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The updated Directive on industrial and livestock rearing emissions enter into force on Sunday (4 August), revising the former Industrial Emissions from large industrial installations and pig and poultry farms. This will
ensure a healthier environment for people and the planet, whilst spurring innovation, rewarding frontrunners, and providing industry with a level playing field on the EU market and improved investment certainty. This modernised law will help guide industry with a level playing field on the EU market and improved investment certainty. This modernised law will help guide industry with a level playing field on the EU market and improved investment certainty. This modernised law will help guide industry with a level playing field on the EU market and improved investment certainty. This modernised law will help guide industry with a level playing field on the EU market and improved investment certainty. This modernised law will help guide industry with a level playing field on the EU market and improved investment certainty.
circular and competitive economy. By 2050, the implementation of the revised Directive is expected to reduce emissions of key air pollutants (PM2.5, SO2, NOX and NMVOC (non-methane volatile organic compounds)) by up to 40% compared to 2020 levels. It is the first EU environmental law to enshrine the right of people to seek compensation for
damage to their health caused by illegal pollution. Stronger rules for tackling emissions The revised law will cover additional sources of emissions and streamline the granting of operating permits for the concerned industrial installations and farms. The updated rules will make emission limit values stricter, mandate electronic permitting, reduce
administrative costs, and tighten conditions on granting derogations. They will also introduce more dissuasive penalties (worst infringements can be sanctioned by fines of at least 3% of the annual EU turnover of the legal person) and more powers for competent authorities to suspend the operation of non-compliant installations. The inclusion of metal
mining and the large-scale manufacturing of batteries will reduce pollution from these sectors, thereby helping to improve public acceptance and lower investment risks. The coverage of intensive pig and poultry farms will be subject to a
lighter permitting regime allowing for a simple registration. The operating rules applying to the sector will be defined transparently and inclusively, reflecting the size of farms, as well as the density of livestock. The new rules include the adoption of best available techniques for waste landfills. The updated law will provide new and stronger tools for
circular economy and resource efficiency. It will also tackle chemical pollution so that less toxic alternatives to hazardous substances are used in industrial innovation will benefit from flexible permitting rules to test more environmentally
performing techniques. A new Innovation Centre for Industrial Transformation and Emissions (INCITE) operated by the Commission's Joint Research Centre will gather information on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions and transformation on innovative pollution prevention and control solutions are solved by the Commission of the 
information available using a dedicated public online platform, providing insights that would otherwise not be available on an EU-wide basis. Industries will have to develop transformation, zero pollution, and a circular economy. Protecting citizens: Breakthrough for right
to compensation The revised Directive recognises for the first time in EU environmental law the right to seek compensation for damage to their health caused by illegal pollution. Accountability is also significantly increased through greater public participation in the permitting process, improved access to justice, and better access to information. The
new Industrial Emissions Portal Regulation (IEPR) entered into force on 22 May 2024. It will enhance access to environmental data, allowing citizens to gain insight into permits issued in the EU and on polluting activities in their immediate surroundings. The Portal website will provide more comprehensive information on industrial installations,
streamline electronic reporting by IED operators and improve the geolocated monitoring of emissions and resource use. Next steps Member States now have 22 months to transpose the revised IED. The Commission will adopt secondary legislation (implementing and delegated acts) to complement the law and assist with its application. Data will be
first reported to the new Industrial Emissions Portal in 2028. BackgroundThe directive on industrial and livestock farms in the EU. These installations must comply with emissions conditions by applying
activity-specific 'best available techniques'. In April 2022, the Commission proposed to revise the former Industrial Emissions Directive to modernise it and make it more efficient in line with the European Green Deal objectives of zero pollution, climate neutrality and resource efficiency. More information IED 2.0 EUR-LexIEPR E
web storyUpdated IED 2.0 FAQINCITE website Sustainable Development Goals (SDGs), Global Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 Sustainable Development Agenda 2030Level(s) contributes to several of these goals, especially SDG13 Climate Action and SDG11 SUSTAINABLE CLIMATE AGENT AGENCY CLIMATE AGENT A
on sustainable buildings and the realities of professional building operations within the EU.Circular Economy Action PlanLevel(s) helps understanding the full life cycle of a building and brings the circular economy into building design and use. Energy Performance of Buildings DirectiveThe Level(s) framework for sustainability performance
assessments has inspired and supported the revision of this Directive to mandate the assessment of Whole Life Carbon for new buildings. Energy Efficiency Directive to include the assessment of Whole Life Carbon for the
procurement of public buildings. Green Public Procurement (GPP)Level(s) is the basis for the revised GPP Criteria for buildings, to be published in the coming months. These criteria will be expanded to cover schools and social housing, and will pay particular attention to renovation. Sustainable finance (Taxonomy)Level(s) guides part of the technical
screening criteria used to identify buildings for sustainable finance. Reporting into sustainable frameworks and certification tools are aligning their schemes to Level(s), ensuring common EU policy objectives are integrated. Level(s) enables those using this framework to report under sustainable frameworks
such as the Task Force on Climate-related Financial Disclosures (TCFD) and Global Real Estate Sustainability Benchmark (GRESB)By adopting Level(s) to assess and monitor the sustainability performance of buildings, practitioners can contribute to the New European Bauhaus agenda in the areas of the EU climate goals, circularity and healthy and
comfortable spaces. 1. Greenhouse gas emissions along a buildings life cycleMinimise the whole life carbon output, considering both energy consumption during the use phase of the building and embodied energy. Indicators: 1.1 Use stage energy performance (kWh/m2/yr)1.2 Life cycle Global Warming Potential (CO2 eq./m2/yr)2. Resource efficient
and circular material life cyclesOptimise the building design to support lean and circular flows. Indicators: 2.1 Bill of quantities, materials and lifespans 2.2 Construction, reuse and recycling 3. Efficient use of water resources Use water efficiently,
