

GLAM

Day in The Life: Susan Griffin-Black, Founder/Co-CEO of EO Products

Before Susan Griffin-Black co-founded EO Products, she was knee-deep in the fashion game. After co-owning two successful clothing stores at twenty-one (yes.. twenty-one!) that carried her own line of clothing, and designing several lines for Esprit, she forayed into the world of essential oils. After encountering essential oils in a European apothecary shop, she studied aromatherapy and the chemistry of perfumes. When Bloomingdales asked her to make essential oil mixes for their holiday gift guide, Susan realized her true calling and EO Products was born. Today Susan lives in beautiful Marin County, right across the bridge from San Francisco, and has carefully guided the formulation for every product EO has created, adding a drop of this and a bit of that until it feels (and smells) right. Find out what a day in the life of this talented co-CEO is like, from strategy meetings to product testing to Bikram yoga.

7:30 a.m.: Morning meditation. After opening my eyes I spend 10 minutes bringing attention to what's important today. Today it's our new EO Exchange store that just opened at The Market in SF. Morning reading; email, Instagram, LinkedIn, Fast Company, Word Tech, NY Times and RT News on my iPhone. Let the doggies, Luna and Chai out and make a latte.

8:00 a.m.: Quick shower. Add essential oil drops on the shower floor to get my day started with intention. Today I'm in love with rose absolute & lemon. After the shower I use our Organic Body Serum on my skin, hair and nails.

9:00 a.m.: Breakfast with my daughter at the Sweetwater Music Hall which is still one of Mill Valley's best kept secrets. I have Mr. P's Special, an egg and veggie scramble. After breakfast I take my folic acid, Vitamin D and Omega 3.

11:00 a.m.: Enjoy my 10 minute drive to work listening to my son Marc Griffith's new demo music: Marc E. Bassy

11:15 a.m.: Senior Team Strategy meeting, today we're talking about our new Skin Care line about to hit the shelves. We're all very excited about it.

12:00 p.m.: Spend time with Brad, my business partner. There's always lots to talk about; where he's travelling to next, what we plan to do next and what dreams we can cross off our company's bucket list this year.

12:30 p.m.: Check in with the Creative Team, they always have something inspiring to share.

12:40 p.m.: Meet with our CFO – overview on finance/projects in the works.

2:00 p.m.: Meet with my Product Development Team and talk about the new products we have in the works. I try to meet with them last since they always have some beautiful scent to share with me. Today I leave the office with Vanilla and Orange wafting after me.

4:30 p.m.: Bikram Yoga at Red Dragon in Mill Valley. Pick up some flowers on the way home. I always buy the older roses that are fully open. They don't last as long but the petals are perfect for my altar and wrapping special gifts for my sweetie.

6:00 p.m.: Home for bath and regroup. Using Yoga Soak (Epson salts, aromatherapeutic blend, organic olive oil) and rose and chamomile bubble bath combo.

7:30 p.m.: Dinner with my sisters and friends at TamalPie in downtown Mill Valley. Check who's playing at The Sweetwater around the corner.

9:30 p.m.: Home to help my daughter with homework and walk the doggies.

10:00 p.m.: A little TV to wind down; Downton Abbey, Episodes, Girls, Transparent, Togetherness, or Jimmy Fallon/Letterman monologues and a good book. On my night stand right now are Three Marriages by David Whyte, Damascena by Holly Paine, Virgin Way by Richard Branson and The Alchemist 25th Anniversary Edition by Paulo Coelho.

12:00 a.m.: Sleep to reboot and do it all over again tomorrow. I think it's important to get 7-8 hours of sleep. Some of my best ideas have come to me in dreams..