



## Making a Country Living

*How a mother of two quit the corporate grind to start an all-natural bath line for kids*

**K**ate Solomon's no stranger to creating new beauty products—she did just that at Avon and L'Oréal for almost a decade. So a few years back, when the New Yorker couldn't find the perfect organic shampoos and soaps for her newborn son, she decided to make her own. "I wanted formulas without any harmful chemicals," says Solomon, who now has a 2-year-old daughter as well.

**FIRST STEPS** The enterprising mom mixed plant extracts with the help of botanists at a farm in New York's Adirondack region, and in 2010, introduced Babo Botanicals. Named for her son's favorite stuffed bunny, the collection's free of parabens, phthalates, formaldehyde, and sulfates—and nothing's tested on animals. "Moms are picky," Solomon explains, "so I didn't launch until the blends were perfect."

**BIG BREAK** Just a couple of weeks after Babo's debut, mega-chain Ulta began stocking Solomon's line. Today, more than 300 retailers carry the brand.

**GIVING BACK** Solomon donates 10 percent of the profits from her newborn gift sets to urban garden programs in New York City. "I can't think of anything more rewarding than helping kids plant vegetables," she says.



**“I support area farmers by using locally grown ingredients whenever I can.”**

—Kate Solomon, Babo Botanicals



**ABOVE** Kate Solomon produces her kids' bath products on 112 acres in the Adirondack foothills.

**LEFT** Her son's beloved bunny toy inspired these soaps (\$10 for three; [babobotanicals.com](http://babobotanicals.com)).

**FAR LEFT** Babo's shampoos and conditioners (\$16–\$18 each) feature soothing ingredients like calendula, primrose, cucumber, and rosemary.