particularly in areas of identified long-term or projected water stress. Indicators: 3.1 Use stage water consumption (m3/occupant/yr)4. Healthy and comfortable, attractive and productive, focusing on four aspects of quality in the indoor environment. Indicators: 4.1 Indoor air quality 4.2 Time outside of
thermal comfort range 4.3 Lighting and visual comfort 4.4 Acoustics and protection against noise 5. Adaption and resilience to climate and extreme weather. Indicators: 5.1 Protection of occupier health and thermal comfort 5.2 Increased risk of extreme weather 5.3 Sustainable
drainage6. Optimised life cycle cost and valueTake a long term view of the whole life costs and market value to deliver more sustainable building's life cycle: Setting objectives at concept stageAssess performance at design and
constructionFollow up after completion Level 1 - Conceptual designEarly stage qualitative assessments and reporting on the concepts that the chosen indicators will cover. It provides a simple structure that can be presented to clients to prioritise attention on sustainability aspects. Level 2 - Detailed design and constructionQuantitative assessment of
the designed performance. Allowing comparison between different design options and monitoring of the construction according to standardised units and methods. Level 3 - As-built and in-use Monitoring of activity both on the construction site and of the completed building and its first occupants. Level 3 helps the entire team
understand actual building performance and identify lessons learned from the design to inform and improve future projects. A project team decides which objectives to focus on, which indicators to work with and finally, at what level. Before you start using Level(s) we recommend you check out our overview showing how Level(s) benefits different
types of building professionals. Next, check out our eLearning programme to learn how to use Level(s) in your working environment. Once you understand the basics, you can download the user manuals and put Level(s) into practice on your next building project! Mercury pollution is a critical problem worldwide, with large socio-economic,
environmental and health impacts. The toxic effects of mercury are significant at all ages, but children are particularly sensitive to this toxin. Despite the drastic reduction of mercury emissions in recent years, the concentration of this element in marine fish from different European seas has not been significantly reduced. The EU-funded MER-CLUB
project has contributed to tackling mercury pollution in waters, making major progress towards achieving a mercury clean-up system based on marine bacteria, which can be used to clean up pollution in a process called bioremediation. Coordinated by Azti (a Spanish Marine Research Centre) and funded under the European Maritime and Fisheries
Fund (EMFF, now EMFAF), the project involved universities and research centres from Spain, France, Sweden and Germany, and a Spanish company specialised in waste management and soil decontamination. "Reducing mercury levels in sediments through bioremediation is the basis to restore polluted environments. The mercury decontamination
of marine ecosystems will, undoubtedly, have a direct and positive impact on human health", ensures Dr. Andrea G. Bravo, young researcher of MER-CLUB partners used advanced isolation methods for obtaining more than
1,000 bacterial strains from highly polluted European sediment samples in the Baltic, Mediterranean and the Atlantic Ocean. They identified marine bacteria with high potential for mercury bioremediation using molecular markers and tested the capability of the most promising candidates to reduce mercury in the laboratory. This established the
basis for future development of a mercury clean-up system able to operate in dredged marine sediments. The enormous complexity of marine sediments at both chemical and biological levels has proven challenging, but.. The enormous complexity of marine sediments at both chemical and biological levels has been a major obstacle to obtain a successful bioremediation solution during the
lifetime of the project. Partners have worked on alternative solutions, such as using microbial consortia and deepening the analysis of the chemical species associated with mercury sediments.... the challenge was accepted and overcome!MER-CLUB overcame the challenges, providing novel scientific knowledge on the microorganisms transforming
mercury in complex marine sediments, including those with a previously unrecognised role in mercury demethylation and reduction. The project has also provided technical advances towards the design of a pilot-scale mercury bioremediation plant for ex situ decontamination of sediments. The pilot plant performance still needs to be optimised before
assessing its technology readiness level for its commercialisation. Nonetheless, the pilot plan constitutes a crucial advance establishing the basis for a viable clean-up solution. By tackling water pollution through innovations like bioremediation, we can work towards ensuring that our fresh and marine water ecosystems are toxin free, thus helping to
ensure a healthy environment, functioning water cycle, and a thriving #WaterWiseEU campaign focuses on water resilience, aiming to change the way we see, use and value water. Find out more about the campaign and how you can
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listed above to the following Levels Designated Agent: [email protected] Contact Information Questions? We're happy to help at [email protected] The revised Ambient Air Quality Directive entered into force on Tuesday (10 Dec), aligning 2030
EU air quality standards more closely with World Health Organization recommendations. It is an important step toward better protecting Europeans' health and moving forward on the path to zero pollution in our environment by 2050. The revised Directive comes with a series of new measures and stricter standards to ensure that people enjoy cleaner
air in the coming years. Cleaner ambient air by 2030The new Directive cuts the allowed annual limit value for the main air pollutant - fine particulate matter (PM2.5) - by more than half. The revised Ambient Air Quality Directive updates air quality standards, lowering the allowable levels for twelve air pollutants: particulate matter (PM2.5) and
PM10), nitrogen dioxide (NO2) and nitrogen oxides (NOx), sulphur dioxide (SO2), ozone (O3), carbon monoxide, benzene, benzo(a)pyrene, arsenic, cadmium, nickel, and lead. A regular review of the air quality standards, in line with the latest scientific evidence and societal and technological developments, will help set the EU on a trajectory towards
achieving the zero pollution objective for air by 2050. These reviews will ensure that air quality within the European Union progressively improves to levels no longer considered harmful, in line with climate neutrality efforts. The revised Directive will also ensure early action to achieve cleaner air. If air pollution levels are higher than the new 2030
standards over the coming years, Member States will have to analyse whether they are on track to comply with the legislation on time, and, if needed, take measures to ensure compliance by 2030. It will also support local authorities by strengthening the provisions on air quality monitoring and modelling and help improve air quality plans. The
improved rules on air quality monitoring and modelling will make it possible to assess compliance more efficient and effective action to prevent and address breaches of standards. National and local authorities will determine the specific measures needed to meet these standards. National and local authorities will determine the specific measures needed to meet these standards. National and local authorities will determine the specific measures needed to meet these standards.
