



Trust Your Mentors, and Your Gut

Kimberly Eddleston (Northeastern University)

KEYWORDS: Family Business, Women, mentors, Entrepreneurship, Bernette Dawson.

Bernette Dawson named her line of skin care products "Made Organics," which stands for "Mother Approved Daily Essentials." The idea for the business was born after Dawson's son developed a skin condition and Dawson wanted only gentle, quality ingredients to treat it. But her business also needed a little mothering from mentors as it got off the ground. She received indispensable advice from (WIN) Lab, a business accelerator based at Babson College. In this interview with Familybusiness.org's Kim Eddleston, Dawson talks about her early experiences launching her company, when to lean on mentors and when to trust your own instincts.

Additional Search Terms: Female founders, women-owned business, skin care, skin care products, Bernette Dawson, Made Organics, Babson College, accelerators

[Link to video](#)