



**Complete Transcript: HALO Talks with Daniel Tobon  
Posted Sept 15, 2022**

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Pete Moore ([00:03](#)):

I want to do a quick commercial here for our friends at DAXKO. That is DAKXO owners of club automation, CSI spectrum Motionsoft BFP. Next, these software platforms go beyond the current club software and provide best in breed solutions to the halo sector. They wake up every day. They're thinking about your fitness community. They're trying to enhance your member experiences, the facility, easy to use software for the staff. If you're looking to change your software, if you're looking to get ahead, if you're looking to get to the next level in the halo sector and win, do me a favor, go to info. Club automation.com/the experience that is forward slash the experience Pete Moore PD Mo checking out. And now back to your regularly scheduled podcast.

Pete Moore ([01:05](#)):

This is Pete Moore on halo talks NYC. I have the pleasure of having Dan Toban coming in from Chicago, a serial entrepreneur overqualified for any job that you might list on LinkedIn, financial legal survivor, tactical skills. We're going to talk about, we're going to talk about C D and we're going to talk about all the trials and tribulations of building successful businesses. So with that preamble and no issue with covering any of these aspects, Dan, welcome to the show.

Daniel Tobon ([01:40](#)):

Oh, thanks for having me. Really appreciate the time.

Pete Moore ([01:43](#)):

So talk about your background and, and it seems like when I read your resume you know, you could be 80 years old at this point to cover all the ground you've had. Yeah. What about the same age? So, you know, give us the chronology that got you to here and how all those life experiences have kind of made you, you know, a CEO in the space.

Daniel Tobon ([02:02](#)):

Yeah, absolutely. So, so yeah, I'm a really hard 40. So I, I started my career at 17 in the military enlisted straight out high school. I actually thought I was going to be a lifer really loved being in the military you know, seven and a half years and a very long combat tour later decided I should probably slow down a little bit, had a persistent back injury that I suffered in Iraq decided to do my best impression of a long

dart falling off a building two compression fractures in my T 12 L one that led me to try to find the most boring job I could out of the military, which was to go to law school and become a lawyer, ended up becoming a corporate attorney for a large international law firm called Laham and Watkins worked out of their London office doing structured finance and project finance to quickly realized the magnitude of the mistake that I had made for my personal life and the lifestyle that I like to lead.

Daniel Tobon ([03:02](#)):

And being locked in an office 60 hours a day was not something that I knew was going to make me happy long term. So left that and became a general counsel of a small software company. Very young, very dynamic company led by some very smart founders and then quickly ended up assuming the role of the COO there beat. So got really involved in operations, figured out, you know, with my military background and kind of being a pro proactive, a type that, that was a much, much better role for me. And that kind of snowballed into me realizing that I kind of wanted to lead the ship, not just be on it ended up founding my own tech company built that over five years. We're now in the process of selling that to private equity and then back in 2012, when cannabis first started becoming mainstream in the legal sense I took a great interest in that and that kind of had been a culmination of a lot of different things.

Daniel Tobon ([04:05](#)):

One, the market opportunity was just gigantic. You know, this is probably one of the most commonly used controlled substances on the face of the planet. People are estimating this to be a hundreds of billions of dollars of annual revenue generated by this industry. Once it's all said and done, you know, having migrated to the us from Columbia, I was, you know acutely aware of kind of the troubles that are created when a government decides to make a substance solicit you know, and my parents and I kind of grew up having a front row seat to the drug the war on drugs. It's part of the reason why I ended up coming to the us at a very early age. And, and then just from an intellectual standpoint, I mean, this was once in a lifetime kind of occurrence, right?

