



grateful Y journey



The Personal Life Path of Be Young's Founder

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## INTRODUCTION

Dana Clay Young, founder and CEO of Be Young Total Health, has made a tremendous impression and touched thousands of lives over the course of his career. Dana's desire to understand the chemistry of health and wellness through essential oils led him to study under world-renowned oils specialists.

Using the knowledge and the skills he gleaned from a lifetime of farming and ranching, he took a 2,000-acre farm from no production to an essential-oil-producing wonder. He nurtured the soil, built an irrigation system, 500,000 sq. ft. of greenhouse space, and the first stainless steel distillery for essential oils in Utah. He planted numerous varieties of essential-oil producing plants, some of which produced the highest quality oils tested in decades.

Dana's hands-on experience with all aspects of essential oils research and production has made him a world recognized leader and teacher in the field. He is currently instrumental in developing the most inclusive education program, the highest quality essential oils and all-natural products, and the most rewarding compensation programs in the health and wellness industry.

Dana's life story is an inspiration to his family, friends and sharing partners. His journey exemplifies the values upon which he has founded his company, Be Young Total Health.





## CHAPTER 1

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# GROWING UP ON THE LAND

The Young family can trace their lineage back through multiple generations of pioneer stock. Dana Clay Young's Parents, Don and Dolly, met in Blackfoot, Idaho. They married on June 6, 1944 and almost immediately purchased a 90-acre farm in a rough, wilderness area near the small town of Chalice, Idaho, population 570.

There was nothing on the land. Don built the family home while they lived in a sod-roofed and dirt-floored cabin built into the hillside. He also built the barns, sheds, irrigation systems, and cut the land for farming. He diverted the small creek that crossed the ranch to develop a lake for fishing and watering their cattle and sheep. There was no running water to the finished house, no electricity, and only an old fashioned crank-phone.

In due time, the Young family grew to include three sons and four daughters who grew up working and playing together on the land. Among this large brood was Dana Clay Young, born April 2, 1959.

Because they lived deep in the canyon, 12 miles from town, they had to fend for themselves. Doctors were far away and Don avoided them whenever he could. Dolly cared for the health of their growing family, making due with her wits, the traditions she had learned, and the healing properties of the nature all around them. She would treat the families scrapes, burns, cuts, illnesses and injuries with love, common sense, and the gifts of nature.

The entire family had a strong knowledge of the land. They would go on nature hikes together to gather wild carrot, sage, spruce and the many other

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herbs and plants in the forest near their ranch, learning all the while how they could benefit from them. They would rock hound and search for gemstones which taught them to notice the small and miraculous treasures to be found by keeping their eyes on the trail. They also learned to be aware of where they were at all times. Dana learned early to be constantly observant of clues and details, always drawing conclusions and inferences from the world around him.

“Sometimes I think that’s why I look at things differently. It’s really simple for me to recognize the connections between different elements,” Dana explains, “For instance, I noticed early on that there seems to be a correlation between stomach problems and depression. In my mind, that makes complete sense. When you have depression and stress, chemicals in the body shut down the mechanisms in the stomach and this results in digestive problems. It’s simple when you make the connections. That way of looking at our existence as a unitary experience is something my dad taught me.”

As Dana grew up on the farm he learned the value of hard work. “Working on a farm is hard. There’s no two ways about it,” he explains.

The Youngs didn’t have any modern equipment. The children had to cut hay with a team of horses, stack it loose, and take it by hand to the thresher. They had to milk the dairy herd by hand each day and slop the hogs with the clobbered cream. Young Dana had the responsibility of bringing the sheep down from the hills before dark to protect them from predators.

Every child had a job, and they all learned early that if everyone did their job, the ranch worked seamlessly. Don would frequently brag that he wouldn’t trade his crew for any team of men in the world. The seven children cooperated without complaining because they knew that if they worked hard, they would all reap the reward.

“Some people hate work,” Dana says, “but I really enjoy it. I think I learned early that if the work is done well and if you have people around you that you can rely on, it’s really enjoyable.”

Dana’s parents were firmly founded in their faith in God and in their faith in humanity. They encouraged their children to be honest and reliable, to never take advantage of others. Don taught his children honesty above all things, telling them, “I can put up a lock against a thief, but there is no protection

against a liar.” He could tolerate any transgression as long as they were honest with him. If they lied, however, they knew that he would punish them severely.

Dana’s clearest memory of his parents is that they worked hard and, more importantly, that they worked together. He never saw his dad tell people what to do. Instead, Don would be the first one on site and the last one to leave, all the while working alongside his family and colleagues, showing them what to do to make the land thrive.

This is how Dana prefers to approach his own business. This is why he is so eager to share his knowledge with his sharing partners, and why he is so driven to treat them fairly.

Dana enjoyed school initially. He loved science and performing experiments with pond water and insects. In later grades, however, learning became more difficult for him as the curriculum moved away from hands-on lessons. Having to read lengthy books and understand mathematics problems became increasingly unbearable as he progressed through school.

