

## Dawn Fitch

President, Pooka Pure and Simple

Dawn Fitch is an author, speaker and the founder and CEO of Pooka Pure and Simple, a handmade bath and body company. After battling illness and feeling the need to adopt a healthier lifestyle, she began making and selling her own products. The response was tremendous. That's when the realization hit that she had an incredible business idea and Pooka was born!

The company has grown from Dawn making products on her stove in her apartment to a showroom in Kearny, NJ. The products are currently sold in various Whole Food markets, online and through various distributors.

Dawn has been a speaker and panelist for many events including the Black Enterprise Entrepreneurs Conference, Girl Scouts of America Gold Awards and National Black MBA Associations' National Conference. She has been featured on The Today Show, CBS Evening News, Our World with Black Enterprise, PIX11 News, Arise TV and various TV outlets. In 2012 she graced the cover of Black Enterprise Magazine and this year she was featured in Essence Magazine as one of their top 20 Black Beauty Brands.

Dawn has been the recipient of many awards including, The Influencer Award for Entrepreneurship given by the Urban League, the Black Executive Award given by the African American Chambers of Commerce, and an Agent of Change award from the National Council of Negro Women.

She is a health advocate and uses her platforms to support women and especially women suffering from auto-immune diseases, to explore natural healing and lifestyles. She started a FB community called The Best Life Tribe, where women could share and learn about alternative health and healing. The Group began in November 2017 with 20 women and has grown to over 1400 women.

