



Debbie Brink

to be there and raise my kids was the joy of my life!" says Debbie. However, her entrepreneur spirit remained.

Taking classes to learn to bake specialty cakes, crafting and the love of baking kept her creativity side going. After her children were old enough for school, Debbie re-entered the work force as a real estate agent; following her divorce in 1997, she worked as a title insurance representative. Each job afforded Debbie the opportunity to still be there for her kids and their activities.

In 2000, Debbie married Bill Brink creating a blended family of five children. While on a family vacation in Wilmington, North Carolina at a waterfront shopping center, they met a woman selling a line of natural soaps, and

“It all started on a family vacation, and now the rest is history!”

Debbie Brink, a northeast Ohio native, was born into a family of entrepreneurs, so naturally she thought of owning her own business. Upon graduating, Debbie entered the workforce, but the desire to do her own thing burned within her. She started to sell Avon and Mary Kay products and even started putting a business plan together for a gift basket company.

After the births of her 2 children, Nick and Kayla, Debbie chose to stay home to be a full time mother. “Having the opportunity

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she bought her first oatmeal soap. “I couldn’t believe how soft it made my skin feel,” Debbie said.

Intrigued by the effects of the natural soap, she researched soap making, took a few classes and soon was creating natural soaps and shea butter lotion bars out of her basement. By 2003, Debbie and Bill launched Pure Enchantment, a natural personal care company. Through cold calls and tradeshow they created a wholesale business and a website for online orders, all this while working full time jobs. Finally, in 2007, Debbie took a leap of faith and quit her job in order to dedicate herself to Pure Enchantment full time.

In December of 2007, the operation became too big for their basement, so she moved to a warehouse location in Rocky River. In December of 2008, the decision was made to open a store at Beachcliff Market Square in Rocky River where customers could come in and watch Debbie make her products while diffusing the scent of the day throughout the store. The unique experience not only allows you to see how it’s made but, to try out and smell the products before you buy. Aside from showcasing her product line, she has added many local artists featuring clothes, jewelry, candles, teas and more, and has created an atmosphere that her customers love. “I have been truly blessed,” says Debbie. “I am doing what I really enjoy,” and her customers enjoy it too!

Come experience Pure Enchantment for yourself located at Beachcliff Market Square, 19314 Detroit Rd., Rocky River. 440-356-1542 or visit her on the web at www.pureenchantment.com

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