He knew his memory was sharp. He knew that when someone showed him how to do even difficult things he would learn them in no time, but he struggled for hours at a time with reading. He ended up in the back of the classroom with classmates who needed special attention from the teacher. He was always frustrated by this and just couldn’t understand his struggle. He deeply resented being at what was known then as “the dummy table.”

In the summer of 1970, the Young family packed up and moved to British Columbia, Canada where there were more opportunities for farmers and where the school curriculum was different.

Dana explained to his schoolteachers that he wanted hands-on learning opportunities rather than book learning. He wanted to learn a trade, use his skills in courses like mechanics, building and engineering. While Dana saw his new school as an opportunity to take new and valuable classes, including woodwork and metalwork, his schedule came back to him loaded up with sewing and cooking classes! Unfortunately, the rules of the trade tech excluded him until he was a high school graduate. He was so frustrated with the limited options available to him that he ended up dropping out of high school in 10th grade. There had to be other options.

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Luckily, his church presented him with a unique service opportunity. Every day for nine months he got up in the morning and helped a team of volunteers construct a building from the ground up. The sense of accomplishment was fabulous and it compelled him to learn more. He learned construction, wiring, plumbing and mechanics, integrating the real life lessons he'd learned during his childhood on the farm with his interest in how mechanical elements worked together. In fact, he was using these new skills to fix the wiring in an old pick-up truck when one of the most important events in his life took place.

## CHAPTER 2

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# TRIAL BY FIRE

Dana Young had grown up on the land, learning how to work with his hands and draw conclusions through careful attention. His upbringing had taught him to be attentive, hardworking, honest and observant to the needs of the people around him. At just seventeen years old, he had no way of knowing that every one of those lessons were about to be tested to their limit.

While he was working under the hood of an old pick-up truck, Dana heard a couple of small boys playing near some high-tension power lines. He looked up to notice they had tangled a kite in the wires connecting their house to the main power lines. Dana stopped working and walked over to explain to them that the power lines were dangerous and they needed to move away from them and just forget about their kite for their own safety.

As anyone who knows young boys could anticipate, it was less than an hour later when Dana noticed them trying to climb the power pole once again. He realized they were going to keep trying, whether he liked it or not. In order to keep them safe, he tried to devise the safest way he could think of to retrieve the kite and keep them away from the danger of the lines.

When a search for a long pine pole failed, Dana decided to pull his car underneath the power line. He connected lengths of aluminum conduit piping together until he had a 30-foot length. He understood that the power running through the line to the house was a painful 220 volts. He'd accidentally taken a shock of that force while working on the wiring at home.

“I knew it would smart if I made contact with the wire,” Dana explains, “But I’d survive it if I were grounded by the car’s tires.”

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He climbed onto the roof of the car, then swung the pole hard to reach the kite on the line, only to find that it was more tangled than it appeared from the ground. He had to swing the pipe around again in an attempt to break the line. Unfortunately, as he moved the conduit to cut the kite string, the wind picked up and pulled it toward the high-tension wires.

Suddenly, a huge flash exploded above them.

“I watched it with my own eyes,” Dana remembers, “This bright blue flash flew through the air, moved down the pipe and into my hands, then ran through my entire body.”

Dana was thrown from the car’s roof onto the ground, completely immobilized. His eyes were in extreme pain and his feet and body burned. He tried to cry out for help, but couldn’t make a sound because his muscles were so contracted by the electrical shock. And then, as if someone had flipped a switch, everything became peaceful and quiet. He had passed out.

The next thing he can remember is calling out for someone to please, please, take off his boots.

The little boys began screaming, “You’re not dead!”

Again, Dana begged them to take off his shoes. When the boys composed themselves, they reached out to pull off his shoes, only to have them crumble in their hands. Dana’s socks had been completely burned and his feet had literally exploded from the high voltage charge bursting out of them. The soles had torn open to expose bones and burnt tissue.

The boys explained to Dana that his eyes had bulged nearly out of their sockets, and that his convulsions had thrown him to the ground, choked his screams, and were so severe they were certain he would not survive.

But somehow Dana had survived. He was taken to the hospital where the medical team discovered he was wearing tight bandages wrapped around his ribs where he’d been kicked by a cow the week before. The doctors were baffled.

“You didn’t see a doctor?” the nursed asked him.

“Well no,” he replied, “My mom just wrapped it up to keep the ribs tight.”

“You’re lucky,” she explained, “Those bandages are probably what kept your heart and lungs from bursting.”

After the doctors had completed their examination, they found that Dana’s hands were severely burned and the electricity had torn a hole through his side. His eyes were completely bloodshot. His feet were damaged beyond repair. They insisted that they would have to amputate both, that they had no choice.

Dana’s parents didn’t understand. “It’s just a burn,” Don replied, “Burns heal. Why are you in such a hurry to cut his feet off?”

The doctors explained that the severity of the electrical burns had not only damaged Dana’s nerves so severely that he could be in constant pain for the rest of his life, but that the tissue damage was so deep he stood a high chance of contracting severe secondary infections and necrosis. These infections could very easily move into his blood stream and kill him. In their experience, burns of this severity had resulted in severe tissue death and, ultimately the amputation of entire limbs. It was better, in their opinion, to lose a foot rather than a full leg.

