



## Washington Homeopathic Products

*Homeopathic Excellence Since 1873*

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### History of Washington Homeopathic Products

In less than 20 years Washington Homeopathic Products has grown from a storefront pharmacy to one that is now serving over 65,000 customers in more than twenty countries. Our clients include pharmacies, retail stores, practitioners, midwives, veterinarians, distributors, and the general public. WHP distributes over 16,000 email newsletters monthly. All of this has been accomplished under the ownership of Joe and Linda Lillard and results from their dedication to provide affordable medicines that work.

Joe learned the process of manufacturing homeopathic medicines as an apprentice to the previous owner of Washington Homeopathic Products, Ed Furr, RPH. In 1991 the Lillards purchased the Maryland-based business. In 2004, the business was consolidated in Berkeley Springs, WV. WHP bulk manufacturing expanded into a 12,500 square foot custom-built production facility and warehouse in 2006. WHP manufactures products for over 40 private label companies worldwide in addition to its own extensive line of homeopathics.

Since 1991 the business has transformed from a company with five employees and an annual gross income of \$150,000.00 into a multi-million dollar operation with over 40 employees. The business continues to grow as a result of web-based sales, superior product quality, and customer service dependability.

All plant materials used to manufacture homeopathic medicine must be organically grown. Over 50 species of plants used to process remedies are grown on the Lillards' West Virginia farm. The raw material for Thuja (a remedy useful for skin growths) has been provided for more than a decade by an Arbor vitae tree in the Lillards' front yard. Joe also collects the raw material for WHP's leading product Rhus tox. (a remedy for the treatment of poison ivy) from his farm. Sourcing local botanical materials decreases fuel consumption and creates demand for a local supply. These business management choices illustrate WHP's dedication to sustainability and quality control.

WHP has received The Governor's Commendation Award for international market entry for three consecutive years (2004, 2005 & 2006). WHP was recognized as the US Small Business Administration's 2007 WV Small Business Exporter of the Year. Joe Lillard has been selected as the US Small Business Administration's 2009 Business Person of the Year for West Virginia.

Washington Homeopathic Products supports Homeopaths Without Borders by providing homeopathic pharmaceutical training to doctors and pharmacists. WHP also supports The National Center for Homeopathy (NCH) by assisting with membership drives and sponsoring events. NCH is a non-profit organization dedicated to educating the public about homeopathy.

The high quality products and excellent customer service have resulted in a consistent sales increase year over year. In today's market place, WHP is incredibly unique. A person rather than an automated system provides customer service and orders are generally shipped within 24 hours of receipt, with more than 3,000 shipped monthly. The increase in business can be attributed directly to catalog and web-based orders which naturally led the company into the global market.