

North Dakota Grown PERSONAL CARE PRODUCTS

Sponsored by The North Dakota Department of Agriculture

By Shauna McNaughton, Clearwater Communications

Value-added products can be a successful business opportunity for farming and ranching families wanting to diversify. From creating soaps with goat's milk to crafting therapeutic hot and cold packs with flax seeds, the state's producers are discovering new and creative uses for agriculture products. Through the Pride of Dakota program, a division of the North Dakota Department of Agriculture created in 1985, an identifiable state brand that designates products as "made in North Dakota" was developed, which has allowed individuals the opportunity to expand their offerings and marketing.

"The North Dakota Department of Agriculture's Pride of Dakota program supports value-added opportunities," says Agriculture Commissioner Doug Goehring. "We have a variety of unique companies producing locally sourced, value-added products which benefit communities and the local economy. These products are successfully processed and marketed right here in our state, across the nation and in some cases, even internationally."

The following are three examples of Pride of Dakota businesses that have created personal care products from commodities grown right here in North Dakota.

Golden Valley FlaxPax



Mark and Esther Hylden have been selling award-winning, high-quality flax near Park River for three generations. Through personal experiences, they discovered the many health benefits that come from flax and now sell flax products, including the therapeutic FlaxPax, dietary ground flax and whole flax, across the state and throughout the United States.

After a tragic tractor accident injured Mark's neck and shoulder area, the Hydens developed therapeutic flax-filled pillows called FlaxPaxs that deliver hot or cold therapy by placing them on the affected area. "Our therapeutic FlaxPax are filled with our award-winning Golden Valley Flax," notes Mark Hylden. "They can be used either hot or cold, as the oil inside the flaxseed holds the temperature for a long period of time."



Each of the pillows is handmade using a durable, comfortable cloth material shaped into a variety of sizes depending on the need. The pillows can be heated in the microwave or chilled in the freezer and keep their temperature for up to 45 minutes.

According to Hylden, flaxseed provides a more satisfying and therapeutic manner of providing therapy than electric heating pads or ice packs. "I encourage the customer to feel the FlaxPax with their hands and then to try it on whatever area of their body that needs a little tender loving care," says Hylden. "Whether it is the shoulder, neck, back or knee, when they try it on, the expression on their face is of universal comfort and joy."

For more information on the benefits of flax or Golden Valley Flax products, visit www.goldenvalleyflax.com.



Esther and Mark Hylden



HomeSpun Chick Goat's Milk Products



Karey Hochhalter of Buchanan created HomeSpun Chick goat milk products after searching for a 4-H project for her son, Jayden. After the success of the 4-H project, Hochhalter started creating and selling soap to local gift stores. After customer demand increased, Hochhalter later expanded to also include goat's milk lotions.

"Goat milk lotion is very moisturizing due to the natural creams of the goat milk," notes Hochhalter. "The lotion leaves your skin feeling silky smooth to the touch, not greasy like commercial lotions."

The goat's milk lotions are all handcrafted in small batches using goat milk, water, rice bran oil, avocado oil, and shea butter, as well as ingredients that help thicken and preserve the lotions. All of these ingredients are chosen for their deep-moisturizing capability, antioxidants, anti-inflammatory agents, and natural concentrations of vitamins and fatty acids that together help hydrate, nourish and moisturize the skin.



Karey Hochhalter and her sons



"Goat milk lotion is very gentle to your skin and is perfect for your face as well as your whole body," says Hochhalter. "People with sensitive skin will benefit greatly from using goat milk lotion, as it does not contain alcohol, petroleum and unhealthy preservatives as do commercial lotions."

To learn more or to order any HomeSpun Chick goat milk products, visit www.homespunchick.net or call 701-252-1214.

Regain Beauty Products



Regain Beauty, formerly known as VanGain Honey Essentials, specializes in a wide variety of skin care products that are developed using a combination of raw honey, sugar, sunflower, safflower, and flaxseed oil harvested throughout North Dakota. The high quality products are created, packaged and shipped to customers following strict FDA regulations and guidelines for safe cosmetic production.

Regain Beauty's flagship product, Honey Scrub, was developed in 2008, with the key ingredient being raw North Dakota honey. "Mechanics and farmers rave about our unscented Honey Scrub to remove grime and grit from their hard-working hands," notes Jill Gainer, who helps runs the family owned and operated business with her mother Donna Schwartz and sister Amy Schrenk. "Ladies also love using the Honey Scrub as a pre-shave exfoliation and to keep their hands and feet soft."

Other Regain Beauty products include the Chocolate Ganache Facial Mask and Micro Face Scrub, Oil Serum, Fizzfoliator Face Wash, Foot Balm, Toner, Renew Balm, Herbal Foot Soak, Bath Cakes, and Beard Oil.

According to Gainer, everyone from teenagers to grandparents love and benefit from Regain Beauty products.

To learn more about Regain Beauty products, visit www.regainbeauty.com or call 701-404-9400.



For more information on the Pride of Dakota program, its members and products, visit www.prideofdakota.nd.gov.