Don was honest with them. He explained that he didn’t have much trust in doctors, but that he did trust the body’s ability to heal itself. He told them that they were going to wait and see what the body could do. Try as they might, the hospital could not convince him otherwise.

Dana spent the next several months in bed and in severe pain while the hospital cared for his wounds. They cut away dead tissue, and attempted to graft living tissue over the open wounds in operations that were experimental at that time. The hope was that the feet would heal without infection and that the tissue would integrate through the growth of small capillaries required for blood supply. It was a fascinating new surgery, but the doctors didn’t have much faith in its success. They were certain Dana would never heal completely, that he’d be in a wheelchair for the rest of the life.

Laying in bed, Dana had too much time to think about the prospect of giving up hunting, fishing, camping, and all of the things he loved most in life. He wondered why this had happened to him when he had only tried to protect those little boys. He observed that every answer the doctors gave him meant cutting away more of his tissue. He remembered his parents caring for their

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health without the assistance of doctors or medications. He thought about what he was going to do with the rest of his life. He was, quite frankly, going more than a little bit stir crazy.

He soon learned that his father had been having similar thoughts. The family decided that the hospital and their allopathic medicine didn't have any solutions better than cutting off the injured feet. Against the advice of the medical team, Don picked up Dana and carried him out of the hospital. They were going to try another approach.

The Youngs traveled to Blackfoot, Idaho where they sought out Dr. Nelson, a naturopathic doctor. He packed Dana's feet with herbs and prescribed large doses of Vitamins E and C to restore the healing process and stop infection. He treated the severe pain with hydrotherapy.

Within two weeks, most of the skin grafts sloughed off. Interestingly, wherever Dr. Nelson had treated the tissue with herbs, they had begun to heal. Just two weeks later, the Young family returned to their home in British Columbia, confident that Dana was on the road to recovery. His feet were still bandaged and wounded and his parents were still uncertain what his future would be.

Dana didn't know why any of Dr. Nelson's treatments had helped him heal; he only knew that he was sick and tired of lying in bed. He knew that he'd have to attempt walking eventually if he was ever going to lead a normal life. He asked his mother what she thought of him making an attempt to walk.

She retorted, "Absolutely not!"

Dana waited until his parents were out of the house to crawl across the house on his hands and knees in search of a pair of crutches. He then made his way back to his bed where he situated himself carefully with the crutches, then stood up and took his first step in months.

"The pain was excruciating," Dana says, tearing up at the memory of it, "it's hard to even describe it. I could only take two steps before I collapsed and passed out from the pain."

His mother, a petite woman, found him on the floor, picked him up in a single movement, and took him into the living room where she laid him on the couch. She hurriedly unwrapped his feet and found them soaked with blood.



She was livid.

“Don’t you ever do that again!” she shouted at him.

But the wheels were spinning in Dana’s head already. He’d been paying attention to the doctors while he was in the hospital. He understood that, in order to grow, tissue needed blood flow. As painful and traumatic as it had been, he felt he’d done the right thing in getting that blood flowing in his feet. He knew that he needed to continue putting weight on them in order to maintain that circulation.

Every time his parents left the house, he would go through the same routine: crawling through the house to retrieve the crutches, getting up on his feet, taking as many steps as he could bear, then getting back into bed before they found him out.

It took many more months, but eventually his feet closed up. In time, he was able to stand, then walk, wear boots. He could even work, although it was difficult. He learned to bear the pain and get the job done. Each day was a new day and a new opportunity to heal.

For a very long time he required multiple pairs of socks and shoes with thick rubber soles in order to walk. Over the next several years, the bottoms of his feet would constantly itch while they healed over, the scars growing thicker and thicker until the bottoms of his feet were as strong as rawhide.

“This helped me to realize,” he explains, “That the body can perform miracles. We just have to give it the tools it needs to perform those miracles. This is one of the foundational markers in my life. This accident helped bring me to the point that I know staying connected to nature allows our bodies to heal and be whole. It was very important to me.”

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## CHAPTER 3

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# AN UNEXPECTED LOVE

There was still more learning to take place in Dana's life.

In 1979, he once again answered the call of his church. This time, he participated in a proselytizing mission in southern California.

It didn't take long for Dana to stand out among his companions in California. He was quickly put in a leadership role and made responsible for working directly with the mission president to coordinate housing and training for the other missionaries in the area. He got to know and love them all. But the one who caught his eye was Sister Price, a fun-loving young woman with a true spark who was always the first to join in, whether it was for work or play.

They were both, of course, focused on the work they were there to accomplish, not thinking about dating at all. For whatever reason, they were continually thrown into situations where they would meet. At first they would simply see each other across the room at church meetings or conferences, or bump into each other at activities or dinners. But when there was a mix-up with transfers, Sister Price ended up assigned as the assistant to the mission president's wife. The two young missionaries worked side by side, slowly getting to know each other very well.

"I can't quite explain what it was," Dana remembers, "She just stood out. She had so much life in her. She was very energetic, always willing to help out, always wanting to be involved in anything that would be fun."

Even leadership noticed her unique spark. During a conversation with Dana, an elder of the church advised him, "You should go home and marry someone

like her,” pointing directly to Sister Price who just happened to be crossing the courtyard at that very moment.

