



HANDMADE NATURAL BEAUTY

Growing up in a family business, Angie Neyens always had the desire to be self-employed. After losing her corporate job, Angie made the decision to build her part-time hobby business into a full-time endeavor. Handmade Natural Beauty started as a home-based business in 2001, selling at local craft shows and online, but in 2010, the business expanded into a brick-and-mortar retail location in downtown La Crosse, selling Handmade Natural Beauty's bath, body and home fragrance products, custom gift boxes, jewelry, and more.

After taking a chance on a move to a larger location, the COVID-19 pandemic forced Handmade Natural Beauty to close down for months. Scared her business would not make it to a re-open date, Angie reached out to WWBIC. Through WWBIC's entrepreneurship training sessions, she was able to examine customer needs and come up with creative solutions to grow her online audience while the boutique was closed. Since then, she has started a subscription box service, and revamped her website and branding to build a stronger online presence.

Angie looks forward to growing her subscription business, and strengthening her wholesale program to expand to more retail locations.

“The support and encouragement I received from WWBIC helped me navigate through the scariest time in my business, which shut my retail boutique down for months.”

She currently receives help around the business from her father, but she plans on hiring a contractor for marketing and special projects next.

naturalbeautysoaps.com

Owner:
Angie Neyens

Business Location:
La Crosse

Employees at Business:
1

Total Investment:
\$9,000

WWBIC Support:
Training, Grants



**Entrepreneurship and
Financial Wellness Training •
Lending • Coaching**

