



# 2018 Sustainability Report



# WELCOME!

**“Clean” is the heart of Strawberry Hedgehog. Purity, the integrity of ingredients, coupled with the intent & energy put into every product we make is the soul of our business. We pamper our beloved Soapies while doing no harm. Our goal is holistic: to keep you, your family, innocent critters, & our environment safe, healthy, & loved.**

*You are safe. You are healthy. You are loved.*



Thank you so much for your interest in Strawberry Hedgehog! We have come a long way in just over a decade of business with big goals moving forward and can't wait to share with you all we are striving for to make this world a better place. Our passion for the environment and contributing to the community is foundational to our choices.

If you have any suggestions on what you would like to see us aiming for future goals please feel free to reach out to us via email and if you're proud of the work we are doing please do not hesitate to shout it from the digital mountain tops and let your friends and fam know. We are only able to do all this with your support. Thank you!!



Smell ya later,  
Tracy Perkins,  
Owner / Soap Maker



# HEDGEHOG HISTORY!

2017: OUT OF AZ!

Strawberry Hedgehog expands beyond Arizona to Whole Foods in CA & NV.

2016: VEGAN BOUTIQUE!

Strawberry Hedgehog moves to the Soap Shop & Vegan Boutique at 15th Ave & Thomas Rd, where production, workshops, & sales of mindfully curated cruelty-free work is carried out from 50+ makers.

2014: SOAP SHOP!

Strawberry Hedgehog's first Soap Shop opens at 15th Ave & Indian School Rd.

2011: 1ST FACTORY

The "Mariposa Longhouse" in downtown Phoenix becomes our first out of the house factory! The kitchen & living room of this 1950's home houses soap production alongside other artists & healers.

2009: WHOLE FOODS

Whole Foods locally seeks out Strawberry Hedgehog bulk soap. It's introduced in Chandler, Tempe, Scottsdale, Paradise Valley & Raintree stores.

2007: IN BUSINESS

Strawberry Hedgehog becomes an official business.

2004: .COM

StrawberryHedgehog.com is launched as a vegan blog & production moves to Tracy's new home kitchen in Maricopa, AZ.

2003: HOBBY

Tracy's own sensitive skin inspires her to begin dabbling in vegan bath & body care production out of her kitchen in Chandler, AZ, gifting her creations to delighted family, friends & neighbors.



# ENVIRONMENT



## Glass Packaging Reuse

In 2018 we began accepting used glassware to wash, sterilize and ultimately reuse. ~500 jars were returned and given a new life, rather than being sent to the landfill!



Planting Trees in National Parks

400 trees planted in 2018, that is 1,000 total!!  
A tree is planted for every Whole Foods order.

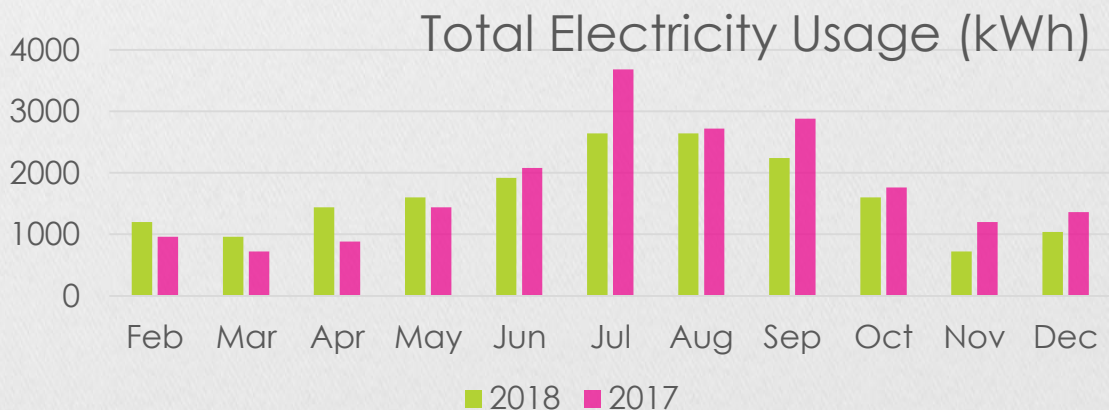
**Operation Hot Stuff:** Energy use in the Phoenix summer can be jaw dropping, after one summer in our Soap Shop & Vegan Boutique we knew July 2018 would be brutal. Something had to be done to decrease our energy use without compromising the comfort of our Gnomies and Soapies or the integrity of our products.

We started by sealing the edges of all of our beautiful large windows. A slight improvement, but more needed.



We wanted to be able to monitor our energy use in real time and to set an eco-friendly thermostat schedule, so Nest thermostats were installed.

Next, we procured two extra large thermal curtains, and Gnomie Partners Ben and Matty fashioned a custom zip line to easily close the curtains during off-hours. This small change proved to have incredible results! We significantly decreased energy use for July 2019, our hottest month of the year!