Soon Sister Price left the office to begin the work of proselytizing, but she was back before long. She’d run into unexpected complications related to converting an entire family. The mission president put Dana on the case, challenging him to interview everyone involved and find a solution. This included interviewing Sister Price.

Dana was so impressed by her determination and spirit he was completely caught off guard. As they talked across a conference table, the wall behind Sister Price faded away and Dana could see the image of this beautiful, smiling woman in a wedding dress, standing in front of an altar, and next to her was... him! “I know it sounds crazy,” he laughs, “but it was just one of those moments when you are forced to pay attention.”

It didn’t make an ounce of sense, but he was suddenly and overwhelmingly certain that he was meant to marry this woman. Under the circumstances, he tried to ignore his feelings. They were both doing God’s work. They’d made promises to be chaste for the duration of their missions.

“I must have looked kind of funny,” he laughs, “because she asked me what was wrong.”

He quickly replied that he must not be feeling well and tried to refocus, but once again, the same image appeared in his mind, big as life.

That was it. Try as he might, Dana could not ignore his feelings. He knew what was right and he couldn’t deny what he felt. It was just two days before he was due to fly home when Dana asked Cammie to marry him across a conference table in the mission office.

“I expected her to laugh her head off and say no,” he said, “That would be the end of it and I could move on. But she looked right at me and said yes. I couldn’t believe it!”

They were both uncertain what to do next. Normally people would hug and kiss. Dana just stammered and said, “Well, what do we do now?”

They both started laughing.

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Cammie later asked him, “Didn’t you notice that I had an engagement ring on my hand?”

“No,” he responded with shock, “I didn’t see it at all!”

“Well, I was engaged to marry someone else at home,” she told him, “I couldn’t believe it when I heard myself tell you yes. But I couldn’t ignore my heart telling me to marry you, that it was the right thing to do.”

After they arrived home from California, Cammie and Dana dated for just thirty days before they were married.

“It was just one of those incredible, unexplainable things,” Dana says, “And now it’s been thirty-two amazing years. I’m glad I listened. I’m glad she did too.”

Dana came home from California with a full scholarship and a renewed determination to obtain a college education. He was lucky enough to enroll at Rick’s College in Idaho where he found a level of academic support he hadn’t experienced anywhere else.

Here he was diagnosed with dyslexia, which explained, at long last, why words on the page gave him so much difficulty. He suddenly understood why sometimes the letters were jumbled or missing or just didn’t make sense. His professors made extraordinary accommodations for him; they even went so far as to record their exams so that he could listen to the questions. This meant that for the first time he didn’t just stare at tests and draw a blank. He could now take a test and ace it because he understood what was being asked of him.

It wasn’t easy, and it required a great deal of hard work and support, but Dana graduated with an Associates Degree in Arts and Sciences. He then enrolled at Utah State University, intent on becoming a chiropractor. He started taking anatomy and physiology courses, which further added to his interest in the body as a unitary system.

He remembers a beloved anatomy professor telling his class, “The human body is the most amazing, self-regenerating system in the world.” This statement reflected his own healing experience and awakened his desire to focus on the integrated functions of the human body.

It didn't take long for Dana and Cammie to begin their family. Jason arrived in April 1982. Kamisha followed just three years later in August 1985. Finally, they welcomed Orey in June of 1989. To support his growing family while he studied, Dana held down a number of jobs that made use of the skills he'd developed from a lifetime of ranching. He laid fence posts, worked as a farmhand, and managed a feed store. He worked hard and enjoyed working with farmers and with the land. All the while, he was attending classes at the university.

In order to help make ends meet, Cammie began babysitting the children of their friends and neighbors. Their house was constantly filled with children, laughter and love.

It was during this busy time that Dana noticed one of the children in Cammie's care did not look well. Compared to the active children around him, this infant was listless. He didn't play or babble; instead he stared blankly into space. Over the next few days he developed fever, lost his appetite, and he began to yellow due to jaundice.

Dana was concerned. He didn't know exactly what was going on, but he knew this child was very sick and that this was dangerous to his family and the other children. He finally insisted that the baby stay home with his parents until they had a physician's note saying he was okay.

They next day, however, Dana arrived home to find the same baby in his house. He was exasperated, "I thought I told you to send him home!"

"I had to take him in," Cammie insisted, "His parents are at the hospital and they had no other choice!"

The Youngs would soon find out that what had made the baby's entire family so very ill was Hepatitis A, a highly contagious infection that can result in a variety of complications, including liver damage, and sometimes complete liver failure. Hepatitis is spread through stool, and Cammie had been changing this baby's diapers for weeks. More dangerously, the disease can be present in the body for months without showing any symptoms. Everyone in the house had been exposed.

In that moment, their entire lives stopped.

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It didn't take long for symptoms show up in Cammie, landing her in the hospital as well. But under the care of the doctors, she didn't recover. She became sicker and sicker. The medications made her weak and nauseous and caused severe seizures. The physicians explained that nearly 80% of her liver had been damaged, possibly beyond repair. She became so jaundiced that her eyes and skin were yellow. Her weight dropped dangerously. She was frightened and worried for her family. The doctors' answers were to correct the side effects and anxiousness with even more medication.