and new EU policies in environment, energy, transport, agriculture, research & innovation, and other fields will make a significant contribution. Under specific circumstances, Member States may get more time to achieve the new standards. Extensions must be justified by sound analysis, and accompanied by a bespoke roadmap demonstrating how
air quality will be improved by the postponed attainment deadlines. Accordingly, Member States will need to take appropriate measures to ensure that people suffering from health damages due to air pollution have the right to be compensated, in
the case of a violation of EU air quality rules. It will also bring more clarity on access to justice, effective penalties, and better public information on air quality health impact assessment published on Tuesday underlines the importance of implementing these new
rules. Speaking on the Directive's entry into force, Commissioner for Environment, Water Resilience and a Competitive Circular Economy, Jessika Roswall, said: "Every year, polluted air causes about 250,000 premature deaths and costs the EU economy up to €850 billion. Today's new air quality rules will improve the quality of life for millions of
Europeans and will further protect our biodiversity and ecosystems while boosting our economy. The new rules mark a significant milestone for a competitive Europe with zero pollution, helping to make pollution an issue of the past and clean air our future reality. "Next steps Member States now have two years to adopt the laws, regulations and
administrative provisions to transpose the revised Directive. The Commission will adopt secondary legislation (implementing acts) to complement the new rules and assist with their application. BackgroundAir pollution is the greatest environmental threat to health and a leading cause of chronic diseases, including stroke, cancer and diabetes. It
disproportionately affects sensitive and vulnerable social groups. The worst air pollutants across the European Union currently are particulate matter, nitrogen dioxide and ozone. Air pollution is responsible for nearly 250,000 premature deaths per year in Europe and a significant number of non-communicable diseases, such as asthma, cardiovascular
problems and respiratory diseases (including lung cancer) are attributed to elevated levels of those pollutants. Polluted air also harms the environment, causing acidification, eutrophication and damage to forests, ecosystems and crops. Today, eutrophication exceeds critical loads in two-thirds of ecosystem areas across the EU. This has a significant
impact on biodiversity and the services it delivers for us all. The Commission adopted the proposal for a revised Ambient Air Quality Directive in October 2022. The entry into force of the directive is a milestone for the European Green Deal's zero-pollution of having a zero-pollution environment by 2050. More Information EUR-Lex - Ambient
Air Quality Directive European Commission - Air Quality page EEA report - Health and environment impacts of air pollution exposure remain high across Europe Nitrogen is a crucial nutrient that helps plants and crops grow, but high concentrations are harmful to people and nature. Pure, clean water is vital to human health and to natural ecosystems
Excess nitrogen from agricultural sources is one of the main causes of water pollution in Europe. Nitrates and organic nitrogen compounds from fertilizer and manure enter groundwater through leaching and reach surface water through runoff from agricultural fields. A high level of nitrate makes water unsuitable as drinking water. In rivers, lakes
and marine waters, nitrogen and other nutrients, in particular phosphorus, stimulate the growth of algae. At moderate levels, algae serve as food for aquatic organisms, including fish. However, excessive nutrient concentration in water systems will cause algae to grow excessively. This affects the natural ecosystem and can lead to depletion of the
oxygen in the water. This phenomenon, known as eutrophication, has negative consequences for biodiversity, fisheries and recreational activities. Both phosphorous and nitrogen play a role in eutrophication in fresh water is phosphorous, it is mainly caused by nitrogen in marine water. The Nitrates Directive
aims to protect water quality across Europe by preventing nitrates from agricultural sources that pollute ground and surface water pollution caused by nitrates used in agriculture by monitoring nitrate concentrations of water bodies designating nitrate
vulnerable zones establishing codes of good agricultural practices and measures to prevent and reduce water pollution from nitrates annual cost of nitrogen lossesagricultural practices and measures to prevent and reduce water pollution from nitrates annual cost of nitrogen lossesagricultural practices and measures to prevent and reduce water pollution from nitrates annual cost of nitrogen lossesagricultural practices and measures to prevent and reduce water pollution from nitrates annual cost of nitrogen lossesagricultural practices and measures to prevent and reduce water pollution from nitrates annual cost of nitrogen lossesagricultural practices and measures to prevent and reduce water pollution from nitrates annual cost of nitrogen lossesagricultural nitrogen lossesagricultural practices and measures to prevent and reduce water pollution from nitrates annual cost of nitrogen lossesagricultural nitrogen nitrogen lossesagricultural nitrogen nitrogen nitrogen nitroge
requires EU Member States to monitor the quality of waters and to identify areas that drain into polluted waters or at risk of pollution. These concern waters that due to agricultural activities are eutrophic or could contain a concentration of more than 50 mg/l of nitrates. Those areas are defined as Nitrate Vulnerable Zones (NVZs). The Nitrates
Directive forms an integral part of the overarching Water Framework Directive and is one of the Nitrates Directive and is one of the Nitrates Directive and is one of the Directive and is one of the Nitrates Directive.
administrations, water authorities and others are invited to share their views until 8 March 2024. The evaluation will assess if the Nitrates Directive remains fit for purpose. Find out more about the evaluation will assess if the Nitrates Directive remains fit for purpose. Find out more about the evaluation will assess if the Nitrates Directive remains fit for purpose. Find out more about the evaluation will assess if the Nitrates Directive remains fit for purpose.
Nitrates Directive. Designate Nitrate Vulnerable Zones (NVZs) areas of land that drain into pollution and which contribute to nitrate pollution; or EU Member States can also choose to apply measures (see below) to the whole territory (instead of designating NVZs) the current status of NVZs and whole territory
designations can be viewed using the map viewerEstablish Codes of Good Agricultural Practice to be implemented by farmers on a voluntary basis, including measures limiting the periods when nitrogen and prevent nutrient losses to watersmeasures limiting
the conditions for fertiliser application (on steeply sloping ground, frozen or snow-covered ground, near water courses, etc.) to prevent nitrate leaching and run-off during wet
seasonsEstablish action programmes to be implemented by farmers within NVZs on a compulsory basis, includingmeasures already included in Codes of Good Agricultural Practice that become mandatory in NVZs; andother measures, such as limitation of fertiliser application (mineral and organic), taking into account crop needs, all nitrogen inputs
and soil nitrogen supply, maximum amount of livestock manure to be applied (corresponding to 170 kg nitrogen/ha/year); recommendations for establishing action programmes are available for each type of measure to be included in action programmes are available for each type of measure to be included in action programmes are available for each type of measure to be included in action programmes.
