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## “THE BEST KEPT SECRET IN NATURAL BLACK HAIR CARE”

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PHOTOS PROVIDED BY KALAWENTZ NATURALS

Twenty-six years ago on a kitchen stove top in Kennedy Heights, a Cincinnati, Ohio neighborhood, “The Best Kept Secret in Natural Black Hair Care” was born. A secret no more, Kalawentz Naturals – a family owned and operated natural hair care business and home of Black & Bossie natural hair care products – is still going strong. Today, the Kalawentz Naturals product line - eight different all natural products produced only in Cincinnati - is marketed in several states including Ohio, New Jersey, Illinois, and Georgia and available in beauty supply stores in the market areas. If you can't find it in stores, just let your fingers do the shopping because you can purchase online at [www.blacknbossie.com](http://www.blacknbossie.com) or send an email to [Kelvin@kalawentz.com](mailto:Kelvin@kalawentz.com).

Throughout Kalawentz Naturals' twenty-six year history, grassroots marketing – word of mouth, trade-shows, conferences, conventions, festivals, etc., has been a catalyst to product line expansion and the development of a loyal customer base. The name Kalawentz, a Swahili word meaning “for the love of nature”, is core to the business. Offering an activator and moisturizer, natural shampoos and conditioners, jojoba oil, natural braid oil, natural hair and scalp oil, and an all in one, among its' Kalawentz Naturals and Black & Bossie product lines, the company is focused on providing products that are 100% natural and valued by its' customers. Said one customer, “I'm so proud of my Hair Story...I will be faithfully using Kalawentz products.”

Recently featured on MSNBC and previously written about in articles in



*Display of the Black & Bossie product line which can be found in several states including Ohio, New Jersey, and Illinois*

**The Cincinnati Enquirer** and **The Cincinnati Herald**, the word is getting out more broadly about the Kalawentz Naturals product line made of 100% all natural ingredients and manufactured specifically for the care, maintenance, and treatment of black hair care for African American women and men. Mary Bolar Washington, founder of Kalawentz Naturals, envisioned producing quality natural hair care products used by African Americans. Over its' 26 year history, Mary Bolar Washington's hard work, determination, dedication, and perseverance, made her dream a reality. Today, the products are not only used by African Americans but also other ethnic groups.

As the 2<sup>nd</sup> generation owner of Kalawentz Naturals, Kelvin Washington has been at the helm of the family business and operations for over fifteen years and is keeping his

mother's legacy alive and well. During the day, Kelvin is a 911 Fire Dispatcher for the City of Cincinnati but after work, he becomes a small business owner and manages the full-time operation of Kalawentz Products Corporation a diversified business providing Kalawentz Naturals hair care products, landscaping services, and firewood.

Staffed with lean and efficient operations and an arsenal of dedicated supporters, Kalawentz Naturals is keeping an eye towards future growth and expansion. Coming soon, shea butter products. Other natural hair care products to be added to the current product line. Also, new product ideas are being researched and tested. In addition, Kalawentz Naturals is exploring opportunities for increased product coverage in existing and new markets. Said a customer, “Thank you [Kalawentz Naturals] for making such great products.”

For more information about Kalawentz Naturals home of Black & Bossie products, visit [www.blacknbossie.com](http://www.blacknbossie.com) or email [Kelvin@kalawentz.com](mailto:Kelvin@kalawentz.com).



*(left to right) William McElroy, fondly known as “Mr. Black & Bossie” and Kelvin Washington, owner.*