Dana was frustrated and confused. Once again, the allopathic medical system had been proven incapable of addressing the full spectrum of symptoms in front of them. Every answer they could provide was glaringly black and white, writing off damaged organs or flooding them with chemicals.

Dana knew from experience that the body knows how to heal itself. He decided to take Cammie home and care for her to the best of his ability. The doctors warned him that this was huge undertaking. In this, they were correct.

Cammie couldn't be left alone. She was frail and exhausted. Her weakened liver left her immunity so fragile that a simple cold could kill her. She suffered from severe anxiety and panic attacks. This once-lively woman was unable to care for her home and family. She couldn't stop crying.

Dana was driven to find the answers she needed and, just as his parents had done years ago, he turned to the traditions they'd learned from nature. He started with a complete detox. He felt he had to clear whatever was killing her out of her system. He then began a course of vitamin treatments, focusing on large doses of vitamin B to treat her depression and anxiety.

Cammie also participated in hypnosis therapy in order to soothe her anxiety and allow her to sleep at night. Dana taught himself hypnotherapy techniques because their finances were dwindling and he couldn't afford to take her into the therapist every week. Each night he would rub her feet and hypnotize her into sleep. He would then get the children ready for bed before doing the dishes and cleaning the house. His education had to be put on hold. For four years, they struggled to return Cammie to health, never certain what would help her turn the corner.

Something had to give.

## CHAPTER 4

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# THE ANSWER IS OUT THERE

Dana needed to care for his wife and their three small children, but he also needed to support his family financially. Going into an office from 9-5 was not an option, so he began picking up side jobs and selling for a multi-level-marketing company.

Each night he would settle the family down and tuck them into bed, then go out to the car in the driveway and make his sales calls. When he needed to support his downline, he would pack the entire family into their camper and travel all over Utah and Idaho, meeting new people all along the way.

At this time he also contracted with a horse rancher to fence the perimeter of a 40-acre ranch. He was grateful for this tremendous opportunity, but it meant laying 2500 fence posts over the course of a month. He was in no position to buy or rent expensive equipment, so he laid each post by hand with a post-hole digger and a sledgehammer. By the end of the job, he'd developed crippling bursitis in his shoulders.

He was sore and he was tired and he was just making ends meet. It was his love for his wife and children that kept him going, along with the support of his extended family. But even that could become a challenge. Their concern and good-intentions could result in ill-timed comments or advice. Others, deeply involved with essential oils, would try to treat Cammie's symptoms without fully explaining what they were doing. Any of this could trigger her anxiety and start a downward emotional spiral.

Dana was a skeptic. The oils smelled funny, they made everything greasy, and all anyone could tell him about them was complete woo-woo nonsense. Nobody

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could give him any solid information on how or why essential oils worked, so he kept his distance.

Meanwhile, his shoulders were in crippling pain. His range of motion was so limited he couldn't put his own coat on without help. Finally, Cammie told him to open his heart and take a chance. There may be just the slightest possibility that essential oils could help.

“Okay, okay,” Dana relented, “But I know the best you can achieve is a placebo effect.”

“They're not asking for much. Just leave it on for two minutes.”

Two minutes later, he had full range of motion in his shoulders. He was stunned. Something had just changed in his body, but he didn't know what.

“Explain to me what just happened,” He insisted. But there was no good answer.

He needed to know the science. He needed to understand the cause and effect. He kept pushing and pushing for an explanation. He started doing research on his own, only to find that there wasn't much solid information out there.

Finally he found that the oils had three major components: carbon, oxygen and hydrogen. Immediately the wheels in Dana's head began spinning.

He explains it this way, “The chemistry suddenly made sense to me. Bursitis is inflammation of the bursa due to an injury. The inflammation response increases the permeability of the capillaries allowing proteins and water to escape into the space between the capillaries and tissue. The distance of the capillaries to the tissues causes a lack of oxygen and results in cell death. Returning oxygen to the tissue reverses the inflammation response and leads to a reduction of pain and increased range of motion. Makes perfect sense.”

As far as Dana's brain was concerned, the connections were made.

His curiosity was also sparked. He began treating Cammie's damaged liver with the oils that would eventually become his signature Liver Cleanse formula. He used lavender and helicrysum to treat the scars on his injured feet. The effects were truly incredible!



“After that,” he says, “I couldn’t get enough information about essential oils. The drive for learning drove me every day. And the more I learned, the more I discovered that what people were saying was so wrong, so incoherent, so deluded and delusional. I became intent on setting the record straight.”

He began a new journey of knowledge that day. “There are so many myths and so much misinformation repeated out there,” he says, “It’s been my life’s mission to help people understand that pure product and complete truth are the most important things.”

Once Dana had begun his journey with essential oils, there was no turning back. Almost immediately, he started working in the industry. Using the knowledge and the skills he’d learned growing up, he helped to develop a 2,000-acre farm from no production to an essential-oil-producing wonder. He nurtured the soil and developed an irrigation system. He designed a 500,000 sq. ft. of greenhouse space. He helped construct the first stainless steel distillery for essential oils in Utah. He planted numerous varieties of essential-oil producing plants, some of which produced the highest quality oils tested in decades. He had truly found a focus for his passion, knowledge and energy.

