

Udder Farms Creates New, Natural Baaath Line

By Carrie Leach

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STILLWATER, Okla. – Carol and Max Grier, owners of Udder Farms Cream of the Crop Co. in Yale, Okla., have strived to be innovators in bringing Oklahoma agricultural products into the limelight. Now the ‘Made in Oklahoma’ fever of the Griers has expanded to a new line of natural, agricultural based Baaath products.

Carol Grier began her ‘Made in Oklahoma’ experience when she sought out the Food & Agricultural Products Center on the Stillwater campus of Oklahoma State University.

Grier attended FAPC’s Basic Training Workshop and began to work with the researchers on developing her first product, the Cream of the Crop laundry soap. Using the information she learned about the industry, she began formulating other products.

"Carol is very creative with new product development," said Tim Bowser, Food & Agricultural Products Center food processing engineer. "She is tireless in her efforts to invent new uses for agricultural products grown in Oklahoma."

A Baaath line marketed for kids, by kids is more than a catchy phrase; it’s the brainstorming creation of Grier and Edna Hennessey of Cosmetic Specialty Labs in Lawton, Okla. When the two Oklahoma ladies met in 2004, they came together to create agriculturally based products that are beneficial for children’s skin, as well as the entire family.

“Udder Farms is pleased that our entire product is manufactured in Oklahoma,” Grier said. “Cosmetic Specialty Labs has worked hand in hand with us to produce some of the best products for children in the United States.”

Grier designed the Baaath line to be “kid friendly” with small, easy-to-handle bottles. The ingredients are all natural with whole leaf aloe vera and colostrums.

The Baaath line products have a distinct theme and included with the collection is a storybook about the life of a “kid” at Udder Farms.

The new Baaath lines are targeted toward children’s delicate skin, but can be used for anyone with sensitive skin. Grier said she is against the harsh chemicals used in children’s bath products, and wanted to take a natural, agricultural approach to tub time.

“Most chemical based skin care and bath products are made of man-made ingredients,” Grier said. “It was common sense to me that a nature-based line should be offered for the consumers to compare the results.”

There are three Baaath products offered, with different aromas for each line. The products in the line are a mild shampoo; a leave in hair, skin and scalp conditioner; and an all-over bath gel.

The “Billie” line of products, in the blue bottle, is spicy, just like little boys. The essential oils added are clove oil, cinnamon and orange oils.

The “Millie” product line is made for little girls and can be found in the pink bottles. The ingredients include the sweetness of lavender, vanilla, sandalwood and orange peel oils.

The “AnGel” line is sweet, soft and gentle developed for infants and those with sensitive skin. The ingredients are rosewater and lavender and very mild on the skin. The “AnGel” line of products also carries a healing salve Grier created that is 100 percent natural.

For information on Udder Farms new Baath line and the products offered, please visit Udder Farms online at www.udderfarms.com.

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