



# HERBAL PHOENIX STL

## Company Overview

### Who We Are

Herbal Phoenix STL is more than just a wellness brand—it's a vibrant, community-rooted movement that blends traditional herbal knowledge with modern purpose. Co-founded by Tiffany West and Duffy George, it emerged from a desire to offer natural, culturally conscious healing alternatives to those often overlooked by mainstream healthcare.

### Origins and Mission

Herbal Phoenix STL was born from the belief that wellness should be inclusive, accessible, and rooted in tradition. It began by offering handcrafted herbal teas, oils, and skincare products made from locally grown, chemical-free ingredients. But it quickly evolved into something more: a platform for education, empowerment, cultural celebration, and community healing.

### The Legacy in Motion

Today, Herbal Phoenix STL continues to grow as a beacon of cultural preservation, wellness, and community empowerment. It's not just about what's in the bottle or the tea bag—it's about reclaiming traditions, honoring the land, and building a future where healing is holistic, and heritage is celebrated.

### Mission, Vision & Goal

**Mission:** Meaning — to provide inclusive, accessible, tradition-rooted wellness.

**Vision:** Growth — to expand cultural education, herbal knowledge, and community empowerment.

**Goal:** Togetherness — to build unity across communities through healing, culture, and connection.

### Product Categories

Crystals & Related Items

Herbal Supplements

Teas & Wellness Blends

Natural Hair & Skin Products

Paw & Petal Product Line

Smudging Tools

Tinctures, Tonics, & Syrups

Consultations & Holistic Services

Doula Services

Educational Workshops & Cultural Learning