

# suburbanlife

## OIL DIVINE

CLEAN BEAUTY & WELLNESS

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**OIL DIVINE**  
CLEAN BEAUTY & WELLNESS

# PURELY Divine

Led by founder **Snezhana Bogatin**, **Oil Divine** offers a growing line of organic, nontoxic, and planet-friendly skincare products for people who cherish natural beauty and remarkable results.

by **BILL DONAHUE** photos by **ALISON DUNLAP**

## Pregnancy changes a woman's life. Snezhana Bogatin would know.

Six years ago, when Bogatin learned she was pregnant, the experience set in motion a sequence of events that would reshape her entire life. Not only did she become a new mother, but she also found the inspiration to create her own line of natural, organic, and nontoxic products under the Oil Divine banner, all designed to deliver “remarkable results” for the skin, hair, and body.

“When I found out I was pregnant, I wanted to get rid of all the harsh chemicals in my home,” Bogatin recalls. “I knew that whatever I ate or applied to my skin would also get into my baby, and I didn’t want to poison him. I started reading all the ingredients on each and every product, and I realized I didn’t have to use 99 percent of the products I had in my home.”

She also discovered that her nose could no longer tolerate the smell of synthetic fragrances, which she saw as nature’s way of protecting the baby growing in her womb. At the same time, she began reading exhaustively—books, scientific studies, etc.—about the benefits of natural oils. She was filling the need to explore the possibility of creating natural self-care products, free of toxins and side effects, for her entire family.

The experiments began shortly thereafter. Bogatin purchased more than 200 of the highest-quality plant-based bio-active ingredients and began formulating different skincare products, using herself as a test subject. She saw significant improvements as a result. For example, she had long been embarrassed by three large dark spots on her face—one on her forehead and two beneath her jawline—but all three spots faded

after a year of using one of her customized natural oil formulations.

Likewise, the feedback from her “first customers”—friends, family, and colleagues—was unanimously positive; they raved about their healthy and hydrated skin and how the improvements boosted their self-confidence. They also encouraged her to make the products more readily available.

“Friends were asking me to put everything online,” she recalls. “They said, ‘We’re not going back to conventional skincare and want to use your oils regularly.’ My response was, ‘You’re asking me to create another business, which is not that easy.’ And they said, ‘Figure it out.’ My plate was full at the time, and I wasn’t planning on starting any other businesses, but they were persistent.”

Given her work as president of VIPparcel, a Postal Qualified Wholesaler for the United States Postal Service that specializes in global postage and shipping services, Bogatin had been restricting the time she could devote to the skincare enterprise to nights and weekends. A conversation with her husband gave her all the push she needed to take the enterprise further.

“He came to me and said, ‘You’ve already spent so much time on creating these formulas, so if you want to start a new business, you’ve got my full support,’ she remembers. “That was a big change for me.





That was when I realized everyone else was pushing me to create this company. It was time to start doing it on a bigger scale.”

Thus, in October 2021, OilDivine.com was born.

“I had to reorganize my entire life to find the time to get Oil Divine off the ground,” she says. “It wasn’t super easy, but everything is doable if you’re excited about it.”

Oil Divine specializes in natural, cruelty-free, organic, and nontoxic skin-care, bath and body care, and hair care, as well as other products designed to support the company’s bold mission: “to leave the world a better place for generations to come.” Best-selling products include Jasmine Revitalizing Body Oil, Hair Growth Oil pre-shampoo scalp treatment, and the Dark Spot Corrector with 15 percent vitamin C.

All Oil Divine-branded products are made in small batches at the company’s production facility in Huntingdon Valley, Pennsylvania, using natural plant extracts of the highest quality, all ethically sourced from reputable suppliers. Bogatin created the artisanal line for her family and loved ones, not mass production, so standards are high.

Sustainability is a big part of the brand. Everything is packed in highly recyclable glass bottles and carton boxes. Each product has also earned the “16 free” designation. For those who are unfamiliar with the term, 16 free means the products have none of the following: added hormones, artificial colors, animal-sourced ingredients, formaldehyde, gluten, genetically modified organisms (GMOs), harsh chemicals, non-

functional fillers, petroleum-based ingredients, poly-fluoroalkyl substances (PFAs), parabens, phenoxyethanol, sulfate, synthetic fragrances, synthetic nanoparticles, and toxins.



All Oil Divine products have earned the highest rating from the Good Face Project for the cleanest and safest ingredients.

The business began as a purely online venture, providing a seamless yet elegant tool for consumers to become educated about the benefits of Bogatin’s creations, as well as make purchases. It has since expanded to a brick-and-mortar presence. Bogatin’s first Oil Divine store, in Newtown, opened in March. The 1,700-square-foot retail space in the Village at Newtown shopping district provides a bright, warm, and soothing place where Bogatin and her team members welcome patrons to “try, see, and smell” an assortment of natural, plant-based products.

In addition to Oil Divine’s own assortment, the store carries “clean and green” items from other trusted brands, ranging from bath and body care to aromatherapy, candles, perfume, Ayurvedic herbs and supplements, floral teas, and wellness books, all tested and hand-selected by Bogatin herself. Notable examples include skincare products by True Botanicals and handmade organic soaps by Uneath Malee. The store has a lot of giftable items available.

“I want people to feel at home at the store,” Bogatin says. “There’s a beautiful natural aroma that comes from the product on the shelves. Every weekend, we have different events, like herbal tastings, Ayurvedic health classes, breathing-technique classes, or face yoga classes to build the community and promote a more holistic lifestyle. We tend to be busier on weekends, so weekdays could be better for someone who might need a private consultation with a member of our team.”

A second Oil Divine location in Richboro, Pennsylvania, is well underway; Bogatin expects the Richboro store to open in July.

“Plant-based oils are the simplest and most natural way to take care of ourselves,” she says. “They can change how we look and how we feel, and they work for people of all different skin types and concerns. My goal when I started this was to help people experience something better, cleaner, and nontoxic for them and their families. Now I want to tell the world: Oils are divine.” ■

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