



Suzanne Dukes Leroux

one love organics

story *CYLE LEWIS* | photographs *SARAH DESHAW*



Wayne County native, Suzanne Dukes Leroux, chose to embrace simplicity as a way of life. She found time to devote herself to her passion and thus her natural skin care line was born.





Life is just easier when you discover the joys of being happy with less. Though “less” is sometimes a hard choice, “less” can also be a source of freedom. Suzanne Dukes Leroux, the creator of a unique new cosmetic line called One Love Organics, is a firm believer that by embracing simplicity, one can actually achieve more with less.

“We like to avoid stuff,” is part of One Love Organics manifesto, “...the bad stuff... the useless, meaningless stuff that clutters our lives and clouds our perspective.”

Though Suzanne’s product line has already been featured in Woman’s Day, Marie Claire, Natural Health, People and New Beauty and is sold in such exotic locations as Dubai, Saudi Arabia, the roots of this quest for simplicity are found in her simple upbringing in Wayne County where family on both sides - the Dukes and the Reeves - have resided for almost 100 years. Suzanne’s face brightens as she fondly remembers her days in Jesup, particularly her time on the swim-team there with coaches Elaine Rentz and Vanessa Odom Boyles. “My friends and I loved to listen to music, go to the movies, read books, and talk,” she recalls

with a smile, “Looking back, my best memories are with friends and family, - people are life’s most overlooked asset!”

Spending her formative years on a farm near Odum, GA, where her grandparents, aunts, uncles and cousins all lived nearby, growing things was just a normal part of life. Picking wild berries - eating many right off the vine - making jams and cobblers with her grandparents with what was left in the pail. The smell of blooming honeysuckle and the sound of Spring rains on a tin roof: these all guided and shaped Suzanne’s view of “the good life.”

Growing up, Suzanne never questioned conventional and traditional medicine. After all, her father, Ashley Dukes, owns and operates Wayne Drug Company, one of the oldest pharmacies in Wayne County. As she grew older, she often found herself going to the pharmacy after school. As time went on she found herself asking the question, “Where’s the health - the radiance - the happiness?” She observed that - though modern medicine has its place - simply taking prescriptions did not always equate good health. In contrast to her farm-life, Suzanne didn’t equate traditional modern medicine with vibrancy and whole health. Looking back on life on the farm, her grandmother, Verona Dukes - who was reluctant to even take an aspirin - was active and in good health until right before her 105th birthday. Her grandfather, John Dukes - the

grand-marshal of the Odum Parade - lived to be 95. They loved the simple life, grew their own food, and avoided most anything artificial, including most modern medicine.

Observant by nature - a trait homegrown by the slow and steady of life in the country - Suzanne grew to be a genuine critical thinker: “I’m a skeptic and confident enough to form my own opinions.” Law School enhanced these skills - where she learned to read critically, do serious research, and look at both sides of any argument objectively.

After the birth of her two sons, Chip and Hayes, life was sweet but chaotic. Suzanne and her husband, Chase, chose to embrace simplicity as a way of life. Focusing more on life than “stuff,” she found time to devote herself to her passion: “I poured myself into ordering various essential oils and experimenting with organic herbs.” Mixing, concocting and experimenting became a daily activity. With her husband’s encouragement, she knew it was time to wash ashore the idea that skin-care can be made simple, safe, and natural. Suzanne carefully selected ingredients for her line by keeping the following phrase close to heart: “If you wouldn’t put it in your body why put it on your face?”

“I really wanted to have the safest preservatives possible, so I started talking to chemists and labs - I would just call anybody, and it was amazing at how helpful everyone was,” Suzanne stated. “I also





ONE+LOVE
 ORGANICS™
Sun Solid
WATERLESS MULTI-BALM
 Water Resistant, Fragrance-Free, Reef-Safe
 3.3 oz / 100 ml

ONE+LOVE
 ORGANICS™
Found New Day
MINERAL SUNSCREEN & MASQUE
 SPF 30
 Water Resistant Fragrance-Free Reef-Safe
 3.3 oz / 100 ml



“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.”

[Antoine de Saint-Exupery]

The Manifesto

We embrace the simplicity and the knowledge that you can achieve more with less.

We believe in the power of the beauty ritual to renew, relax and transform.

We trust in the healing power of plants.

We are advocates for earth's most gentle members: children and the families who care for them.

We declare that love is the greatest, most powerful force on earth.

BELOW Suzanne's product line has been featured in several national magazines such as Woman's Day, Marie Claire, Natural Health, People and New Beauty.



studied herbs, plant oils, aromatherapy, and how cosmetic were made historically - researching their roots in history, and cultures.”

It was then that she made a discovery that would change her life: Suzanne was studying preservatives when she learned that preservatives are only needed when water is present. Therefore, she created the first and only 100% water free skin care line in the U.S.

“The only reason we have preservatives in our cosmetics today is to preserve the water - water that is added as filler to maximize profits - water that is not necessary for skin health,” Suzanne notes. “Micro-organisms flourish in standing water; think about how quickly a swimming pool goes green.” This has become the hallmark of her line: “That was my ‘a-ha moment’. This discovery allowed me to do things differently, to include things that were just good for the skin - there is nothing in these products that is not there for a specific reason. This line is the very best I can do - the very best ingredients I could find.” One Love Organics only uses ingredients that directly benefit the skin - water isn’t one of them.

Removing water from the equation - and thus the need for preservatives - has been a blessing for many women. Preservatives can irritate some women’s skin, and water - believe it or not - has a drying effect. Some women have tried everything and nothing worked for them, then they found relief using this line.

In keeping with the “luxury of less” ethos, Suzanne’s husband encouraged her to formulate each product to fulfill more than one need. The wash is designed to clean the face, hair, and body. The balm replaces all moisturizers, creams, and lotions. Though it goes against convention, Suzanne believes “you only actually need a few really good, all natural products.” She added, “Our Company actually wants you to buy less stuff!” Each product is hand-made and hand-filled by skilled cosmetic artisans using only the highest-grade raw materials. Having tried One Love Organics, I must say that I’m impressed.

It is Suzanne’s conviction that “you can do more with less”, so One Love Organics is a natural outworking of that desire for simplicity and love of nature - traits that go all the way back to the early years on her family’s farm in rural Wayne County. Now residing on St. Simons Island with her husband, Chase, and their two boys, Suzanne still enjoys the simple things from her youth: reading, exploring nature, and she can often be found in the water with her two boys on the hot summer days. Who knew that this Wayne County native would grow up to make such a splash and could quite possibly change the face of skin-care? Yet, in some sense, she’s still on the farm, as her life is all about growing things, One Love Organics simply being what she is currently cultivating.

Nothing more to add - nothing more to take away. Simple perfection. Here’s to simplicity! † WCM

YOU CAN READ MORE ABOUT
ONE LOVE ORGANICS AT

OneLoveOrganics.com