

**APLGO Zoom Product and Sales Call Q & A
Happy Kit: HPY + BRN + HPR + MLS + RLX**

April 13, 2026

With Casey Conrad and Mary Esther Gilbert, MSc HN, BSc NSP

1. From a formulation standpoint, why did APLGO create the Happy Kit in the first place? What problem were they really trying to solve? (I'm thinking you start off with a quick intro to toxicity, poor nutrition, etc.)

- APLGO'S drop formulators understood how critical the nutrient factors are for bringing the body back toward proper functioning, which have a direct impact on one's personal perspectives, moods, cognitive thinking, all of which have a profound influence on one's level of happiness.
- A person's perceptions about the world, their lives, about themselves and others is highly impacted by their own biochemical state of health.
- Happiness or the ability to resolve stress healthfully can actually be rooted in optimally nourished, smooth-running body systems, which are conducive to an elevated person's outlook.
- Many factors run interference with a person's biochemistry.
 - Chronic nutrient deficiencies, chemical or synthetic pollutants, the overload of stress responses lead to inflammatory reactions that cause system disruptions, which in turn lead to degenerative health conditions.
 - Nutrient-deficient conditions and chronic states of stress are the real factors that impact how the body regulates itself.
 - The daily responses to one's environment and how one's own thoughts may produce physical stress reactions involve complex interactions of hormones, brain-nerve communications, and immune system actions.
 - When one is chronically undernourished at the cellular level, it can take its toll on the body's constant effort to bring itself back toward its optimal state of calm and equilibrium.
 - Nutrient deficiencies, especially over time, means lowered mental, psychological, and physical functioning.

2. There are five different products in the APLGO Happy Kit. At a high level, why this specific combination? How do they complement each other rather than overlap?

Considering the vast array of phytochemical nutrient complexes in each botanical and their many diverse actions that occur at the micro cellular level, altogether they create a powerful synergy for addressing

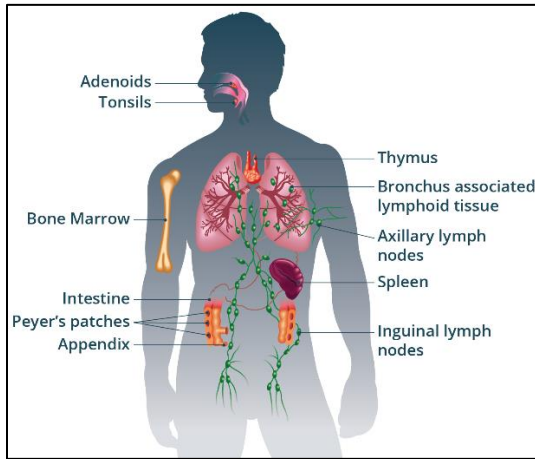
the needs of our trillions of cellular actions in virtually every body system—especially the immune, hormonal/endocrine, brain/nervous, and cardiovascular systems, which strongly influence our levels of well-being.

These highly varied nutrient complexes are particularly able to help the body repair, detoxify and clear the circulatory pathways that pathogens or pollutants can block or damage and impair their functions.

Therefore, the chances of the formulations in the Happy Kit being redundant is not likely, what with the infinitely varied, extensive actions every nutrient factor performs in any given cell at any given moment. The body readily receives and utilizes those nutrients in every botanical to the greatest extent, 24 hours per day.

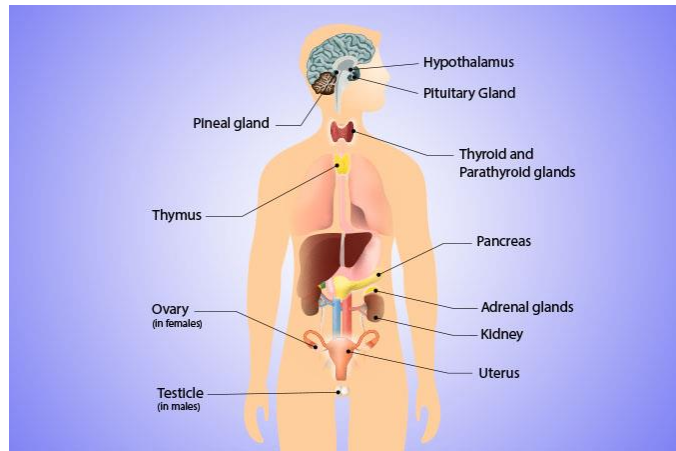
Control Systems That Help Maintain Well-Being

