And I took, not really knowing much I just sort of like grasped at anything that I could find and swallowed it all up. Basically while I was pregnant and I had the time to do so.

And then I thought of different things. I could start this business. Originally I wanted to make all these different funky tinctures, you know, with funky little marketing names. Because at the time I was working in marketing and so that was really my little niche. But that actually hasn't even evolved. What happened was, I decided to take the master herbalist program from Australasian College, which is a correspondence program. Mainly because I was seven months pregnant and I couldn't be going off anywhere, doing anything. And so that was very convenient for me. And they are based out of Oregon and we'll talk a little bit about that program in a little while.

So, while I was taking that. I, every naptime and obviously I had the baby in the meantime, every naptime I would do my homework and then when Brenna was, that's my daughter Brenna, when she switched from breastfeeding to solids, she started to rash terribly bad. And so, you know, being this little

new herbalist, you know, I'm in the kitchen and I'm whipping up this and that and I ending up making what is now known as Bonny Bottom Balm. And if you look at the picture on my web site, that's my bottom. Actually no, no, just joking. It's Brenna the model, who at four, right now feels that she loves the fact that it's her bottom on that logo. But, we'll see what happens when she turns 13.

**John:** Right.

**Jessica:** So I applied it and it worked really well, really well, like scary well. She used to cry at even the thought of having her diaper changed. You'd put or lay her down on the changing table and she would just start to flip out because it was always so sore and so red.

**John:** Oh no.

**Jessica:** And I put it on at naptime and she'd nap for an hour and a half and I'd change her diaper after she'd napped and it was almost healed. It was like magical. So, I had a couple of friends at the time that had babies and so I gave them some, and I'm like, "Check this out. Tell me what you think," and they had the same results. And so I kind of looked at my husband and I went, "I think I should probably start marketing this. I think other people need to have this."

**John:** Yeah.

**Jessica:** And that's where it started.

**John:** What's in the balm?

**Jessica:** [laughter] Magic potion.

**John:** What specifically?

**Jessica:** No, honestly, I think that what really for herbs there's plantain, comfrey, calendula, a little lavender essential oil for anti-bacterial properties. But it's also in an olive oil, lanolin, and beeswax base. And what I believe. How I interpret its healing action is,

obviously clean the area, and apply the balm and the lanolin works as a waterproofer, so that the herbs actually can go in and heal the skin. The demulcent properties of the herbs can actually heal the redness and the chapped irritation of the skin while there's no more moisture affecting it, making it more raw and irritated.

**John:** Right.

**Jessica:** So it just ends up working really fast, but I think obviously the calendula and comfrey are key demulcent herbs. I really believe the plantain really helps reduce the redness and the irritation, just like if you use it on a bee sting. You know it just soothes it marvelously.

**John:** Right.

**Jessica:** And it works so well for different things too. We use it still every day. My daughter is four and a half and she's in school and running around on the playground. You know the noses run, and they get all chapped lips and red noses and I put it on her. I actually put in on her after she falls asleep so that she doesn't wipe it off and she wakes up and the redness of her nose is all gone.

**John:** I think there's a lot of people on the line going, "Yep." Because that's like a lot of the same herbs and the salves people have made on this call from the herbal medicine making kit.

**Jessica:** Oh, great, yeah.

**John:** Preplanned pain, and whatnot. Now for us, since we're on the diaper rash thing, what we found that worked the best for us was a straight chickweed oil.

**Jessica:** Oh, really?

**John:** It's very cooling, yeah. And I don't know how many radical people there are out there, but we've even done just crushed up plantain, or just crushed

up chickweed leaves and just stick it in the diaper.  
[laughs]

**Jessica:** You know what it is, it's anything goes when you have a suffering child. [laughs]

**John:** So you said that you started learning when you took this course. Now, any experience or interest before you took the course or was it just this thing, like something sparked, like, oh, I want to learn about plants?

**Jessica:** Well as I said, I've always opted for natural medicine in my own life, but I didn't have an extensive knowledge of it. So what I looked for, like I said, I took some workshop courses and things like that, and expanded it a little bit. But what I looked for was a more scientific approach. What I wanted to do for myself, obviously, and for my customers, is to be able to explain why the herb works, not necessarily, "Just trust me, it works." You know, you'll be surprised. So I was looking for a little bit more of a scientific approach.

That program, although it had its downsides, especially being correspondence, that was difficult that way, to not actually hear the pronunciations, and not have any hands-on with your instructor, lessons like that. But I really learned a lot about the body, the systems of the body, the ailments of those systems, and then the herbs that support those systems. And so that was a really good basis for me.

I, on a personal level, I read about the magical properties of herbs as well.

**John:** Right.

**Jessica:** But as far as from a business venture, I wanted that real scientific. So when I sit down with people and talk about the active constituents that are in each herb, I can explain how they affect the body systems, how Echinacea ends up building white blood

cells, and that's why it improves your immune system. There is actual scientific backing to it.

So that was pretty good about that course. You learned a lot about active constituents and primary properties and secondary properties. And there's always different interpretations on how you build a formula.

**John:** Which is and what you're saying is, and I want everyone to get, that that is a wonderful way, and also to see that there are many ways to begin learning. Now you heard what just Jessica is doing now, when I came up with an approach, working at Wilderness Awareness School, had more of a nature connection. I just started by learning the names of plants around me, and learning about the plants, and someone saying, "Hey, they can do this, this, and this." So I came from more of the perspective of the herb, which is a way that I teach in the course that I wrote. But then, through that door, discovering later, the body and all. I had studied herbs for a while, and then when I was in acupuncture school, I took anatomy and physiology and a lot of different science courses. I was like, "Oh, that's what a spleen does."

