

SUBJECT: Skincare products that are so natural you can eat them - literally

Sudhir Shah isn't interested in what all the other dermatologists are doing.

After all, he's seen them recommend that people numb their face to cure wrinkles and lather themselves in petrochemicals to treat acne.

He knew there had to be a better way to approach skincare.

And, after successfully treating his son's eczema without relying on off-the-shelf solutions, he knew he was right.

Tune in to our conversation to discover:

- The absolutely crazy way Sudhir introduced himself - and his philosophy - to us
- Which five-millennia-old Indian medicinal tradition guides his product design philosophy
- And what he believes is the most critical piece of criterion to judge all skincare products on

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