

GOOD STORIES, SCENTS, AND DEEDS, INDEED

NADINA'S CREMES & CANDLES is a do-good treasure trove right here in Baltimore. Carrying natural based bath and beauty products—scented body cremes (20 plus scents in line), soaps, candles, moisturizing bath crystals, aroma lamps, lotion decanters, handmade ceramic accessories, and "Have a Heart" gift baskets—Nadina's Cremes & Candles in three years became a million dollar business. In July 1991, *Baltimore Magazine* recognized Nadina's as "Best New Natural Body Cream."

Founder and president Jill Nadine Clements is "Nadina," and as with any treasure—there is a story. "Nadina's Story" begins at 5 years old, when her father, a NASA employee, gave Walt Disney a tour of Mission Control. Disney was so taken with the tour that he gave her a signed *Alice in Wonderland* cel, reading: "To Jill...Best Wishes...Walt Disney." Nadina notes that "the faces of the flowers were symbols of aromatherapy and products that I would become involved with." Like the story of Alice, Nadina describes hers as a "fairy tale." Because of that and other unfolding events she says, "I really believe in dreams."

Another dream came true for Nadina as "I had bought body cremes from a vendor at a

Renaissance Fair in Texas when I was in college. Heads turned when I wore them to class. When I went back and raved about the cremes, the vendor suggested I sell the product I liked so much...I decided to go nationwide with my own product. It seemed to be a little something I could do to help the planet."

Nadina's Cremes & Candles does more than a little. All paper products are recycled, the hand-crafted products are made in the USA and are cruelty-free, the mentally challenged are employed, and no petroleum products are used in manufacturing. There is a one-hun6 the Wilderness Society, the Sierra Club, the Rainforest Action Network, the Environmental Defense Fund, the Rain Forest Alliance, and Greenpeace. Nadina's Cremes & Candles has also contributed to Lee Conah, a Baltimore-based man who has developed a soy-powered car. "It runs fine," says Nadina, "although it kind of putters."

After taking the vendor's advice, Nadina found herself at a Renaissance Craft Faire in Annapolis in the biggest booth, selling natural, environmentally-friendly products—a far cry from being in college studying to be environmental science teacher focusing on the rainforest. It turned

out for the better as Nadina comments that "instead of me teaching only 30 people in a classroom, there are millions using the products and learning about the rainforest. Look at the silver threads and how dreams come true."

In her grandmother's kitchen, she tagged the first jar of her own creme with information about the rainforest. Her grandmother's mailman was 75 years old and was filling creme jars until he was 82. "Employing the elderly was not intentional," Nadina says, "it just turned out that way, with us giving opportunities to all kinds of people." Nadina's point of purchase displays are made by the developmentally challenged, and the job of making the lovely and unique creme jars grew to include many potters, including native Americans for a few years.

A variety of contacts were made as deals were eventually forged with Fresh Fields, Touch the Earth, and Nordstrom's, with an exclusive scent "Spice & Fire." The Grateful Dead received cremes at a dinner party associated with the Rainforest Action Network, and Nadina even met her husband through the business, and they now have three children under five years old. Nadina has her hands quite literally full. Celebrities such as Goldie Hawn have commented on

and purchased Nadina's Cremes, and Paul Simon contacted Nadina after reading the back of the brochure with its rainforest information. He wanted to meet her, and as he also has several young children with his wife Edie Brickell, could compare notes on a busy schedule.

Another celebrity came into the picture when Sarah McLachlan called and wanted Nadina's products on her Lilith tour. Sarah loved the company, and gave permission for Nadina to appear at whatever shows she wanted. When Sarah performed at Merriweather Post Pavilion on July 29, 1997, Nadina met up with and thanked Sarah for her interest and leniency—vendors usually have to commit to all shows, and Nadina's schedule wouldn't permit that. Sarah had discovered Nadina's cremes five years ago in Hawaii. Her favorite is "Starlight" (a combination of vanilla and sandalwood), which is also Nadina's favorite. The two spent the next hour talking about dogs, kids, and someday sailing on the Chesapeake.

As for the Lilith Tour, Sarah was asked to endorse the Nordstrom's line (the "Spice & Fire" scent), until she met up with Nadina again, this time in Charlotte, NC, and decided on it as a "Lilith" scent. Sarah was especially taken with Nadina employing the developmentally challenged. Additionally, Sarah

truly appreciates the cremes and their aromatherapeutic qualities, as she says "the bus sometimes stinks so bad!"

Nadina and Sarah knew that there is "a mood and a moment for everything," and following the "sugar and spice and everything nice" rhyme, concocted the "sweet" Lilith 1 scent (the favored "Starlight"), and the "spicy" Lilith 2 scent (the aforementioned "Spice & Fire"). The "flowery" Lilith 3 scent is in the works for next year's tour, and there is a proposal for scented candles instead of lighters for encores. More immediately, A website at www.nadinascremes.com is under construction.

by Stacy Meyn

