



**the duggan sisters
turning adversity into
a formula for success**

*(l to r): Clare,
Annie and Mary
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Duggan Sisters Turn Lemons Into Lemonade With the Sweet Smell of Stink

By Cliff Carlson

Life has its ups and downs, and for some like the Duggan sisters, it may have seemed more down than up.

From dealing with their own major health issues, divorces, nightmare basement renovations and a web designer who sent them a Dear Jane email the night before their website was to be launched, these ladies just kept going up.

Out of this adversity, and in the middle of the recession/depression,

the Duggan sisters cashed in their pensions, sold homes, borrowed against their life insurance and moved in together to form their own company. Clare, who has lived in the Netherlands since 1996, has even moved back into Beverly 3 weeks out of the month to be fully involved in the business.

Life Stinks™, an organic deodorant with three simple ingredients in an eco-friendly container, is the sisters' main source of income. Mary developed the recipe for the original lavender deodorant and in the winter of 2009, they worked with a designer to create the packaging for their products. What evolved was an attractive, reusable deodorant canister that is refillable. They call the canister "the little can that could."

Packaged by hand in their basement, the sisters have worked hundreds of festivals, and events to build a loyal following.

Ever the entrepreneurs, the Duggan's see a need and they fill it. Along with deodorant they have a line called, Wash Up™ soaps, and Smart Soak™ bath salts, and Life Stings™ bug repellent.

Business has been good. The sisters are on the verge of taking the next step - securing investment, creating jobs, and taking on the world.

How They Got Here:

In 1999 Mary was heading out the door to her job of 15 years when she fell down 2 flight of stairs and crashed through the drywall, suffering severe head injuries. She was told she would never be able to design again. In 2000 Annie developed a rare immune disorder. She left her job as a mortgage banker and landed in bed for 7 years. At this point Annie and Mary were just two sisters trying to keep each other alive!

Doctors couldn't figure out what was wrong with Annie. She was not only getting sicker, the tests were very expensive. Every time a physician wanted to try something new Mary would get on the phone and find classes to become certified and knowledge-

able in any of the holistic healing processes that might help her. The sisters were learning different healing techniques. Mary

delved into making a line of product that is healthy and won't exhaust their immune system. Their students and friends began asking for more and more of the products.

Taste Life with the Duggan Sisters Cooking School was born out of repeated requests for Raw food recipes and preparation.

The two sisters who founded the company in 2003, incorporated in 2008. During



The Duggan sister trinity working their magic in their booth at the Irish American Heritage Center's Green Days Festival in April, 2010.

needed manual lymphatic drainage that was time consuming and expensive, so Annie became certified in lymphatic wellness.

As the years passed, their friends and family were constantly calling for advice about which doctors to see, what healing techniques or vitamins to use. They both were testament to defying the odds. They became Yoga and Reiki masters. They taught classes in yoga and meditation. They added one skill set after another until their upstart business moved to Beverly and Rose Cottage was born.

Annie had a frightening set back in the springtime of 2007 and was put on a raw diet. Annie and Mary transitioned into raw foods in 2007 when they saw the dramatic healing effects the diet had on Annie. It took Mary a while to give up everything cooked, but she persevered.

"A raw food diet, my sister, and angels saved my life, said Annie.

She is now a certified Raw Foods chef. They became experts at reviewing a person's personal care product usage, and

that time, and while recovering, Annie and Mary worked hard on their website with the designer for over six months. Then, the night before the website was to launch, they received an email from him stating, "Yo ladies, I've lost your website. . . "That was it. No phone call, nothing.," said Annie incredulously.

The Duggan Sisters responded with plan B: A grass roots promotion of their healing center, starting with a frantic phone call to the St. Barnabas Christmas fair. The Duggan Sisters were granted last minute entry to the fair,

and worked around the clock to produce deodorant. They sold out by noon. Thus, the Duggan Sisters deodorant was launched.

Eventually the ladies got their money back from the web designer, and built another one which can be found at www.theduggansisters.com. In the end, their website is better than they had originally planned.

The basement of their home, Rose Cottage, became a great place to make the product, and the three sisters have realized that their life paths have prepared them for a wonderful career helping one person at a time.

There is not enough room in the paper to tell you their story, but if you visit their website, there are 23 pages of information on them.

In the light of their own stories, those pages just might be the start of their autobiography.

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website. . ."**

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