The *Outside In* Mission

Sustainable
Equitable
Good for you
Good for our planet

When we moved to rural Wisconsin, my family and I started growing our own fresh herbs and flowers. Over time, we became fascinated with incorporating these plants into our daily routine.

We realized that there are many ways to honor the life that surrounds us. I began exploring ways to create healthier and cleaner versions of products my family uses.

The products on *Outside In* grew out of this exploration.

It has been equally important for us to advocate for equity in health and wellness. Environmentally-friendly lifestyles can be inaccessible to many people. Part of our mission is to break down barriers to sustainable living, so we make products that are affordable for everyone.

From our garden to your doorstep, we create simple yet quality items. We poured our heart and soul into making sure our handcrafted products are something you can be proud to have and to use.
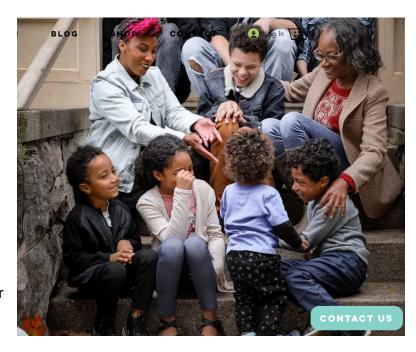
We have big ideas with humble beginnings. We're fueled by wisdom, love, and a drive to affect change. We're excited to be part of the rise in eco-consciousness and Black permaculture. In competition with no one but ourselves, our mission is simple: we're committed to thoughtfully limiting our environmental impact and creating products you can enjoy.

A business rooted in family

My family's belief system is rooted in our ability to remember what is most important: each other.

Our connection to the Earth has given us the opportunity to sow the seeds of our legacy in our family and community. As we map our course, our core values of wisdom, justice, love, community, and family are at the heart of who we are.

We continue to hone our craft, embrace our evolution, and create with passion & purpose.

CONTACT US

I often reflect upon an African proverb that guides my beliefs.
It is **Ubuntu**:
I am because WE are.

I would love to have you with us on the journey. Join our community of like-minded people, share ideas, and spread the word about Outside In!

Outside In
EMBRACING NATURE'S MAGIC

JOIN OUR COMMUNITY

Subscribe now to join the movement and to share your ideas and experiences with us!

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