

BUSINESS & ECONOMY



Force4Good founder Brenda Schubach Kiehnau has created a registered, organic, cold-process soap with the very best essential oils. Each 4-ounce bar of soap is stamped with the words "I am a Force4Good." The goal is for each person who touches the logo to think about being a force for positive change. All the soap is produced by domestic violence survivors.

Ashfield resident offers clean solution to sustainability

By Cameron Graves

ASHFIELD—At the Ashfield Fall Festival you may have seen a new vendor offering soap, body butter and soy candles. Tony Urso and Chris Kilburn from

Connecticut were independent affiliates there to promote these products, which were made by female victims of domestic violence and the company IamaForce4Good, started by Ashfield resident Brenda Schubach Kiehnau.

"Women, men and children are being led to the streets with nowhere to go as shelters shut down," said Kiehnau during a recent interview. "I could not longer watch a child grab a parent's hand and walk to the street where that night's future is unknown. We are one, we are human and we must help each other. Working together is key to survival and success. If we want to change the future, we have to change what the children see."

Kiehnau explained that the idea for the business came from the closing of nonprofit organizations, including shelters, from lack of funding since 2008, citing that making profit helps sustainability during tough times. Seeing that the way to help people caught in the middle, and likewise help communities, is to provide jobs where life skills can be gained, she says.

"IamaForce4Good was created to help bring about sustainable living through small business operations around the United States," said Kiehnau. "This fall, the company came out with an organic, all-natural product line, which was displayed at the Ashfield Fall Festival. The next 12 months will be spent in Massachusetts, Connecticut and New York building small business partnerships and providing opportunity for distribution."



Brenda Schubach Kiehnau

Kiehnau added that IamaForce4Good sets itself apart from other organic product companies by focusing on improving individual lives. The soaps and other products are made by women "rebuilding their lives after enduring painful upbringing or life changing events, she says of the many workers who are in hiding and supporting themselves and their children.

In order to bring attention to the number of homeless children in America, for each product purchased, IamaForce4Good is donating a bar of soap to homeless children through its Soap4Dignity program.

Kiehnau expects to expand the business into 980 new outlets in 2012 and become a household name within the next three years.

"With our skin being our largest organ, it is imperative that we take care of it," said Kiehnau. "What better way is there than to do this with the best quality products that promote well being? Provide your skin the natural ingredients it needs and build a stronger, more sustainable life."

For more information, visit iamaforce4good.com or call 877-Soap-411.