

Owings Mills

The key to your community

Life



CAA Tournament
MARCH MADNESS

Under One Roof
PET SERVICES

Humane Society Fundraiser
BLACK TIE & TAILS

March 2014

Creating a Buzz

Woman Turns Passion For Honey Into Thriving Business

Creating A Buzz With 'Bee Inspired Goods'

Woman turns passion for beekeeping and harvesting honey into a thriving business.

*by Caryn Sagal
Community contributor*

Owings Mills has gotten sweeter with the opening of Honey House. Named for the facilities where beekeepers process honey from their hives, Honey House, located at 10989 Red Run Blvd. in Pleasant Hill Center, is the 2,200-square-foot showroom/factory of Waxing Kara – a 24/7 e-Commerce site featuring a premium line of food, home and body products called “Bee Inspired Goods.”

The inspiration

Waxing Kara’s founder and creative director is Kara Brook, a Maryland Institute College of Art graduate who turned a one-woman shop offering logo design into a 40-person, strategic Web marketing firm with national clients like AOL, the White House and Halo Pets. After 20 years of putting business before art (except for the occasional escape to view art shows and collections across the United States and Europe), she decided it was time to return to her real love.

Since closing her company in 2008, Brook has trained, focused and immersed herself in the art of encaustic painting,

a process that requires the use of beeswax, damar resin and pigment. After over-boiling one too many pots of wax, she decided to start producing it on her own. Soon after, she took a beekeeping class, worked with a mentor and purchased her first two hives.

This passion evolved into her full-fledged involvement in honey harvesting and she began to understand and respect the significance of bees in the creation of a healthy food cycle: noting that “without bees, our culture cannot sustain our agriculture or our own survival.”

“At the end of my first season, I gave away jars of honey to friends and family, but they kept coming back for more, and eventually, I realized the potential,” Brook said. “Honey makes people very happy. Their fondness for these products and my bee farming principles is contagious, and it’s probably the strongest affirmation that I made the right decision.”

Brook now splits her time between a Pikesville residence and a 102-acre farm on Kent Island, complete with 30 acres of wild flowers, fruit trees and berry bushes — a thriving habitat for bees. In fact, she now has 700 Italian bees in 14 hives that produced 500 pounds of honey in 2013.

What’s more, Waxing Kara has established a growing base of customers — consumers and retailers including Terrain, Lauren Liess Interiors, Capital Teas, The Boxwood Collection, Edmart and Luxe Hair + Skin + Style.

With so much “buzz” around the business, Brook needed commercial space where she could properly display and manufacture the honey products she was making on her own and developing with top artisans.

Continued on next page



Honey breakfast bar soap and body scrub are shown.
Photo courtesy of Waxing Kara



The entry area at Honey House in Owings Mills.
Photo courtesy of Waxing Kara



A look at the interior of Honey House in Owings Mills.
Photo courtesy of Waxing Kara



Products made out of honey are shown on a wall at Honey House in Owings Mills. Photo courtesy of Waxing Kara

Continued from previous page

The showroom

Upon entering Honey House, customers will enter the cozy showroom filled with artfully-displayed, hand-crafted artisan goods featuring honey, wax and lavender from Brook's farm and other specialty beekeepers from neighboring regions.

It's a tasty toss-up deciding between the shelves of honey jars — i.e. Spring and Autumn Waxing Kara Honey, as well as Butter Bean and Dutch Clover Honey from the Eastern Shore; Bamboo Honey from Delaware; Wildflower Honey and Blueberry Blossom

Honey from the Jersey Shore, and Florida Orange Blossom, California Almond and Cherry Blossom Honey, among others.

Don't miss the yummy honey lollipops — including some with cinnamon and lavender — which soothe the throat during flu season and can sweeten hot tea on airplanes. And nourish your skin with honey-enriched face and body products such as Sweet Lips Natural Honey Lip Tint — the first 100 percent organic tinted lip balm on the market; Honey Body Scrubs, custom-crafted sulfate-free soaps and a Bee Venom Mask imported from New Zealand, which has been “hailed as the natural alternative to Botox with properties that serve to lift and firm the look and texture of human skin.”

