LüSa organics

VISION & MISSION

Vision Statement

LüSa Organics is creating a world of pleasure through pure products and positive principles.

Mission Statement

LüSa Organics is a natural body care company with a mission of enriching lives through the pleasure of our products and the positive impact of our business practices. That impact touches individuals, communities, and the world.

Our Intention

We strive to make soap so good that you have a better day just for having washed with it. Then your better day inspires another's better day and the whole world spirals into happiness. Not bad for simply washing up!

Our Products

LüSa Organics is a premier manufacturer of handcrafted body care products for adults, babies, and children. Our ingredients are naturally sourced and primarily organic, and our recipes and techniques are unparalleled. We never compromise on ingredients or techniques, so our products are of consistently high quality. We scent exclusively with essential oils and color only with natural pigments, herbs, and clays. Inferior natural ingredients are also rejected, and high-quality, beneficial ingredients are consistently used.

Our Customers

Our customers are seeking pleasurable, high-quality, natural body care products. They are committed to supporting their local/regional economy and enjoy choosing products made "close to home." Our customers value environmental and social equity, and choose to support a local small business that is reinvesting resources for positive global and local change.

VISION & MISSION – continued

Our Team

The LüSa Organics family is made up of positive, passionate, healthy people who believe in what we do. We are all committed to uncompromising quality and take pride in our work. We are positive and understand that the energy we put into the business is the energy we are attracting to it. With that in mind, we know that great things are happening to each of us, to LüSa, and to the causes we support. The LüSa Organics team is passionate about social and environmental change and supports LüSa's efforts in creating positive change.

Our Community

By keeping our business local, we support the small-town and rural economy of our region. Whenever possible we will hire local people and utilize local or regional suppliers and growers for ingredients and materials. In addition, LüSa Organics supports local social and environmental organizations by giving money and time to causes that resonate with us. Each year we will donate 10% of our profits to the organizations generating positive global change.

Our World

LüSa Organics approaches business with a passionate commitment to environmental protection and social equity. We use minimal packaging and utilize only 100% post-consumer recycled paper for printed materials. We support organic farmers with our choice of base oils and herbs. We will continue to seek out post-consumer recycled packaging and will also work to secure additional fair-trade and organic ingredients (including essential oils) to move our business toward greater sustainability.

Our Uniqueness

LüSa Organics creates the best body care products available, and does so while supporting social and environmental progress on the local and global scale.

LüSa Organics

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