

# Herbal Alchemy Transforms into The Alchemy Code: Redefining Natural Health and Beauty

*One of the Fastest-Growing Natural Beauty Brands Makes a Bold Pivot, Embracing its Roots in Holistic Wellness and Empowerment*

FRANKLIN, TN, UNITED STATES, November 15, 2024 /EINPresswire.com/ -- Herbal Alchemy, a leader in natural health and beauty, proudly announces its rebranding to [The Alchemy Code™](#), marking a significant milestone in the company's evolution as it celebrates 14 years of transforming the industry with Beauty Remedies. What began as a small venture in a small Colorado kitchen has now grown into one of the fastest-growing natural beauty and wellness brands in the U.S.

"Alchemy is the art of turning the ordinary into the extraordinary," says founder Jaime Cross. "It's about taking what's simple, natural, and pure, and elevating it into something golden—something with the power to transform. This is the foundation of our brand, the Alchemy Code: a lifestyle rooted in harnessing the earth's most potent elements to unlock your own radiant transformation."

In 2010, two and a half years after Jaime Cross traded her stilettos and corporate career for the beautiful chaos of new motherhood, she embarked on a journey of transformation beyond anything she could have imagined—one that would eventually ripple into global impact. "Like so many mothers, I quickly found myself deep in the throes of sleepless nights and exhaustion that clung to me like a shadow, no matter how much rest I got. My skin rebelled against every product I tried, even the 'natural' ones, and it felt like my body was constantly out of sync. But deeper still, I longed to create a meaningful impact in my family and in the world," Jaime recalls. Amidst financial struggles, Jaime prayed a bold



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prayer, which led to a divine strategy revealed in a dream—sparking the birth of The Alchemy Code.

Wherever Jaime goes, she creates an environment of connection, healing, and transformation. Those who encounter her remedies are not just drawn in by their potency but begin a journey of personal alchemy. Her home soon became a living apothecary—a hub of community, connection, and healing. What began as a quest to heal herself evolved into a mission to help others unlock freedom, vitality, and beauty.

Today, as a wife, mother of five boys, master herbalist, and Board Certified Doctor of Natural Health, Jaime continues to inspire transformation through her empowered brand, where skincare goes far beyond the surface—it's a journey for the body, spirit, and soul."

From passionate pursuit, selling handcrafted soap and lotion bars at local markets, to becoming a purpose-driven company focused on empowering people to experience holistic transformation, Cross says they're just getting started. "Now, as we reintroduce our brand as The Alchemy Code, we're amplifying that vision with an innovative focus on holistic health and healing."

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*Jaime Cross*

The rebrand represents more than just a name change; it reflects a bold, forward-thinking philosophy that aligns with The Alchemy Code's belief in the power of transformation. “In today's culture, saturated with toxic beauty standards even in the so-called ‘clean beauty’ industry, The Alchemy Code stands for the transformation that women desire,” Cross explains. “Our approach is rooted in the system of natural medicine, where the simplicity of beautiful skin and healing the body, spirit, and soul are interconnected. The Alchemy Code embodies this

holistic lifestyle, offering the freedom to reclaim your health and live life on your terms.”

Growing Product Line & Opportunities



The Alchemy Code is about taking what's simple, natural, and pure, and elevating it into something golden—something with the power to transform.

The Alchemy Code will continue to offer its signature line of artisan face + body soaps, waterless, beeswax lotion balms, and cold-pressed, botanically infused oils while expanding its product lineup with innovative offerings coming soon, like a new raw superfood beauty powder. Every product remains rooted in the brand's commitment to wildcrafted, raw materials that deliver truly vital, life-giving results. The Alchemy Code's customer-driven approach includes a membership program featuring free shipping, product credits, and referral bonuses. Affiliates can earn up to 30% commissions, making it a rewarding opportunity for those aligned with the brand's holistic wellness and natural beauty mission.

For more information, visit [AlchemyCode.com](https://AlchemyCode.com) and discover the new era of holistic beauty.

#### About Jaime Cross and The Alchemy Code

Founded in 2010 as MIG Living, The Alchemy Code is a leading clean beauty and wellness brand focused on natural health and healing. Under the leadership of founder and CEO Jaime Cross, the company has served more than 1 million customers, with a commitment to holistic living and purpose-driven impact. The Alchemy Code is dedicated to empowering individuals to unlock their potential through natural, life-giving products and transformative practices. Jaime Cross has been featured in Forbes, and has been named "Entrepreneur of the Year" and "Company of the Year" by the American Business Awards. She lives in Franklin, Tennessee, with her husband and five sons.

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