[laughter]

So you eventually come to it. But the point is right, and I think you'd agree, Jessica, that you've just got to start somewhere.

**Jessica:** Absolutely. Absolutely. And you know, and anything helps. Subscribe to magazines, get on different web sites that send out little bits of information about herbs as new properties get discovered. Any little bit will build your repertoire of knowledge. And I'm obviously, I'm still learning all the time. I need to research things. I can't "pop-up." Somebody stops me on the street and asks me, "What about this?" Most of the time I say, "Let me do some research on that." Because I have to do that, I

know the information, but I want to double check myself, and I want to make sure there isn't anything more current out there.

**Jessica:** For example, personally, on a personal level, I suffer from migraine headaches, and within the past couple of years, they found that Petasites, which is butterbur...

**John:** Right.

**Jessica:** is very successful in preventing migraine headaches, and you know, I tried the whole feverfew root, and I didn't really notice much of a difference when I was taking that, but I have, since August, taken butterbur tincture every single day. I take a half a teaspoon every single day. And my migraines have cut down probably 75% or more.

And that's just a new finding. They didn't really even know that it had that property, and now they're also saying that it's also very, very good for seasonal allergies. So get on those new newsletters, and get Herb Quarterly Magazine, and read the little things, and just start building a knowledge database.

**John:** Now, I know that, when someone - to a lot of you out there, when someone like Jessica just tells you, "Oh, I learned about, read about this about butterbur and helps with migraines," that it goes swirling around in your head like, "Oh, wait, I can - okay. How do I do it? Wait. How do I know this is safe? How do I go about this?" Then you look up migraines, and you see it, right? You look in the book, right, Jess?

**Jessica:** Yep.

**John:** And you see books that have like ten or twelve different herbs - they go, "Which one do I use? Do I use two of them, or all of them? Do I use all of these, or just one of these, or five of these? Or which one...?" And really - and I emphasize, Jessica, on our site, that it's about just one experience at a time. A

lot of you out there know how to make a tincture from the Echinacea tincture from the kit. And so, basically, you put the plant in a jar, fill it up with uck, and you let it sit for a while, right? You strain it out, and then you can use it. And then, if you keep your learning to these isolated events, and then it inspires you to do research. You connect the dots, and then you just - that's how you grow as an herbalist.

**Jessica:** Absolutely. It is like you said before - it is my passion, and I've really found that I am so happy when I'm working with herbs. I was, with this business, a lot of - because it's a small business, I do everything, essentially. And the other day, I'm coming up to several big events, and I have a couple of new accounts, stores that want product, and I've been working on the computer like crazy, and ordering. And I just stopped, and I went in the other room, because I had a tincture that was ready to be decanted, and I just said, "I need to do what I love now," I mean, enough. I know this is all for the business, but I just have to keep reminding myself that - what is it that is the passion here.

**John:** Yes.

**Jessica:** And I love making new products, and I have several new products that I haven't launched yet, just because I need to get the business going more with what I have, and every new product is an investment, when you're talking about packaging and labeling and more packaging.

**John:** By the way, your labels are beautiful. I think that was the first thing that caught my eye, because you're like, "That's empty packaging, " and I'm like, "Those are great labels!"

**Jessica:** Thank you! Yeah, we - my husband and I actually worked very hard this past weekend, and we made a lot of product, and he was my labeling department.

**John:** The labeler?

**Jessica:** Yeah, he was chief cook and bottle-washer of that whole department the other day, and we were, "I love this label! No, this one's my favorite! I love this one!" And I have to give credit to my very close friend, who used to work for me, actually, when I was in marketing, and when we all decided to move on and go our different ways. And I decided to go in this route, she stayed in graphic design and owns her own agency now, and her name is Lindsay Taylor, of Taylored Image, and she did all my labels. And I just, I thank her so much. She generously did all my labels.

**John:** Well, I have Rowan, my seven-year-old, doing the labeling now in the kitchen, and my two-year-old has just been promoted to bottle-screw. Like, bottle-cap-screw.

So, only one of these new products - tell us about one of them, and how you went about formulating it, and what inspired you to use those - really, what was that journey of doing that? Because I'm curious, are you inspired by - are you going to the plants? Are you like, "Oh, I'm really attracted to butterbur or comfrey! I really want to search to make something with comfrey." Or is it, "Gosh, I see a need for this kind of salve or balm, or tincture, and I'm going to go find the herbs and go that way." What was the journey for one of these formulations?

**Jessica:** First of all, actually any product that gets introduced to my line has been formulated based on the needs of a client, a family member, myself, a friend. Someone that had an ailment and we worked on a solution to their ailment. When I am happy with the results, that's when I introduce it to my line. So, nothing has been just added without being tested, and as I like to say, all my products are tested on my family and friends and not animals.

**John:** Right.

**Jessica:** But that is actually not true because my dog, my chocolate lab, has been using my products

for years. But no I actually do base it on an ailment and that's been the mission and the niche of my business is everything is for an ailment. They're products for wellness based on a particular medical need, and I don't do anything cosmetic. I do everything to cure a problem, and I know those are all words that the FDA doesn't want you to use when you're using herbs or talking about herbs but...

**John:** Oh no, but we can talk about it here.

**Jessica:** Yes.

**John:** Unless one of you of the FDA is listening.

**Jessica:** That's right. I just made my disclaimer. So I'm all right. So yeah, so that's what I have done. I have worked with many clients that have PMS or menopausal symptoms that had trouble sleeping, so I developed the Easy Dream oil and I also use that on Brenna all the time. Not every single day, but any time, anybody with kids will know, kids are bouncing off the walls. They just had a really energetic day and it's time for bed, but they're just not there yet. And we put, Brenna calls them "sleepy time drops" because they actually used to be in a bottle that dispensed it like an essential oil bottle, and now it's in a roll-on bottle, which is a lot easier.

