

# Woman of Mention

by Diana Donlon

**Jamie Lovern has a message to awaken your senses,** “Don’t get caught up in the hype of labels that claim ‘organic and natural.’ Be educated and informed in your product selection.”

According to Jamie, founder of Lolablue, an earth-friendly, natural product company, the truth is that many of the organic and natural products on the market are not safe and the labels are misleading. She advises to be aware of chemicals that are in your lotions, cleaners, household products and more.

“Ten percent of a good thing mixed in with 90 percent of bad things is not organic and natural,” she says. “Learn about the chemicals and what they do.”

## **What chemicals do we need to be aware of?**

Several. Parabens (methylparaben and propylparaben) are preservatives that have the ability to mimic estrogen in the body. It is estimated that 98 percent of body care products contain some form of paraben preservative. Researchers have found parabens in breast cancer tumors.

Another chemical is sodium lauryl sulfate, which is used to produce bubbles. These can cause various allergic reactions such as skin rashes, dry flaky skin, or hair loss. Sulfates are designed to stay on the skin long after you think you’ve rinsed them off. They strip away essential fatty acids, moisture and amino acids from the skin. They increase dryness and roughness. The result is dull, dry, chapped, and peeling skin.

Many products on store shelves contain 50 percent of these sulfates; baby bubble bath, shampoos, conditioners, laundry detergent, dish soap, toothpaste and many industrial cleaning products. Please read your product labels.

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## **More about Jamie and Lolablue... Where is your hometown?**

**How long have you lived in this area?** I have lived in North Port for five years.

**What do you do?** I founded my company, Lolablue, six years ago. I create earth-friendly, natural products from scratch ranging from 100 percent organic soy botanical candles, natural lip balm, sugar scrubs and natural soaps. All with the purpose to heal, hydrate and bring harmony to your soul.

## **What is the difference between commercial soaps/products and the soaps/products you make?**

The commercial soap bars found in grocery stores are actually synthetic detergents. So really commercial soap bars are not soap at all. Commercial soap makers remove the glycerin from their soap and then sell it to the cosmetic and pharmaceutical industries. With handmade soap, the natural occurring glycerin remains intact. Glycerin is a humectant, meaning it draws water from the air, and is a natural by-product of the saponification process, which makes natural soap the best for your skin and well-being.

**What are the benefits of using “whole” products?** Less toxins and chemicals enter your system. Our skin is the largest organ and it is vital for the skin be free to release toxins. “Whole” products are made from natural ingredients without any added toxins. Toxins entering the body over time can lead to allergies and illness. “Whole” products work with your body instead of against it.

**How do you actually make your soaps?** I create my soaps the old-fashioned way, from scratch, by hand, blending natural, raw ingredients. I use the hot process method of soap-making, which means I cook the soap then let it cure for about two weeks. The whole process is very labor intensive but the end result is a natural soap that’s good for your skin.

**What types of ingredients do you use in your soaps?** I use only all-natural vegetable oils



## *Jamie Lovern*

### *Founder & Owner of Lolablue*

including olive, coconut, castor, and high-quality essential oils. Organic butters like shea, cocoa and coffee bean butter. Phthalate-free fragrance, natural colorants such as peppermint leaf powder, turmeric root, brewed organic coffee, clays, mineral oxides, and always a sprinkle of LOVE.

**How did you think of the name of your company Lolablue?** Lola is one of my nicknames given to me by a good friend for being a fan of Barry Manilow. One of my favorite colors is blue. So I put the two together. I did not label myself as just a candle or body products company. I want to expand into all types of earth-friendly products; eventually cleaning products and pet and baby care.

**What is rewarding about what you do?** Knowing that my products are good for people’s health and well-being. Educating people about the toxins in their world and how mass-produced, chemical-laden products today are damaging our earth and health. In the long run I may save someone’s life from cancer. By creating natural products with eco-friendly packaging I reduce my environmental footprint.

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**What is your biggest challenge?** Not being able to clone myself. Being a one-woman show is difficult. The amount of weekly product I need to make takes all my time. In addition, I have to schedule deliveries to retailers, pack and ship online orders, create all marketing pieces, edit my website, and meet with retailers - all while being a mom. It's quite the juggling act.

**What methods do you use to overcome your challenges?** Unwavering faith. Meditation. Organization. Positive thinking.

**What is your life motto?** Give back more than you take. Have fun and love unconditionally.

**What do you do when you are not working?** Not working? What's that? Ha-ha. I try to run daily, it's like meditation to me. I enjoy simple things like spending quality time with my son and husband.

**How did you prepare for your career?**

I graduated from Ringling School of Art and Design and Degree with a bachelor of fine arts in graphic design. I spent 12 years in corporate America as a graphic designer before jumping ship. I use my design background to create all packaging, labels and marketing materials for my business. I do a lot of research (thank goodness for the internet), read many books, have a great CPA, and have worked with certified aroma therapists, a neuro-muscular massage therapist. I also belong to the hand-crafted soap makers guild.

**Do you have a mentor?** Yes, my husband, DJ. I am grateful for all his wisdom, encouragement, help and support. Lolablue would never have happened or expanded without him.

**What are you reading now?** *The Law of Attraction*, by Esther & Jerry Hicks

**Tell us something that others may not know about you.** I was a USGF (United States Gymnastics Federation) competitive gymnast until

the age of 18. I was an AFFA (American Fitness Federation Association) certified aerobic instructor for 12 years. I competed in triathlons and adventure racing.

**What are three words that describe you?** Resilient. Passionate. Honest.

To contact Jamie: 941.626.9031. For a complete list of retail outlets to purchase Lolablue, E-mail Jamie at [Info@lolablueliving.com](mailto:Info@lolablueliving.com). [www.LolablueLiving.com](http://www.LolablueLiving.com).

A few locations to purchase LolaBlue:  
North Port Farmers Market on Saturdays 8 a.m. until 2 p.m.  
Punta Gorda Farmers Market on Saturdays 8 a.m. until 1 p.m.

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