



Natural As I Wanna Be



Sylvia Walker worked as a registered nurse and a corporate healthcare professional for more than 20 years. In 2000, Sylvia, inspired by her desire to have better control over the products she and her family used developed her concept for an organic product line and spa experience. The concept of NAIWBE, Natural as I Wanna Be was born.

Using her medical knowledge, Sylvia embarked on a 10 year journey to bring her vision to reality. Her dedication paid off with the creation of a line of high-quality, organic skin care products for men and women.

Carrying her vision one step further, Sylvia opened an organically-focused day spa, featuring basic spa services and massage therapy. NAIWBE officially opened its doors of its new retail location at the Jacksonville Landing, July 15, 2013. Customers can visit the shop or order products online at <http://naiwbellc.net/index.html>

In 2014, Sylvia discovered the Jacksonville Women's Business Center (JWBC) and started a relationship that would help her take her business to the next level. After meeting with Center director, Pat Blanchard for several one-on-one counseling sessions, Sylvia became active with JWBC's Emerging Markets Initiative. The Initiative promotes diversity and inclusion for women of all ethnicities who are interested in entrepreneurship as a career.

Sylvia hosted an Emerging Markets event at her location, which raised awareness of the business and her product line. Sylvia enrolled in JWBC's Marketing Matters program and successfully completed a new marketing plan for the business.

Sylvia's product line is selling in several Sam's Club stores. The spa was chosen as one of the 10 Best Spas in Jacksonville on USA Today's 10Best.com.

Sylvia was a finalist in the FedEx Small Business Grant Contest and is one of the 2016 finalists for HATCH PITCH, an annual national entrepreneurial competition. As a finalist, she will have an opportunity to "pitch" her products and company to a panel of venture capitalists, during the SXSW conference in Austin, TX.



Sylvia's first display at Sam's Club