

MOTHER EARTH living

NATURAL HOME, HEALTHY LIFE

Naturally Healing Oils

Protect, repair and revitalize your skin with these amazing oils



SPRING IS THE MOST REFRESHING SEASON.

After the long winter, we're ready to get outside and breathe in the fresh air. Spring is also a fantastic time to give our skin some replenishment after the harsh, dry conditions of winter.

Natural body oils help protect, repair and revitalize skin, and a number of oils may provide a variety of healing benefits, including anti-inflammatory, antioxidant and regenerative effects. Many can also help us achieve healthier, younger-looking skin by reducing the appearance of wrinkles and improving skin elasticity, as well as prevent dryness, flakiness and rough patches.

March/April 2015



9 Top Natural Beauty Finds at Natural Products Expo West 2015

1: EO Transformative Night Serum with Tsubaki and Rose



Natural beauty brand EO has long been known for its bath and body products, hand soaps and sanitizers. But Expo West marked somewhat of a transformation for the company, proving it's ready to take its beauty offerings to the next level. Founder Susan Griffin-Black shared her excitement about experimenting with high-performance botanicals to deliver the company's new, transformative Ageless Skin Care Line with grace and beauty.

A higher price point with sophisticated packaging, this product features tsubaki oil—a source of rare antiaging omega-9 fatty acid that is used to reduce fine lines and wrinkles and improve skin texture and hydration.

North Bay Business Journal

NORTH SAN FRANCISCO BAY AREA: SONOMA, NAPA, AND MARIN COUNTIES

EO Products Expands Sales, Retail Vision Revenue Grows 47% in 2014

SAN RAFAEL — Small World Trading Co., better known as EO Products, is enjoying the sweet smell of success for its Marin County-made natural and organic personal-care products, capping a year of strong revenue growth and taking its emerging retail efforts to a high-profile level with a new face-to-face venue in downtown San Francisco.



Ana Millan, who has worked for the company for 11 years, packs bottles of the new EO Ageless Skincare product in the San Rafael plant. (Jeff Quackenbush, The Business Journal)

Company revenues rose 47.5 percent to \$20.8 million last year, from \$14.1 million in 2013. Also last year, EO returned to the *Inc. 5000* national list of fast-growing companies for a fourth time — 2010, 2011, 2012 and 2014 — sporting 67 percent revenue growth over three years. The workforce grew to 45 last year from around 35 for a decade and then to 68 now, with a second production shift.

“Growth was never our M.O. — growth for growth’s sake,” said Susan Griffin-Black, co-founder and co-CEO.

The EO core brand got a boost from placement in Austin-based Whole Foods Market, which had about 60 stores had the time, and brand sales grew as the grocery chain expanded. Whole Foods now operates 406 stores in the U.S., Canada and the United Kingdom.

The opening of an EO Exchange store along with [The Market food-and-fraternity](#)

center in the former Western Furniture Exchange and Merchandise Mart at 1355 Market St. on Jan. 21 takes the company back to its roots in multiple ways. Founders and co-CEOs Brad Black and Susan Griffin-Black launched EO from their Potrero Hill garage in 1995, and the rapid growth of the 3-year-old Everyone by EO mass-market brand has allowed the company to focus on even more premium ingredients in the original EO line while being able to expand sales to value-conscious shoppers.

“We were able to take off the bells and whistles and have a product that can compete with mainstream consumer packaged goods,” Ms. Griffin-Black said. Yet the Everyone brand still has meticulously sourced ingredients of the EO brand, such as natural and plant-based materials and mixtures of the 90-plus pure essential oils the company uses.



The launch of the Everyone brand has allowed the company to focus on more premium ingredients for the EO brand, such as the Ageless Skin Care line. The new face moisturizing “body serum” is seen after just coming off the bottling line at the San Rafael plant. (Jeff Quackenbush, The Business Journal)

So the roughly 400-square-foot San Francisco store within a store and its interactive environment is expected to help with not only product development but also expansion to foreign markets in a more eco-friendly way, according to Ms. Griffin-Black. The company opened a similarly sized store — the first EO Exchange — in late 2012 in Mill Valley.