He was also meeting with people as a distributor and educator, teaching them how the oils worked, and why. Each day he would meet great people with remarkable stories. He was overwhelmed by his desire to answer their questions and find the solutions they needed to improve their lives and the lives of the people they loved. It was the search for answers that led him to continue his education, albeit through entirely new avenues.

“There was not a lot known about essential oils in America at that time,” Dana shares, “I could find all kinds of research on herbs: how they work, how they change at the cellular level to impact health. But when it came to essential oils, it was a clean slate. My training up until then was to find an explanation for how and why essential oils work. I knew they were creating real change, but I needed evidence for why they were working, and working so well.”

Everywhere he turned to find those answers, Dana failed to find them. He couldn’t just say “You put them on you and they work.” He most certainly couldn’t perpetuate the mythology that floated around about energies and equinoxes and star patterns and vibrations of the earth and its vortexes.

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“That’s just a lot of hokey-pokey baloney stuff,” he retorts, “I knew there had to be something more in-depth to account for the real change I was seeing with my own eyes.”

He started thinking about his dad and what he’d taught their family about the wild plants that grew on their family ranch. He remembered drinking a tea of white dutch clover and mountain peppermint that was, quite probably, the world’s best diuretic. There was no magic, just the natural chemical compounds of the plants acting in conjunction with the body. He knew that understanding the chemical compounds of the oils was where the answers would be found.

This led Dana on a journey of discovery that would eventually take him to France, Australia, Germany, Turkey, Austria, and England... literally around the world to study with leading scientists in the field.

Dana was both excited and uncertain about the opportunities to learn overseas. He was eager to find good, solid answers, but leaving his young family alone for weeks at a time was difficult. The sacrifice was significant and finances were tight.

Cammie was facing the difficulty of maintaining their family on a limited income while he was away. “What is this for,” she asked, “What is your goal?”

Dana explained that, as difficult as it was, he could see a real opportunity to make a difference through obtaining this knowledge and sharing it with the people he worked with. She was reluctant, but she supported him all along the way.

In 1998, he attended an international symposium on essential oils in Grasse, France where he studied directly with scientists, professors, medical doctors and researchers. The opportunity to ask questions and converse with these experts resulted in a great deal of information and a handful of lifelong friendships. For a full week, he spent eight hours each day learning about the chemistry of essential oils and their specific applications. He took hundreds of pages of notes that he refers back to even now.

He then spent a week at the home of Dr. Daniels–Penoel in Leon, France. He worked with him in his clinic and had full access to his expertise. Dana observed as he treated people for a wide variety of ailments with essential oils, then asked him why the treatments and applications worked the way they

did. The two would go on nature hikes and discuss the native plants and their unique healing properties. All the while, Dana was asking questions.

Dana then worked with Dr. Pierre Franchomme, the researcher responsible for the discovery the chemotypes of essential oils. Dr. Franchomme was excited by Dana's unusual desire to understand the chemistry and science behind the oils. The very scholarly doctor proved generous with his knowledge, sometimes spending hours to answer a single question about a single application of a particular blend of oil. At last, the answers and understanding were coming!

At this time, Dana also had an opportunity to observe pediatric doctors using essential oils on infants in a hospital in Nice. The success and the different applications were mind-blowing. He was impressed by the comfort and dedication of these physicians. There was no controversy about traditional treatments, no interest in collecting a check at the end of the treatment, just a real desire to heal people.

When Dana flew home, he was excited to see his family again. He was also excited to put his new knowledge to use. He immediately began perfecting his Liver Cleanse blend. His understanding of the constituent parts of lemon oil and peppermint led him to believe this blend would be helpful in healing Cammie's damaged liver. Countless people who have benefitted from this blend over the last two decades can attest to this initial success, as can Cammie who saw almost immediate improvement after years of struggling with the effects of her Hepatitis infection. This was just the first of many successful experiments.

He set up a company and called it Deseret Hope. He developed unique essential oil blends and formulations, providing the end product to larger companies. After seeing Dana's presentations and his wealth of knowledge, many health and wellness companies wanted his products. Each of Dana's blends were developed to address needs he observed in the community as he worked with these companies and with their clientele.

His learning never stopped. He continued to travel and converse with experts and healers. He worked with people from all over the world, always keeping his mind open to new information and new evidence. He visited all corners of the world, familiarized himself with countless healing traditions. He was eager to share and he was eager to expand his understanding and his ability to help people.

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Through this journey Dana has gained a great deal of education and experience through his studies under Dr. Berchard in Ismeer, Turkey and with Dr. Daniel Penoelin in France. In addition her has earned a number of certifications and degrees.

- Associates of Arts and Science from Rick's College in Rexsburg, Idaho.
- Bachelors in Speech and Hearing Audiology from Utah Sate University in Logan, Utah.
- Letter of Completion from Ege University in Ismeer, Turkey.
- Letter of Completion from the International Symposium on Essential Oils in Grasse, France.
- University Life Experience diploma to yield honorary Master's Degree in Health Science.
- PhD in Aroma Science from Belford University with commendation for health sciences.

