

May, 2004

## Greetings from The Herbarie!

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Dear Friends,

We were treated to the loveliest of country symphonies this morning! As the nightsounds faded away, the morning music began - and so did the activity! Busy, busy, busy! Cardinals, chickadees, finches, wrens and the feisty little hummingbirds are very busy mating, nesting and feeding. There is always so much to do in the early summer! Our bluebird babies hatched and have flown, although we see that one egg did not hatch. We will remove it and the parents will quickly lay another clutch, using the same nest. We should put up more bluebird houses this summer so that several families will have nesting spots. We did put up another feeding station, so now we have one near the cottage and one outside my workshop window. I am no expert on birds, but I do love them. Several weeks ago I inadvertently bought three thistle feeders thinking they were for the songbird mix. Well, once we had the feeders we needed to purchase the thistle seed. Once the new feeders were filled and in place some exciting newcomers arrived - families of American Goldfinch and Indigo Bunting! We had seen a few Goldfinch around, but never so many and never around the feeders. They must truly love the thistle seed. The Goldfinch are gorgeous birds. A friend of mine said that when she first saw one she thought it was a canary on the loose! They do look like canaries. The males are a bright yellow with black markings on the wings and the females are a greenish yellow. I've seen six at a time around the thistle feeder. When I first spotted the Indigo Bunting I had no idea what it could be since we have not seen any here before. One reference book says that Indigo Buntings will reluctantly come to feeders in early spring, but prefer insects. I am pleased to report the book is not correct! These birds are constantly at all feeders - both the thistle feeder and the songbird mix of sunflower seeds and other large nuts and seeds. The males are a strikingly beautiful iridescent blue and the females are a shiny brown. They are in the finch family and their anatomy and beak structure does look "finch-like". The Indigo Buntings and the Goldfinch seem to move around together. To see the yellow Goldfinch and the bright blue Indigo Bunting together at the feeder is quite a sight! A lesson to be learned about how the unplanned can be fortuitous.

### **Movers and Shakers!**

This issue of The Herbarie Update introduces a new segment called "Movers and Shakers". Each segment will highlight individuals and companies in the realm of cosmetics, toiletries or related fields.

Our first Mover and Shaker is Jessicurl of Arcata, California! The woman in charge is Jessica McGuinty, who is now making life happier for all the curly heads out there. Jessicurl specializes in hair care products for curly hair. The top seller at Jessicurl is "Rockin' Ringlets Styling Potion." This styling aid is thin enough to spread through thick hair and is 99.5% all natural. "Rockin' Ringlets" has become so popular with Jessicurl clients that it is difficult to keep it in stock.

When I asked Jessica if her business was full-time or part-time, she answered that it is actually “fuller than full-time”. The Jessicurl business has developed rapidly and continues to grow bigger and bigger. In fact, they are currently in the process of moving the business into a 2,000 sq.ft warehouse in Arcata to enable them to increase production. According to Jessica, “Demand has grown exponentially over the last year and the move will allow us to produce enough product to finally meet it all. Along with the move will come two part time employees, which we need desperately.”

So, how did this successful business come to be? The story actually began long before Jessica ever made her first batch of “Rockin’ Ringlets.” Around the age of 14, her previously thick, straight hair changed. It became coarse and curly and much more difficult to manage. After enduring names such as “Mushroom Head” and “Egg Head”, Jessica was really beginning to hate her hair, but didn’t know what to do.

Finally in 2002, she typed “curly hair” into Google to see what the internet had to offer. The first thing that came up was [www.naturallycurly.com](http://www.naturallycurly.com). This is a great resource for folks that have naturally curly hair. After immersing herself in their Curl Talk message board, exchanging stories and tips, and much experimentation, the “Rockin’ Ringlets Styling Potion” was born! That was September of 2002. Since then, two more styling products, three conditioners and a hair cleansing cream have been added to the Jessicurl line. Jessica says, “Being thrust into the role of small business owner has been a crazy roller coaster, but it has been the most wonderfully exciting thing I have ever done. It is an amazing feeling to know we are providing products that are actually GOOD for curls, made from mostly natural ingredients. My husband and I actually work full time running the business, and I could not imagine doing anything else.”

So, what are the elements that make a successful business? First of all, Jessica says, “If you are really in it to win it, be prepared for your life as you know it to change totally. You have to become totally obsessed basically. It is not for the faint of heart, that is for sure. For information on all things toiletries, join the discussion group at [www.soapdishforum.com](http://www.soapdishforum.com). You will be hooked instantly!”

She adds, “Also, the Formulary at The Herbarie was SUPREMELY helpful when I first tried my hand at making shampoo and conditioner. I started by playing around with the recipes there, just to get a feel for percentages, then branched out to make the final formula my own. Had it not been for the formulary, however, it probably would have taken me a LOT longer to come out with those products. In addition, I purchase many of my raw materials from The Herbarie.”