Immune System



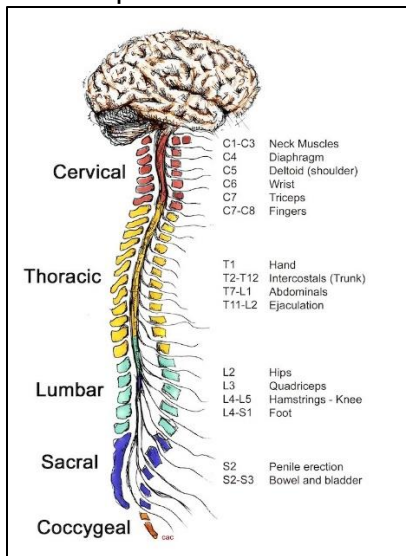
<https://www.healthdirect.gov.au/immune-system>

Glandular/Endocrine/Hormonal System



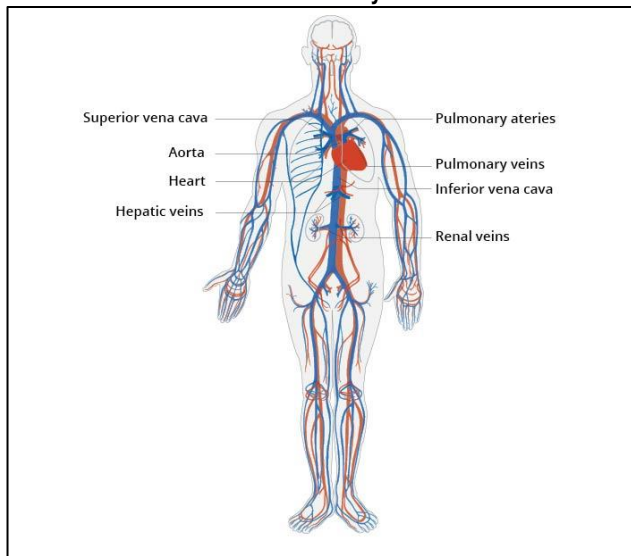
<https://loriahealth.com/the-endocrine-system/>

Brain/Spinal Cord/Nerve Network



<https://www.christopherreeve.org/todays-care/living-with-paralysis/health/how-the-spinal-cord-works/>

Cardiovascular System



<https://www.cardiosecur.com/magazine/specialist-articles-on-the-heart/cardiovascular-system>

Based on peer-reviewed studies, the listed botanicals in this chart have been shown to improve the functioning of body systems related to a person's feelings of well-being.

Happy Kit

	Immune System - Preventing Inflammatory Stress Reaction Cascades, Destroying Pathogens	Hormonal System – Maintaining Hormone Equilibrium Against Mental, Emotional Stress Reactions	Brain-Nervous System – Attenuating Stress Reactions that Trigger Hormonal and Immune Inflammatory Responses, Improving Brain Functions, Nerve Communications	Protective Actions Against Blood Vessel Damage, Cardiovascular, Circulatory Stress Reactions	Detoxification
HPY					
Ashwagandha	x	x	x		x
Banana	x	x	x		x
Chamomile, German, Flower			x		x
Ginger root	x		x	x	x
Ginkgo leaf			x	x	x
Grapple plant	x				x
Hemp Seed	x		x	x	x
Licorice Root	x		x	x	x
Passion Flower Leaf		x	x		x
Pear	x	x	x	x	x
Sea Buckthorn Berry	x	x			x
Turmeric Root	x			x	x

	Immune System - Preventing Inflammatory Stress Reaction Cascades, Destroying Pathogens, Protecting the DNA	Hormonal System – Maintaining Hormone Equilibrium Against Mental, Emotional Stress Reactions	Brain-Nervous System – Attenuating Stress Reactions that Trigger Hormonal and Immune Inflammatory Responses, Improving Brain Functions, Nerve Communications, Cognition, Memory	Protective Actions Against Blood Vessel Damage, Cardiovascular, Circulatory Stress Reactions	Detoxification, Antioxidant
BRN					
Apple	x	x	x	x	x
Ashwagandha Root	x	x	x		x
Asparagus Root	x	x		x	x
Bilberry	x	x	x	x	x
Coffee, Green	x		x	x	
Damiana Leaf	x	x	x		x
Ginger Root	x		x	x	x
Ginkgo Leaf	x	x	x		x
Ginseng, Asian, Root (Panax)	x	x	x	x	x
Green Tea Leaf	x		x	x	x
Magnolia Vine Fruits	x		x	x	x
Ginseng, Siberian, Root (Eleuthero)	x	x	x	x	x
Turmeric Root	x	x	x	x	x
Water Hyssop Leaf	x	x	x		x