“My goal was nothing more than to learn as much as I could and to share with as many people as possible,” he says. In doing so, Dana Clay Young became known as one of the premier experts on essential oils in the United States.

## CHAPTER 5

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# LIFE RESTORING, LIFE REWARDING

As his understanding and success grew, Dana Young found himself working with multiple essential oil companies. He was grateful for the work and pleased that his family was, at last, enjoying financial security. The children were growing and having adventures of their own (many that required his healing interventions.) Cammie was having success of her own as cosmetic specialist and distributor. They had found their own rewarding lifestyle and they were seeing the oils have amazing and healing effects on people.

Dana's expertise was established and respected in the health and wellness community, and he was more than happy to share it. He saw a number of essential oil companies grow from the ground up. But he also began to notice a disturbing trend in the industry.

He would go to meetings to provide education, and he would repeatedly hear from people that the oils that had initially brought them incredible results had stopped having any impact at all. He had also noticed himself that the effects of the oils were inconsistent. He began to doubt the claims that products were organic when he familiarized himself with other companies production processes.

He began asking questions. The answers, however, weren't forthcoming, and the ones he did get, frankly, didn't make sense. He was told that he needed to detox, that he didn't understand new processes, that companies were protecting their profit margins through new business models.

"Truth is sweet," he says, "And this wasn't sweet."

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When he treated his own sore toe with helichrysm he'd obtained through one of these companies and watched it swell up before his own eyes, he decided it was time to see exactly what was going on.

The first thing he noticed was that he was actually using structured seawater with helichrysm added, the combination was watery and separated quickly. He compared the oil he used with a pure blend he had obtained on his own, and he found that the chemical compound was completely different. There may have been a bit of helichrysm in the seawater compound, but it had been diluted beyond recognition. Of course its effect would be changed!

This presented him with a challenge, a huge challenge. He was seeing things that he couldn't support, that he couldn't justify, and that he couldn't lie about to the people who were coming to him for education. He stopped using the oils produced by these companies. He found himself evading questions in his educational seminars and this made him incredibly uncomfortable.

"I was asked to be a part of perpetuating untruths," he explains, "And I could not be a part of that. There was no way I could avoid it; I had to walk away."

He eventually found that these problems were endemic across the industry. Companies were corrupting and diluting his oils. When he would call to ask if companies needed him to resupply from his blends, they would tell him that they were fully stocked. The numbers didn't make sense, unless they were diluting them with carrier oils and rebottling them. Sure enough, when he took a closer look that proved to be the case.

"It was a matter of staying true to who I am and true to the product," he explains, "If you run around creating discord and spreading untruth, your life is miserable. It is so important to stand with integrity, because that's all you have."

It was a painful thing to walk away from these companies and the generous income they provided. In doing so, his name was damaged in the small essential oil community. Companies intent on profits over purity were reluctant to hire him or use his oils and blends as he originally formulated them.

While it was easy for him to choose integrity over lies, he also had to face his family at the end of the day. The Youngs had to make it through months without income. They were facing bankruptcy and the threat of losing everything they

owned. All of the hard work seemed to be disappearing overnight.

Meanwhile, as he continued to learn and develop his own oil blends, the phone continued to ring. The people he had helped over the years were seeking him out for information and answers. People from around the world were asking where he was finding pure oils and if he could tell them how to find them. Over and over again he was asked to start his own company so they could have a reliable supplier to support their own businesses.

“I didn’t want to start a company,” Dana explains, “I knew how to formulate blends and develop applications, but I didn’t know how to run a business. It wasn’t really something I was interested in doing.”

In a family meeting in December 2008, Dana outlined their situation. He felt their hand was being forced. The family needed a solution to their financial situation. Dozens of people were looking to them for answers regarding the quality of the oils available to them. After much discussion and deliberation, they reluctantly decided to open a family business. They didn’t know what they were going to call it, they didn’t have a building, they just knew that a lot of people were interested in continuing their education and many more were interested in finding pure oils.

“I told my family that for the next five years we wouldn’t have a life,” Dana laughs.

Once the decision was made, they followed through without wavering. They immediately rolled up their sleeves and got to work, not always certain what needed to be done.

They initially started looking at marketing and business plans. They began development on a back office. They talked at great length about how they would structure their compensation plan. They found an office space and began identifying the initial products they wanted to distribute. Dana once again hit the road to conduct educational seminars.

As soon as the word was out, the people were there.

On March 29, 2009 Be Young Total Health was born. On their official launch, they had signed over 1900 distributors. Their first payout to their distributors was over \$160,000! This was unheard of. Dana and his family were overwhelmed

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by this reception and by the loyalty of their new business partners.

For months, Be Young Total Health worked on paper, literally writing down each order and fulfilling it by hand. They had orders stacked on the office floor that measured over four feet high.

The family also filled bottles by hand, spending countless nights working with pipettes to fill thousands of 10 ml bottles one at a time. Those tiny bottles also had to be capped and labeled and boxed and shipped.

Dana and his family built handmade wooden jigs to speed the process. Looking back at this initial equipment is a real indicator of how far they've come.

