

VENDOR SPOTLIGHT: VICTOR LIMON

Victor Limon enthusiastically tells customers at his Highland Park farmers market booth how his soaps are made from all natural ingredients.

His booth displays colorfully wrapped soaps and natural deodorants. His soaps are stacked on wooden displays he made from an old bookcase.

He gives away little samples of coconut soap at his booth for customers to take some home and try it for free. He notes with a smile that many of his customers come back to purchase after trying those samples.

Victor Limon, 39, resident of East Los Angeles, says that he always wanted to be self-reliant, and to be his own boss. He previously had been doing electrical engineering five years ago.

He got interested in natural soaps and natural skin products about 10 years ago because he had sensitive skin and regular soaps were not helping.

“I began researching all the ways to make soap at home,” he explains, and “I spent a lot of time on YouTube to learn the basics of traditional soap-making.” Besides researching on-line, he read up as much as he could, until he finally made his first batch of soap.

“My first attempts weren’t successful for my sensitive skin,” says Limon, so he continued to experiment once he understood the basics of the chemistry involved in soap-making.

Once he got the formula perfected, he began to give soap to all his friends.. Eventually, he kept getting requests to make more soap by his friends. Which told him he was doing something right.

Now, at the market, Limon sells his soaps under his business name, Vita Renovaré, which means “life renewed.”

He has five types of soaps that he sells on-line and at two farmers markets locally. He also developed a natural deodorant because he kept hearing how commercial underarm deodorants contain some harmful chemicals. Limon developed his deodorant from trial and error.

The Deodorant contains shea butter, beeswax,



kaolin clay and his special blend of essential oils. He does not use any dyes in his soaps, but he does add special essential oils and some kaolin clay. Limon is currently working on two new natural products, which he’ll begin to sell as soon as the products meet his high standards. One is a skin moisturizer, and the other is a toothpaste. Limon’s family and friends have been very supportive of his business. Though he pursued this as a hobby for nearly 10 years, he finally decided to make it a full-time venture. Limon advertises on Instagram and other social media, and his plan is to sell his natural products to boutique shops and wholesale to other retail stores.

To reach Mr. Limon, contact him via his email, at vitaenovareusa@gmail.com, and on Instagram @ [vitaenovareusa](https://www.instagram.com/vitaenovareusa).