

BOTANICAL CRAFT EXECUTIVE BIOGRAPHIES

Botanical Craft Executive Biographies

December 2012, Dustin McCluskey and Eric Potratz teamed up to launch Botanical Craft in Portland, Ore. with a mission to restore paleolithic era nutrition in modern-day lifestyles. The company produces a Palm Fruit™ extract, a rich source of fat soluble antioxidants that supports blood circulation, hair and skin.

McCluskey and Potratz are old friends dating back to their early teens. The pair complement each other well, covering all aspects of successful entrepreneurship and production -- health science, marketing, product development, accounting and business management.



Dustin McCluskey

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Dustin McCluskey, owner of Botanical Craft, is a graduate of University of Oregon with a Bachelor of Science degree in Business Administration and minor in Economics. His prior experience includes 5 years as an Infantry Officer in the U.S. Army, Manufacturing Management and Operations Analyst positions where he developed a background in operations, information and supply chain management. He set out with a mission early on to improve the world around him and at all times make the processes and systems around him more efficient, intuitive, and user-friendly.

McCluskey, who wanted to create a great business with operational excellence, teamed up with Eric to bring his Palm Fruit formulation to the world. In 2012 they put all efforts into turning Palm Fruit into a reality for its incredible history, clinical research, amazing taste and improvement of health.

Through in-depth research into the origin of palm fruit, the pair uncovered fundamental challenges, which required a big picture approach to Botanical Craft – from farming to production, packaging, delivery and disposal – to evolve a healthier community and environment.

The strength of McCluskey's vision is in a holistic approach from not only a supplement that can have enormous impact on the health and wellness of the individuals, but from a business manufacturing goal to protect the communities and environments that support production in the process. From creation, use, to disposal, McCluskey wants to leave a positive footprint.

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Eric Potratz

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Eric Potratz, product creator and craft master, has an extensive background in formulating breakthrough natural supplements for health and athletic performance. His passion is in the exploration of the technical detail behind biological properties of nutritional ingredients to refine a quality product that shows real results.

Since his early twenties, Potratz has been creating breakthrough products and challenging the boundaries of the industry. He got his start with entrepreneurship making beef jerky at the age of twelve as a healthy snack, and later selling natural muscle building supplements out of his locker during his teenage years. He soon began experimenting with mixing different ingredients together for his own concoctions. By 2003 his hobby became a full time career in the exploration of scientific and technical components of product formulation.

In 2007, Potratz discovered palm fruit when researching nutrients for hair growth for his mother who began losing her hair in her mid-thirties. Concerned for the hereditary risk of hair loss, Potratz began formulating a powdered blend for his family and friends.

Five months after testing Potratz's formulation of Palm Fruit, his mother noticed new "baby hairs," less hair shedding and other signs of hair regrowth on her scalp. The results of his first Palm Fruit prototype were positive and immediate, making it a great candidate to manufacture to the masses experiencing similar challenges.

For more information visit botanicalcraft.com/about_us or contact eric@botanicalcraft.com

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