LüSa organics

LüSa Organics began its journey as Queen Bee's Earthly Delights in 1997. The business (then an oversized hobby) was threatening to take over the Wolf family's home and life while Rachel worked full time as an environmental educator and her husband Pete as a solar system electrician.

Queen Bee Soaps became a full-fledged business when Rachel and Pete's first baby (son Sage) was born in 2002. They stayed intentionally small for four years while they prioritized their growing family over their growing business.

In 2006, when their second babe (daughter Lupine) was on her way, they made the plunge into Queen Bee in a big way. Pete quit his job to join the business full time, and now they're rumored to be the best-smelling family in the neighborhood. They changed their name to LüSa Organics in 2008 to combine their baby and body care products under a single cohesive line. At the same time, they took their products to a new level with organic ingredients. Organic is how they eat, how they live, and now how they run our business.

As for their name, LüSa stands for Lupine and Sage, their two favorite small people. The business orbits their children's lives as they live, work, play, and unschool together each day. Their intention is to leave the world a better, happier, and yes, cleaner, place for their work, so LüSa is inspired by all kids, not just theirs.

LüSa Organics and the Wolf clan are based in Viroqua, Wisconsin — arguably the most magical small town on earth.

To read more about the Wolf family, visit ***Clean***, the LüSa Organics blog, at **www.lusaorganics.typepad.com**.

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