



## Nancy Bogart

*Jordan Essentials*

*Jordan Essentials was built in Springfield, Missouri, and our heart has always been rooted here. We manufacture our products locally in Nixa, creating meaningful jobs including people with physical and mental disabilities and supporting families while keeping our supply chain close to home. By producing in fresh, high-quality batches, we prioritize people, safety, and sustainability over speed or shortcuts.*

*Beyond employment, we actively support the local ecosystem by partnering with area vendors, service providers, and organizations whenever possible. We regularly give back through product donations, fundraising partnerships, and community initiatives that support wellness, women, and families. Our business also empowers thousands of independent women entrepreneurs—many from the Springfield area—by providing flexible income opportunities, leadership development, and personal growth.*

*At the core, our impact is about people. Whether it's a customer finding relief through magnesium-based wellness products, a consultant gaining confidence and financial independence, or a team member growing into leadership, we see business as a vehicle for positive change. Springfield isn't just where we operate—it's where we invest, serve, and build long-term relationships.*

*Excellence, to me, is doing the right thing consistently—even when no one is watching. At Jordan Essentials, we define excellence through uncompromising quality, integrity, and follow-through. Every product we create is made in the USA using thoughtfully sourced ingredients and rigorous standards for safety and performance. As a formulator and founder, I'm deeply involved in product development to ensure what we offer truly works and aligns with our values.*

*Customer experience is equally important. We strive to be responsive, transparent, and human in every interaction—whether that's supporting a customer, guiding a consultant, or working with a partner. Professionalism, clear communication, and accountability are expectations I model and reinforce daily.*

*Excellence is also about longevity. After 25 years in business, our continued growth reflects trust earned through consistency, adaptability, and care. We don't chase trends—we build systems, relationships, and products that last.*

*Innovation at Jordan Essentials is rooted in listening—listening to customers, consultants, and our team. Many of our best ideas come from solving real-world problems, such as creating magnesium-infused wellness products before they became mainstream or developing systems that allow women to build businesses without inventory pressure.*

*As a leader, I focus on empowering others. I believe leadership is less about control and more about clarity, trust, and development. I invest heavily in mentoring leaders, building culture, and creating opportunities for growth. When challenges arise—as they always do—I approach them creatively, prayerfully, and collaboratively.*

*Over the years, I've adapted our business through industry changes, economic shifts, and growth seasons by staying curious, learning continuously, and leading with optimism. Innovation, to me, isn't just new ideas—it's the courage to evolve while staying grounded in who you are.*

*Our business is guided by five core values: diligence, drive, willingness to learn, optimism, and teamwork. These values show up daily in how we treat one another, how we serve customers, and how we make decisions.*

*We believe people matter more than processes, and relationships matter more than transactions. We strive to lead with kindness, clarity, and accountability. Internally, we foster a culture where feedback is welcomed, growth is encouraged, and wins—big or small—are celebrated. Externally, we aim to be generous partners and responsible stewards of our influence.*

*Faith, integrity, and respect shape how I lead. We don't aim for perfection—we aim for progress, honesty, and alignment. Culture isn't something written on a wall; it's lived in daily actions, and I'm proud of the environment we've built together.*

*This season of my business is especially meaningful because it represents both legacy and momentum.*

*What began at my kitchen table 25 years ago has grown into a thriving, value-driven company serving thousands—without losing our heart.*

*I'm most proud of the people. The leaders who have grown, the women who have found confidence and independence, the team that shows up with passion and purpose every day. We are experiencing record growth while staying true to who we are, and that balance feels like a gift.*

*This season reminds me that building something with integrity, patience, and faith truly matters. I'm grateful—and excited—for what's ahead.*

Nancy Bogart is the Founder and CEO of Jordan Essentials, a Missouri-based wellness and personal care company celebrating 25 years of empowering women and families. A formulator, entrepreneur, and leader, Nancy built the business from her kitchen table into a nationally recognized brand known for magnesium-based wellness products, clean ingredients, and USA-made manufacturing.

Based in the Springfield area, Nancy is deeply committed to community, job creation, and mentoring women in business. She leads with faith, optimism, and a people-first philosophy, believing that business can be both profitable and purposeful. Under her leadership, Jordan Essentials supports thousands of independent consultants while maintaining strong local roots through in-house manufacturing in Nixa, Missouri.

Nancy is passionate about leadership development, innovation, and creating opportunities for others to grow. She is proud to have built a company that values integrity, teamwork, and lasting impact—showing success can align with compassion.