“We have some really cool inventions to put into the Be Young museum,” Dana laughs, “We had to solve problems on our feet, and it shows!”

Dana gives Cammie a lot of credit for building and maintaining their initial inventory. As he was starting out, she very wisely advised Dana to order one bottle for their clients and one bottle for their inventory every time they submitted an order for oils. This put them in a remarkable place for keeping up with demand and avoiding significant backorders without having to go into debt.

Be Young Total Health and its original vision have enlarged over the years. They have digitalized their systems with a complex back office system developed specifically for their company structure. They've streamlined their production with specialized equipment and revolutionary processes. They have expanded their product line to include dozens of oil blends formulated through Dana's extensive research along with bath and beauty products that hold true to his commitments for purity. They have also included incredible nutritional products he has discovered through his relationships in the industry, always relying on his commitment to trust and integrity.

Dana's initial goals were to simply make full health benefits available to people who had been introduced to pure essential oils. That mission has expanded over the years to embrace the life rewarding, life restoring opportunities that are built into the company's products and compensation plan.

“The vision hasn't really changed, it's just been refined,” Dana emphasizes, “Be Young will always, from now until forever, be a company known for having the



highest standards in product quality and purity.”

This is why each and every Be Young Essential Oil has gone through an evaluation process to guarantee its purity and potency, a process known internationally as the E.O.B.B.D. Guarantee.

Be Young Total Health is a company built by people searching for answers, people with a desire to find natural solutions for a healthier life. It is exciting that it is also possible for these people to find financial freedom through the carefully structured compensation plan. The people who make up Be Young Total Health reflect the fundamental values of integrity, purity, passion, and a commitment to health and wellness.

“This is a family company with family values,” Dana insists, “We don’t call members who join our organization distributors. We prefer the term Sharing Partners because, as far as we’re concerned, you’re joining our family.”

Over the last few years, Be Young Total Health has seen tremendous growth. The company has exceeded all expectations and become a leader in quality, education, and compensation. They have expanded their product line and have invited thousands to share in their success story.

Dana remains committed to providing his Be Young Total Health family with opportunities to acquire prosperity as well as education. He wants to work with and support exceptional individuals dedicated to sharing the message of purity and the message of health with as many people as possible. He is committed to those who understand what he learned early in his life, that returning to nature is the best way to return to health.

“If you are committed to this message,” he says, “if you are interest in restoring your life and rewarding your life, we welcome you with open arms.”

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## MORE THAN ONE MAN'S JOURNEY

From an upbringing in the mountains of Idaho, to a rapidly growing essential oils company with a unique vision of success through integrity, the journey of Dana Young is an inspiring one. He has overcome multiple overwhelming challenges to gain the knowledge that has guided him to developing some of the purest essential oils and most successful blends in the industry. He has strengthened his commitment to family and integrity while satisfying his thirst for knowledge and his desire to bring people to health. He has, through sometimes overwhelming adversity, found his life restoring, life rewarding success.

It is his hope that this story presents his Sharing Partners with an opportunity to reflect on their own challenges, their own experiences, their own health, and their own journeys toward prosperity.

Where are you in your grateful journey? How have you overcome adversity and fear to find your way back to health? How have you had to answer to your integrity? Do you have a vision of success?

Only you can know your personal passion, but it may be similar to some we've heard from other Sharing Partners over the years:

- The empowerment E.O.B.B.D. essential oils provide to individuals interested in replacing the chemicals in their medicine cabinets and taking control of their health.
- The all-in-one, whole body support, vitamins, minerals, pre- and

probiotics, and immunity support found in a single, delicious glass of Masaji.

- A desire to pamper yourself with healthy, restorative, all natural Enoscents beauty products.
- The freedom to supplement and take control of your health and fitness with the Be Body Smart program.
- The education, training, techniques, and certified Be Young exclusive modalities offered through Be Young University.
- The financial freedom easily achieved through the uniquely generous Be Young Total Health compensation plan.
- The liberty found in firing your boss and shaping your own success.
- A heartfelt desire to help the people in your life with the highest quality health and wellness products in the industry.

Whatever your passion, it is truly rewarding to share it with others. Whatever your journey, if you approach it with honesty, integrity, courage and strength, you have already found success.





## About the Founder

Dana Clay Young grew up on farms and ranches in Idaho and Canada. In the 1990s he took a 2,000-acre farm from no production to an essential-oil-producing wonder. He nurtured the soil, built an irrigation system and greenhouse space, and designed the first stainless steel distillery for essential oils in Utah. He planted more than nine different varieties of essential-oil producing plants, some of which produced the highest quality oils tested in 20 years.

Dana's desire to understand the chemistry of essential oils led him to study under world-renowned oils specialist, Pierre Franchomme, PhD and Dr. Daniel Penoel. Dana's hands-on experience with all aspects of essential oils research and production has made him a unique and world recognized leader and teacher. His life story is an inspiration to anyone who has faced adversity and searched for natural paths to true health.



For more information contact your local  
Be Young Sharing Partner, or visit us on the web:

[www.beyoungth.com](http://www.beyoungth.com)