Daniel Tobon ([04:57](#)):

You have all of these governments all around the world deciding, you know, very short timeframe that they're going to legalize something that they've been sending people to jail for a very long time. So I, I thought it was like super interesting that this was going on and we were going to be able to participate in that. And then from a personal perspective, having seen all my friends that came back from combat you know, guys could show some very traumatic stuff having involved in very high stress corporate environments. I, I got to see a wide array of how people dealt with that stress and dealt with the trauma of their everyday life, whether it was, you know hating their life as a corporate lawyer or, you know, being shell shocked by and suffering from PTSD by having to see some pretty Laly stuff overseas it, the people that I continuously and successfully saw themselves self-treat, it was almost always with cannabis. People who went to prescription drugs never really did really well people who you know, try to write their woes with a bottle never saw or do really well. And so it was basically, you know, people who practiced mindfulness led very active lifestyles, worked out and people who treated cannabis, those were the success stories that I saw.

Pete Moore ([06:19](#)):

Are you doing, are you doing THC and CBD?

Daniel Tobon (06:22):

So our parent company does both right now in the us market because of the state of regulations we're focused on CBD almost exclusively. So

Pete Moore (06:32):

I thought when they originally we're issuing the licenses by state that should have allowed the guys that had the customer base come out and say, Hey, I got 5,000 customers. Could I just be this legal, you know, I basically been a, a, you know, a very successful pharmaceutical rep below the radar screen. You know, unfortunately that didn't happen.

Daniel Tobon (06:52):

Yeah, no, and you know, it's funny because some states are now doing that. If you look at what New York just did, the next set of dispensary licenses that they're issued, they're actually going to go to people who have previous criminal convictions for selling marijuana. And there's a lot to be said with, for that, you know, tho part of, you know, the ideal of, of, of bringing people into the pale and, and getting rid of the black market, which is unregulated. And a lot of times unsafe, right. Is giving those people an opportunity to come the jet, the government,

Pete Moore (07:28):

We had a guy on he runs a company called con body and he was running a 3 million annual business. Right. And then he went to jail and came up with this workout and now he employs ex-cons. But once they make that legal, anyone is at jail for that should, you know, be taken out and, you know, basically given an employment you know, at the local dispensary. Right.

Daniel Tobon (07:49):

Absolutely

Pete Moore (07:50):

Totally qualified for that.

Daniel Tobon (07:52):

Probably know a heck of a lot more than the average buyer who gets, you know, two weeks of training before they hit.

Speaker 4 (07:58):

And he's Pete, he actually costs never had anyone end up going back to jail. I spoke to him a

Pete Moore (08:04):

Couple years ago that, yeah, I forget brings

Daniel Tobon (08:07):

His

Speaker 4 (08:07):

Term for that, but

Daniel Tobon ([08:07](#)):

They recidivism

Speaker 4 ([08:09](#)):

Out. Yeah.

Daniel Tobon ([08:09](#)):

Recidivism. Yeah. If you give people an opportunity, man, you know, they'll always surprise you and it's a lack of opportunities that create recidivism. So we're, we're definitely all for that.

Pete Moore ([08:18](#)):

So, so you get the license, you know, you're now a serial entrepreneur, you got your legal background, you know, tactical. How do you think about the market and where to go into you can obviously try and cut deals where you're going direct, you got your own stores, you've got private label. How does your brain work? And how'd, you kind of lay that out because you can't do everything up front, you know, you can probably backfill it, but where was the biggest opportunity and where did you want to kind of say, I want to stay, put my stake in the ground here.

Daniel Tobon ([08:48](#)):

So it, so that's a great question. So I didn't jump in to the cannabis industry kind of head first, right? I kind of took my time. I got a job as a CEO of another company that was working in cannabis to kind of get up to speed. And what I saw as the overall big trend is that this is a fucking commodity, right? There is no reason why we should be growing this plant in the middle of, you know a Lemington Ontario or, you know, Northern New York. This plant loves growing on the equator where it has 12 hours of sunlight and 12 hours of darkness every single day for free, you don't need to pay for paging, grow lights. You don't need to pay for these expensive buildings to grow this in. This stuff wants to grow outside.