“The reason we did retail was to see if we could make the refill bar concept work,” she said. “It could be a disruptor in the personal care products industry internationally because it reduces plastic consumption.”

The stores have a “refill bar” — decorative taps for dispensing popular items — that allows visitors to buy replenishment of their empty EO bottles, in line with the founders’ Earth-sensitive ethos for the company. Sustainability is a big deal for EO Products. It aims for using as much recycled content in its bottles and dispensers as possible and has worked to eschew plastic “blister packs” around its products via paperboard cases made by fellow Marin-based manufacturer PulpWorks.

“We have not had much interest in exporting,” Ms. Griffin-Black said, noting the

natural resources consumed in moving bottled, packaged products across oceans. Having retail locations in far-flung locations, where shoppers can buy refills better fits EO's ethos. "This allows us a way to do it in a sensible, ecological way."



A new three-bottle filler, seen here with 32-ounce bottles of Everyone brand soap, helps EO Products keep up with sales of the mass-market oriented brand. (Jeff Quackenbush, The Business Journal)

Opening stores within other stores also offers EO Exchange expansion flexibility and lessens the real estate headaches, she said.

The Everyone brand launched with just six selections, and now the options top 50. Items from the line also are available in Safeway and Kroger's grocery stores, expanding test placements in Target department stores, and at Bed Bath & Beyond and The Vitamin Store locations.

The brand launched just before the company made a big jump in its production capacity and sophistication, expanding in 2012 to a 40,000-square-foot former Industrial Light & Magic special-effects studio in San Rafael. EO Products had been considering relocation of the plant to less-expensive locales in the East Bay.



EO Products expects to be looking for additional warehousing and logistics space soon, as sales of the Everyone brand fill up the existing space in the 40,000-square-foot facility. (Jeff Quackenbush, The Business Journal)

And scaling up for a mass-market brand has brought its own challenges. A few months ago, Whole Foods featured the Everyone brand in an key aisle “end cap” promotion, and sales for it doubled, according to Ms. Griffin-Black. Though the surge was only for a few months, the need for a second shift became clear. And the company invested in higher-production equipment, such as one that can fill three bottles at once.

Beyond production capacity, EO Products could be in the market for more warehousing capacity, as the San Rafael plant is nearly filled up, according to Michael Cronin, chief operations officer.

POPSUGAR

Body Serums Are the Bikini Season Savior You Should Start Using Now



EO Restorative Body Serum 02 (\$22) is a concoction of avocado, argan, and lavender oils that's perfect to use after a long day in harsh temperatures (think: a day at the beach or a week on the slopes). We also like to pour a little bit of this serum in the bath for an extra soothing effect.

EVERY DAY WITH RACHAEL RAY

Rachael's Holiday Gift Guide 2014



Gifts for Men

Manscape. A 3-in-1 Everyone Lotion for men makes his routine easy. Also in a Cedar and Citrus scent. \$10.

San Francisco Chronicle

EO Products taps into eco-ethic with refill station at S.F. store

Three years after opening a Mill Valley store and 20 years after its founding, EO Products has ventured into San Francisco with a new 400-square-foot location front and center in the Market, the expansive culinary destination on the ground floor of the Twitter building. (EO Products is currently the only health and beauty shop inside the Market.)

Designed by San Francisco architect Cass Calder Smith, the bright, modern shop contains 150 natural beauty products made with pure essential oils and plant extracts from the San Rafael company's two brands: the higher-end EO and the more accessible, family-oriented Everyone by EO. Co-founder Susan Griffin-Black filled us in on the new space — including EO's exclusive refill station.

— Rachel Brown

Q: How did the San Francisco store come about?

A: The stores have really come out of relationships. The guys who co-own the Market (Tom Collom and Bruce Slesinger) were friends of mine from Esprit 25 years ago. They opened Small Foods Company and that did very well. Because we have been in dialogue about products in the natural space over the last couple of years, they called me and said, "We are doing the Market. Would you like a space there?" We hadn't really been intentionally looking to expand retail. It has to be the right opportunity for us.

