



Save Water, Save Time BodyVerde's EZ Waterless Shave

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A little more than a year ago, Sue Donnellan stood in the skin care aisle at the store looking for a safe, natural product she could use on her children's scrapes and scratches and skin problems. She wanted something without alcohol, chemical fillers, or artificial anything, but unfortunately she wasn't finding it.

Drawing upon her own knowledge of natural botanicals and earth-friendly ingredients, she decided to create her own product line that would contain only the most natural, eco-friendly and good-for-you components. In June 2009, she launched her natural skin care product company, BodyVerde (www.bodyverde.com), with the introduction of Fresh Skin RX, made to sooth and reduce itching from dry skin, cuts, burns, insect bites, eczema and other skin conditions.

Since then, Donnellan's Eagle-based company has formulated several products for the face and body that are rich in natural ingredients, healing properties, and are sought out by avid customers all over the country. One of her most innovative products is EZ Waterless Shave, an all-natural shaving lotion that enables both men and women to have a safe quick facial or body shave anywhere, anytime, without using any water.

"The idea came from thinking about soldiers deployed in the desert who have to dry shave when water is scarce," said Donnellan. "In addition, my husband does a lot of camping, and he always would come home with long whiskers after be-

ing outdoors. EZ Waterless Shave lets him have a quick shave no matter where he is."

The biodegradable formula is made with chamomile, olive oil, green tea, aloe and unique essential oils that minimize razor burns and bumps. There is no lathering or rinsing needed, and when you are finished with your waterless shave, you simply tap or wipe the razor clean and rub any excess lotion into your skin as a healthy moisturizer.

Although Donnellan conceived of the EZ Waterless Shave with soldiers in mind, the product also is ideal for campers, people who are travelling, individuals who are in the hospital or bedridden, people in a hurry, and anyone who simply may wish to conserve water while having a quick, convenient shave.

The ability to conserve water is definitely a bonus factor according to Donnellan. She cites a study from the University of Minnesota Extension which found shaving at a sink typically uses between 3 and 5 gallons of water. If a man shaves just 6 days a week and uses a conservative 3 gallons of water per shave, he can use almost 1,000 gallons of water in a year's time. The same study noted that a typical shower can use 50 gallons of water or more, and if you add in extra time to shave in the shower, you are looking at thousands of gallons of water each year that can be saved by using a waterless shave, according to Donnellan.

"I have heard from customers who say they will

never use shaving cream and water again after using this product,” said Donnellan. “People love that it cuts shaving time in half, and it keeps the skin soft.”

Here are a few customer testimonials from the BodyVerde website:

“Works just as it says it does! No need to mess around with the old ‘sink full of water’ and dread of the time shaving takes. EZ Waterless Shave made my shave time much quicker in the morning.”

“I love your product EZ Waterless Shave. As a busy mom, I don’t always have time to shave in the shower. EZ Waterless Shave allows me to shave when I have time, without any irritation. Thanks!

“I love your EZ Waterless Shave! It makes shaving a breeze. It smells so fresh and clean. In fact, I’ve been using it as my daily body moisturizer, too. My husband has recently discovered it and now he uses it to shave every day.”

Donnellan, who graduated from Purdue University with a degree in advertising and marketing, moved to Eagle in 2002. She has built her business by going local – engaging other local businesses to create, formulate, package and ship her products to customers around the country.

“I know the results I want to achieve with my products and I work with a local laboratory to create them,” she said. “My chemist really understands my philosophy on using natural ingredients and he sources them from all over the world. All of my products are non-toxic and contain no parabens, phthalates, mineral oil, petroleum, synthetic preservatives, sulfates propylene glycol or artificial colors. I feel totally okay using any of my products on my children. If we won’t put it on our kids, or ourselves we won’t manufacture it.

“Natural doesn’t have to be complicated,” Donnellan noted. “It’s just good and safe for our bodies as well as the earth.”