

EDYE DUMHART BIO - Founder and Owner of Edye's Naturals



A mother of two and a lifelong athlete, Edye Dumhart didn't always plan to become an entrepreneur and a proponent of the benefits of organic skin care products, but she has been immersed in both for the last decade. Edye started her own line of skin care products in her kitchen after being unable to find wholesome ones to help with wear-and-tear from years of competitive sailing. After launching her first product in 2009, her company moved to a new fully-equipped facility in Lawrenceville, New Jersey in 2017 to meet the growing demand for the seven products Edye's Naturals now offers.

Her journey to founding Edye's Naturals began during yearly trips to the Jersey Shore. After competing as a track and field athlete in college, Edye took up sailing to provide a new outlet of fun and competition. The hobby turned into a rewarding passion. Edye recently competed in the Sunfish World Championships and took first place in a 2017 competition on Long Beach Island.

By her mid-50's, the yearly exposure to the hot summer sun and sand took a toll on Edye's skin, causing rosacea, sun spots, wrinkles, and cracked heels on her feet. She searched for organic products to help but was disheartened to find many had harsh chemicals and artificial ingredients such as parabens, mineral oil, and propylene glycol.

Her frustration led her to experiment with mixtures of plant oils on herself until her first product, Edye's Face & Body Butter, was born. After experiencing its benefits on her own skin, she offered samples to her friends and family. The feedback was overwhelmingly positive. This spurred personal visits to local retail and health food stores to introduce her products to a wider audience.

Today her products are sold in nearly 30 locations in New Jersey and Pennsylvania, online, and at seasonal markets and craft shows. After thorough research, Edye chooses a variety of certified-organic essential plant oils and natural butters, such as shea, to include in her products. Edye believes pure skin care products are as important to our overall health as eating a good diet, getting adequate rest and exercising. She connects with consumers in-person and online, answering questions and sharing her first-hand experience.

Edye graduated from Trenton State College, now The College of New Jersey, with a Bachelor's in Health and Physical Education and a Master's degree in Special Education from Rider University. She earned a Master Gardner certification from Rutgers University, receiving hands-on training in horticulture. This in-depth knowledge of the health benefits of plants helps her in the development of her products. She devoted much of her time to raising her two now-grown children, serving as a Girl Scout Troop leader for a decade.

Even as a young child, Edye did things her own way. As a second-grader, Edye was unhappy with her given name Edith so her teacher suggested changing it to Edye spelled with a "ye" to give it its own individual flair. She was immediately delighted and the name has stuck with her ever since.

Edye is a member of the Princeton Regional Chamber of Commerce and the Northern Burlington Chamber. She lives in New Jersey with her husband Howard.

For more information visit www.edyesnaturals.com or contact Debbie Bayes, ZB Group (609) 514-0966 dbayes@zbgrouppinc.com to arrange an interview with Edye Dumhart or for photos.