Action Programmes need to be revised at least every four years. National action programmes under the Nitrates Directive are accessible in the NAPINFO database. Identify polluted water, or waters at risk of pollutionsurface freshwaters, in particular those used or intended for the abstraction of drinking water, containing or that could contain (if no
action is taken to reverse the trend) a concentration of more than 50 mg/l of nitratesgroundwater containing or that could become eutrophic (if no action is taken to reverse the trend) more than 50 mg/l of nitratesgroundwater containing or that could become eutrophic (if no action is taken to reverse the trend) more than 50 mg/l of nitratesgroundwater bodies, estuaries, coastal waters and marine waters found to be eutrophic or that could become eutrophic (if no action is taken to reverse
the trend) Every four years, EU Member States are required to report on:- nitrate concentrations in groundwaters and surface waters essessment of the impact of (an) action programme(s) estimation of future trends in waterquality and agricultural practices revision of NVZs and (an) action programme(s) estimation of future trends in waterquality and agricultural practices revision of NVZs and (an) action programme(s) estimation of future trends in waterquality and agricultural practices revision of NVZs and (an) action programme(s) estimation of future trends in waterquality and agricultural practices revision of surface waters assessment of the impact of (an) action programme(s) estimation of future trends in waterquality and agricultural practices revision of surface waters assessment of the impact of (an) action programme(s) estimation of surface waters assessment of the impact of (an) action programme(s) estimation of surface waters assessment of the impact of (an) action programme(s) estimation of surface waters assessment of the impact of (an) action programme(s) estimation of surface waters assessment of the impact of (an) action programme(s) estimation of surface waters assessment of the impact of (an) action programme(s) estimation of surface waters as a surface water of the impact of (an) action programme(s) estimation of surface waters are required to the impact of (an) action programme(s) estimation of surface waters are required to the impact of (an) action programme(s) estimation of surface waters are required to the impact of (an) action programme(s) estimation of surface waters are required to the impact of (an) action programme(s) estimation of surface waters are required to the impact of (an) action programme(s) estimation of surface waters are required to (an) action programme(s) estimation of surface waters are required to (an) action programme(s) estimation of surface waters are required to (an) action programme(s) estimation of surface waters are required to (an) action programme(s) estimati
quality These four-yearly reports produced by Member States are used as the basis for a four-yearly report by the European Commission on the implementation of the Directive. For questions about EU environmental policy, please contact Europe Direct. Ozone is formed in the level of the atmosphere closest to the earth (troposphere) from the
reaction of sunlight with gases such as nitrogen oxides and volatile organic compounds. Although its presence in the upper layers of atmosphere can be protective, the presence of O3 at ground level adversely affects human health, vegetation and ecosystems across Europe. High levels are observed during the warm season and can cause a range of
respiratory problems such as exacerbation of asthma, lower lung function and infections. Climate warming is likely to reinforce conditions conducive to the formation of tropospheric O3 in the future, because the photochemical mechanisms of O3 formation are favoured during heatwaves and periods of high solar radiation. The European Union (EU)
has set a limit of ozone levels of 120 micrograms per cubic metre (μg/m3) for the maximum daily eight-hour mean, whilst the WHO recommended guideline is at 100 μg/m3 per eight-hour mean. The revised EU ambient air quality directive, which entered into force in December 2024, includes the 100 μg/m3 limit as a long-term objective for 2050. The
levels and concentrations of O3 in a given location greatly depend on the transport of the pollutant itself within the lower levels of the troposphere. There is a lack of research on the deaths due to O3 at a continental scale - in this case Europe - and on the geographical sources of the O3 that causes these deaths. Both these insights are important to
inform policy that works at a global level and can manage the health impacts of O3 pollution. To assess the health impact of O3 in Europe and how different sources contribute, researchers combined data on O3 concentrations, population numbers and records of mortality, together with modelling data on the effects of O3 on human mortality rates. A
mortality rate in this study is the number of deaths per 1 million people for a specific year and geographic area. The data were analysed for 813 neighbouring regions in 35 European countries representing about 530 million people. Health data
were obtained from Eurostat, and information on O3 levels and its source were modelled from the CALIOPE air-quality system. The deaths attributable to O3 for each country were analysed according to the source of origin of O3 and
classified into the following categories: National. The 34 other European countries inside the study domain. Ocean and sea inside the study domain. Ocean and sea inside the study domain. There was variation between countries, both in terms of levels of O3 and mortality rates. The average concentration of O3 ranged from 76.7 µg/m3 in Finland to
130.1 µg/m3 in Malta. As expected, the concentrations of O3 decreased northwards, as warmer temperatures in the south favour the formation of O3, especially in summer. The estimated number of deaths attributable to O3 over the entire European domain considered in the study during the warm seasons of 2015-2017 was 114,447, resulting in
mortality rate of 72 annual deaths per 1 million inhabitants. The highest estimated numbers of deaths from O3 are for those countries with the largest populations such as Germany, Italy, France, the UK, Spain and Poland. Whereas the highest mortality rates (number of deaths per 1 million people) are in south-eastern countries such as Bulgaria
Serbia, Croatia, Hungary, Greece and Romania. The analysis found that only a small fraction: 11.7% of deaths from O3 pollution, were due to national sources of the pollutant. Instead, it was O3 transported from outside the European domain that was associated with the largest mortality burden and accounted for 56.7% of deaths. There was also a
fair amount of O3 related deaths within Europe, where 20.9% of mortality was due to O3 from other European countries. The rest were from non-European countries (3.5%) and the ocean and sea inside the study domain (7.2%). The findings have implications for air-quality and public health policies across Europe. Previously, mitigation efforts have
focused on national and regional scales. The researchers call for global strategies as well as co-ordinated pan-European actions to achieve the air-quality guidelines set out by the WHO and EU to reduce health impacts of O3. They also warn that results should not be interpreted by local air-quality authorities as a justification for local inaction. In some
coastal regions and smaller countries in the Mediterranean such as Malta, Greece and Cyprus, there was a considerable contribution to mortality from maritime transport emissions (ships at sea). This indicates the need to implement a nitrogen emission control area for ships in the Mediterranean Sea (as previously established in the North Sea and
Baltic Sea). This would help reduce nitrogen oxide (NOx) emissions from shipping which form O3.. The researchers suggest that future work should refine the present study by analysing the contribution to mortality of the different economic sectors or activities, by country (for example: energy, industry, transport, residential and agriculture). This
would help target interventions to the key sectors to improve air quality and drive new health policies. Footnotes: 1. European Environment Agency (2020). Air quality in European Environment Agency (2020). Air quality (2020). Air qu
