



## Patricia Boswell: An African American Woman Making Some Black History of Her Own

While Black History Month is a time to celebrate important people and events in our history, it also is an opportunity to salute the African Americans of today who are making history in their own ways.

Notably, African American women are becoming changemakers – and not just the handful of women in national politics or sports. Today there is an exciting proliferation of African American women entrepreneurs who are working quietly and relentlessly -- creating successful business concepts, generating millions of dollars in revenues, and employing thousands of people.

An example of an African American woman who is making some history of her own is Patricia Boswell; as an entrepreneur, her business card could be printed with a list of titles: including Owner, Inventor, Environmentalist, Marketer, Producer, and Director – not to mention Wife and Mother.

Boswell is gaining fame as an inventive businesswoman as her star product gains favor in the marketplace. She is the creator and chief marketer of Safonique, a unique liquid detergent is made with pure aromatherapy and hypoallergenic. “I wanted to develop a product that’s gentle for the entire family, good for the environment, tough on stains, and affordable for all,” Boswell said.



Her timing with the distinctive product was ideal, as it met a number of deeply rooted consumer trends: As Americans seek products that are “green,” Safonique is free of phosphates, 100% natural and biodegradable. Even the bottle is recyclable and made from 25% of post-consumer materials. Additionally, today’s consumers want authentic, pure products, and Safonique is made with pure essential oils – not synthetics that can aggravate sensitive skin. Further, as consumers seek a more healthful, natural lifestyle, Safonique’s pure aromatherapy and natural surfactants provide a gentle yet effective option for their cleaning needs.

All of this springs from Boswell’s personal holistic philosophy – her belief that the mind, body and spirit and our environment are interrelated. She knew that she was not alone in wanting the kind of product she would eventually develop. Boswell first was inspired to create Safonique in 1992. Although her vision for the product was clear, the exact formulation for it wasn’t – at least at first: It took her 12 years to perfect it.

Next, Boswell tackled the myriad of ongoing tasks that are integral to owning and managing a branded household product. She found a manufacturer, created and trademarked the name Safonique, and plunged into grassroots marketing and promotion activities, usually working single-handedly.

There were some setbacks over the years, but her enterprising instincts were sound: In 2004, the giant retailer Wal-Mart became Boswell’s first vendor. Today, Safonique is also carried in supermarkets throughout the Eastern seaboard, and Boswell is aggressively working to expand distribution of her product in other areas of the country.

Like many other successful entrepreneurs, Boswell’s entire life prepared her for this work. The daughter of a butcher, she grew up in a small business-owning household in New York City. She first became a nurse, and then earned a bachelors degree in business administration from Marymount Manhattan College, and an advanced Business Administration degree from Long Island University. Boswell also has earned certifications in financial planning and real estate development.

Even without venturing into the entrepreneurial arena, Boswell would be noted for her success in business: Her work experience includes nine years in production and packaging for Avon products, four years as a fundraiser with Florida A&M University, and several years working in marketing and sales for various companies and a range of products.

Her work prepared her for her current venture in two ways: first by providing valuable experience and credentials, and also by limiting her ambition and

creativity, so that she had to leave the corporate world to follow her entrepreneurial dreams.

As a hands-on business owner who is the mother of a daughter now in her teen years, a son in college, and the wife of a busy college basketball coach, Boswell has to juggle many tasks while keeping her eye on her goals for Safonique. Rather than bending under the weight of this responsibility, Boswell thrives on the challenges, and she also finds time to contribute her expertise and enthusiasm via volunteer work for her start-up charity, Teaming 4 Life, a cancer awareness non-profit, in schools, civic groups and professional associations such as the National Foundation for Teaching Entrepreneurship, Inc.

As this year’s Black History Month records the accomplishments of African Americans for future generations, entrepreneurs like Patricia Boswell -- inventive, spirited and determined -- will certainly take their place in the annals of those who made a valuable contribution to the country.

Safonique is “Good for Your Family and Good for the Environment.” Developed by African-American mother of two, Patricia Boswell, Safonique is the first laundry detergent to use pure essential oils. For more information about Patricia Boswell and where you can purchase Safonique, visit [www.safonique.com](http://www.safonique.com).