**John:** Oh, wow!

**Jessica:** The roll-on bottle is also really nice, as you'll know from your acupuncture training. You can actually work on acupressure points for sleep...

**John:** Sure.

**Jessica:** with the roll-on applicator, so it's kind of a double-purpose container. So everything has been formulated because of somebody's need. Like I said, I have products that I've made for people and they've worked, we've been really satisfied and I'm just waiting to launch them, but I have to get these things going first.

**John:** Of course.

**Jessica:** That's my passion. I love having this little problem that I need to find a solution for, tweaking it and tweaking it and tweaking it until I get something I can be really happy with.

**John:** What I liked about what you're doing, what I really advocate is people using herbs is here's my thing, because I get emails a lot from people like, "What do I do for diabetes?" "What do I do for a migraine?" for example.

**Jessica:** Yep.

**John:** And I always email back, "Well if you're doing something or you have a more chronic situation, it's really a good thing to go to a licensed, or qualified consultant or practitioner in complimentary medicine..."

**Jessica:** Because you have to look holistically.

**John:** There's so much. They can help you analyze your diet. There's no silver bullets happening out there for herbs. However, I feel that there are silver bullets with herbs when it's coming to acute situations...

**Jessica:** Exactly.

**John:** For a lot of the every day bumps and bruises and first aid and colds and everything. Every day I marvel at the effectiveness. I think herbalism gets a bad name when someone like my mother-in-law goes, "Okay, I'll try your herbs, John." I reel her into that, "Get some feverfew. Try some tea from the supermarket," and then tries it for a couple of nights and says it doesn't help her migraines and writes off herbal medicine.

**Jessica:** Exactly.

**John:** And I'm thankful for all of you listening that have come to look beyond that and see that when we are all empowered to take care of our health care for our day-to-day stuff, we can really do a lot with herbs.

**Jessica:** Absolutely. While we're on little things that bother us about herbs, my pet peeve is how the allopathic medical world tends to negate the power of herbs right out except for how they interact with all of their drugs. That always just cracks me up.

**John:** Right.

**Jessica:** "Don't take this", because you know, "Don't take that when you're taking this and don't take that" but I want to say, "But I thought you said those things didn't work or do anything, so why can't I take them all?"

**John:** I know, I know.

**Jessica:** A little pet peeve of mine.

**John:** There are some enlightened ones out there but...

**Jessica:** You're absolutely right, I mean you always get the big questions. For example I get this all the time because I mostly deal with topical products, people want a quick-fix for eczema.

**John:** Oh, yes.

**Jessica:** And eczema really is one of those conditions that in addition to soothing the external patch, you need to treat it from the inside.

**John:** Correct.

**Jessica:** And nobody really wants to hear that. They just want their little quick cream to make it all better, so that's one that needs to be healed. Another product I do make also is my Fungal Funk Ointment, which is for any sort of fungal infection or ringworm or anything like that, but with fungal infections, they're really manifestations of an intestinal upset and/or imbalance of the...

**John:** Now let's take one of those examples then and see how we'd treat it. OK, I'm going to take eczema because number one, I've had it in the past and when I had it, before I learned about this stuff and I was

using a steroid cream and it went away and then it would come back and then it would go away. Just so you know, ever since I've been drinking herbal infusions regularly, it has never come back again, but let's take that for example. So, we have someone who has eczema and what's an herb or two that you might use on the outside, but also I'm imagining you're going to tell someone that they should be drinking some infusion regularly of some kind of herb.

**Jessica:** Yeah, with eczema, quickly off the top of my head, as I mentioned obviously I like to do a little more research. And always when I'm working with somebody I do look at the whole person. We look at diet. We look at anything that might be causing an allergic condition like eczema, which is sometimes caused by a food allergy or an environmental allergy or anything like that. But I've had some success with some clients when they have taken Burdock root tincture on a regular basis.

**John:** Exactly, yeah.

**Jessica:** And then treated the patches as they outbreak with--oh, a couple...we've tried different things. Products that aren't mine that we've tried are like the Triflora cream, some homeopathic things like that, but also my Naturally First Ointment, which is in an olive oil and beeswax base, and it has chickweed. Chickweed is very soothing for eczema.

**John:** Yep.

**Jessica:** My Rescue Derm Cream and my Bonny Bottom Balm both have lanolin, and eczema actually needs to breathe, because it's a seeping condition, so you wouldn't want to put anything on it that wouldn't allow the skin to breathe. So I discourage people from using those two products on it. So I tend to use the Naturally First Ointment. It's soothing. It has comfrey, it has chickweed, it has thyme and yarrow, so it's very soothing to the condition.

**John:** Now that's...

**Jessica:** As long as they do an internal formula as well. And again, like with the fungal fungus I was saying before, I always recommend that they get on a probiotic and really sort of rebalance that intestinal bacteria, and at the same time treat their external fungal infection.

**John:** And Burdock tincture that's, yes, exactly, treating internally as well. And so you know everyone, that's something I want to ask Susun Weed about when we talk with her is about what she does and recommends about treating those chronic things internally, because I know she has a lot to say about that. For those who have done the roots and branches course, we talk about herbal nourishment a little, so Jessica told us about Burdock tincture. But I want you to know, who have done that course that course that, even more so, that a Burdock infusion like you made the nettle infusion. Because the tincture, like if you are seeing somebody and they are coming to you, the Burdock tincture is going to be effective. It's something that's familiar, that it's easy for them to take. It's really hard to tell someone to go home and put an ounce of this in a mason jar and let it steep and four hours later decant it.

