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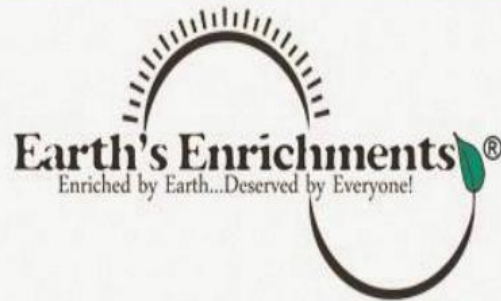
Three Baltimore women find enrichment in business



(Left to right) Ronae Brock, Tehma H. Smith, and Michelle Davenport-Johnson were concerned by the potentially harmful ingredients in the skin care products they were using. They decided to develop a product line of their own and started Earth's Enrichments, a local organic body and skin care company that prides itself in being health conscious and environmentally friendly. (See article on page 13)

Courtesy Photo

Three Baltimore women find enrichment in business



By Stacy M. Brown

As mothers, daughters, sisters and aunts, Tehma Hallie Smith, Ronae Brock and Michelle Davenport say they were bothered by the possible side effects connected to chemicals in the products they were using.

Realizing that, like many other women who make purchasing decisions for skin care products for their families, the three women said they began to give more thought to potentially harmful ingredients.

"We understood the science and reasoning behind why preservatives and other chemicals were being used, however, we felt that there had to be a better way," Smith said.

So, they came up with a product line of their own and started Earth's Enrichments, a local organic body and skin care company that prides itself on being health conscious and environmentally friendly.

Smith says Earth's Enrichments, whose slogan is "Enriched by Earth ...

Deserved by everyone," offers premium United States Department of Agriculture (USDA) certified organic skin care products that are made with the best ingredients. Their products, which include organic bar soaps, sugar scrubs, bath salts, body balms and lip balms, do not contain parabens, sulfates, phthalates, petroleum, artificial coloring, artificial fragrances or preservatives.

"As we ventured out on the journey to create skin care products which were uncompromising, healthy and luxurious, we took a year and a half to research the skin care market," said Smith, a graduate of Lincoln University who also holds an entrepreneurship and new ventures MBA from Pennsylvania State University and a Juris Doctorate from the Temple University Beasley School of Law.

"This led us to look into natural and organic soaps and other skin care products. We could easily read and understand these ingredients. We could also do research and find out about the soothing and healing properties that

these ingredients provide. We were sold," she said.

Her partners also used their vast knowledge and talents to help create the business that has been thriving since they began in 2012.

Brock spent six months in France studying at the American University and she has worked at Personal Products Company and McNeil Consumer Products Company, both subsidiaries of Johnson & Johnson. As product director, she was responsible for marketing adult Tylenol, Tylenol PM, and Sesame Street Vitamins.

Johnson, whose background includes manufacturing and government contracting, once served as a vice president of a military supplier corporation.

"Starting and growing a business is very time consuming and demanding," Smith said. "So as entrepreneurs and family women it can be very challenging balancing work and family life. That is why we are glad that we have each other to rely on and help take some of

the pressure off one another during various hectic times both at work and at home."

Smith said goals for the company include increasing their online sales, expanding retail and to create new product lines such as hair care, a men's line and specialty soaps.

She said she realizes that all of this takes time, effort and, most of all, patience.

"To own your own business you must plan and have patience. In planning you must research the market that your business is in, you must pull together a great team with expertise that can assist you in starting your business, and you must create a solid foundation for your business as it is today and a strong strategy for the future of your business," Smith said. "Then you must be patient. Success does not happen overnight."

For more information about Earth's Enrichments, visit www.earthsenrichments.com.