J. Geographic sources of ozone air pollution and mortality burden in Europe. (2024). Nature Medicine 30: 1732-1738. To cite this article/service, edited by SCU, The University of the West of England, Bristol. Notes on content: The contents and views
 included in Science for Environment Policy are based on independent, peer reviewed research and do not necessarily reflect the position of the European Commission. Please note that this article is a summary of only one study. Other studies may come to other conclusions. Work with Registered Dietitian Nutritionists (RDNs) to fine-tune your
nutrition and habits through personalized, data-driven coaching. Your Dietitian accesses your Levels data, including food logs and glucose readings, to provide tailored recommendations for blood sugar balance, hormonal health, weight loss, athletic performance, and more. Host: [00:00:00] Recorded at Attention Agency Studios. This is not your
average entrepreneur or e-commerce podcast, and he's not your average host. This is The Story of a Brand with your host Ramon Vela. [00:00:18] If you extrapolate that you're talking about 30% of the human population, probably more that needs this type of device, not just here in United States, but in other parts of the world. Josh
Clemente: [00:00:29] Yeah. It's a massive and, really, an unfortunate situation but the rates of diabetes, preventable, chronic illnesses, including Type 2 diabetes are increasing at an increasing rate right now. It's moving in the other directions of the infectious diseases, which even though it sounds bizarre in a pandemic, but the reality is that we've
done a great job of controlling the infectious diseases that used to be the primary causes of death and now, the main foe is these illnesses, chronic illnesses, chronic illnesses, so chronic lifestyle selections that lead to ultimately poor outcomes and accelerated aging. Ramon Vela: [00:01:11] Have you built an online brand that consumers love? Do you sell in consumer
categories that are essential to everyday life? Do the majority of your sales go through Amazon FBA? If this sounds like you, you should get to know Forum Brands. Forum is a team of expert investors, operators, and many ex Amazonians who provide entrepreneurs and owners with the most efficient and lucrative way to sell their e-commerce
businesses. If you're interested in exploring a sale and cashing out years of your profits in one day, visit us at forumbrands.com to schedule a call. Hey, don't forget to listen to part one of this amazing feature. Now let's get back to the story. Josh Clemente: [00:01:57] I think it actually felt like there was a lot to do at all times, even at those early
moments, figuring out the regulatory strategy, like how could we effectively get access to these for people who did not have a diagnosis of diabetes. That's a big question, who would even distribute them.
We know that there are regulations that we can't handle prescription products ourselves. We don't have the facility to do that. That's a huge undertaking. So there was just a lot of research to figure out a business model that would allow us to manifest what we were imagining. That really quickly filled six months in combination with conversations
with initial investors. Sam is a very connected person having started several companies in the past. And so we were able to quickly kickstart some conversations with other investors and angels in his network to try to describe what we were able to quickly kickstart some conversations with other investors and angels in his network to try to describe what we were able to quickly kickstart some conversations with other investors and angels in his network to try to describe what we were able to quickly kickstart some conversations with other investors.
phone conversations while still carrying on this background requirement of getting across the legal and regulatory hurdles that we needed. That six months is it's almost a blur to me. I never recall a moment where I was frustrated and pulling my hair out. It was more of a hopefulness that we would find a way through and figure out a business plan, a
business model that would work and be able to convince the investors that I remember, "I want to be able to do this. I want to really be able to put in the work." And I had already been at it for over a year self-funding and having only expenses. I
was well on my way and it was feeling more and more possible with each day. And so when we finally did get through that six months and had the structure in place and were able to get our first customer and accept our first angel check, it was really a life-changing moment. It was just like a piece of success that you would imagine for a very long
time, and it was very gratifying and I was very gratifying and I was very, yeah, I just felt lucky right away to... It was like, "This is now unlocking the next phase," which I'm very lucky to be one of the people to be able to try.Ramon Vela: [00:04:16] Yeah. And I can imagine how that felt. I don't want to jump the qun here, but I just feel like there is just so much opportunity for
you. When I started thinking about, like once you have this available and so forth, it reminds me of... We interviewed a company called Mighty Audio and they're like these little, small, little, like the old iPod Shuffles used to be, really small and square and just not a whole lot of features on it. But they designed it that way so that people can use them
and disconnect from their phones. So they're not having to meditate using their phone because the phone provides interruptions and here they can listen to music and just focus - usually for people who are exercising and working out and running and things like that. But one of the things he realized in creating this both software and hardware, was
that the software was valuable to other people. So, not only to sell the hardware with the software to other people who are making other hardware devices and other things like that. So I'm curious for you guys. I just see so much
opportunity for you, not only to provide this service to others via your logo, your company, but I feel like this could potentially be something you license to other healthcare providers, because you're talking about 30% of the human population, probably more,
that needs this type of device, not just here in United States, but in other parts of the world. Josh Clemente: [00:05:52] Yeah. It's a massive and, really, an unfortunate situation. The rates of diabetes, preventable chronic illnesses, including Type 2 diabetes are increasing at an increasing rate right now. It's moving in the other direction of the infectious
diseases, which even though it sounds bizarre in a pandemic, but the reality is that we've done a great job of controlling the infectious diseases that used to be the primary causes of death and now, the main foe is these illnesses, chronic illnesses, so chronic lifestyle selection that lead to ultimately poor outcomes and accelerated aging. And these are,
as I mentioned, increasing at an increasing at an increasing rate, globally. So as countries develop and their younger populations start to adopt the less healthy sedentary lifestyles and younger, early and earlier in life. Non-alcoholic fatty liver disease for
example, is skyrocketing in children, as a result of the fructose and sugary beverages they're drinking. And so it's unfortunately a massive, messy problem that it will take a long time and a lot of different approaches, I think, to tackle - a combination of just a legislative approach kind of cracking down on misleading marketing on food items and then
of course the expansion of better information, empowering the individual to understand what specific decisions are doing to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where we're going to take a very agile approach where a
partnership with other business models, we will absolutely evaluate them. And I think that, as you mentioned, given that much of this.... There is a hardware component, you have to wear the sensor. But there is also, the software is very easily replicated and distributed. So I think
we can, we have the potential to, with time, turn around the trends in metabolic dysfunction and hopefully get to the point where rather than the current situation where we have 88% of US adults in the United States are metabolically unhealthy.