Daniel Tobon ([09:36](#)):

So if we're ever going to get this thing down to a commodity price structure, it has to be grown in an environment where this, this will grow. So talking about a difference, you know, dry Graham of somewhere between a buck 25, which is what it costs you to grow it into a, you a big greenhouse here in north America to somewhere around 3 cents. If you're growing it in somewhere like south America. So the second that I saw that south American countries were going to start issuing licenses, predominantly Columbia I'm like, this is it. This solves for that issue because you are not going to change usage patterns until you get that commodity pricing, right? People are not going to be paying \$7 a dose for this stuff. It doesn't matter how well it works. It doesn't matter how high it gets you. You know, if you're going to put this in Pepsi, if you're going to put this in a power aid, you need to get it down to the prices manageable. And so that consumers are not going to pay a 10 X, 15 X, 20 X premium for those products. So when I looked at the market, I said, that's where I got to be. I got to be where this thing is a commodity, because if you start from there, the world is your oyster.

Pete Moore ([10:41](#)):

How, how many licenses were given out in Columbia for, is it from growing? Is it vertical integration we have for exports?

Daniel Tobon ([10:50](#)):

So they have everything. So each one of those licenses that you just mentioned is a separate license, but we have the full suite of license. And then we actually have a license that you can't get anymore. They stopped handing 'em out in 2018, it's called a genetic source license. So I actually have a genetic catalog of different strains. And now only I can own those strains. Other companies can buy that, those genetics from me, but me and the other companies that got those licenses prior to December 31st, 2018 are the only ones that can act as, as genetic sources for the rest of the licenses that come afterwards in perpetuity.

Pete Moore ([11:27](#)):

And you citizen.

Daniel Tobon ([11:29](#)):

Yes. Yes I am. And

Pete Moore ([11:31](#)):

You, I'm assuming you had to be a citizen of Columbia at the bid?

Daniel Tobon ([11:33](#)):

No, not at all, actually. Very few of the license companies operating there today are run or operated by Columbian citizens. A lot of them are foreign investors predominantly from Canada. And we could, that's a whole nother podcast episode cuz those guys have made a mess of the public equities markets. <Laugh> in cannabis.

Pete Moore ([11:54](#)):

So, so would you say that the local people of Columbia are rooted for you as the, as the incumbent? I'm just kidding. I'm kidding. <Laugh> like,

Daniel Tobon ([12:04](#)):

No, but it, it is a very important, you know, the law in Columbia was actually passed as part of the peace process that was negotiated with the Fark. You know Columbia had one of the longest running civil wars that was then compounded by kind of the NACO terrorists organizations that operated in the country. And, you know Columbia has a lot of really great things going for it. It's one of the more stable economies in Latin America it's keep and pace with the brick countries. As far as GDP growth goes they have a very burgeoning and, and, and quickly growing middle class. And so, you know, I think a lot of the political leadership in Columbia took stock of what the bigger problems were and they were the, you know, the political violence and NACO trafficking and they figured it, you know, how can we solve for this cannabis?

Daniel Tobon ([12:53](#)):

Legalization is fundamentally, you know, a piece of this piece process because what you're doing is you're taking revenues away from bad actors and you into legitimate business, people want with this

stuff and that's ultimately all we want to do. We want to create good paying jobs. We want to provide economic growth by having a massive industry be based in Columbia, one of the best places to grow cannabis in the world. And then we want to do everything legitimately and legal to put out a great product out that people enjoy. You know, Columbia has done a great job, branding coffee as Columbia being one of the best places to grow that plant and exported throughout the world. We want to do the same thing with cannabis there at all levels, pharmaceutical personal use you know, OTC medical, then obviously performance enhancers, which is what we're talking about today.

Pete Moore ([13:47](#)):

When you take, when you say you take it down to commodity pricing, like 3 cents of the other farmers and the landowner of Columbia have enough volume where they say, Dan, I'd love to change over to this crop, but you got to gimme some more money.

