



ROOTING DC 2022

GROWING GOOD LOOKS

by Felice Hodge Denison

ABOUT THE PRESENTER

Felice Hodge Denison



Felice, a native Washingtonian obtained her Bachelor's in English & Telecommunications from the University of Maryland Eastern Shore in 1998 & certification as a Natural Hair Stylist from Prince George's Community College in 1999. She has decades of experience in urban & rural farming, she became a Maryland Master Gardener (PG County) in 2022, as well as a member of the National Herb Society (Potomac region) in 2021.

Intrigued by the use of plants for personal care and beauty Felice developed a love for agriculture as a youth during summers spent with family who were subsistence farmers in Georgia. After years developing plant-based personal care, she started Primo Noir Botanicals to offer urban farming & plant-based personal care initiatives throughout the Washington metropolitan area and online.

Felice is a devoted Mom of 3 and remains committed to inspiring and facilitating opportunities to increase global awareness of the beneficial uses of nature in the beauty industry.



ASK

ME

ANYTHING

GROW TO LIVE

HELPFUL TIPS

Obtain access to seeds
Maximize the quality of soil for planting
identify water sources
Establish growing/harvesting plan.
Determine uses for the plant.
Secure supplies and tools. Prepare for pest management

AREAS OF CONCERN

UV over/under exposure
Toxins & Free Radicals
Levels of Activity
Air/Water Pollution
Stress
Sleep Patterns
Malnutrition & Obesity



**"MY DOCTOR PRESCRIBED EXERCISE.
DO YOU HAVE IT IN A CHEWABLE?"**



DID YOU KNOW...

Plants can assist with

- Water Purification
- Protect the System from Toxins
- Detoxify Bloodstream
- Air Purification
- Improve Cell Repair Rates
- Aid in Hair Growth & Removal
- Increase & Decrease Metabolism
- Oxidative Stress
- Improve Functionality of Senses
- Heal Wounds and Eliminate Scarring
- Ensure Hydration & Nourishment
- Cellulite & Skin Elasticity
- Energy Levels & Stamina

Discover at least one major reason

"READING ABOUT NATURE IS FINE, BUT IF A PERSON WALKS IN THE WOODS AND LISTENS CAREFULLY, HE CAN LEARN MORE THAN WHAT IS IN BOOKS, FOR THEY SPEAK WITH THE VOICE OF GOD.."

George Washington Carver

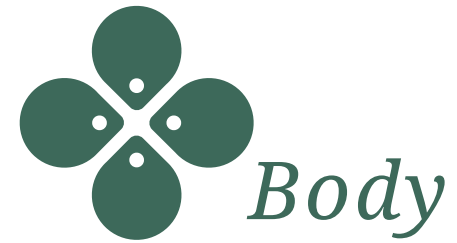


TOP 10 PLANTS LISTS

Natural beauty



Fenugreek
Avocado
Peppermint
Bamboo
Carrot
Parsley
Rosemary
Green Tea
Flaxseed
Amla



Spearmint
Aloe
Calendula
Sweet Annie
Citrus Peels
Oregano
Olive
Rose
Cucumber
Okra



Basil
Ginger
Melons
Moringa
Kale
Dragonfruit
Beets
Sage
Culantro
Red Seeded Grapes



SAVE YOUR SEEDS

We can build an entire existence from what we waste.

\$31.50 BILLION

Bloomberg estimate for Natural Hair/Skin Care
Net Profit by 2027

\$236 BILLION

Industry Arc estimates Urban farming revenue
by 2023

USE PLANTS FOR



NUTRIENTS

Vitamins



HYDRATION

Moisture



ACTIVITY

Energy

SIMPLE APPROACH

FIVE OR FEWER

- Purchase or generate personal care items with 5 or less natural ingredients
- Simplify meals to contain 5 items or less
- Eat items with similar digestion times together
- Divide weight in lbs. by 2 and drink # of oz of water daily

CONTACT



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