

Business Connection

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Business Spotlight

Good Common Sense Naturals: Put Good In, Get Good Out

Organic essential oils, lotions and bath bombs have arrived in downtown Pleasanton with a unique new business – Good Common Sense Naturals.

It started with a simple idea at home for owner Wendy Schulte: removing harmful chemicals from everyday products and aiming for a cleaner, better lifestyle. “At first it seemed silly, but why would my husband and I go above and beyond to go to farmers markets and have chickens at home for eggs when at the end of the day use soaps and lotion filled with parabens and detergents from companies that perform animal testing?”

“Our mission was right in front of us: We needed to put good in to get good out. Challenge accepted!” Wendy and Lucas Schulte set out with a business plan based on common sense.

Good Common Sense Naturals handcrafts small-batch skin care products purely with essential oils. They started on Etsy.com and moved into retail for the ease of their shoppers to get their products locally.

“We offer handmade skin care products made from the finest raw natural materials the earth has to offer,” said Wendy. “Every item we create is organic, non-toxic, and highly effective. We believe you should love the skin you’re in and



Good Common Sense Naturals owner Wendy Schulte says, “Be GOOD to your skin, you’re stuck with it for the rest of your life.”

by adding the power of nature, we provide the most natural way to keep your exterior glowing.”

Did you know it only takes 15 seconds for products to absorb into your skin and bloodstream? It’s the major reason Good Common Sense uses organic and fair-trade ingredients that combine essential vitamins, minerals, and botanicals to restore skin to its optimum health and vitality.

Every scented product is made with 100% pure therapeutic grade essential oils along with herbs and spices. They believe that daily bath-

ing and skin care rituals should be enjoyable – a way to wind down from your daily your hectic routine.

“Our goal is to make your everyday skin care products as natural as possible and free of harmful chemicals,” said Wendy. “In fact, we make every product right inside our new shop in Downtown Pleasanton. All of our products are 100% natural. We’ll never settle for anything less.”

Learn more at www.GoodCommonSense.com. Good Common Sense Naturals is located at 614 Main Street in downtown Pleasanton.

