

Joshua Tree Products – A Company Started On the Rocks

In an economy "on the rocks" one entrepreneur is betting on high quality organic products to take-off... from the rocks.

The ride started on the famous monzo granite of Joshua Tree National Park. Rock climbers were searching for a way to quickly heal 'rock-rash' and allow them to climb on the notably abrasive rock, day after day. A renowned local herbalist developed a powerful organic salve to heal and condition skin. Joshua Tree Climbing Salve was born!.. and to this day, climbers from around the world rely on J-Tree Climbing Salve to keep them on the rocks.



stores. After all, how many guitar players would buy a climbing salve for their split tips? Yet musicians top the list of users who value one of the unique properties of J-Tree salve-it preserves calluses while healing skin.

In the Spring of 2007, David Lawrence, an avid climber, long time J-Tree user, and environmentally minded entrepreneur, purchased the herbal formulas and established a new eco-friendly production facility 'The Barn' in Pinckney, Michigan.

"The climbing market will always be at our core, but we recognize that it's a small market in comparison to the other lifestyle sports that we enjoy. Marketing J-Tree products through a select group of specialty retailers, including bike, ski, and health-food shops will help us grow responsibly, as well as keep us focused on the 'green' aspects of our business."

Digging gravel from his leg after wiping out on the trail, an epiphany struck that J-Tree Climbers Salve was not just for rock climbers anymore!

Although introduced to J-Tree Salve while climbing in Kentucky's Red River Gorge, David quickly found that he was using more of it after falling off of his bike than anything else. This led to an epiphany, and J-Tree now asks: "What's Your Lifestyle?" marketing the classic salve to surfers, sportsmen, cyclists, musicians and a generic healing salve for health-food and hardware

David believes the quality and effectiveness of J-Tree products speaks for itself. "Everywhere I climb, at every event we sponsor, someone walks up to me and says emphatically: "I love your stuff!" As long as I keep hearing comments like that, I know the company is headed in the right direction."



"The salve works great whether I've been on the trails with the horses up in the Sierra, or on site at my archaeological dig, or at home with my cello. I love that my calluses are still happy (and tough) as ever even after using the salve almost every night. It soaks in fast, plus it smells wonderful! Awesome product."

Tara Laidlaw - Archaeologist, Musician