

Three Find Business Together Enriching Local Women Push Healthy Skin Products

By Stacy M. Brown
WI Contributing Writer

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

Realizing that they make purchasing decisions for skin care products in their homes and that they're responsible for their use on their babies and families, the three women said they began to give more thought to the toxins.

"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 said Earth's Enrichments, whose slogan is "Enriched by Earth ... Deserved by everyone," offers premium U.S. Department of Agriculture-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 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 District-area resident and a graduate of Lincoln University who also holds an entrepreneurship and new ventures master of business administration from Pennsylvania State University and a Juris Doctorate from the Temple University Beasley School of Law.



Tehma Hallie Smith, Ronae Brock and Michelle Davenport Johnson have created and successfully run a healthy skin products business. / Photo Courtesy of Earth's Enrichments.

"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, which has been thriving since it began in 2012.

Brock spent six months in France studying at the American University in Northwest, and she has worked at Personal Products Company and McNeil Consumer Products Company, 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 wom-

en, 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 its on-line sales, expanding retail and creating new product lines such as hair care, men's products 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." **WI**

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

publications should be included in the campaign's advertising and subject matter content. Urban forums can facilitate ways for black Americans to eliminate barriers to social justice and economic equality that continue in their communities.

A product that could come out of the campaign could be build-

ing business relationships so that Starbucks coffee shops can become as common in America's black communities as are liquor stores. **WI**

William Reed is publisher of "Who's Who in Black Corporate America" and is available for projects via busceling@bbs.com.

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"Race Together" should be viewed as an opportunity to begin re-examining how we can create a more empathetic and inclusive society — one conversation at a time. Black newspaper publishers and readers of their

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