

PRESS & MEDIA KIT · 2026

InVine Botanicals.

Whole-herb botanical skincare — grown, infused, and handcrafted on a Tallahassee, Florida farm by founder Janice, a herbalist, engineer, and mother of three.



Press Contact · contact@invinebotanicals.com

Web · www.invinebotanicals.com/press

Based in · Tallahassee, Florida

AT A GLANCE

Brand Fact Sheet

FOUNDED	2024 · Tallahassee, Florida
FOUNDER	Janice — Herbalist, Engineer, Mother of Three
CATEGORY	Whole-herb infused botanical skincare
DIFFERENTIATOR	Whole-herb infusion vs. essential-oil dilution
SOURCING	Every herb in the formulas is grown at the InVine Botanicals garden in Tallahassee, Florida. Exceptions, all from trusted suppliers: black pepper, beeswax, carrier oils, essential oils, and vitamin E.
PROCESS	Herbs slow-infused into cold-pressed organic oils for 6–8 weeks depending on the herb used in the infusion, then finished by hand — balms sealed with local Tallahassee beeswax, creams and body butters whipped into lighter textures without it
PRODUCT COUNT	9 SKUs — balms, creams, body butter, and bespoke herbal infusions
AVAILABILITY	Direct-to-consumer at invinebotanicals.com

A note on language. InVine Botanicals products are cosmetics, not drugs. Please avoid "heals," "treats," "cures," "anti-inflammatory," "medicinal," and similar terms when writing about the products themselves. Sensory language (cooling, warming, aromatic), cosmetic language (moisturizes, conditions, nourishes), and "traditionally used for" framing about the raw herbs are all welcome.

ABOUT THE FOUNDER

Janice — Herbalist, Engineer, Mother of Three



Janice is the herbalist, engineer, and mother of three behind InVine Botanicals. After six years tracking her own health data, a dream pointed her back to the garden. Today she grows nearly every herb that goes into InVine's whole-herb infusions in her own Tallahassee, Florida garden.

LONG BIO

Janice is the founder of InVine Botanicals, a small-batch herbal skincare studio in Tallahassee, Florida. She is a herbalist by passion, an engineer by training, and a mother of three by the most humbling and transformative experience of her life.

InVine began in her own garden. After six years of tracking her own body — more than 2,000 days of data on mood, sleep, energy, and cycle — she brought the rigor of an engineer to the traditional knowledge of an herbalist, formulating whole-herb infusions that worked on her own baseline first. The Bug Bite Balm was created for her youngest son. The Muscle Revive Balm was created for her Ironman husband. Every formula started with someone she loved and a problem she refused to leave unsolved.

Today InVine sells nine whole-herb infusions crafted from herbs grown in her Florida garden. Janice is available as an expert source on whole-herb infusion, founder-grown skincare, women's wellness, and the Florida garden.

Story Angles We're Glad to Discuss

Three editorial entry points. Happy to tailor any of them, provide expert quotes, or set up a 15-minute call for background.

Whole-Herb Infusion

What it is, why it differs from essential-oil dilution, and why it changes what the product does on the skin. Most "herbal" balms on the shelf are base oils with essential-oil drops — InVine's are made by steeping whole garden herbs in cold-pressed oil for 6–8 weeks.

The Florida Garden

Growing herbs in subtropical heat and humidity, what thrives where, and why founder-grown sourcing is a structural advantage no northern competitor can match. Tallahassee supports year-round harvest of several core herbs.

Engineer Meets Herbalist

Six years of personal health data, a 3 a.m. dream, and what happens when an engineer brings systems thinking to traditional plant medicine. The intersection of rigor and intuition — and what it produces.

ADDITIONAL ANGLES

Founder-led skincare · Mother-of-three entrepreneurship · Small-batch vs. mass-produced beauty · The return to traditional craft · Women in clean beauty · Garden-to-skin sourcing · Cosmetic formulation without fillers or parabens

PRODUCT LINEUP

Whole-Herb Infusions

Prices and availability current as of April 2026. All images on this kit are cleared for editorial use with credit to InVine Botanicals.



Bug Bite Balm

\$32

Lemongrass, lemon balm, rosemary, sweet basil, and lemon mint with a touch of tea tree. Created by Janice for her youngest son.



Breathe Free Balm

\$35

Peppermint, spearmint, rosemary, lemon balm, and lemon thyme. A refreshing, aromatic balm for the chest and temples.



Muscle Revive Balm

\$39

Cayenne, ginger, turmeric, black pepper, peppermint, spearmint, and rosemary. Created by Janice for her Ironman husband — a warming balm for tired muscles.



Moringa Face Cream

\$49

A whole-herb infusion of garden-grown moringa and echinacea in a lightweight daily face cream.



Spearmint Hand Cream

\$45

Garden-grown spearmint infused into a fast-absorbing cream. Cooling, refreshing, and lightly scented.



Basil Body Butter

\$42

Sweet, holy, and Thai basil from the garden, whipped into a rich, aromatic body butter.



Build Your Own Duo

\$59

Mix any two of InVine's three flagship balms into one curated set. A flexible introduction or gift.



Premium Gift Set

\$98

All three flagship balms — Bug Bite, Breathe Free, and Muscle Revive — in one presentation-ready set. InVine's most-gifted item.



Bespoke Herbal Infusion

From \$148

Fully customizable, built from any of 27 herbs currently available in the Florida garden. Customers choose size, base, oils, and add-ons.

PRESS INQUIRIES

We Reply Within
One Business Day.

For interviews, expert quotes, gift guide inclusion, product samples, or any other media request, email us directly. Janice is happy to speak on whole-herb infusion, founder-grown skincare, women's wellness, and the Florida garden.

contact@invinebotanicals.com

Based in Tallahassee, Florida · Available for virtual and Florida-based in-person interviews

ADDITIONAL ASSETS

The live press page at www.invinebotanicals.com/press has high-resolution photography (founder headshot, product trio hero, individual product shots, brand logo), the full brand fact sheet, and this press kit as a direct download. For anything specific — a custom crop, a lifestyle shot, a video clip — email contact@invinebotanicals.com and we'll send it within one business day.