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HPR					
Artichoke, Globe, Leaf	x	x	x	x	x
Avocado	x	x	x	x	x
Dandelion Root	x	x		x	x
Milk Thistle Seed	x			x	x
Peach	x			x	x
Raisin	x			x	x
Turmeric Root	x	x	x	x	x
MLS					
Artichoke Leaf	x	x	x	x	x
Carnation Seeds (Clove)	x	x	x		x
Chamomile, German, Flower			x		x
Cinnamon Bark	x		x	x	x
Coriander Seed	x	x	x	x	x
Cranberry	x	x		x	x
Currant, Black	x		x	x	x
Dandelion Root	x	x		x	x
Fenugreek Seed, Common	x		x	x	x
Ginger Root	x		x	x	x
Grapefruit	x			x	
Licorice Root	x			x	
Mandarin	x	x	x		x
Papaya	x			x	x
Pumpkin Seed	x		x		
Purple Coneflower Root	x	x			x
Sweetie	x			x	x
Thyme Leaf	x				x
Turmeric Root	x	x	x	x	x

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RLX					
Ashwagandha Root	x	x	x		x
Banana	x	x	x	x	x
Chamomile, German, Flower	x		x		
Ginseng, Siberian, Root	x	x	x	x	x
Lettuce	x	x	x	x	
Passion Flower Leaf		x	x		x

For more detailed information about the many beneficial plant compounds in the above botanicals and how they impact the various body systems, see the [video summary on all 18 products](#).

Summarized Excerpt on HPY from Mary Esther Gilbert’s Reference Book
[The APGO Product Reference Nutritional Health Guide](#)

HPY

Ashwagandha – Immune, phytosterol hormone precursors, adaptogenic and anxiolytic, (helps stabilize the body’s physiological processes, promoting homeostasis or biochemical equilibrium). Decreases cellular sensitivity to stress due to its sitoindosides and acylsterylglucosides. GABA mimetic (cognition promoting) effect through supporting the formation of new dendrites or neuropathway extensions of the nerve cells.

Banana – Contains vitamin B6 (pyridoxine), important for a strong immune system (aids in producing antibodies against infectious diseases). Helps regulate blood glucose levels, which can affect mood, improves brain focus, mental energy, and acuity. Contains other B complexes that help calm the nervous system. Contains Vitamin D, vital in the absorption of calcium and is important for the production of thousands of regulating, monitoring hormones. Contains phenolic antioxidant phytochemicals that protect nerve cells (neurons) against oxidative stress. Contains the essential amino acid tryptophan, which the body converts to serotonin, a hormone that helps one relax, improve mood and feel happier. Antioxidant activity, due to abundant amounts of flavonoid glycosides and monosaccharides that

stimulate the body's own production of the antioxidant, superoxide dismutase (SOD), and catalase activities thought to be responsible for reducing peroxidation byproducts.

Chamomile – Useful for hypertension, insomnia. Anti-inflammatory. Contains the amino acid glycine, known to have nerve-relaxing actions (anxiolytic). Anti-depressive due to its phytochemical constituents that act on calming the nervous system.

Ginger root - High in choline, a biochemical that supports nerve, brain. Strengthens blood vessels, reducing risk of blood clots. Contains a primary essential fatty acid, linoleic acid, from which the body makes other critical fatty acids for cell membrane maintenance, brain and nervous system health. Anti-inflammatory. A universal remedy for ridding the body of accumulated toxic waste.

Ginkgo leaf - Improves memory, reduces anxiety, normalizes sleep. Anti-inflammatory. Cleans lymph, improves circulation. Strengthens arteries, veins, capillaries. Safe and effective for improving symptoms of Alzheimer's, vascular dementia (brain damage caused by multiple strokes) or menopausal disorders affecting memory, concentration, depression. Protects nerve cells of the brain. Flavonoids and terpenoids help improve memory and learning ability, improve microcirculation. Demonstrated clinical efficacy in improving dementia. The active compounds in *Ginkgo* flavonol glycosides, ginkgolides, bilobalide and proanthocyanidins—potent free radical scavenging antioxidants that protect nerve cells from damage, influence various nerve transmission systems considered to be critical in cognition (perception, discernment, comprehension, insight). Thought to enhance cholinergic processes (the releasing of or responding to acetylcholine, a chemical released by nerve cells that sends signals to other cells) in the brain's hippocampus, the center of the autonomic (involuntary or unconscious) nervous system that influences emotions and spatial working memory.

