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## Two Organic Skincare Companies Doing Nature-Inspired Green Business

Posted on Wednesday, June 20, 2012 By [Maryruth Belsey Priebe](#)

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If you're looking for ways to infuse your beauty routine with socially-aware, environmentally-friendly products, then these two [green businesses](#) certainly will inspire - one that creates artisan, organic skincare products from sustainably harvested Amazon rainforest ingredients, and one that stresses natural inspiration to bring beautiful outdoor scents and ingredients into your bathroom experience.

**Wembé Organic, Sustainable Rainforest Skincare and Handmade Soaps**

[Wembé](#) is a new organic, vegan, earth-

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friendly, wild organic bar soap and skincare company working to make a difference for you and for those creating their artisan products. Their product line is diverse, including things like Organic Loofah Soap made with thyme and almond essential oils, Organic Passion Fruit Soap infused with fresh maracuja and cupassu butter, and Organic Black Clay Soap for an at-home mud bath spa treatment. They've also recently launched an Organic Moisturizing Stick that provides nourishing moisture for the face and other delicate areas, made with essential oils, rosehip oil, and beeswax.



Check out these health and environmental attributes: all products are free of silicone, petroleum products, parabens, sulfates, phenoxythanol, polyethylene glycol, synthetic fragrances, and artificial dyes. They are also made from organic, locally-grown plants in Paraguay (principally from the Amazon rainforest where they are harvested sustainably), and are gluten free, too.

And Wembé is working hard to contribute to the Paraguayan communities with which it works. Despite the fact that local labor regulations are lax and poorly enforced, Wembé sets the bar extremely high. They hire only 20 people and pay them wages that are 20% to 30% above market standards. They also provide training to help each worker advance, and ensure all safety precautions are taken to protect the employees and the local environment.

Plus, the plant is powered only by hydroelectric power and everything is made from local spring water. And all of their products adhere to cruelty-free and vegan principles, the company is a Green America Approved Business, and they've signed the Campaign for Safe Cosmetics agreement

This green business was listed in the [GreenDeals.org](http://GreenDeals.org) Top 6 for 2012.

**PRIMAVERA, Certified Organic Skincare for Bringing Nature Closer**

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Another nature-based skincare company, PRIMAVERA has recently become available to American consumers, offering you the chance to incorporate nature into your everyday life through their certified organic line of skincare and aromatherapy products.

With a claim that their projects contain the highest certified organic ingredient percentage available on the market, their four product lines - body care, face care, wellness therapy, and home fragrance - offer an immerse-yourself-in-nature experience in the privacy of your own bathroom.

PRIMAVERA ensures the natural, organic qualities of their ingredients in several ways. First, they work with 18 organic farms worldwide, all of which must meet their stringent environmental standards. That means they stress biodiversity, crop rotation, chemical-free pest control and soil amendments, and GMO-free seeding. The ingredient list for the entire company is also relatively short, consisting of only 125 different components, including essential oils used for centuries by traditional cultures, seed oils with vital nutrients, and plant extracts each with unique health benefits.

They also ensure that all of their ingredients are certified by Natrue, an international nonprofit association that provides a labeling standard to ensure consumers that products are as natural as possible. And to top it all off, they ensure no animal testing, and use eco-conscientious packaging such as carton-free packaging to reduce waste and recyclable glass bottles.



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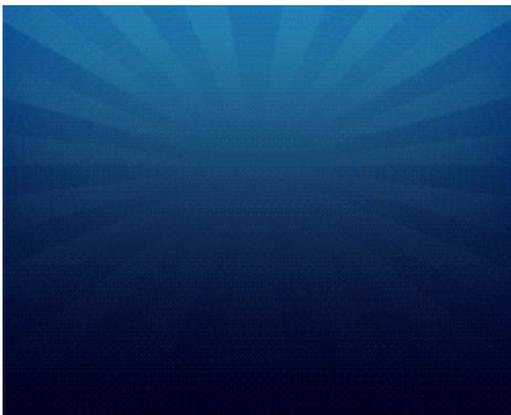
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Our mission is to provide socially responsible entrepreneurs with marketing strategies, tips and tools that help them grow their small to medium sized businesses. We offer insightful entrepreneur interviews, news coverage of inspiring organizations, actionable marketing advice, and useful guides on how to start and grow a triple bottom line business, without going crazy.

This post was written by:



### Maryruth Belsey Priebe

Maryruth has been seeking the keys to environmental justice - both at home and at work - for over a decade. Growing up adjacent to wild spaces, Maryruth developed a healthy respect (and whimsical appreciation) for things non-human, but her practical mind constantly draws her down to earth to ponder tangible solutions to complex eco-problems.

With interests that range from green living to green business, sustainable building designs to organic gardening practices, ecosystem restoration to environmental health, Maryruth has been exploring and writing about earth-matters for most of her life. Of special interest is the subject of ecopsychology and the role the natural world plays in the long-term health and well-being of humanity. You can learn more about Maryruth's work at [www.JadeCreative.ca](http://www.JadeCreative.ca).

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