**Jessica:** And wait eight weeks or six weeks or whatever[laughter].

**John:** Yeah, or for six hours, four hours later, decant it. Now for all you crazy herbalist people on the line here, that's a natural given for all of you, but Jessica for her in her shoes, it's different...

**Jessica:** Yeah.

**John:** because you have to try to help a person internally with something they're actually going to take.

**Jessica:** Right, and then of course you deal with the chance that they're not going to like what it tastes like, especially when you're dealing with children.

**John:** Then you say, "Well, do you like the eczema?"

**Jessica:** Right, yes, "Which do you like better?" That's what I tell my daughter. I'm just like, "Hold your nose and drink it down one sip. OK? Just hold your nose."

**John:** Oh yes that's a good thing, yeah, getting your kids to take herbs.

**Jessica:** Yes, lots of honey.

**John:** Luckily Rowan likes licorice root and you can use licorice root for a lot of things and herbal honeys.

**Jessica:** Yes, herbal honeys I use a lot. Yep.

**John:** We're going to put out a recipe on a future branch about yellow dot syrup that we really just made for Rowan in a situation, and that's been working well. Yeah there's all kinds of things you put in it[laughs]. But yeah especially when they are coughing in the middle of the night or they have coughs and their colds. And my absolute favorites, because I love helping you, I guess this is coming up for me because I told three different people this in the last few weeks that I know. And it's worked beautifully, it's just the garlic oil. And there's a page on learning herbs about how to do this. But rubbing garlic oil on the kids' feet and putting socks on them when they're sleeping.

**Jessica:** Absolutely 60% of what you apply to your skin is absorbed into the body, and garlic is probably the best herb out there. It's just so many properties and I've tried the same thing. I think it's wonderful. It's wonderful they don't fight it actually [laughs]. They like it. My daughter loves it.

**John:** Now, I know this is a hard question, since we're just saying how much we like garlic,

**Jessica:** Did you say hard question?

**John:** This could be a hard question for you to answer. This came from the first person I learned from. She said, "I know of all these different herbs." She's taking us around and showing us two or three

dozen herbs for the day. She's like, "Yeah, I know about these, but you know what? I think I only really use about four or five herbs." [laughs] So what are your top three most used herbs in your house?

**Jessica:** Oh, well there's two answers to that, because in the business I have my top three or four herbs and then personally I have my top three or four herbs.

**John:** Well tell us both.

**Jessica:** Well most of my products have calendula in them. So that would definitely be one of my top herbs. Let's see, in the business I also use olive oil for all of my basis which is a natural antiseptic. So I have to say even though it's in a different form I would have to give that one a big tip of my hat. Comfrey, I use Comfrey a lot. Plantain, obviously I have to give that a lot of credit, because that really was the first, I believe the Bonny Bottom Balm secret.

**John:** You're helping sell the herbal medicine making kit because with everything that you use is in that. [laughs].

**Jessica:** Personally, obviously we use Echinacea a lot, we use Astragalus. I actually am the only one that takes an herb on a daily basis in our family at this particular point. I take the Butterbur and I take it with a feverfew blend. So I actually do a 50/50 on that and I take that daily. So other than that, what we use herbs for regularly is keeping our immune system up and treating anything that comes up. So Echinacea, Astragalus. I use licorice root a lot for its antiviral properties, plus I like the taste of it.

**John:** Have you done this? We'll keep jars of dried herbs, that we do infusions with, up on the shelf. And our whole wall is just, "Oh we'll use this today or that today." Now do you, often if you're making soups do you throw some Astragalus root into it?

**Jessica:** I do and also nettles. I do, yep especially if it's chicken soup, if somebody's got a cold. I definitely do that. Nettles are high, high in vitamin C. So I use

that a lot, especially for, I make a beverage I can share with you. I call it a beverage because it's sort of a concoction infusion blend. But I make, kind of like my answer to Airborne, [laughs] only it's a beverage.

**John:** Is that a product Airborne?

**Jessica:** Yeah that product Airborne [laugh] I use licorice root, Oregon Grapefruit and Echinacea and I make a concoction with that. I bring it to the boil and reduce it then simmer for ten minuets. And then I pour it over St. John's wart, for its anti viral properties, and lemon balm and lemon grass also for there anti viral properties. And then nettles because it's really high in Vitamin C, and it's also good if you have a runny nose. And then I add some other things to it depending upon the symptoms. If there are swollen glands I add cleavers. If there's fever then I add Yarrow. If there's respiratory congestion then I put red clover in. And I steep the whole thing for twenty minutes. I use a big mason jar. And I strain it out and I drink, or I should say we drink, or whoever needs it a half a cup every two hours.

**John:** Right.

**Jessica:** And I tell you, a couple of years ago here out in the East Coast, we had a bad bout of respiratory bronchitis that just was chronic. Everybody just kept getting it, and then re-getting it and re-getting it. And we didn't get it at all. And I give it all to that "wellness tea" I call it. It just was really impressive to us.

**John:** Now I'm going to make an assumption here Jessica, that I imagine there's some people out there who frantically writing all those things down. I hope to eventually get some transcripts and I'll let everybody know.

**Jessica:** [laughs] I can slow down too, I apologize.

**John:** No, that's Okay. What could be on peoples' minds see, because what our web site's all about is about the learning process. And I'm going to assume that when you started doing this and making your

tea, you were keeping it simple and starting with one or two herbs and seeing how that affected you. Seeing and learning about it, while you are making the tea with that one or two herbs, that you're looking them up in the book, you're seeing how it tastes and how it's affecting you. And then you did that for a lot of different herbs and then eventually you felt confident enough to start making some blends and moving them around. You know what I mean? Am I right?