She also credits her husband for her success. “When I first started it was all me, but we grew so much so quickly that it was necessary for him to jump in. We are working on better defining our roles in the company, because there reaches a point where you just have to realize you cannot do it ALL by yourself. You need to learn to do what YOU do best, and let someone else do what THEY do best. If you try to do everything, nothing is going to be done as well as if you had delegated some of it.”

What are Jessicurl's future plans? "We definitely want to continue to grow, add more wholesale accounts, hire more local people. We also hope to become a more socially and environmentally responsible company, with regular donations to worthy charities. We want to be the bosses we wish we had before, the customer service department we wish other companies had and the socially conscious company we wish others would become."

Jessicurl has started a program called Women Around the World. Every 6 months they will be donating 5% of gross revenues to a worthy cause that supports women. This month they are giving 5% of gross revenues to the Addis Ababa Fistula Hospital in Ethiopia.

In addition to their own contributions, they have devised a way to create an incentive for internet customers to make donations as well. When customers make a donation, they will receive a discount card for a percentage off their next order. Complete details of the program can be found on Jessicurl's Public Service page at [www.jessicurl.com](http://www.jessicurl.com).

Jessicurl is also working on a book that will highlight good works done by women owned businesses, and a portion of the proceeds will be earmarked for a charity donation. The book will spotlight a yet to be determined number of businesses that adopt this fundraising model, and will serve to both raise awareness of how easy it can be to do good in the world, as well as promote the businesses highlighted within. If you are interested in more information, please email at [publicservice@jessicurl.com](mailto:publicservice@jessicurl.com)

We, at The Herbarie, applaud and encourage this business/lifestyle philosophy. Thanks to Jessicurl for being our first "Mover and Shaker!" We plan to explore this model for our business.

If you are interested in being considered for our next "Mover and Shaker" segment, please let us hear from you.

[support@theherbarie.com](mailto:support@theherbarie.com)

### **New Products!**

We garden all day long, all summer long and now I finally have a sunblock that works for me! I've always used commercial brands with a very high SPF. For me, these are less than desirable because they are usually based on organic compounds that I find irritating when used on my face. So, I decided to make my own using inorganic compounds that will block UVA and UVB rays. First, I made a typical oil in water emulsion that included about 6% zinc oxide which will offer some protection, but not enough. After reviewing the literature, it seemed like an anhydrous balm-type product would be a better choice for me. Zinc oxide and titanium dioxide must be first incorporated into an oil. I decided to use (15%) fractionated coconut oil (caprylic/capric triglyceride), (15%) zinc oxide and (5%) titanium dioxide. The mixing was done manually until a paste formed. Then I melted 57% shea butter and enough beeswax (3%) to make a salve consistency. As the product was cooling, I added 5% Vitamin E Acetate and stirred it all together and allowed it to firm up. Since this product is for my use only, I did not add a preservative to it—I know how to handle the product and the risk for

contamination is low—otherwise a preservative would be necessary. By adding a bit more beeswax or other wax, the product could be poured into one of those push-up type containers for an easier application. So, now I can happily garden and not have to worry about being baked to a crisp by the end of the day! It is important to remember that sunscreens are considered to be over-the-counter drugs by the FDA and it is not legal to sell them.

Zinc Oxide USP  
Titanium Dioxide USP

We have listed these new products under:

### [Other Ingredients](#)

#### **Two New Surfactants!**

Disodium Cocoamphodiacetate (2-C) is another in our line of ultra-mild surfactants. This amphoteric surfactant is perfect for sensitive skin, baby skin, or tear free products. 2-C is a moderate foamer and can be used with other surfactants such as decyl glucoside, cocamidopropyl betaine or sodium coco-sulfate to make a high foaming shampoo or body wash.

Sodium Coco-Sulfate is a special, naturally derived form of sodium coconut oil fatty alcohol sulfate. Sodium Coco-Sulfate is a high active, high foaming surfactant that can be used to make shampoo, body wash or foaming bath powders. It was developed for all natural shampoos and skin cleansing products. I've found that as little as 5% added to a shampoo/body wash will add volumes of foam. We do not recommend the use of bubble bath/foaming bath products as they can be irritating and can lead to health problems, but many of our customers have requested high foaming surfactants. Please refer to the FDA guidelines for labeling on all bubble bath products.

We are in the process of adding these and several other new products to our website. In the meantime, please contact us by email for quantities and pricing or if you have any questions.

The Disodium Cocoamphodiacetate (2-C) and Sodium Coco-Sulfate will both be listed on our surfactant page:

### [Surfactants and Surfactant Blends](#)

#### **Extra Virgin Coconut Oil!!**

Could it be love? I think it may be. I am talking about our delectably scented, decadent Extra Virgin Coconut Oil (EVCO). I recently made another gardener's cream chock full of good stuff, including the EVCO. Well, I am now using my new favorite gardener's cream as an "all over" cream. This cream is very rich and holds more oil and butter than I typically put into my creams. I wanted to make a product that would be nurturing to dry, rough hands so I made sure to add lots of astringent and soothing ingredients to the water phase as well.

