

CORPORATION EMPLOYING SEX TRAFFICKING SURVIVORS AWARDED \$25,000 GRANT

Savhera PBC is disrupting the aromatherapy industry through holistic wellness and social justice.

DALLAS-FORT WORTH, TEXAS, UNITED STATES, January 6, 2021 /EINPresswire.com/ -- [Savhera](#) PBC was awarded a \$25,000 grant from Amber Grants for Women, an organization that provides grants to women-owned businesses across the United States in a competitive process.

"We are honored to receive the 2020 Amber Grant. We're helping transform the lives of sex trafficking survivors by turning the sales of organic aromatherapy products into professional jobs for women who have faced significant barriers to formal sector employment. This grant will allow us to increase our digital footprint, invest in new product categories, and scale our social impact," said Dr. Vanessa Bouché, co-founder of Savhera.

Savhera is uniquely positioned to disrupt the [\\$1.37 billion global aromatherapy industry](#) as it sits at the intersection of two key trends: 1) the aromatherapy market is expected to grow by 11.8% through 2029 and; 2) consumers are demanding more social good from businesses in order to align their purchases with their values.

Bouché said, "As a public benefit corporation with pending B-Corp certification, Savhera honors people and the planet. The adage 'do no harm' is not good enough for us. We seek to actively and intentionally 'do good' by humanity and the earth."

Amber Grants for Women was founded in honor of Amber, a young girl who passed away before realizing her dreams to become a businesswoman. The grant is an important one. In 2019, 20% of new startups were founded by women, but women-owned businesses receive less than [3% of traditional venture capital](#). This makes it difficult to raise the necessary funds to scale their businesses.

"We are grateful to organizations like the Amber Grant for Women for recognizing the importance of investing in women-owned businesses. The current statistics on corporate funding are unacceptable. Savhera will 'pay it forward' by continuing to invest in and empower women globally," Bouché said.

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