



FAVORYT BRAND

Josh & Amy Woods started FAVORYT because they saw a lack of truly all natural products made for their sensitive skin and coarse hair. Josh started creating natural beard oils without the fillers and chemicals – using only pure, natural, premium oil blends to deeply moisturize dry skin and hair.

Their product line has now expanded to include styling solutions and natural skin relief products. The Woods' even invented the first all-in-one beard and hair styling tool to make styling on the go easier than ever! WWBIC provided a line of credit to FAVORYT and have also provided them with small business coaching.

“WWBIC is more than just a loan for funding,” says Amy. “They actually care about you and your business! They helped us with next steps and ideas on how to grow our business and connected us with people in the industry.”

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Josh and Amy's goal is to keep their manufacturing based in the Green Bay area to give our community members employment opportunities, as well as inspire and mentor area youth through internships and employment.

favoryt-brand.myshopify.com

Owner:
Josh & Amy Woods

Business Location:
Green Bay

Employees at Business:
3

Total Investment:
\$16,000

WWBIC Support:
Training, Grants,
Lending, Coaching

