

The Flavor of a Balanced Life



become member / login



- Home
- About Us
- Baby Food
- Where to Buy
- Blog
- Press
- Celeb Fans
- Eco-Tasty
- Reviews
- Recipes
- FAQs
- Links
- Contact

FREE SHIPPING!

amazon.com

check out tastybaby on

As seen in...

tasting
schedule

Posted by on Thursday, July 30, 2009 at 3:39 PM (PST)

MOMPREENUR-OF-THE-MONTH: DEBBIE GLICKMAN, FAIRYTALE WISHES, INC.



photo credit: Nicky Bliwas

As a mother of two young children, I spent restless months searching for remedies to get them to overcome anxieties associated with going to sleep. I bought everything from funny books to cool nightlights and even gave them hot chocolate and lots of TLC at bedtime, but nothing worked. Then, after reading all about the attributes of lavender as a soothing and calming therapy, I came up with the idea of spraying lavender on their pillows. I told them a story of how the magical spray will make scary thoughts go away, and it worked like a dream.

With 15 years of experience in the creative world of advertising prior to becoming a mom, I knew I had a great idea, and if I could only let the 'mom' world know about it, I would be helping kids and parents get

their much needed rest.

As my youngest was about to start kindergarten, I wondered to myself, 'what can I do now?' I knew that I couldn't stay at home and not pick up some sort of career; I would have gained a hundred pounds going to lunch every day with my friends! Then just like that it hit me, I needed to develop and market my magic lavender spray to help other kids with common anxiety problems that arise throughout childhood.

I feverishly began working on my idea and knew bedtime was only one area of a child's life where anxiety surface, so I started thinking of other sprays I could develop. What about when a child is afraid to go to school, or has to get a shot at the doctor? Or fears of monsters under the bed or in the closet? Lots of kids go to overnight camp and homesickness is a big deal; there needs to be a spray for that too. After testing different formulations, I finally decided on four sprays and concepts, each with their own distinct smell profile and mini fairytale which helps explain to the child the magic of the spray, and Fairytale Wishes, Inc. was born.

My first round of Fairytale Wishes "Happy Ever After" sprays include: Sweet Dream (Lavender) Spray, Monster Repellant (Bubblegum) Spray, Super Hero (Peppermint) Spray and Happy Camper (Grape Jelly) Spray. Our product line is designed to give parents the power to help their children naturally with persuasion and scent therapy.

Fairytale Wishes just launched in March of 2009 and we are growing steadily. I love when parents purchase one of my sprays and report back to me on their results. I judge my success on my testimonials. Recently, a woman told me her child had to undergo treatment for cancer and my Super Hero Spray gave her daughter the power to approach her treatments with courage that she didn't have before. Behind my tears, I realized that I'm really helping kids overcome fears. And that realization feels so good.



photo credit: Nicky Bliwas

Before I really began, I was approached by an investor that wanted to buy my idea from me in my initial stages, but I thought, "thanks, but no thanks, this is my baby and I'm going to make it mine from start until finish." It reinforced my believe that I had a good idea and propelled me to the next step. I want to inspire other mompreneurs with my story. We can be good moms and good businesswomen, even on less than desired sleep schedules. But hey, that's nothing my Sweet Dreams spray can't fix. ;)



Please visit my site at www.fairytalewishesinc.com.



[Login to Post Comments](#)



© 2008 Tastybaby | Website by Aixen

Use of this site constitutes acceptance of our Terms of Use Agreement and Privacy Policy. All rights reserved Tastybaby TM . The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of Tastybaby.com Tastybaby.com is a trademark owned by Tastybaby, LLC.