

# home

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## Love Heals The Home

A journey that led a mother of three to start her own sustainable business

By **Zoe Helene**  
Photos by **Tracey Eller**

For Amy Love, healing begins at home. Love's desire to give her children the cleanest, healthiest start in life inspired her *Homebody* (*homebody.life*) line of all-natural plant and mineral-based cleaning solutions.

When she was pregnant with her first child, Love's chemical sensitivity was heightened, and she knew she would never expose her children to conventional cleaning products made with toxic chemicals. "I would walk down the supermarket aisle with all the laundry detergent, and I couldn't handle the smell," she says.

Love detoxified her home and her life-

style in order to prepare a safe space for her first child, Isaac. She noticed a drastic change in her own health as a result. "I stopped bringing toxins into my home, and I felt great," she says. "The home is our most personal space. It's where we eat, sleep, breathe. Bringing toxins there is completely counterintuitive."

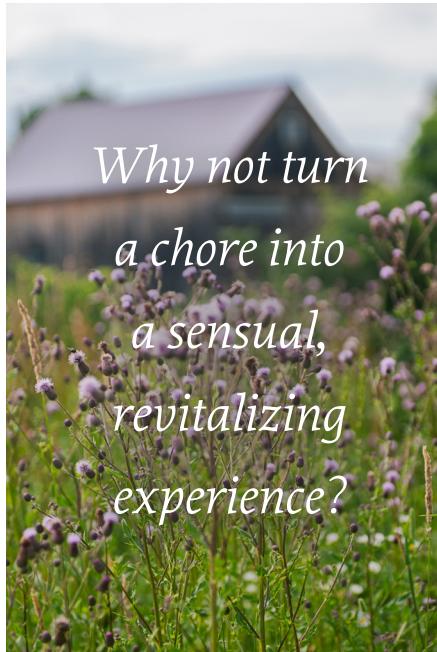
Love started *Homebody* to provide products that, "help people create the healthy living and working spaces they need to thrive in harmony with the environment." She field-tested all her formulas while running a successful green housecleaning business, *GreenLove Eco Cleaning* (*greenloveclean.com*), in the

Pioneer Valley in Western Massachusetts. After clients asked if she sold the homemade solutions, Love realized she could make them available to everyone. It took a couple years and a trip to the Peruvian Amazon, where she spent a week at a traditional ayahuasca plant medicine retreat, to make her dream a reality.

### **When did you first develop your earth-friendly cleaning formulas?**

Homebody began in my home kitchen when my maternal instincts kicked in. I wanted to find a better way to provide a safe, clean home environment for our first baby. I started with very simple





ingredients and essential oils, then kept improving the formulas, experimenting with different combinations and introducing new ingredients as my research expanded.

**What are some of the key ingredients?** The main ingredients are herbal-infused vinegars that I make at our farm from the herbs that we grow biodynamically, as well as organic therapeutic-grade essential oils. We use ionized water, which has been charged on an electric current. It goes through two electrodes and splits into polarities. One tube shoots out alkaline water, and the other shoots out acidic water. We use the acidic water for the cleaning products. It makes the molecules sort of magnetic and more likely to attract dirt.

**Where and how are the products made?** An employee helps me make them in large quantity for the cleaning company, but for retail, I mix them myself, in small batches.

I'm building an eco-friendly manufacturing facility. I'm looking at a property with a large barn that I want to transform into a positive net-energy manufacturing space with solar panels, geothermal power and rainwater collection, which I plan to replicate in targeted locations all over the country.

**Your cleaning products smell wonderful, why is that important?** Why not turn a chore into a sensual, revitalizing experience? That way, whoever is doing the cleaning also gets to enjoy the aromas of natural fragrances such as organic lavender, cinnamon, rosemary, sage, cloves and lemongrass. Aromatherapy makes your home smell lovely, which enhances your mood.

**Toxic chemicals in conventional products can also hurt animals.** Imagine your cat licking her paws after walking around on toxic cleaning solutions or your dog chewing a ball that's been rolling around on a floor cleaned with harsh chemicals. Those toxic chemicals also go down the drain and end up in the soil and the water, poisoning wildlife.

**Your approach is that cleaning can be healing, a type of meditation. How does that work?** I love the feeling of putting a space into order. A micro-macro, "as within, so without," Zen phenomenon happens. We remove all the grime, buildup and negative chi, and we set everything in order.

Cleaning is also about coming into the present. Messiness and chaos are part of the nature of the universe. We are in constant maintenance. When our world comes into balance, we are able to be more present.

**You traveled to Peru to participate in a traditional indigenous ayahuasca plant medicine retreat. How did that lead to you launching Homebody?**

I was awarded a Cosmic Sister Plant Spirit Grant ([cosmicsister.com](http://cosmicsister.com)) to travel to Peru and experience traditional ayahuasca ceremonies. The healing that took place there allowed me to release past trauma and come into the present, where I felt capable and ready to say yes to opportunities. I came home ready to put down my roots and move forward in what I knew to be true and right. I already had a self-sustaining homestead, and beekeeping felt like the next level of commitment. There was this message inside me saying, "There's no more time for waiting. Just do."

My focus, in life and in work, is on sustainability and how to cultivate the right relationship between human life and the earth's ecosystem to ensure all can thrive in harmony. For me, that relationship begins at home, with our choices as consumers. The products we choose for our home environment mirror our regard for, and our effect on, the larger whole.



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