Daniel Tobon ([14:03](#)):

So that is one of the actual things that, you know, Columbia has learned with the coffee industry, right? The guys that were actually growing the product, the guys that were mostly responsible for the quality of Columbian coffee were the ones that were getting the least amount of money because you had these multiple levels of brokerages and traders in between them and the final product and the final user, whether that be you or me or Starbucks. Right? So in their licensing structure, Columbia has very intelligently done away with that. You know, the people that are growing and the people that are processing are either one and the same or they're closely interrelated. So we make sure that if I own the cultivation facility, I'm paying above market wages across the board. If you are a small grower, you're likely working with a large exporter and by merit of the competition, they have to pay a better price than what they would do. If there was three or four brokers or large exchange in the middle, just taking a, a, a chunk of the March. Also part of the long Columbia says that as a large producer, I have to buy 10% of my feed stocks from a small farmer. So I'm, they're, they even have a guarantee that we're going to be buying from them. So it, it, it's all been very well thought out. I I'm actually very, very content with the way that the government has run these programs.

Pete Moore ([15:27](#)):

And, and from a, a shipping cost standpoint, you you're still well below.

Daniel Tobon ([15:31](#)):

Oh, a hundred percent. I mean, yeah. We're, I mean, the being a vertically integrated producer I have the ability to provide a much better product I'm talking about objectively, you know, because we're U S D a and EU organic certified. So I'm growing up an objectively higher quality product at a much, much better price than you can find grown locally here.

Pete Moore ([15:58](#)):

Did they fly a Columbian us or a weed flag on the shipping contain?

Daniel Tobon ([16:03](#)):

<Laugh> so funny that it's funny that you should mention that weed. So we actually have to certify everything with customs border patrol here in the United States. So every skew that we send from Columbia whether it's a flower or whether it's a processed oil, CBP knows it's coming well ahead of time.

And it actually goes through kind of a slightly different channel than what your UPX or FedEx would be used

Pete Moore ([16:27](#)):

To. Right. Right.

Daniel Tobon ([16:28](#)):

So there, it goes into security cages, there's, you know, a chain of custody that follows it even for CBD, like even for stuff that's not psychoactive or considered psychoactive by the us government, we have to follow these high security protocols, but it, but it's all good because, you know, it just adds kind of to the provenance. Right. We, we know that it's the product that we're shipping and that's, what's going to end up in the products here in the us.

Pete Moore ([16:51](#)):

Yeah. So let's talk about all the benefits of, you know, I guess C B first and how that affects people on the recovery side, in the fitness industry and, and where have you seen, you know, some of the benefits that, you know, you, you kind of say, wow, I didn't, I didn't know that this plan could do this.

Daniel Tobon ([17:11](#)):

Yeah. So, you know first of all, you know, our core mission is to give people products that work, right. We know certain things about CBD because the literature, the scientific literature exists out there, you know, but we also know that it's not a cure for every single thing. Right. So then matter, what do we know that this plant can do? And what products can we create that treat those indications or help address those indications? One very interesting thing that you guys might know is that NIH actually just released a kind of what they call it, narrative review for rev relevant evidence and recommendations for future research for CBD in sports medicine. So what are they saying? They're saying, all right, we know that this plant has amazing anti-inflammatory properties. We know that this plant has amazing anti-coal properties. That's why speed certain, you know, derivative of cannabis are being used to treat epileptic patients and that we know that this plant helps reduce anxiety and it helps improve people's ability to rest and for recover.

