



Former Middle School Science Teacher Runs a Thriving Personal Care Products Company

▶ SBDC SUCCESS STORY | AMERICAN PROVENANCE



Founded by former middle school science teacher Kyle LaFond, American Provenance handcrafts safe, effective personal care products from natural ingredients. LaFond launched American Provenance in a remodeled machine shed on his family farm. Now, the company makes products at their headquarters in Blue Mounds. American Provenance products are sold on 5,000 shelves nationwide, in most major grocery stores, as well as online.



How did American Provenance test the market? What are they up to now? Read more about American Provenance and other SBDC Success Stories: go.wisc.edu/sbdcsuccess

Kyle LaFond's science classes start creating their own natural personal care products.

LaFond shares products with family and friends who encourage him to sell them.

LaFond builds out the machine shed on his fourth-generation family farm and launches American Provenance from the farm.

LaFond begins working with Michelle Somes-Booher at the SBDC.

LaFond takes out his first institutional funding and moves off the farm to American Provenance's current 7,000 square foot location in Blue Mounds.

American Provenance begins contract manufacturing.

American Provenance is carried on 5,000 retail shelves nationwide, has a staff of 12, and looks forward to profitability.



2010

2010-2015

2015

2018

2021

2022