Grapple plant – Anti-inflammatory, halts pro-inflammatory biomarkers such as C-reactive Protein.

Hemp Seed - Roots and seeds do not contain the psychoactive cannabinoids. Contains a full array of essential fatty acids, omega 3's and 6's, necessary for brain functions and preventing neurodegenerative conditions. Contains antioxidant vitamin E tocopherol complexes that aid and protect the immune system. Aids utilization of vitamin K, needed in intercellular communications and forming proteins for proper repairing clotting factors such as prothrombin. Contains cardioprotective vitamin K, helps prevent strokes. Anti-inflammatory, protects microglia immune cells of the central nervous system. Cardiovascular and neuroprotective, preventing dementia and neurological degeneration.

Licorice Root – Antioxidant, anti-inflammatory. Strong immunomodulatory, increases resistance to infectious diseases. Cardioprotective, reduces toxins released from infections caused by bacteria.

Passion Flower Leaf – Calming, soothing effect on nervous system. Anxiolytic (reduces anxiety), has sedative effects. Antioxidant compounds slow aging. Found to relieve depression, anger, insomnia.

Pear - Anti-inflammatory, antimicrobial, antioxidant, Neuro-protective: anti-Alzheimer's, Parkinson's, Huntington's. Protects destruction of nerve cells. Increases cognitive ability. Calming, aids immune system, increases metabolism and energy levels. Helps prevent cardiovascular disease. Anti-psychotic activity by protecting the brain from degenerative oxidative stress. Found to enhance glutathione levels and therefore enhance free radical-scavenging actions associated with preventing psychotic episodes. Found to correct serotonin imbalances and prevent occurrences of obsessive-compulsive behavior associated with mental health problems such as recurrent, uncontrollable or absurd thoughts,

obsessions, anxiety, and repetitive behavior aimed at decreasing anxiety. Prevents the scavenging actions of reactive oxygen species (ROS) and other free radicals formed in the body under stress.

Sea Buckthorn Berry - Contains serotonin—the "happiness hormone". Demonstrated effectiveness in reducing levels of the biomarker and inflammatory C-reactive protein (CRP) in the body. Shows positive effects on atherosclerosis and coronary heart disease. Helps in cases of adverse stress, repairs damaged mucous membranes in the gastrointestinal tract, which includes gastric and mouth ulcers, and ulcers related to stress. Antioxidant, anti-inflammatory, demonstrates anti-proliferative actions on cancer cell lines *in vitro*.

Turmeric root – Protects against inflammation by aiding the immune system when dealing with psychological stress. Several cardio-protective properties: prevents cardiac injury, improves circulatory pathways in the heart. Contains antioxidants that scavenge synthetic chemicals and protect from damage to the DNA. Stimulates the immune system, improves brain function, delays or reverses brain and age-related diseases. Has a positive effect on neuropathways leading to depression, prevents shrinking of the brain's hippocampus, the area of the brain that functions for learning and memory.

3. When we say 'happy,' what are we really talking about in the body? Mood? Stress response? Energy? Brain chemistry? What systems are being supported here?

- The HPY Kit contains botanicals possessing an array of phytochemical nutrient complexes that have been shown to help the body regulate its actions to maintain optimal biochemical balance, which translates to improved functioning of:
 - Brain-Nervous System Communications:
 - Rational thinking, cognition, memory, learning.
 - Attenuating responses to chronic, urgent or emergency situations.
 - Calm responses to stress, better problem solving, rising to mental and physical challenges.
 - Glandular/Endocrine generation of monitoring, regulating hormones:
 - Glands in the brain that produce the hormones that regulate and elevate moods, feelings of well-being.
 - Glands in the brain that monitor sleep-wake cycles and produce the corresponding hormones (also governed by moderate sunlight exposure) that influence moods and elevated feelings away from feelings of distress, depression, fear, or anxiety.
 - More efficient immune responses
 - Attenuating inflammatory reactions under nourished conditions.
 - Protecting the DNA genetic code of operating instructions for the entire body, given the full range of essential nutrients and a wide array of botanical phytochemical complexes.

