

The Impact of Fair Trade on Women Farmers in Our Supply Chain

BEHIND THE BRAND • July 2025 • By Kiara H., Founder

Behind every jar of Herban Alchemy is a network of incredible women. Our fair trade partnerships in Brazil (for Cupuaçu) and West Africa (for Mango Butter and shea alternatives) are not charity—they're smart business and ethical imperative. **The difference fair trade makes:** - Women farmers receive 30-50% more than market rates. - Profits fund community projects: schools, clean water, healthcare. - Children, especially girls, stay in school longer instead of working the fields. - Sustainable farming practices protect the rainforest for future generations. When I started Herban Alchemy, I visited a cooperative in Brazil. I met Maria, a mother of three who now leads harvesting for our Cupuaçu. She told me, "Before fair trade, we struggled. Now my daughters see a future in our land." That story is in every product. When you choose Herban Alchemy, you're choosing to support these women and their families. As founder Kiara H., this is non-negotiable. Beauty should lift everyone involved—from the soil to your skin. We publish annual impact reports. Ask us for the latest—we're proud of the numbers.

Herban Alchemy — Natural Skincare for Melanated Skin. A Bougetto Beauty Brand.

Crafted with fair trade ingredients. A portion of every sale supports urban youth entrepreneurship.