**Jessica:** Absolutely, you know even if you just made a decoction of Echinacea to start with, and then you might say, and this is what I did, oh we have respiratory congestion. Well, what's good for respiratory congestion? And then you look it up that way. Oh I can add that in. And for my case I knew that what we were being exposed to was viral, so I was looking at all the antiviral herbs that I could add. Obviously lemon balm adds a wonderful flavor to any tea that you're making. It's a nice tea on its own and so I add that and I try it. And of course like I said before the nettles are high in vitamin C, and I knew that I needed to boost my vitamin C when I was feeling run down.

So, yeah, exactly you just work through, you add things, you take them away when they taste horrible and you can barely drink it down. [laughs]

**John:** Right.

**Jessica:** Exactly that. It's fun because you really can't go wrong. It's a fun little mystery to solve.

**John:** It's fun and exactly. When you're doing this, you hit the nail on the head; it's all about keeping the mystery going for you.

**Jessica:** Yeah.

**John:** Like wow it's exciting. Honestly, like there was a time like let's see, when I have a cold coming on or whatever or something [laughs] I was like,

OK. I've got this tincture or that. I'm going to do this. I'm going to do that. I have got that, and I have all this stuff going on. The last few colds that I've had I've been like, well actually if anybody just looks on the learning herb web site pretty much most of it's there. But the last couple times I have just gone in the kitchen and just chopped up a few cloves of garlic, swallow them whole and just gone to bed and woken up just fine. [laughter]It's like, "All right that's all we needed. We need to keep it simple here."

**Jessica:** Very true, and you know, that's really good to know and keep in mind too. Because when you're traveling, you don't have, you know, your little bottles of nettles and your bottles of cleavers and all these different things, so go to a grocery store and get a garlic clove and eat it.

**John:** Yep.

**Jessica:** Do that with a piece of ginger root if you're really nauseous too. Have the one or two things that are easily obtainable and then you know when you're not near your herb kitchen what you can do.

**John:** Yep. And that's exactly--I did a full free course on learning herbs, probably a lot of you've done it called Supermarket Herbalism, and every day you get like a little couple paragraph lesson and it just tells you exactly that. What's in the supermarket that really can help a lot of first-aid situations.

**Jessica:** Yeah, definitely.

**John:** And yeah, so I mean, everything from peppermint and chamomile to everyone to ginger, garlic, oats, you know, I mean...

**Jessica:** Yeah, and I think something that's really good for people to know is how to best prepare those, how to get the most out of it. Because like you said when you were referring to that example of the person getting the feverfew tea and trying it. A lot of people make a cup of tea, they put the tea-bag in the water and they take it out and they drink the tea. And

you may not have necessarily extracted the active constituents that are there that work for that ailment.

**John:** How do you make a tea?

**Jessica:** What's that?

**John:** How would you make a tea, if you're going to make some feverfew tea?

**Jessica:** If I was going to make a tea for myself to drink, well like I said before, I said herbal beverage, because anything with a root and with the exception of red clover, I do that simmer. Bring the water to a boil and simmer it for ten minutes. Anything leafy or flowery, then you infuse it. You run the boiling water through it and let that steep for, I always let everything steep for a minimum of 15 minutes. You pull out different constituents the longer you steep or the shorter you steep. but especially when it comes to roots, I get a little chuckle when I go and I see all these different Echinacea teas and I don't really feel that you can pull the active constituents from Echinacea out of a tea, especially if you just sort of dunked it in a few times and taken it out. You really need to decoct that root to pull that out.

**John:** That's like what I feel is more of a joke too, is the little herbal pills that you see. You know they're kind of dangerous, because somebody says "Yeah, nettle's a weed so we can talk about all how great nettle is." But if you go to the store and buy a thing of nettle pills and take two of those little tiny capsules full of nettle powder, you're not getting anything.

**Jessica:** You're not getting--right, nothing.

**John:** And so maybe some of the pills might work all right in some situations, but that's what you're saying, it's the power of knowing how to use them.

**Jessica:** And yeah, exactly, how to best prepare it. And that was one thing that we learned a lot in that course that I took, was what are the active constituents in each herb, and how is it best to extract those. You know, certain alkaloids are

extracted with alcohol, where...drawing a blank, sorry.

**John:** Exactly, some alcohol, some with water.

**Jessica:** Some with water. Right, exactly, and some with oil.

**John:** Right.

**Jessica:** And it's best to know, that's exactly why we learned that chemical breakdown of the herb, to know the best way of preparing it.

**John:** As I'm talking to you here before we started, I was feeling a little nervous and I felt like maybe something coming on in my lungs. I did the ginger-lemon-honey tea recipe that I have on the web site, and I've been drinking that. And when I did that, yeah, I let the ginger sit for about a half hour before it even...

**Jessica:** Yeah.

**John:** now it's this very potent tea, and it's settled my stomach, and it's kind of helped my lungs out a bit, opened them up.

**Jessica:** Absolutely.

**John:** When talking about learning about different herbs, a lot of people--and I know, let's see, about 95% or more, probably 100% of us on this call...What do we do when we're really, really inspired to want to do something right? We go through the bookstore and we look and then of course we're drawn to the bigger books because you know there's more in a bigger book and the bigger books have beautiful pictures and then we collected to use, and then...

**Jessica:** Endless collection of books.

**John:** but it's a while before we actually learn to access those. So what's a couple of your favorite herbal books that--someone emailed asking that question, so that was Marissa asked that. What's your favorite herbal book, couple of them?