Daniel Tobon ([18:17](#)):

Right? So think about that for people that do really intense anabolic workouts trying to build muscle mass part of what stops them from recovering more quickly, and being able to put on that mass is this giant buildup in lactic acid, right? Imagine if you could take a natural compound that had little to no known side effects that helped reduce that inflammation by 50, 60, 70, 80% on top of that, that same compound allows you to get better sleep at night. So your recovery happens a lot faster. Why wouldn't anybody want to use that? That was our thinking. So we took very high quality, very pure, you know, we very elated. We date basically the, the direct plant extract. And then we put into products that work fast and taste good if they're adjustable, or they have other proprietary technology, transdural technology to make sure that they get through the dermis and they act quickly. That was it. You know, it's no big secret, but now you're getting publications like men's health. The international association of SI sorry, the international sports sciences association, you're getting power lifting magazine. You're getting all these health and, and ha these halo, periodicals trying to use the right term <laugh>

Pete Moore ([19:42](#)):

Pass

Daniel Tobon ([19:44](#)):

That are, that're actually focusing in on that. What we really desperate is for the FDA to get on board and allow us to start running human trials. So we don't just say, okay, we know that it has this property, and we have enough kind of observational data to say that it can do this. What we need now is to be able to run human trials and, and, and mass observational studies to conclusively be able to say with the FDA's permission that, Hey, man, you know, taking C taking 25 milligrams of after every single workout is going to drastically improve your rate of recovery. We would love to

Pete Moore ([20:20](#)):

Say that. Yeah. So from, from the stance of colleges, professional teams, you know, what, what's the ability to use it. Can you use the CBD across the board? Like that's not considered an issue, but the THC right. Correct. Is, is banned correct. Still across the board or is there any leagues

Daniel Tobon ([20:40](#)):

That have no, I think MLB just announced that they were no longer going to test for THC. I think the NFL is very, very close, a lot of other I think the NBA stopped testing. So a lot of people are going to stop testing for THC eventually, you know, it's funny because they went from certain sports bodies actually went, okay, you can't take this because it's illegal. And now they're saying, okay, you can't take this because it's a performance enhancer. And I'm like, okay. So what was it? <Laugh> that's really, really, or something that's actually changing your, you know, brain or body chemistry to actually

Pete Moore ([21:18](#)):

Make you so, so that company, crypto.com paid 30 million a year to sponsor the name on the staple center. Yep. How many years is it going to be until a THC CBD company, you know, takes over a, a, a stadium

Daniel Tobon ([21:36](#)):

It's going to be soon. It's going to be soon the state of Illinois last month. I think that's something like 170 million in now that's across all companies, but the state of Illinois now and Colorado I believe California's in this and I believe through Massachusetts S we collect more tax revenue from cannabis sales than we do from alcohol sales. Wow. Just think about that. And that's, you know, you're talking about states that just went legal in 20 14, 20 15, 20 16. They've only been around those markets have only been around five years and that's with significant amount of sales still going to the black market.

Pete Moore ([22:16](#)):

So what's the tax on these, the

Daniel Tobon ([22:19](#)):

Percent

Pete Moore ([22:19](#)):

Or

Daniel Tobon ([22:19](#)):

Varies widely, but you're talking about 30 to 40%. Wow. Yeah. So imagine that. Yeah. So that, that's a whole nother issue that we can get into, but yeah. You know, we will have the, you know Cresco arena or the green thumbs industry arena, but sooner than you think.

Pete Moore ([22:37](#)):

Right. So give us a little insight into, what are you doing in the fitness space? You're doing some work with exports, some, some athletes setting up their own. Yeah. You know, white label lines. A lot of our listeners are in the industry. Always looking to add more products obviously is a very high margin product. It's new and it's innovative. So, so give us a little bit of how that program works, how quickly they can get to market what they need to do, what you do.

Daniel Tobon ([23:04](#)):

Yeah, absolutely. So when we were actually very reticent at first to do a direct to consumer product because we wanted to be the Intel inside. Right. We wanted to be the backend. We wanted to provide the best product for large producers and people who were better at the branding game or the marketing game that we were, we I'm an operations guy and a product guy. I can build that widget the best for the cheapest amount. I don't necessarily want to be out there on the street selling the widget. What we quickly realized is that there was such a trust deficit for lack, because of lack of quality product that we almost had to get into the direct to consumer game. And that's where we built the brand reli, why did we go with reli? Well, at the time we thought we were going to be able to register all our products, OTC over the counter with the FDA.

