

# Why We Pay Fair Trade Prices (And Why It Matters)

BEHIND THE BRAND • January 2026 • By Kiara H., Founder

When I started Herban Alchemy, I knew one thing: our ingredients would never come at the expense of the people who grow them. We work directly with women-led cooperatives in Brazil and West Africa for our Cupuaçu, Mango Butter, and other botanicals. Fair trade isn't just a label for us—it's the foundation of our brand. **The reality:** Many large beauty companies pay below-market rates, leaving farmers in poverty. At Herban Alchemy, we pay premium prices—often 30-50% above commodity rates—because quality ingredients come from healthy, empowered communities. This commitment extends beyond price. We invest in education programs and support a portion of sales going to urban youth entrepreneurship initiatives right here at home. When you buy our Body Butter Glaze or Fragrance Oils, you're not just investing in your skin. You're participating in a cycle of dignity and sustainability that starts in the rainforest and ends in your self-care ritual. As the founder, Kiara H., I visit our partners when possible. Seeing the pride in their work and knowing our customers feel that same pride when they use our products is what keeps me going. It's beauty with a purpose.

*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.*