Treat yourself to the custom line of “bee bling” jewelry that includes beaded sunflower pins, honey bee necklaces, seed pouch handbags and black lace cuff bracelets, or treat others to honey gift sets, including corporate gifts where the logo can be customized. To decorate your home, check out the soothing beeswax candles and Brook's limited edition monotype prints on paper and encaustic paintings on panels.

Not only are you doing the body good by purchasing products with honey: a natural healer, but you're also giving back to those in need. A portion of all profits from Honey House and Waxing Kara will be donated to VisionWorkshops, a worldwide nonprofit organization focused on teaching at-risk youth the art of photojournalism, often with National Geographic photographers as teachers.

For the past decade, Brook has served on the Vision Work-



More honey products are shown at Honey House in Owings Mills. Photo courtesy of Waxing Kara

shops board and raised/given in excess of \$150,000 for programs in the DelMarVa community.

The factory

Behind the showroom is the Honey House factory, which resembles a small brewery or cheese making facility with lots of stainless steel equipment. It, too, was custom-made by hand ... in New England.

“We are able to process 20 frames at a time with a perforator, a centrifuge for spinning the honey from the frames, a clarifier and a pump that sends the honey through a filter,” Brook said. “The honey is then stored in storage tanks and we bottle and label our honey our honey by hand.”

The hours

Honey House is open Mondays and Tuesdays, from 10 a.m. to 4:30 p.m., and by appointment. It also is available for “shopping fundraisers” for groups of 50 or more, with a percentage of the sales being donated back to the non-profit.

For more information about Honey House or to schedule an appointment, call 410-415-3027 or visit Honey House. For additional information on Kara Brook and Waxing Kara, visit Pinterest, Twitter, Facebook or Kara Brook Art.

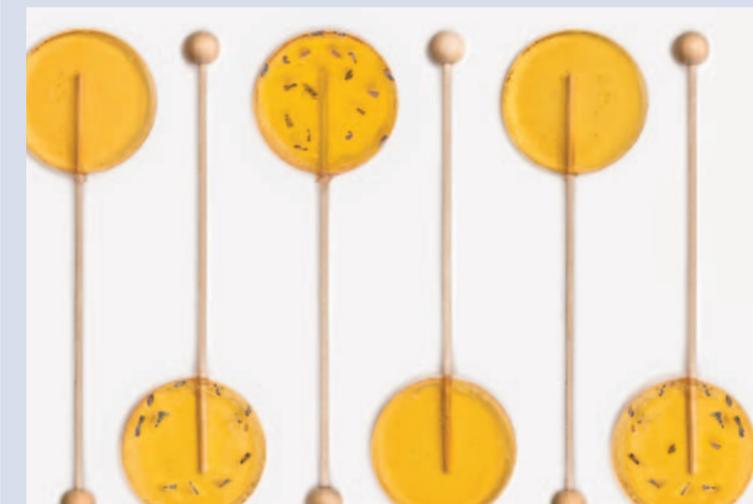
Like this story? Tell us why.
hibumagazine.com/survey

Healing Honey

Here are some of the health benefits the body gets by using honey on a daily basis.

Raw honey possesses many health benefits. Its centuries-old track record of being an anti-bacterial agent to heal wounds, burns and eye-infections is well-documented:

- **Physicians and healthcare** practitioners have advocated a daily honey regimen to strengthen the immune system and ward off disease;
- **Honey is a** nutritious complement to supplements and foods, providing vitamins, minerals and phytochemicals derived from plants;
- **Honey contains bioavailable** antioxidants, which help delay aging and thwart such degenerative conditions as heart disease and cancer;
- **Honey contains vitamin D** and sugars that can enhance calcium absorption;
- **Bedtime honey consumption** promotes restorative sleep. For example, honey can help ensure adequate liver-glycogen stores while sleeping for eight hours. This, in turn, prevents early-morning release of cortisol and adrenaline. It also helps the body release melatonin that aids in achieving deep sleep, boosts immunity, and helps rebuild tissue.



Lollipops made with honey are shown. Photo courtesy of Waxing Kara

A thriving habitat for bees.

700

Italian bees in 14 hives produced 500 pounds of honey in 2013.