**Jessica:** I have quite an extensive library of herbal books and like you said, it's like an addiction, you can't stop. And I can't help it. I have to look at them every single time and I've tried to cut down my spending, I suppose. But I have always, like I said before, I have always been interested in herbs, and so I had a lot of the old standards, Rosemary Gladstar's "Family Herbal", and Earl Mindell's "Herb Bible." Oh, I had...one's that I accessed all the time were like "Medicinal Herbal" by Penelope Ody.

**John:** Oh yeah that's a good one.

**Jessica:** It's a good one, and she really does a nice job of illustrating how to make things with a lot of different herbs, which was why I enjoyed that one before I did my studies. Now that I have a different perspective and I can kind of appreciate that scientific approach a bit more, even though it does get over my head, the pharmacology and all of that. But one book I use all the time is "Encyclopedia of Natural Medicine" and Michael Hoffman wrote one called "Medical Herbalism." That's a fantastic book, it's deep, and especially the first few chapters are really scientific and like I said, a lot of that goes over my head. But it still talks about the constituents and it really does, if the constituents are confusing people, which are the properties, like which we mentioned before, how to best extract those properties from the herbs. It really does talk about them and explain them. That's a fantastic book.

Another one I use a lot is "Herbal Medicine: A Guide for Health-Care Professionals," and that's a compilation of authors, I don't know off the top of my head the editor on that one. But I still use all the other ones, I still look at them. I referenced Rosemary Gladstar, I referenced Susun Weeds, I used the same one you mentioned, "Childbearing Year."

**John:** Yeah.

**Jessica:** I used that extensively and I still reference it, her menopausal years. Another book I have is

called "Kid's Herbs and Health." That's a fantastic book and especially for people that have your kit, that if they purchased your kit, it might be a little over somebody's head, because it talks about all these different things you can make. But it is, if you have the things around to actually make the stuff with, the recipes are good, and my daughter likes them, most of them. It's a great reference, it's great even for an adult. You don't have to just be talking about a kid. So I guess those are my top ones. That "Medical Herbalism" is a fantastic book.

**John:** Yeah.

**Jessica:** I think that was an expensive one, so it's quite an investment, but it's wonderful. Wonderfully researched, wonderful reference--

**John:** And you know me, coming from more of a folk-herbalism side, like I haven't accessed or used a lot of those books that you're mentioning, because I just wanted to point out, yeah there's a lot of ways to learn.

**Jessica:** Exactly. I have some--I have a "Druid's Herbal," I have "Good Magic," of course I always buy Lou Ellen's "Herb Almanac" every single year, you know, I love that.

**John:** And the thing is, everyone should just get used to the fact that you're going into a used bookstore. You're seeing it, you open the book up, and you see that one thing that you want to learn right now and you buy the book does not mean that you have to read it from cover to cover. We add it to our reference shelf and we explain it to our husbands or wives why we bought this new book.

**Jessica:** Or we say, "No, no, I've had that all along. What are you, crazy? We didn't buy anything new!"

**John:** Well I've been using a lot the "Family Herbal" by Rosemary Gladstar recently, I've been very inspired by that one.

**Jessica:** That's a great book. And another one, just like the Penelope Ody one, she does such a nice job of illustrating how to use them and make products--

**John:** Simple remedies, how to make stuff, it's one of those all in one, you know.

**Jessica:** And a lot of cosmetic as well.

**John:** Well the reason I have "Healing Lies" on required book, main required book for Susun Weed for the Roots and Branches course is because a lot of people ask me this, because some people are like "Oh, you know, Susun's kind of strong, you know, sometimes I don't like the way she words things or something, or maybe I don't like some of her ideas and all." And I haven't found another single book that just says, "Hey, look at these really common...here's five or six really common plants that grow around us, and here's a whole bunch of things you can do with them."

**Jessica:** Yeah.

**John:** And the things that are growing in your backyard, one at a time, let's go on a journey with dandelion. Now let's make a bunch of stuff with dandelion, and get to know dandelion. And it's that slow method of just getting to know one herb from the plant's perspective at a time.

**Jessica:** Yep.

**John:** So I mean that's, for me that's always going to remain my favorite book.

**Jessica:** Yeah, they sell many too. That is a fantastic book, I have that one as well. Like I said I have an addiction.

(laughter).

**John:** So we got about 10 minutes or so. I wanted to ask you, because I you know I put it out there like oh we're going to talk about learning about herbs, and we're going to talk about some ailments and we've

done that. Would you mind let's see just taking a couple of questions some about herbal businesses? Because I think some of the people are really inspired to maybe how to go in to this like, because somebody was asking, "Do you need a commercial kitchen to do this?"

**Jessica:** No, you don't. Every state has different licensing issues and you should definitely do the research through your state and find out what they require but generally you do not. Because they're not FDA approved you do not have to follow FDA standards for production, which is nice because a lot of us wouldn't be able to afford that investment if that was the case.

**John:** Yeah, I know.

**Jessica:** There is a little bit of a downside to that because you can really just, pretty much have anybody do it. Which you know as far as with me running my business I feel very strongly about why I choose the herbs that I choose and what their medicinal purpose is in the product. And then you have somebody that just likes the smell of that essential oil and so they mix it with bees wax and olive oil and they sell it. So you end up having that and because there is no standards there isn't any, you don't have to be a licensed herbalist or anything like that.

I have not personally gotten in to any internal herbal products for sale, so I don't know at this point whether or not, you know if you need to have, if there are different requirements. From what I have gathered, my particular state does not require. I live in Maine and I produce my products in New Hampshire.