# WORKPLACE CULTURE

Kids and fur-family are always welcome to keep you company during your shift!

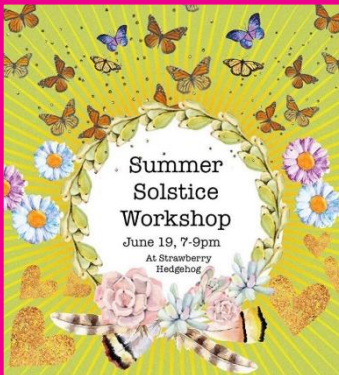


**WORKSHOP**  
*Boosting Immunity*  
With  
*Plants & Oils*



TUESDAY  
AUG 21,  
7PM-9PM  
AT 1501 W  
THOMAS RD

Register now at [StrawberryHedgehog.com](http://StrawberryHedgehog.com)



Summer  
Solstice  
Workshop  
June 19, 7-9pm  
At Strawberry  
Hedgehog

Continued education encouraged! Discounts available on all workshops held onsite!

Wellness incentives! Discounts available on all products & yoga classes!

*Shaking the Leaves*

FIRST FRIDAY YOGA  
RENEW & RESTORE

AT STRAWBERRY HEDGEHOG 1501 W THOMAS RD, PHOENIX



# COMMUNITY IMPACT

Over \$2,000 donated in 2018 to organizations:



- **National Forest Foundation:** official non-profit partner of the US Forest Service



- **Local First Arizona:** non-profit working to strengthen communities and local economies through supporting, maintaining, and celebrating locally owned businesses throughout Arizona



- **Animal Defense League of AZ (ADLA):** statewide animal protection organization that works on behalf of companion animals, farm animals, wildlife, animals in laboratories, and animals in entertainment



- **Trans Queer Pueblo:** community-based solutions to current injustices



- **Florence Immigrant & Refugee Rights Project:** provides free legal and social services to detained men, women, and children under threat of deportation



# ADVOCATING FOR CHANGE

Some of our efforts in 2018 included:

- **“You Racist, Sexist, Bigot”**: As a producer on this film to raise consciousness, we aided in fundraising activities. In 2018, the film had its world premiere and film festival debuts.
- **Arizona Prop 206 Support**: we appeared in a LUCHA (Living United for Change in Arizona) commercial in support of Prop 206, which called for a raise in minimum wage and paid sick time.
- **Arizona Prop 127 Support**: we spoke on behalf of local business owners in support of Clean Energy for a Healthy Arizona.





# OUR PRODUCTS

*All Strawberry Hedgehog products are hand crafted with attention to quality cruelty-free ingredients & healing intention.*

We are best known for our soaps – scented only with pure essential oils and organic food grade extracts and colored with minerals and herbs. We also make a full line of skincare, homecare and aromatherapy products.

**WHERE IN THE WORLD IS STRAWBERRY HEDGEHOG?**

**WHOLE FOODS MARKET**

**NEVADA: LAS VEGAS FORT APACHE**

**SOUTHERN CALIFORNIA: MALIBU - JAMBOREE TUSTIN - PORTER RANCH - VENICE - BREA - BEVERLY HILLS - PCH EL SEGUNDO - REDONDO BEACH - LAGUNA NIGUEL - DEL MAR**

**PHOENIX VALLEY CHANDLER - TEMPE - SCOTTSDALE PARADISE VALLEY - CAMELBACK SOUTHERN AZ: TUCSON ORACLE - RIVER RD - SPEEDWAY NORTHERN AZ: FLAGSTAFF - SEDONA**

*much Love*





# OUR GNOMIES

We would be nothing without our incredible team of compassionate and devoted Soap Gnomes!

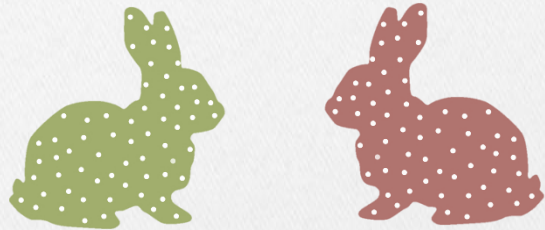




# GOALS FOR 2019

## PRODUCT CERTIFICATION

We've always hand-crafted vegan, safe, clean and healthy products. In the spirit of transparency and accountability to our community, in 2019 we aim to become certified through PETA and Leaping Bunny.



## 1% FOR THE PLANET

We have always recognized the importance of giving back to environmental charities. In 2019, our goal is to contribute at least 1% of our annual revenue to causes that create a happier and healthier planet. This certification will serve to publicly demonstrate our commitment to our community.

Contact us at:

1501 W. Thomas Rd., Phoenix, AZ 85015

[www.strawberryhedgehog.com](http://www.strawberryhedgehog.com)



[StrawberryHedgehog.com](https://www.facebook.com/StrawberryHedgehog.com)



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