Q: The stores have been a testing ground for a personal care product-refill system. What's behind your interest in refills?

A: We have always taken very seriously environmental and sustainable issues. The idea is not to create any new plastic. Designing the refill system was so much harder than we ever thought. My business partner Brad is a quasi-engineer and he can do anything. He started playing with this concept a few years ago. Now it is very clean, minimal and functional and it looks like beautiful beer taps from a microbrewery. You can push a button and refill our top-selling products, and we will expand over time.

Q: What will customers discover in the store from EO Products?

A: In EO, we just introduced Ageless Skincare, which has five very premium synergistic active botanical products. We have a salt bar, so you can blend your own bath salts, and we have 81 essential oils and base oils, which we don't offer in our regular lines.

You can buy rose absolute, you can buy argan oil and coconut oil, for example, to blend your own. You can also buy unscented lotion and put an essential oil of your choice into it. You can refill products that you already bought or you can fill glass jars that you use as your main containers. There is lots of flexibility.

Q: Why don't more beauty brands use essential oils instead of synthetic fragrances?

A: They are harder to work with. They are much more expensive. The reason synthetic happened is that it was way easier to control, manufacture and get consistency with. With essential oils, there is an art and science behind blending and distilling them and, to learn it, you have to have curiosity and desire. EO stands for essential oils, and they are at the heart of everything we do.

Q: What do you think customers want from beauty shops today?

A: They want to be delighted and entertained and have an experience of what the products are like. The way we do that is through the way that the store smells. It is a combination of the earth and essential oils coming together. It is almost like when you walk into an arboretum or a botanical garden. It is a connection to nature that is really sensual and alive. It smells different than walking through the first floor of a department store.

Q: What do you hope people will take away from their experience with EO?

A: I hope that people really embrace it as a place of community and a place to enhance the quality of daily life and experience our products.

SUSAN'S ESSENTIALS

Available at EO Exchange in the Market, 1355 Market St., S.F. www.eoproducts.com.

EO Lavender Hand Sanitizer Spray (\$4.99) "It is 99.9 percent effective against germs, and it's waterless. It uses organic alcohol and organic essential oils. It keeps you healthy and smells beautiful."

EO Eucalyptus Essential Oil (\$7.99) "You can put a couple of drops of it on the floor of the shower, turn on the hot water and make an instant steam room that's totally appealing."

EO Organic Body Serum (\$21.99) "You can use the body serum first, and you can use a lotion on top of it; it's a really good way to remedy any sort of dry skin condition."

Everyone Bath Soak — Yoga (\$12.99) "It has Epsom salts, organic olive oil and essential oils. The blend is designed for relaxation and soothing your muscles."

STYLEBiSTRO

Current Obsession: EO Products Organic Lavender Sanitizing Hand Wipes



In the realm of things you get really excited to buy, I realize that hand sanitizer likely does not even register. However, sometimes it's the most basic things in our lives that are in desperate need of an upgrade.

I am by no means a germaphobe. Years living in NYC have allowed me to blissfully ignore almost all of the mysterious germs ready to assault my immune system at any moment. However, now that it's cold and flu season, I'm taking extra care to wash up after every single subway ride. And when a sink isn't easily accessible, I'm reaching for these Lavender Hand Sanitizer wipes (\$4) from EO Products.

Unlike other chemical-laden wipes and liquid hand sanitizers, these wipes clean my hands without drying them out. Made entirely of organic and plant-based materials, these wipes are also packed with nourishing essential oils. Usually, sanitizing products send me running for lotion with dried out hands but these babies are gentle as can be. Plus, they smell heavenly. When I broke out my packet at the office, everyone was in awe of the gorgeous lavender scent.

I'll be stocking up on these for the dry, germmy months ahead. Get some of your own, here.

yoga JOURNAL

Natural Beauty Awards 2014



And the winners are in! YJ readers put nearly 300 good-for-you face, body, and hair products that met our rigorous standards to the test. Here, find the best of the beautifully healthy bunch.

Best Natural Volume Shampoo

EO Products Everyone Hair Volume Shampoo, \$13