

LUNCH LADY



We chat with Jessica, mum + founder of Koala Eco :)

After having a health scare with their youngest son, [Koala Eco](#) founders Jessica Bragdon and her husband Paul Davidson were inspired to create a range of non-toxic, powerful plant-based products. Jess talks about the mum juggle, measuring success and her funniest parenting fail.

How has it been juggling kids and business?

It's been both really hard and really rewarding. If parenthood is the most challenging and exhilarating experience possible—and I think it is—then starting, running, and growing your own business runs a close second! I honestly think that if we'd known all of the challenges we'd face, it probably would have stopped us in our tracks, so I just feel so thankful we didn't know!

What have been the most challenging aspects?

Keeping all the balls in the air: making enough time for the kids, making enough time for the business, making enough time for us as a couple. It's impossible to do it all as well as we'd like (at least, I think that's possibly Paul's take on it!). My take is that we have to accept with parenting and relationships that sometimes it's good enough to be 'good enough.' But it's easy to fret that someone or something is missing out on important attention.

What have been the most surprising aspects?

We've been really intrigued and delighted by how much our sons Emerson and Arthur have absorbed and learned, being around parents who started a business. In the beginning the boys were so little, and I used to tote them around when I visited shops to talk about and stock our products. And then as they got older, the boys have really taken on board what a business startup is about.



How do you measure success as a mum and business owner?

To be honest, I'm wary of measuring success. I think it's a bit of a trap. I feel if I get too analytical about how well I fulfil the roles of a mum and a business owner, I will judge myself too harshly, and that ends up being no good for anyone, least of all me. What if being a successful business owner comes at the expense of being a great mum? What does success even look like in this context? It's so subjective. If my boys think I'm a great mum even when I don't always get things right, then I'm content. It's more realistic that way. I know I'm committed and passionate about the business, so I do my best in that area too. It's all I can ask of myself.

Funniest parenting fail?

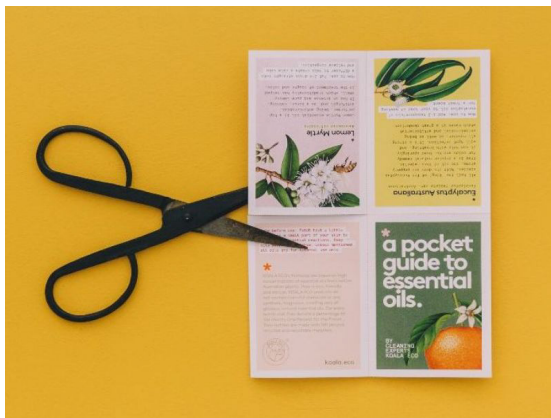
There have been many! One is taking Arthur to school without his shoes on and not noticing until we'd arrived and he got out of the car. The number of times I've been in

a bit of a hurry and have driven off with backpacks on the car roof, sometimes also books and a coffee. One time it was the cat, and off I drove - luckily she wasn't hurt!

Koala Eco product you can't live without?

There are two of them, both equally essential. One is our [Hand Wash](#) with Rosalina and Peppermint Essential Oils, used a million times a day (it seems) in our household. The other is our [laundry liquid](#) with essential oils from Lemon Scented Eucalyptus and Rosemary. It makes the whole house smell amazing while the washing is on! Never fails to make me feel really good.

Try out the range of plant-based, natural Koala Eco products [HERE](#)



DIY ZINE 🍊

Love the thought of essential oils but never know what to do with them? Well, we made a handy home guide to essential oils including what works best for dreaded lice and creating calm before bedtime.

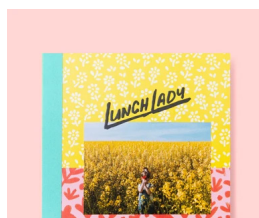
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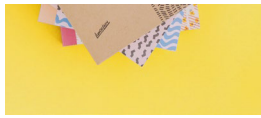


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WIN a Koala Eco bestseller pack. We have 10 up for grabs which includes beautiful plant based cleaners that make your house smell ridiculously good.

Enter the giveaway [HERE](#)





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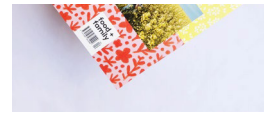
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