



“Sue's advising is absolutely amazing! She has been so incredibly insightful, helpful, and inspiring for me as I've grown my business.”

- Scott Blaylock
Purely Maxwell

CENTRAL OREGON SBDC SUCCESS STORY

Purely Maxwell <https://purelymaxwell.com/>

Scott Blaylock has been handcrafting high-quality organic wellness and skincare products since 2020. He featured them on Etsy during the pandemic years, and then reached out to the SBDC at the beginning of 2023 to discuss promoting his items in Central Oregon. SBDC adviser Sue Meyer was able to help Scott situate his company to secure local retail accounts. Scott says: *"With the support of Sue's advising and insights, I have received the support and encouragement needed to take my business to retail... and will continue to pursue growth in this area."*

Scott and Sue delved into packaging, wholesale pricing/cost analysis, and distribution of the various products in the Purely Maxwell line. Together they worked on understanding state regulations and maintaining sustainable growth. Scott developed gift boxes and 'seasonal bundles' while building inventory and meeting personally with owners and managers of appropriate boutiques, hotels and spas in the area. Purely Maxwell products are both luxurious and affordable, with special emphasis on all-natural ingredients and packaging, and Scott soon landed some very visible accounts.

In Scott's words: *"Sue has given me invaluable advice, always going above and beyond to ensure I have the best strategies to succeed. She is incredibly responsive to any questions and concerns, and provides honest and reliable feedback. Sue's advising continues to provide the support I needed to take my business to the next level. I'd highly recommend her services to any business owner who needs guidance and support."*

Purely Maxwell products are now proudly sold in two high-end Bend stores, Oregon Body & Bath and Newport Avenue Market, with more locations to follow!