**John:** Good point, check from state to state.

**Jessica:** Definitely check from state to state.

**John:** You did this in your home at first, and then you have, and now you have a spot at a, like a commons I saw.

**Jessica:** I do. We have a wonderful trend around here where these old textile mills that have been built along all the rivers are being remodeled and broken down into smaller units for very inexpensive spaces, commercial spaces, and so fortunately for me I have one of these. I live in Maine but I live on the New Hampshire border and right across the river in New Hampshire is this mill, and so I've moved in there, and I do my production in there now which is really nice. I don't lug things up from my cellar in to my kitchen, and then have to put them all back in milk crates and lug them all back downstairs every time I make something. I get to leave everything all set up and have everything have a place and a purpose.

**John:** You get your herbs from, do you pick some, or do you get them from a distributor?

**Jessica:** I, most of the herbs that I buy, I try to buy as much certified organic as I can, and so I order most of my herbs. Mostly from the West Coast because that's where the certified organic herb farms are.

**John:** Right.

**Jessica:** So I don't grow anything that I use commercially. If I grow things in my garden, which is pretty limited because I, honestly I'm not much of a gardener. (laughs) I'd love to learn more gardening and I truly....

**John:** I'm kind of the same way, I'm a workable wild crafter.

**Jessica:** Yeah.

**John:** I do have an herb garden, and I even have "my growing in herb garden.com web site" which I got, I started and it's kind of sitting there, and inspired at one point I started it out and there's going to be a time when I get a garden going in my, in our

new house we got a couple of years ago. When I get that garden going and I can start blogging about it or something I'll do that but....

**Jessica:** Yeah definitely. I have done and I've put in a lot of things and then it's just, it takes a lot of time, and unfortunately I don't have that time right now and Brenna likes to pick the herbs and doesn't care much about maintaining them so (laughs).

**John:** That's why I love dandelion.

**Jessica:** Yeah, exactly. (laughs) So yes, we have lots of dandelion. We don't, we have that wildly growing everywhere and we, we harvest that together, and I've got lemon balm and I've got motherwort, a few different things that grow but they kind of grow out of control and take over and that's fine with me at this point. It still looks beautiful. (laughs).

**John:** So you don't need any, like herbal license or credentials or anything to come out?

**Jessica:** No, no the reason why I took the master herbalist program was for my own knowledge, and again like I said before, to express to clients and customers the scientific background. And I use the my, I have M.H. after my name just to, just to sort of give credibility to myself that I've taken these courses. I understand. I hope you trust the fact that I know what I'm talking about, and I hope you see that I might have more knowledge than you know just somebody mixing stuff up, you know that's basically it. But nobody requires me to put that on there. There's lots of different programs, the American Herbalist Guild, you can join that and put A.H.G. after your name. I think the Botanical Council has their own thing that you can do.

**John:** You are right, when I went through the program that I did we have C.C.H. which means Community Center Herbalism, cause their whole thing is kind of like that book the "Village Herbalist" is, learning stuff and being your resource and a stand for herbs for people in your community.

**Jessica:** Nice, yeah, exactly.

**John:** It's a different way. That's the whole thing the whole licensure thing and there's always a discussion and, amongst herbalists and know it's a tough one because you can see in one hand where you want people to, if you were a person going to someone for some health reasons that you'd want the person to maybe have some qualifications. And you know what? There's MD's naturopathic doctors for that. But you know what? I feel like, that the plants and learning about them and using them is all of our own birthright to use.

**Jessica:** It is. I was just going to say that, I was going to say it's our heritage you know I mean it goes back to....

**John:** And I feel like if there was this big licensure thing that it would discourage and intimidate two thirds of the people on this call to even bothering.

**Jessica:** Right, and it's just another thing that costs a lot of money. I mean that it's, there's so many different organizations that there are to join if we had to be licensed as well. It's just another expense and if the standards for licensure didn't deter people than I'm sure the expense would. It's a bureaucratic organization. (laughs).

**John:** If anyone wants to be a doctor with herbs you can. You can come to the Bastyr University.

**Jessica:** Absolutely.

**John:** You can be an N.D., a lot of states have licensed ND's. You could get into Chinese herbs and be an acupuncturist like it's funny, I'm an acupuncturist but I don't really know anything about Chinese herbs, nor do I use them. (laughs) I'm not really even attracted because for me it's like I feel like I'm friends with the herbs that grow around me.

**Jessica:** Yeah, I agree with you 100 percent. I've touched on it a little bit and in my studies we always have just opened our eyes to different healing,

modalities. And sort of touched on them, and I've used some Chinese herbs but I, when you said you're not even all that interested in it you know I can associate with that 100 percent. I like to know, and feel, and be able to communicate with the herb myself.

**John:** Yes, there's a relationship that forms, and when you see those plants growing in your ecosystem, or in your garden, and you're going through the seasons, and you're sprouting the plant, seeing it sprout or growing it, and collecting it and making, there's a relationship that forms. And I believe that relationship, here I am on my preaching moment, I believe that that relationship is half or more of the medicine.

**Jessica:** I agree, yes. You're adding your energy to that plant too. I agree with that completely. I mean that is not, that is what I didn't study in that course. That course was very scientific in that aspect, but my own personal views and when I make a product, I have my own little blessing that I say. And I thank the herb for its properties, and I add it, I ask the herb to add that particular healing property to you know whatever I'm making at the time and I agree with you completely.

**John:** Yeah, thanks and that's for the chronic things I, that's kind of why I became an acupuncturist is I feel like I can help people with migraines and that and fairly effectively but it's a very different thing than herbs. It's very different. That's what kind of got me interested in it in the beginning was, "Oh, it's something I can do with herbs." and then it kind of took me on a different journey.

