Why Toxin-Free Skincare Matters—and Why Green Goo Leads the Way Transcript

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Green Goou2019s plant-based first aid mission

So Green Goo is plant-based first aid and body care products. My sister's an herbalist and a midwife and I was pre-med. And we saw an opportunity where there were clean ingredients in personal care, products and food, but not in your first-aid.

We found it very interesting that the natural consumer, including myself, was willing to abandon my natural ethos because I thought these chemical-laden products were the only products that could get the job done.

And then even more interesting was that the conventional consumer was generally dissatisfied with what was available as it relates to efficacy.

Why clean skincare and efficacy matter

Here we have chronic skin conditions at an all-time high, and most of these solutions are used for 7 to 10 days or you need to go see your physician. So our goal was to prove that we could make plant-based products superior than your chemical-laden products and also bring sustainability and some fun to a otherwise pretty boring space.

That's so great. We've talked on the show before about toxins in the environment, including what we put on our skin. And our skincare is our largest organ and things are actually absorbed into the bloodstream through our skins.

I think so many people just don't think about that when they're choosing their skincare products.