



Mother Earth Essentials
was founded to share
the Medicinal Wheel



MOTHER
EARTH

Our Mission

To share the nature-inspired teachings rooted in the plants of the Medicine Wheel through:

- High Quality Bath & Beauty Products
- Workshops & Teaching Programs
- An Online Community

The Story

Mother Earth Essentials was founded by Carrie Armstrong who comes from a long line of Cree Medicine Women.

She started to form the idea for a bath & beauty line business during her first teaching job at Amiskwaciy Academy, where she used traditional plants to connect the students to their history. Prior to teaching, she worked in the beauty and retail industry as an esthetician and a cosmetic sales rep. These combined experiences helped her down the path to launching her collection of natural products through Mother Earth Essentials.

Since the beginning, Carrie has been passionate about sharing her Indigenous culture and the spiritual properties handed down to her. In late 2020, Carrie published her book *Mother Earth Plants for Health & Beauty: Indigenous Plants, Traditions and Recipes* with Eschia Books. It features recipes for teas, soap, bath products, balms, and lotions—all of which use wild edible and medicinal plants that can be collected on the prairies. Since publishing, her book has popped on the [Bestseller list on Read Alberta](#) and was a finalist in the Trade Non-Fiction category for the Alberta Book Publishing Awards.

The image shows the cover of the book 'Mother Earth Plants for Health & Beauty: Indigenous Plants, Traditions and Recipes'. The title is printed in a mix of red and yellow/gold colors. Below the title, there is a line of Indigenous text in black. The background of the cover is white with a faint, light-colored illustration of a plant or landscape. The book is shown at an angle, with the top right corner cut off by the image frame.

MOTHER EARTH
PLANTS FOR
HEALTH & BEAUTY
Indigenous Plants, Traditions & Recipes



Business model

Distribution Centre

We have a distribution centre in Edmonton to fulfill our wholesale orders



Retail Outlet

We have our retail outlet in Edmonton where we fulfill our retail web orders and walk in customers





Hotel Amenities



We are featured at Jasper Park Lodge spa and in rooms



Featured in guest rooms in Indigenous hotels across North America

Product overview

High Quality

We work with manufacturers and suppliers that can offer high-quality products for our luxury products.

Traditional

Products were developed based on the teachings of our founder, Carrie Armstrong. She worked with her grandmother, elders, and medicine people to create and grow the foundations for Mother Earth products.

Unique

Our products are specifically designed around the plants of the Medicine Wheel.



Mother Earth Essentials

Our product was developed on sharing traditional teachings.

Our Founder has published a book featuring teas, soap, bath products, and more that connect the Mother Earth Community to our products.

Our offerings are affordable and accessible to our audience.

Scaling Mother Earth Essentials & Social Impact

The Enoch Cree purchase of Mother Earth Essentials (MEE) will elevate the business from an iconic Indigenous Canadian brand to an iconic North American brand.

With the change in ownership, Carrie will remain committed to MEE in a role that will be instrumental in the success of passing on the brand.

The purchase not only creates an opportunity for MEE to expand its distribution, market penetration, and visibility, it also empowers the progressive Enoch Cree Nation to continue to promote and pass down the culture of our ancestors and to enhance the well-being of its members.

A Value-Driven Investment

Selling the business provides financial security while empowering MEE's continued success and social impact.

Because Carrie built the business from the ground up, MEE started with the resources and tools it could afford and access.

To put MEE's exponential success into perspective, 16 years ago, Carrie was harvesting, manufacturing, and creating products from her home. Her company quickly evolved to supplying over 100 retail stores, and a number of hotels across North America, partnering with a distributor and running a successful e-commerce site.



Financials

Revenues have consistently grown over the past three years:

2021: \$298,549

2022: \$672,206

increase of 225%, year over year

2023: \$804,258 (projected)

increase of 120%, year over year

With the growth potential steady increasing as more and more customers have approached to do business but we cannot keep up with demand and the business opportunities, simply overwhelmed.



Wave wholesale sales
has increased:

2021: \$230,000

2022: \$404,000

Shopify retail sales:

2021: \$267,000

2022: \$369,000

Net income has increased consistently over the same periods:

2020: \$35,151 Actual

2021: \$30,674 Actual

\$153,173 normalized after removing one time expenses including a rebranding, shipping expenses, that were being absorbed and now passed on to the customer

2022: \$37,761 Actual for the First Quarter;
\$246,970 projected net income

Areas of Synergies with the Purchase of Mother Earth Essentials Wholesale Corp

- Distribution and warehousing can be done inhouse at a Enoch Facility
- Distribution margins can be increased as a large discount given on the large purchases will be maximized; Gross margin has room for improvement with this Acquisition
- Rent paid to outside third party can be kept in house by renting from related party
- Employment opportunities for the membership to benefit from opportunities that arise with the growth and demand from the market; and bringing this business the support it needs to hit the growth phase of the business.

Future Success

Making the Transition

Carrie Armstrong offers industry knowledge, market experience, and traditional recipes.

While a new strategy is developed to take the business to the next level, led by the Enoch Cree Nation, Carrie's management position to lead the team day to day ensures a seamless and successful transition.

Past Awards & Recognition

Recognized as one of Edmonton's
Women of Vision

Global Edmonton & Avenue Magazine

Aboriginal Woman Entrepreneur
Award

Alberta Chamber of Commerce

Best Seller (Mother Earth Plants for
Health & Beauty by Carrie Armstrong)

Real Alberta

Recognized as one of Edmonton's
Women of Vision

Global Edmonton & Avenue Magazine

Speaking Engagements Across
Canada (Carrie Armstrong)

Including Government and Corporate Organized Events

Teacher (Carrie Armstrong)

amiskwaciy Academy





The Road to Success

From the very beginning, the idea that this journey could lead to something very big has impacted the decisions Carrie has made.

Being a direct descendant of a residential school survivor - Carrie has worked hard to overcome generational trauma and believes her brand is instrumental in educating and healing.

MEE is based on her grandmothers teachings, as well as her background in cosmetics and as a teacher.

We're a for-profit company that has a social mission. MEE sets the standard for other Indigenous wellness businesses.

Under the Enoch Cree Nations ownership, MEE can scale faster, and create more inroads for success.



Thank You

Carrie Armstrong

Founder, Mother Earth Essentials

www.MotherEarth.ca

carrie@motherearthessentials.ca