



# YANETH CERDA

Owner, Alquimia Skin Care



Yaneth was born and raised in a small town in Jalisco, Mexico. She came to Milwaukee at the age of 14 and is a proud mother of three boys.

When reconnecting with herself, she began to question her own self-care habits. Her thoughts centered around why, if we are focused on taking care of our diet and mental health, are we not also thinking about what we are putting on our skin.

Her exploration of this question led to her determined studies, including the taking of many herbal courses. She learned how to work with plants as medicine and began to make her first products while expanding her role as a student which led her to expanding her studies at Herbal Academy.

Since starting her business, Alquimia, she connected with a deeper desire to create spaces where she would not only sell products, but also contribute to her community. One of her dreams has always been to offer workshops because in her experience, learning how to make your own products is revolutionary. Alquimia is aimed at being an education and communication platform around holistic and natural self-care within our community.