So I'm hopeful and definitely looking forward to finding all of the paths that we can execute on. Ramon Vela: [00:08:22] Like I said, there's just so much opportunity. So we've talked about some of the opportunity out there and the potential for this, but what are some of the challenges that you're going to be facing and when you're done after that, I'd
love to, would you walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual... I know that's not available right now, necessarily just for beta users, but I'd love for you to walk us through the actual is a supplied to the actual is a supplie
those things that are going to maybe stop you along the way? Josh Clemente: [00:08:54] One of the big challenges is that the technology is still new and specifically designed for diabetes management and it's very expensive and given that it's 'prescription only' here in the United States to have a continuous glucose monitor, that adds a lot of overhead.
It requires specific handling of the devices. They have to be approved by regulating agencies and any updates to the software have to be approved. This is a very tricky environment to be in when you're a software company, because software, as I mentioned is
very easily and rapidly improved, feature releases can be sent out on a continuous basis, but when you have regulatory overhead, it massively slows the process down. And so it's really important, I think, that we continue to innovate. We continue to innovate. We continue to innovate. We continue to innovate the process down. And so it's really important, I think, that we continue to innovate.
technology, Levels in particular, is being used for and to help overcome a few of the concerns around deregulating or at least improving the regulatory environment for a general use of, not just continuous glucose information, but all health information that can be used in real time. So anything outside of glucose that is able to be implemented in a
similar platform to help people make better choices in real time, I think we have to make improvements to the regulations around them, such that it can be proliferated. And so once we get across those hurdles, I think it's going to massively lower the burden on hardware manufacturers so that they can produce technology and new sensors that are
more affordable. This is key to the Levels vision is that, if we want to get to a point where it's not just a curiosity or something that only people with a lot of disposable income can access, we really need the unit economics to improve. We need the sensors themselves to become more affordable. Then and only then will this be something that will
change the trajectory of metabolic dysfunction. So that's a long process. It requires demonstrating that there's a market, that there are people that are willing to pay, that are using the information effectively. It requires, I think, a lot of just integrity on our part, continuing to follow through on our mission, showing that we are in this to change the
future and handling information, according to all of the requirements with the person, the individual, the customer's best interests always at heart. And we are very committed to that. It's just going to be a process of building confidence, both from the consumers and from the regulators to show that the potential is there and that we are the ones that
can do it. I am confident that we'll get across all those hurdles. It's just unclear how quickly we'll be able to.Ramon Vela: [00:11:47] To me the little bit positive on regulations and things like that is that, we saw that during the pandemic, when telemedicine things and telemedicine, talking to your doctor over video and
Zoom, etc., a lot of those things accelerated simply because they had to and so to me, in some ways that's good in the fact that much of this stuff because they had to. It's hopeful
to me that other changes, I think hopefully could be made, because of what we've seen in this changing climate. People... We're working remote and we can't always visit the doctor and obviously our hospitals right now are inundated. So maybe there's going to be a new focus on health and empowering people with their own data because we've had
to just accelerate that sort of empowerment of how you see your doctor, how you talk to your doctor, how you work on your health and so forth and so on. I don't know. I'm thinking that maybe there might be some goodness coming out of this that might be beneficial to you as well. Josh Clemente: [00:12:58] Yeah. It was a really great signal when the
telehealth regulations changed so quickly and from the highest levels of government that this is something in the space for two years at that time, I had concluded like this absolutely must change the telehealth regulations. Telehealth is the future. We will be able
to access exceptional care no matter where we are. That has to happen and quickly. And so to see that happen, just quickly happen...Unfortunately it was due to a pandemic, but sometimes that's interesting is it's the
collision of two pandemics that we're seeing right now. If you look at the outcomes of COVID as associated with metabolic dysfunction, especially glucose elevations are twice as likely to have a negative outcome from COVID as those without. Essentially when you have
the inflammatory environment of bad metabolic health, the immune system is very quickly one of the first things compromised. And so then when you face the additional insult of a viral infection that attacks some of the same pathways, it immediately becomes a worse scenario. And we can't just vaccinate everyone to this pandemic and think that
everything's going to be okay. My co-founder Casey Means, she's a Stanford trained surgeon and functional medicine doctor and she drills this point that there will be another pandemic. It may not be for a long time, but if we don't take the lessons from this one and realize that we have to improve resilience, we have to, as a
society, embrace individual health as one of the highest goods in order to improve society. And so, it's important that at all levels, not just at the individual, but at the government level and beyond, we have to embrace that and we have to make it possible. We have to give people the tools they need to ensure their resilience against both the chronic
illness factors and also the viral ones. Ramon Vela: [00:15:00] Yeah. No. I love what you just said, improve and/or strengthen resilience. Like I said at the very beginning, this is sort of like democratizing your own data and liberating it in a way that you could use it and empower yourself, so it's really like I said, this is sort of like democratizing your own data and liberating it in a way that you could use it and empower yourself, so it's really like I said, this is so exciting. So if I was a beta user,
if I was a new user, once it's available... Ideally I guess, maybe your target market, I think, you were talking about like people who buy Peloton or people who buy Peloton or people who are into fitness and monitoring their health and so forth. Walk me through this. What does it look like? What does the software look like? What do they use? How do they use it?
