



Young Entrepreneur Spotlight



Preesha Halder, 15 | Shade Sense Studios
shadesensestudio.com

Englewood, Colorado

Industry/Field of Business:

Consumer Goods

Q: Briefly describe your business. What do you offer?

A: We sell cloud soaps, which are creamy soaps with gentle exfoliating properties. Our second item is our organic cloud scrubs, which are exfoliators that not only remove dead skin cells but also hydrate the skin.

Q: What inspired you to become an entrepreneur?

A: Like every other kid in the neighborhood, I held my fair share of lemonade stands. My friends and I would have at least three every summer, and my favorite part of it was being able to barter with people- “If you buy two or more cups, I’ll cut you a deal and give you a free brownie!” Even before this, as a toddler, my father and I would trade pennies and crayons and toy fish, and through this game he taught me pivotal financial concepts like income and profit. But I outgrew that game, and as I entered middle school, I felt too old for lemonade stands. Plus, I wanted to be a scientist, so what was the point of running a business? I realized, overtime, that my passions lied in planning, organizing, and executing events. I finally turned my time to working on becoming an entrepreneur, and it’s been very rewarding.

Can you share a pivotal moment in your journey that led you to start your own business?

A: On August 13th, 2022, my best friend Abby and I were in my basement, attempting to make slime. Our measurements were near perfect until I misread a label and dumped a bunch of baking soda into the mix instead of

borax. When we mixed our concoction, it turned out to be a creamy soap. Abby recalls that we were just messing around with it, "...until Preesha was suddenly like, 'we could sell this!'" Now, one year, two products, and three formulas later, Shade Sense Studio is one of the most fulfilling things I have ever done.

Q: What impact do you hope to achieve with your business in your community or the world?

A: Our business's motto is that self-care has neither a gender nor an age, and we strive to show this by selling inclusive products for all kinds of people.

Q: What piece of advice would you give to other young people thinking about starting their own business?

A: I love planning; I can spend hours and hours writing detailed descriptions of exactly when and how I want to do something. But some things don't need planning. Sometimes, you need to embrace the unexpected and just start.

Q: How can people learn more about your business (website, social media handles)?

A: Our website is shadesensestudio.com and we are @shadesensestudio on Instagram, YouTube, and Pinterest!