

Newfoundland Essentials

Glovertown, NL

"There is a growing demand for environmentally friendly products. Many consumers are willing to spend a little more to buy products that will benefit the environment rather than those that contribute to its destruction."

*Hilary Oram, Owner
Newfoundland Essentials*

Each day thousands of products are used that have harmful effects on both the body and the environment. Newfoundland Essentials was born out of a need for environmentally friendly products that are made without using destructive environmental practices.

Owner Hilary Oram especially likes the challenge of developing and creating new ideas while knowing that they are environmentally sustainable. Her all-natural bath and beauty products are handcrafted without the use of harmful chemicals, preservatives or colorants. The packaging for her products is biodegradable, reusable or recyclable.



Oram says that environmentally responsible products have always been important to her and that she has learned to incorporate sustainable strategies into the daily operation of her business. She has accomplished this primarily through researching and sharing ideas.

The major challenge that exists for Newfoundland Essentials is that not all consumers are concerned about purchasing environmentally friendly products. For example, some people are color-oriented and will not purchase a natural product that does not contain colorants. Oram believes that these challenges will eventually be overcome through a combination of increased consumer awareness and a continued focus on product innovation.

To learn more about Newfoundland Essentials visit www.nfessentials.com (E)