**Jessica:** Yep.

**John:** So, before we wrap it up here, people did email me questions. I went over most of them. There was one question I just want to get here before we close it up. It was from Sue, and we were talking about oils and things, and she made comfrey and olive oil. She decanted it today, actually, and it smelled really

horrible. There's no mold or anything, but it just smells bad. So is it okay, Jessica?

**Jessica:** As long as the oil that she used was fresh and wasn't rancid in any way and that she's pretty confident in that, I think it probably was the oxidation of that, just because it was sealed up and it hit oxygen. A little bit of gasses came out. I think it's perfectly fine.

**John:** And what I'd recommend that you do, Sue, is next time when you do your oils, in the early phase if you're using a mason jar, leave the lid part off and just use a screw band. And put a paper towel over it and let it breathe while it's going. And then in the first couple of weeks, stir it with a chopstick or something for the first couple of weeks until the herbs kind of go down. Then when it's all done, it may have a little bit of that smell. Even what you can do now is take that screw band off and take the little lid off. Put the paper towel on, put the screw band back on your mason jar now that you have it decanted, and just let it mellow out and just let it be like that. And then I think in time you'll find in time that it'll start smelling all right. Now, you can use this even if it doesn't smell great in a salve or an oil. Or just, if you put it in a salve or something, just add some lavender or essential oil and that can just cover up the smell.

**Jessica:** Yeah.

**John:** So that's a little practical tip. So before we say goodbye here and thank you for coming, I just want to just do a couple of ending notes, some details. Is that okay, Jessica?

**Jessica:** Sure!

**John:** Okay, great, because I want to give away that cool prize.

**Jessica:** Let me thank you, everybody, for listening, too. I really appreciate it, and this was a lot of fun. Thank you again, John.

**John:** Oh, you're welcome, and you hang on there too, because I'm not finished with you yet.

**Jessica:** Okay.

**John:** I'm using my super hi-tech raffling system.

**Jessica:** Is it a hat?

**John:** I do, I do. Let's see. I'm looking. I'm searching for the phone number... (raffle done here)

**Jessica:** Congratulations, whoever that is.

**John:** Yeah! We'll be doing this every time. But we'll give away something different every time. So as we were talking about before we officially started, some folks were still on the line that the Wildcraft game is on schedule and will be at my house by early December. And everything will probably go on sale. I'll probably have it up at the very end of the month. So I'm in contact with those people regularly.

And so just a couple things about it, let's see, about on okay, oh yeah somebody asked, emailed me as well about that wanting to know the age for it, and it's ages four and above. My thing with Kimberly was that she'd make it so a four year old can do it meaning it didn't have to read, they can use icons and learn from the image kind of burning in their heads, you know? Which is kind of cool, so you know they could play once they learn it they could play it with some of their friends, and also there's a story that you can download as well. So Mom and Dad, and Grandma and Grandpa, can all play with them too, cause there's little stories that go with about wildcrafting. As you go through the board you go through different ecosystems and it teaches you about the different wildcrafting safety and sustainabilities and the different ego systems that you're in. Isn't that cool Jessica?

**Jessica Moore:** That is such a cool thing, I cannot wait to get this game.

**John:** Me neither!

(laughter).

**Jessica:** I'm so excited!

**John:** We been working on it since last February! So speaking of wildcrafting, next we have Betsy Bancroft. She used to teach at Tom Brown's Tracker School for a while. That's where I first heard her name and my friend Mark who taught and runs a wilderness school down in Santa Barbra used to talk about her all the time and I called up "you're not at plant savers" one day cause I wanted to tell him about this game and they're all about sustainable wildcrafting, and there's Betsy on the line, she works there, and then I was like, "Oh you're Betsy!".

And so I talked to her a few weeks back and she's really excited to be with us and talked all about , oh we're going to talk about you know, harvesting and collecting, and sustainability in herbal. It's really kind of important things to know if any of you are really thinking about going and picking your own herbs. So we're going to talk about those, and please don't forget to visit [moorenaturally.com](http://moorenaturally.com), right? Moore?

**Jessica:** Yep, that's my last name Moore, Jessica Moore.

**John:** That's a great last name to have.

(laughter).

**John:** I've got these cool tote bags, definitely we're going to have to arrange some training on that.

**Jessica:** Oh yes, and I've got, after the, after this next couple of weeks. It's crazy right now, but I'm going to have some new products and new gift sets, and things up there for the holidays, so keep checking back.

**John:** Yeah. So keep with us cause we'll have Susun Weed on November 30th, and we'll have Jon Young

on the 27th on Monday, and Jon Young is going to talk about some really cool stuff that has to do with old mentoring youth, about things that Tom Brown Jr. did growing up as a kid taught him about plants, stuff that he hasn't really talked much about. John's a really noted naturalist, and tracker, and speaker. Speaks around the world on different kinds of things, and he wrote the "Kamana Naturalist Training Program" for Wilderness Awareness School, and so it's going to be a fun time. I've known him for about twenty years or something like that, so that'll be a fun conversation. And well I think that's pretty much it, and once again I'd like to thank Jessica Moore for being with us tonight.

**Jessica:** Thank you very much.

**John:** Well everyone, thank you very much for joining us, and I was glad that our electricity and everything was on after our big flood. If any of you watching National News or those who weren't looking at the election, our whole town, we're flooded and we couldn't even go anywhere yesterday, we were kind a like on high ground here. Luckily it didn't come that close to the house but it was pretty, pretty crazy. All right so I'll talk to you later. Bye everybody.

**Jessica:** Bye, thank you so much.

**John:** Thank you.

**Jessica:** Bye-bye.



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