And how will they make better decisions? I know we've talked about it, but why don't we just go a little bit more granular and give someone an idea of what this is going to look like, or what does it look like, or what does it look like? Josh Clemente: [00:15:46] Yeah. So first off the the continuous glucose monitor itself, there are a few manufacturers out there we can work with,
with the big ones here in the United States. They each have a little plastic disc, oval shaped and under that patch is a hair-like filament. So it's this little flexible filament which senses... It directly detects glucose molecules in the skin. So you put that patch on your arm. It stays on for two weeks at a time and it has a little
wireless chip in it which can transmit information directly to your smartphone and that's all protected and secure, but once it's on your smartphone, you pull that glucose information in and the Level system can then start to perform analysis on it. And so when you're using the Level software itself, you are logging what we call activities. Activities
cover anything from nutrition (so a meal that you would eat), sleep (so the duration, the timing of your exercise and the intensity of your exercise. So all of these different choices that you're making every single day are basically co-located in this app. So you take a picture of your meal, for example, we interface with Google Fit and Apple
Health to pull in workout data. We pull in sleep data from those two systems. So we are combining all this information in the context of glucose. So when you eat that meal, you take a quick picture and the Levels algorithms analyze from those two systems. So we are combining all this information in the context of glucose. So when your blood
sugar changes, and from those we can approximate other factors, like what's happening with hormones like insulin. But essentially we can score how your body responded to that meal. And then if you choose to add additional activities... Let's say that you eat a meal, you have a very bad blood sugar response. You have a big spike and then a crash
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and you feel shaky, that introduces this concept of interoception where you feel that shakiness and now you have some data to tie that to. And that reinforces your awareness of these physiologic little kind of background tweaks that are happening. And so then, you have that meal, you have that negative response, now you can try it again and add an

additional activity which we can recommend. So we can surface these insights to say, "That didn't work very well for you, but maybe try it with a walk next time." So you eat the same meal again, and this time you take a walk around the block, 15-20 minutes and this time we've still been analyzing the glucose data as it's happening and now, since you took that walk, for many of us, our legs actually metabolic function or the metabolic function or the metabolic function or the metabolic fitness of the individual and helps them to clear that glucose more effectively. So rather than having this big blood sugar spike, you actually had a very controlled response to the same meal just by taking a walk. And so we then can surface and compare those two examples and show you take a red eye flight and now your blood sugar is elevated all day and your responses to meals are much worse, and this has been studied in the research environment, but we can show you how specific foods... We talked, we touched on that research earlier on where two people can eat the same food and have equal and opposite responses. We can help you compare specific foods across your diet and you can basically try them on their own. So you try a banana, you try a banana, you try a banana, you try different types of dressings and you can see and compare all of these responses to each other and find the ones that best support you. Maybe for some of us, like myself, I tend to actually do really well with berries, but a banana is similar to candy for me. So I tend to actually do really well with berries, but a banana is similar to candy for me. So I tend to actually do really well with berries, but a banana is similar to candy for me. So I tend to actually I respond very well if I'm cycling or running, to that banana because I'm able to use it for energy immediately. So I have this context for everything I do. And I have confidence that when I consume a certain meal I know how to mitigate the negative effects and I also know now the correlation between all of these different levers, the exercise, the sleep, the nutrition, the stress. So if I'm compromised on one... Let's say I have to pull an all nighter or I'm going to be taking that red eye flight, or I'm a new parent and my baby's keeping me up all night, I know now that when I'm more intentional about selecting foods that are going to support good metabolic responses because, as I mentioned, I'm pulling out one leg of the stool with the sleep part. And so all of that is happening in the Levels of system. We're helping you to process and understand the correlations of all of these factors in a way that is just understandable and approachable as opposed to abstract. And of course, we're still in development and things are rolling out consistently, but we're at a stage now where people are really learning about these in just 28 days. Ramon Vela: [00:21:00] I'm just so excited by this, man. I feel like I want one already out, because it just sounds so empowering. I think this is going to be a hit, man. I think this is... I honestly, I'm not just BSing here. I think, like this is the early stage of something that's just going to be huge. I think you're going to do amazing and I'm just so glad that I can play a little part of this in the very beginning here before you launch. But it's just so exciting because you're, like I said, you're giving us power, the power to see our own data, to be able to take that data and understand it and do something with it and obviously have a positive effect on this. So to me, this is mind blowing, but I'm just so excited about something, I just feel like, wow! This is amazing. All right. I want to be respectful of your time. I know you've got other things going and I really appreciate you spending some time with us. Before we go, I have a couple last questions. Like what I just alluded to right now. There's probably people listening right now who are thinking like, "Wow! I really appreciate you spending some time with us. Before we go, I have a couple last questions. Like what I just alluded to right now. want this device." But I think you're in beta and you also mentioned you have 68,000 or some huge number of wait list. What's the next step? If someone wants to be notified when it's ready and so forth. What do people do? Where can we send them? Josh Clemente: [00:22:23] Yeah. So I highly recommend anyone who's interested please go to the website levelshealth.com and add your name to the wait list. You can sign up, you answer a few questions and help us understand who you're interested. And we actually, as you mentioned, we do have a large wait list right now, but we are inviting people off that wait list based on specific things that we need to learn. If there's a certain feature we need to test with people that are interested in diet, as opposed to weight loss. We do invite people off the wait list and we're constantly increasing updates on content that we're writing. We have, I think, a really fantastic blog, which helps to further break down all of the concepts I've touched on here much more eloquently and with a much more rigorous citation process, but, you can jump on our blog and learn a huge amount about the way that metabolism touches each of us. We are all approaching life in different ways. We have different