Daniel Tobon ([23:52](#)):

And then the FDA kind of threw us a curve ball with some regulatory guidance. And it ended up that that didn't be the case, but we knew we wanted to play in the sports halo recovery area, because those were serious people who do not associate themselves with traditional cannabis use, which is, you know, getting high in pine ice cream. And we, these were people that we, that had conditions or symptoms or things that we knew we could address with this plant. So Olivia came about, and then we started kind of just sharing our product with athletes in our network. So typically endurance athletes, triathletes, those kind of people. And the reception that we got was phenomenal that led us to be recommended to a couple of professional athletes. So we are now currently in the process of doing Taj Gibson from the New York Knicks CBD brand that should hopefully we should hopefully be releasing that first product here in June.

Daniel Tobon ([24:57](#)):

We are working with gyms like export fitness to sell the Reliv brand directly through the gyms. You guys are more, you know, versed on what's going on in the industry than I'll ever will be. But, you know, this is being able to sell these efficacious products that have a brand that stands behind the effect and in effect that their members can feel right away. It is kind of a no brainer, right? When you get people who are professional athletes who live and, you know, pay their rent, their mortgage, their car note by merit of their athletic ability, and they're using this product and they tell you, it works. There's no better marketing that I could come up with. We're also currently sponsoring the AVP volleyball tournament out in Manhattan. We're the only CBD brand that they've ever accepted. Our booth is right next to Kaiser. Health's booth you know, that's how seriously kind of they've taken us as a sponsor. And you know,

we're in the process of really converting a lot of the athletes that are participating in that event into non-paid spoke versions because they love the

Pete Moore ([26:08](#)):

Product. Let, let me ask you a question. So you've got this, a brand that you've created called relieve mm-hmm

Daniel Tobon ([26:14](#)):

<Affirmative>

Pete Moore ([26:15](#)):

Intuitively I know it's going to relieve something. Right. Right. Why do these pharmaceutical companies name their products that make no sense to me? So like du clicks it, I ENT Trulicity, what's wrong with these groups that want to create some funky name that you don't even know what it is and the commercials 20 seconds of what, what it does for you and 40 seconds of what the side effects are, which are worse than the actual condition I have.

Daniel Tobon ([26:49](#)):

Oh man. I, I think they need better trademark lawyers. <Laugh>. Cause I think what they're really trying to do is just come up with a crazy name so they can find a website real easy and not pay out the nose for it,

Pete Moore ([27:02](#)):

But relieve you, Mike, you know, how'd you come up with that name?

Daniel Tobon ([27:06](#)):

So it's funny. We had a group of really smart marketing people from the cosmetics industry kind of help us out with that. And, you know, we threw a bunch of names that we liked out there. And then, you know, we told 'em, it's like, look, we don't want you guys to focus group. We just want some feedback. And of course they go and focus group it <laugh> and reli, like, I, I, it was, it was, they said that they'd never seen it. There was 10 names on the list. I think reli, every single time got like 90% of the votes and was like, and they're like, we've never seen anything. Like, usually it's like, you know, fairly split between the top three. And like this one just ran away with it. I'm like, well, is it trademarked? And we looked up the trademark or was it available? And bam, you know, we jumped on it right away.

Pete Moore ([27:50](#)):

Nice. Nice. Yeah. So when you think about building a consumer brand versus thinking about building these relationships on the, you know, white label and private label side, you know, where do you come out and how do you think about, you know, the amount of money that you need in each one of those channels?

