



Wayne Willis <wayne@illumai.com>

Fwd: From Isabeau Chalout, my friend in Canada with Mast Cell Activation Syndrome

Wayne Willis <wayne@illumai.com>
To: Wayne Willis <wayne@formulaxo.com>

Mon, Nov 23, 2015 at 8:09 AM

for testimonials file.

----- Forwarded message -----

From: **Jen Morgan** <jen@illumai.com>

Date: Sat, Nov 21, 2015 at 1:36 PM

Subject: From Isabeau Chalout, my friend in Canada with Mast Cell Activation Syndrome

Her message from today:

"Package received, products tried. Now, before I relate my opinion on them, I'll tell you a little bit about the type of customer I am.

I believe that more often than not you get what you pay for, so I never go for the cheap stuff for things that matter. However I also know that sometimes expensive brands are marketing traps and as such I always do a modicum of research before buying something. As such, I would like to think of myself as a discerning customer, who has tried a plethora of highly recommended products.

When I got sick, not only did I loose 2/3 of my hair, they also became lacklustre and lame. I tried natural shampoos from brands such as Lush, Giovanni and Druide and although they weren't bad, I didn't find them good, but I couldn't really tell if it was my hair or the products themselves that were the problem.

When I concocted my own shampoo I got better results (after the adaptation period) and I can certainly say for sure that my hair grew faster, which is something I wasn't expecting. However, washing your hair with something that feels part mud part diarrhoea doesn't feel super glamorous! Plus, it's not exactly plug and play, you have to make it before each shower, so if you go to a chalet with friends, it's a bit of hassle.

The first important thing when I try something new is of course to make sure it doesn't make me trigger. After that, when it came to your products, all I was looking for was something that wasn't worse than my home made shampoo and that was easier to handle.

However, I was in for a real surprise and a real treat because it made my hair soooooooo much better, Jen! Like magical better! My hair is shiny, it looks MUCH healthier and even the colour seems more vibrant, which I cannot explain. Maybe it's a refraction effect of some kind because it's shinier? It doesn't give my hair as much volume as my home made shampoo but who cares because my hair looks so healthy!!!

Now, I'll share some personal information with you so that you can understand just how thrilled I am. At my worst, which lasted about a year, I was throwing up 4-5 times a day *every day* during which I gained close to a 100 pounds, which seemed surreal considering I was eating pretty much nothing. Also I had the cognitive abilities of an 8 year old (no exaggeration) and edema so bad that I sometimes had trouble recognising my own face. In a way, none of the things that made me who I was seemed present and was quite a distressing feeling.

Fortunately I am doing much better, my mental capabilities are coming back and I've lost almost half of the weight and still going. The edema is mostly gone, so I've been able to start wearing makeup again (before it was often a disaster, as my face would suddenly swell and the makeup no longer was where it was supposed to be) but everyday I pretty much had to put my hair up in a ponytail because there wasn't much I could do with it, a sad and daily reminder of all I had gone through and all that was not yet back.

Even during the hard times, I tried to dress well and to make an effort to look my best, even, especially when alone. Some would call it vanity, but for me it was simply an attempt to feel like I wanted to look: healthy. It felt like a last shred of dignity.

But there was never much I could do with my hair, it was something I avoided thinking about and didn't want to spend too much time looking at.

Today is the first time that I wanted to take the time to curl it and to really look at it, because for the first time in a long time, it made me feel healthy, it made me feel pretty. I keep going to the mirror to look at it again, like little cookies of happiness for my soul.

I know I wrote a very long text, I hope you'll forgive me. But I wanted you to know that by sending me this gift, you didn't send me hair products, you send me a bit of dignity, a bit of happiness smile emoticon

Thank you, I am deeply grateful. I hope it will do for others a fraction of what it did for me, you guys have an amazing product and I hope the masses will be able to hop on the Illumai wagon. I'll do the best I can to help in that regards, I don't know how successful Isatorial.com will become but every little bit counts I guess. ;)
p.s. even my boyfriend also noticed, which is saying a *lot*

Oh yeah, I forgot to say. Maybe because I was used to the aroma of essential oils that I used with my shampoo, my initial feeling when smelling from the bottle was that it smelled a tad too chemical/fake. However, after my hair dried, the smell is delicate and every time I catch a whiff it triggers a pavlovian reflex because it reminds me that my hair looks pretty, ihihhihi :)"