- Working to bring the body back to normal biochemical balance, equilibrium, or homeostasis as soon as possible.

4. Without getting too technical, are there one or two key ingredients or combinations in this kit that really drive the results people feel?

I would say that there is not one or two, considering the full benefit of the many actions offered by the wide array of nutrient complexes of the many botanicals that are in these drop formulations.

5. What changes do people typically notice when they're using this kit consistently? What does 'feeling better' actually look like day-to-day?

- Better able to handle stressful events more calmly and rationally due to the attenuating actions of the nutrient factors that prevent physical stress reactions, due to the repairing of damaged cells of the immune, hormonal, and nervous systems.
- Experience better memory, learning, and more efficient information processing.
- Feeling more physical and mental energy due to the clearing and elimination of pollutants, thereby improving moods, positivity, and restoring previous disruptions of these same body systems.

6. For someone brand new, how would you recommend they use the Happy Kit to get the best results? Timing, consistency, anything they should know?

I would say HPY and BRN during the day, and HPR, MLS, and RLX as you wind down for the evening.

Some Shockingly Fun Tidbits

When nourished and functioning normally, the human body is estimated to perform an unimaginably high number of cellular actions every day, expressed exponentially:

- 30 billion billion (3×10^{19}) to 300 billion billion (3×10^{20}) chemical reactions per second.
- The body replaces approximately 330 billion cells daily, about 1% of all cells in the body.
 - Most of this turnover involves 86% blood cells and 14% of cells lining the gut.
 - The majority of our over 30 trillion cells in the body are replaced every 80 to 100 days.

The body must be completely and properly nourished every day to meet its high energy demand for maintaining a precise balance between cell death and ensure new cell production.

Sales Takeaway Summary

- The Happy Kit is designed to counter and help protect against the many factors that run interference with a person's normal and balanced biochemistry.
 - The formulations in the Happy Kit are not redundant because of the infinitely varied, extensive synergistic actions the vast range of nutrient factors perform in our over 30 trillion cells 24 hours a day.
 - The Happy Kit botanical nutrient factors focus on nourishing and aiding the brain-nerve, endocrine-glandular-hormonal, and immune systems that together work against stress to bring the body back to biochemical balance, equilibrium, or homeostasis.
 - The botanical phytonutrients help improve calmer stress responses, improved cognition, problem solving, mind clarity.
 - The plant phytonutrients help elevate moods, feelings of well-being, improve rest/sleep quality and immune responses that protect the quality of the DNA and therefore overall system functioning.
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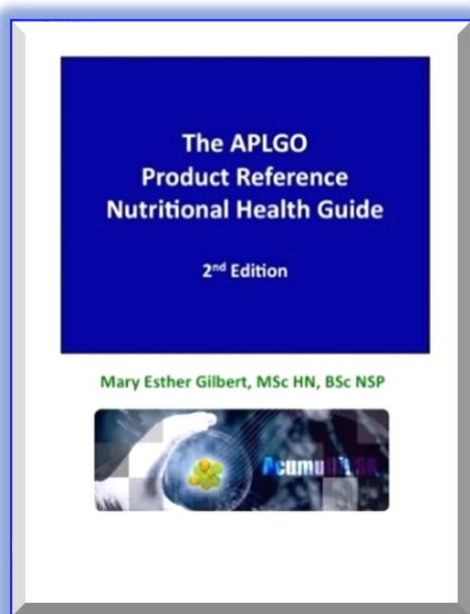
APLGO Product Reference Nutritional Health Guide 2nd Edition

By Mary Esther Gilbert, MSc, BSc HN, BSc NSP



[Founder, True Health Mastery Institute of Holistic Personal Health Management](#)

[Publishing Editor, The True Health Journal Newsletter – Free With Membership](#)



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- Scientific monographs describing extensive health benefits of every botanical ingredient.
- Stunning photographic illustrations.
- About APLGO's proprietary, unprecedented, production technology.
- Extensive dictionary-encyclopedia section.
- Complete phytonutrient database describing health benefits in APLGO drop botanicals.
- Convenient, quick-reference charts.
- APLGO's natural "other ingredients" information section.
- Comprehensive nutrition section – understanding the critical role essential nutrients play in the body.
- Extensive scientific references for unquestionable credibility.

[Free Download - LFT \(Lifetime\) Scientific Monograph \(Not in the book\).](#)

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