Daniel Tobon ([28:08](#)):

So that, that, that's super interesting. So to, to build a, to build your own brand, if you don't have a captive audience, if you don't already have an audience. So whether you're talking about web three, where you have these people already through kind of your social media or digital marketing, or whether

you're a gym owner and you have, you know, a, a loyal customer base that comes into your facility every day if you don't have that, it's really hard to build a brand building a direct to consumer brand in any market, especially a crowded market, especially a crowded market where people, you know, may be skeptical about your product is really, really hard. And you, I would say you need, you know, orders of magnitude more money than you do, but where our white label program does really well, where we create product for other companies is when that company already has a active following.

Daniel Tobon ([29:02](#)):

So for example, somebody like Todd Gibson, that guy, guy's a celebrity, you know, he's a celebrity athlete. He's already got a ton of people following for him to put his name on something and get it out and make it sell well, that's a much, much easier lift than it is for, you know, Joe Schmo off the street, the same thing with Jim owners. You know, if, if you have a trusted brand that people love and people already engaging with, it's so much easier for you to just, you know, put design a good logo, work with us to build a quality product, and then put that into your gym to sell that is a much easier lift than somebody going out there. And, you know, unless you're kind of the, you know, hot, you know, celebrity, mom influencer, you know, that's probably an easier <laugh> lift to do than, than to go out and just kind of stand on the street corner, trying to sell CBD to

Pete Moore ([29:51](#)):

Somebody. Yeah. So we'll get into show notes here. The ways to get in touch with you guys about doing yeah. The white label. Cause I do think that's a product that's revolutionary innovative and should, should be sold to everyone, you know, as a, you know, post recovery. Also exhale is one of our clients that you should get this into and higher dose. So we should talk about that. So in in, in closing here, you got Pete

Speaker 4 ([30:17](#)):

Pete real quick.

Pete Moore ([30:19](#)):

Yes.

Speaker 4 ([30:20](#)):

Dan, you, you mentioned as soon as I brought up AKeso water and the blockchain, you were rather impressed and I think people need to know what you are doing with, with the QR code and how that works because there's so much quality control issues. The general consumer doesn't know about this thing yet.

Daniel Tobon ([30:39](#)):

Yeah, absolutely. So we are trying to push the, and, and it's not just us. It's a couple of other, really good companies in the space are trying to push the industry to a standard where every single product that's made should be able to be traceable to a third party lab. That's tested that and confirm that that product is clean, safe, and it has what it says you have in it. So whether it's the amount of CBD or the amount of another active ingredient in there that should be able to, you should be able to look at that bottle, put your phone on that QR code and have a third party trusted lab, tell you exactly what's in that bottle. And that's what we do with all our product.

Pete Moore ([31:15](#)):

So in closing, you've been through a lot of different life experiences. Give us you know, one quote that that either you live by or, or you think about, or you, you know, you've told a lot of your employees partners.

Daniel Tobon ([31:29](#)):

Yeah. If you know, you're in the right, never let the guy out work. You

Pete Moore ([31:32](#)):

What's that

Daniel Tobon ([31:34](#)):

Said, if you know, you're in the right, if you know you're doing the right thing, never let anybody outwork you, you know, figuring out, figuring out if you're doing the right thing is hard enough. But once you do know that, that you're, that's what you're doing. Don't ever let don't ever lose because somebody work hard with

Pete Moore ([31:46](#)):

You. Gotcha. All right. Well, it looks like you're, you're in the right place at the right time and no, one's going to look back and say, Hey man, you should have tried this before you got here, right? No,

Daniel Tobon ([31:55](#)):

No. Yeah. I've only got a couple of these left in me or my, you know, my, my questions next venture. I launch,

Pete Moore ([32:03](#)):

I think you're good where you are. Well welcome to the halo sector.

Daniel Tobon ([32:06](#)):

Thanks for having me. If guys can reach out to reli.com or to me personally with once you guys have my contact we'd love to help anybody launch a product.

Pete Moore ([32:17](#)):

Awesome. Okay, man. Have a good one. All guys. Welcome to sector. Good

Daniel Tobon ([32:22](#)):

Stuff. Bye.