

Meet 2015's

SUPERSTAR ENTREPRENEURS

Inc.

Here's How
They Did It



Plant Therapy

Rank #31

Inc. 500

The Class of 2015



Since 1982, businesspeople have eagerly sought out Inc.'s annual ranking of the fastest-growing privately held companies in the U.S. The list gives readers insight into the hottest trends and emerging themes in the evolving economy available nowhere else. From Microsoft and Domino's Pizza in the 1980s, E*Trade and Clif Bar in the 1990s, all the way through the new millennium with Zappos and Zipcar in the first decade and Chobani and GoPro more recently, the Inc. 500 has always been ahead of the curve.

No. 31

RANK

PLANT THERAPY

Chris Jones Plant Therapy • Three-year growth **7,854%**

Founded **2011** • Employees **35** • Industry **Retail**

Location **Twin Falls, ID** • Web **PlantTherapy.com**



Sells essential oils, aromatherapy products, and related accessories online.

IN THEIR OWN WORDS What an amazing journey. Since our inception in 2011, Plant Therapy has seen tremendous growth and transformation. We have quickly become one of the most trusted names in the essential oil industry. Being ranked #31 on the 2015 Inc. 5000 list of fastest growing private businesses in America is a true honor and really there are two groups of people responsible for this: our customers and our staff. We really do have the best of both.

Our customers are passionate, loving, patient and loyal. We appreciate them as people, not just sales numbers. Each one is on their own aromatherapy journey (many on a life changing journey of natural health) and we are grateful that they have chosen to take us along. We genuinely listen to their concerns and try our best to treat them right.

Our staff is hard working, friendly, honest and they are just good people. As we grow it is exciting to see friendships being fostered and lives being transformed. We have people from all walks of life and in ages ranging from mid-teens to the mid-60s. We control almost every aspect of the business in-house. From production (bottling, labeling, etc.) to order fulfillment and post fulfillment customer service. We try to utilize the strengths of each of our staff members to the best of their ability and to encourage their



own personal development.

This business success has also allowed us to be an influence for good in the lives of thousands of people. Since 2011 we have donated over \$400,000 to charitable organizations and people in need. This can be as simple as providing a tank of gas for a stranded traveler or work on more complicated projects like digging wells in remote African villages. I believe that true joy comes in giving service to others.

I am often asked how we have been able to grow the business so successfully in such a short period of time. I have reflected a lot about that these past couple of months. I grew up in a home with an entrepreneurial father. Almost my entire life he had been self-employed while my mother was a stay at home mom. I am one of 6 children (5 boys) and both parents taught us to work hard and be generous. As I reflect on my childhood, I think it is funny how I learned some of the most important things about how to run a business in my pre-school years. Treat others how you would like to be treated. Don't

cheat. If you screw up, fess up to it and learn from it. Play fair. Don't quit just because it's hard. Be honest. Don't cut. Try your hardest. Be respectful. It's ok to fail. These may seem like simple concepts, but I believe they are the foundation of any successful relationship. Whether it is with a spouse or a customer. Plant Therapy's customers know they can trust us. When we say we will do something, they know we do everything in our power to follow through. That is the foundation to a successful business (and life).

I love and appreciate our customers and our staff. I am grateful for the trust they have placed in us. Thank you for an amazing first three years of business! I look forward to many more.

Chris Jones, President
Plant Therapy Inc.



PLANT THERAPY.
100% PURE ESSENTIAL OILS

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