goals and that's where this information can, I think, come home for people and they understand how this affects them. So I definitely recommend touching on the blog and being a part of the newsletter and over time, as we move past our current stage, which is, as you mentioned, beta, into the first phases of public accessibility and growth, we'll be releasing all of those updates and details through our social media, which is on Twitter and Instagram @Levels and through our newsletter. So we'll be keeping people in the know. I'm really optimistic that 2021 is going to be the year we're going to be able to finally open the flood gates and get this to many, many more people. And so, yeah. I just appreciate anyone who is interested getting in touch with us and following along. It's going to be a fun journey. Ramon Vela: [00:23:59] And that was actually one of my other following along. It's going to be a fun journey. Ramon Vela: [00:23:59] And that was actually one of my other following along. It's going to be a fun journey. The contract of the contract o Josh Clemente: [00:24:10] Yeah, I think we're going to be able to get a lot of people from our waitlist through the program. And there's a few key product milestones that we're working on. A couple of them touch regulatory things, and so it's a little bit of schedule uncertainty right now in terms of when that exact launch date will be, but I think we're on track for maybe later this year, summer, maybe early fall.Ramon Vela: [00:24:28] Wow! Like I said, I feel excited that we're interviewing you right now, because I think this is just such a cool thing that you're doing and it's exciting and I know... I'm not even... I love exercising and things like that, but I'm really focused on my health right now and so to me, this is really... If you had it available now I would sign up for it right away and I think a lot of people feel that way too, so I really appreciate it. And you know what? I did have one last question for you, which is, I wanted to wait till the end, because this is not necessarily, this is more of a digression, but given your history, I'm curious. All this talk right now, there's all sorts of talks about SpaceX and Tesla and Elon Musk. What are your get this question, but thought I'd wait until the very end to ask this. Josh Clemente: [00:25:20] It's an interesting situation given how much his companies have blown up and personally, I'm a huge fan of Elon. I got a chance to work somewhat closely with him on and off throughout my time there. So I was able to be in recurring meetings and learn about how his mind works. And I think he has a very clairvoyant mind. He thinks about the future in a way that few people do and is able to navigate towards an outcome that he really believes will be better for humanity. And I think that you see that with him wanting to have zero emissions, energy availability, and cars, and a second home planet where we can increase the likelihood that humanity will survive long-term. And these are really big statements and I certainly seems to be, I hope it's not a bubble, but it certainly seems to be overvalued at the moment to say the least. I think he said so himself. So I just would love to see success for that company. I have great friends and family at SpaceX still and just really enjoy the pace of progress, the technology, innovation. When I was there, I just was overwhelmingly just proud and positive about what we were working on. It felt like something that mattered and that's, I think really good and I think it's really good for people, even if you're not at the company, it's good to have, I think, interesting projects that you can smile about. It's positive just to see the star ship flights and even if they're blowing up, it's something interesting that takes your mind off the rest of the things happening in the world. Ramon Vela: [00:26:52] Yeah. This might sound anothema to folks who are Elon Musk and Tesla and SpaceX fans, but the same way that I am excited about when I read concepts about what Tesla has done and I know there's a lot of stuff within the story that isn't really known to a lot of people because in both of those industries you were fighting against an old school or, an industry that hadn't changed in many ways. So it's like you're trying... You're disrupting these industries. And so there's a lot of people don't know about. But the thing is you get excited about these long views and the potential of this technology and what it could do and how it can change our lives and so forth. In my roundabout way of saying this, I feel that same way with your company. I am excited. When you think about what the technology that Tesla's done and then SpaceX and so forth and how they disrupted the companies and you're excited I may or may never, ever... Obviously, hopefully we're going to Mars and they start moving people to Mars, but in my lifetime, I probably will never ever do that. But it's still exciting. It's still and it's like, wow! It's this potential. It could change the way we do things. It could change our lives and so forth and feel excited that way about your product, because I feel like you and this product has a potential to really impact people's lives. Now obviously, you were talking about the unit economics, so it can become less expensive for users of all different economics, so it can become less expensive for users of all different economics, so it can become less expensive for users of all different economics, so it can become less expensive for users of all different economics, so it can become less expensive for users of all different economics. doing at Tesla and what they're doing at SpaceX, I think you're kind of riding along maybe subconsciously. I don't know, man. What you're doing to me is very similar and is equally as exciting Josh Clemente: [00:28:46] Yeah. I have to admit that we definitely did pay attention to Tesla's approach there of starting off with a premium brand or a premium product, the Roadster, and slowly but surely financing the more affordable entry, the Model 3 ultimately, and then even a more affordable one coming. And so we actually wrote a Levels secret master plan, so kind of a tongue-in-cheek rip off of what Tesla wrote to describe that plan, or what Elon wrote. And so yeah, definitely taking a few notes from the playbook and making it a bit of a joke, but in a very serious sense. I think you guys will, and I think this is going to be huge. Josh, thank you so much for being on the show and I am just so grateful that you've given us an opportunity to have you on here in the early days, so when I say I knew him when. So I really appreciate it, man. Thanks so much for having me on, I genuinely enjoyed this conversation. Ramon Vela: [00:29:46] And I did too. And everyone, we have just had Josh Clemente, who is the founder and president of Levels and we'll give all the information on our podcast subscription, but you can find them at Levels Health, that's levelshealth.com. Take a look at what they're doing. This is so exciting and I can't wait to see what the future looks like for this company. So if you appreciate people like Josh and others that we have on the show, do me a favor, leave a rating and a review. It helps me so much. I say this each and every time and the reason why I say this, is that it helps us get more atvertisers and it helps us get more atvertisers and it helps us to keep the show going, which I really love doing. So do me a favor, go there and leave a rating and a review. It takes 15-20 seconds. Other than that, everyone, please stay safe, stay healthy, stay strong, and stay safe. And thank you from the bottom of my heart for listening to another episode of The Story of a Brand. If you haven't already make sure to listen to part one of this amazing episode.