## **Virgin Coconut Cream**

### Part A

Distilled Water 46.5%  
Aloe Vera Gel 10.0%  
Witch Hazel Distillate 10.0%  
Glycerin 3.0%  
VenaSilk 2.0%

### Part B

NatraMulse 7.0%  
Extra Virgin Coconut Oil 8.0%  
Shea Butter 3.0%  
Meadowfoam Seed Oil 2.0%  
Olive Squalane 3.0%  
Botanical Complex LSC 2.0%

### Part C

UltraMaize 0.5%  
Extraordinary XG 0.5%  
Vitamin E Acetate 2.0%

### Part D

Liquid Germall Plus 0.5%

Total: 100%

Add VenaSilk to glycerin and mix/moisten. Add remainder of Part A ingredients to mixture and heat to 175F. Heat Part B until melted (around 175F). Add Part A to Part B with mixing. As emulsion begins to form, add Part C to emulsion, continue to mix until cool. Add Part D at 120F or less. Mix well and package in jars.

Although this formula is not difficult, it involves several “phases” or steps. I chose to keep this cream “unscented” because the EVCO gives the cream a fresh coconut fragrance. To enhance the efficacy of the preservative, a chelating agent such as tetrasodium or disodium EDTA could be added---0.2% to the water phase—subtracting the same percentage from the distilled water portion. I made a small batch of cream which will be gone in a week or two, so didn't add the EDTA—Liquid Germall Plus is sufficient. For any product that would be sold, I would make sure to add either disodium EDTA or tetrasodium EDTA along with the preservative. Please note that EDTA is quite alkaline and can significantly alter the pH of the finished product. It's a good idea to always check the finished pH of a product and make any necessary adjustments. If the pH is too high (alkaline), it can be easily lowered (made more acidic) by the addition of citric acid. I like for my emulsions to be slightly acidic to neutral (6.0-

7.0).

I hope you will enjoy my crème de la crème!

We have listed our Extra Virgin Coconut Oil on the page with our Natural Oils.

[Extra Virgin Coconut Oil](#)

### **Creamy Coconut Hair Conditioner**

After reading some of the latest research on coconut oil and hair care—courtesy of Cosmeticinfo---I was inspired to try the EVCO in a super conditioning hair conditioner along with the new cationic BTMS-50. I added some cetearyl alcohol to give the conditioner more viscosity and “body” and pretty much threw in all the other conditioners, emollients and nutrients that I had on hand. I did not add any fragrance or essential oils—once again, the fresh coconut scent of the EVCO was enough for me. The biggest challenge was convincing my daughter to try the new conditioner---she’s pretty fond of the Ultra Conditioning Hair Conditioner with Peppermint EO. Once she tried the Creamy Coconut Hair Conditioner though, she was hooked!

### **Creamy Coconut Hair Conditioner**

Part A

Distilled Water 77.1%

Calendula Extract w/s 5.0%

DI Panthenol 2.0%

GuarSilk 0.5%

Part B

BTMS-50 5.0%

Cetearyl Alcohol 1.0%

Extra Virgin Coconut Oil 5.0%

Calendula Extract o/s 2.0%

Part C

LiproSilk 2.0%

Liquid Germall Plus 0.4%

Total: 100%

In Part A, add GuarSilk to room temperature distilled water, mix well and allow to hydrate. Add remainder of Part A ingredients, mix and heat to 175F. Heat Part B ingredients until melted (about 175F). Add Part A to Part B with mixing. Mix until cool. At 120F or less, add Part C with mixing. The conditioner will be a fairly thick consistency. Enjoy!

We will be adding this formula to our

[website Formulary](#)

### **The Herbarie's Big News!!**

In June we will be consolidating all business activities and will also move permanently to Stoney Hill Farm. We are most excited about our big move to consolidate the business and our personal lives into one location! In order to accomplish this, we will be closed for two weeks beginning on May 29. We will reopen on June 14. Meanwhile, orders can be placed via our shopping cart at [www.theherbarie.com](http://www.theherbarie.com) and questions can still be posted to [support@theherbarie.com](mailto:support@theherbarie.com)

We will process orders on a first placed/first served basis when we reopen. Our phone number and fax number will change.

New Phone and Fax Numbers: Effective June 14.

Phone: (803)364-9979

Fax: (803)364-9974

In addition to our secure shopping cart, we will have a toll free number and voice mail system on which orders can be securely placed:

Toll free: (866) 364-9979

When we reopen we will have many more exciting new products, formulas and some sale items for you. As always, please make sure to check our New Products page for the latest info.

Happy Summer!  
Angie Turner

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

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