



Three businesses that made the leap

Organic to Green Having spent years as a performing artist, California native Rianna Loving knew the importance of her skin's outer appearance, but it wasn't until motherhood brought an increased awareness of organics and social responsibility that she went back to school to study skincare.



In 2009 she started Organic to Green, where she sells beauty products made with "ingredients the earth naturally provides to treat skin." She soon realized that

finding healthy ingredients was only the first step. "I didn't want to put a quality organic lotion in cheap packaging where it would absorb the plastic it was packaged in," Loving said. "I wanted to be green all the way, not be the contradiction I see out there." Her decision to package her products in reused glass bottles meant starting a second company, ReuseCycle, and turning her backyard into a donation center where local restaurants and neighbors drop off wine, beer, and other types of glass which Loving then sanitizes before filling with soaps, moisturizers and salts. Any glass she can't use is donated to others who want to lengthen its life. "Restaurants donate these unbelievably gorgeous wine bottles that are too big for my beauty line, but you can make them into the cutest lamps." OrganicToGreen.com; ReuseCycle.com.

Urth Caffé (www.urthcaffe.com) Ten years ago Shallom Berkman and his wife, Jilla, wanted to start their own business. She was a coffee fanatic, he, an environmentalist. While researching coffee roasting, they discovered coffee



beans are usually highly chemically treated, making them harmful to the body, and often come from farms that have hybridized the beans so they can grow in direct sunlight on stripped-down land. At a healthy living event, they met a sustainable Peruvian farmer named Jorge who taught them about bourbon coffee, a plant that grows 20-feet tall and requires deep shade (thus, it grows well in rainforests). To support his farming practices, the Berkmans bought their coffee directly from Jorge and opened Urth Caffé. Ten years later, the Berkmans own four branches in the L.A. area and a mail-order business that sells organic, fair-trade coffee from around the world—often from countries where they have traveled and taught farmers sustainable, shade-grown agricultural methods. Urth Caffé uses 100 percent biodegradable cornstarch cups and ships coffee and tea in biodegradable bags.

j clay pottery (www.jclaypottery.com)

Jeana Greulach became addicted to pottery after taking a college art class. She continued to hone her craft over the years, often giving handmade pieces as housewarming gifts. Then two kids came along and she shelved her hobby. When a friend told her about Clayhouse, a communal pottery studio in Santa Monica, she joined, this time with a green business in mind.



Having kids had prompted her to refocus her family's diet on organic foods, so she decided to create a line of serving bowls—"bowls are functional and useful." Greulach reuses her excess clay—neither an easy task nor a common practice—and embraces Clayhouse's water consciousness; over time, day and water separate, so instead of throwing away the murky water, the artists use the recycled water to wash hands and clean up. "The spigot is almost never turned on, or else it's a drizzle." Greulach says. "Whenever a new member heads toward it, we yell, 'No, no, no!'" Greulach's sustainable vision extends outside the studio to how people use her pottery. "I wanted to inspire people to put organic, local foods in their bowls," she says. "The nourishing food then goes into their bodies." So she engraves green messages on them, ranging from "Be Kind to Cows" to "Life Is a Bowl of Organic Cherries."

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