

# JAYDANCIN

*Simple Elegance*

100% Plant Based Skin Care Products  
**OUR PROCESS**



**Vickie Balazs**

## ENTERPRISE

# Skin deep

WHEN VICKIE BALAZS MOVED TO LONDON three years ago, it was with plans to retire. Instead she ended up experimenting with plants and healing formulas, leading her to launch a line of organic skin care creams that she manufactures and markets under the name Jaydancin.

Manufacturing Jaydancin products (named for children, Jason, Dan, Cindy, and grandson Jaydan) is a family affair, involving Balazs, a friend who owns a farm just outside of London, and their children. Balazs grows her own plants and herbs on the farm for use in Jaydancin's formulations.

"It is important to me to use only natural, organic ingredients," says Balazs. "We make our own base from the plants we grow, and even our preservatives are natural ingredients like organic beeswax." The result, she says, are healing and moisturizing creams, soaps and candles that are unique, pure and "infused with energy."

Folks in the know seem to agree that Balazs is onto something special. Jaydancin products have been sold since the summer of 2005, mainly through [www.jaydancin.com](http://www.jaydancin.com) and in specialty outlets such as Quarter Masters Natural Food Store in Wortley Village. Creams, oils and soap range from \$5 to \$16, and candles start at \$2.

And now Balazs has received an endorsement from Ecotrend Ecologics, a national distributor of premium natural health-care products, and Whole Foods, a leading retailer of natural and organic foods with stores across North America and England. "Ecotrend began distributing Jaydancin in April," says Balazs. "And in November we'll be launching with Whole Foods stores in Yorkville and Oakville." KYM WOLFE