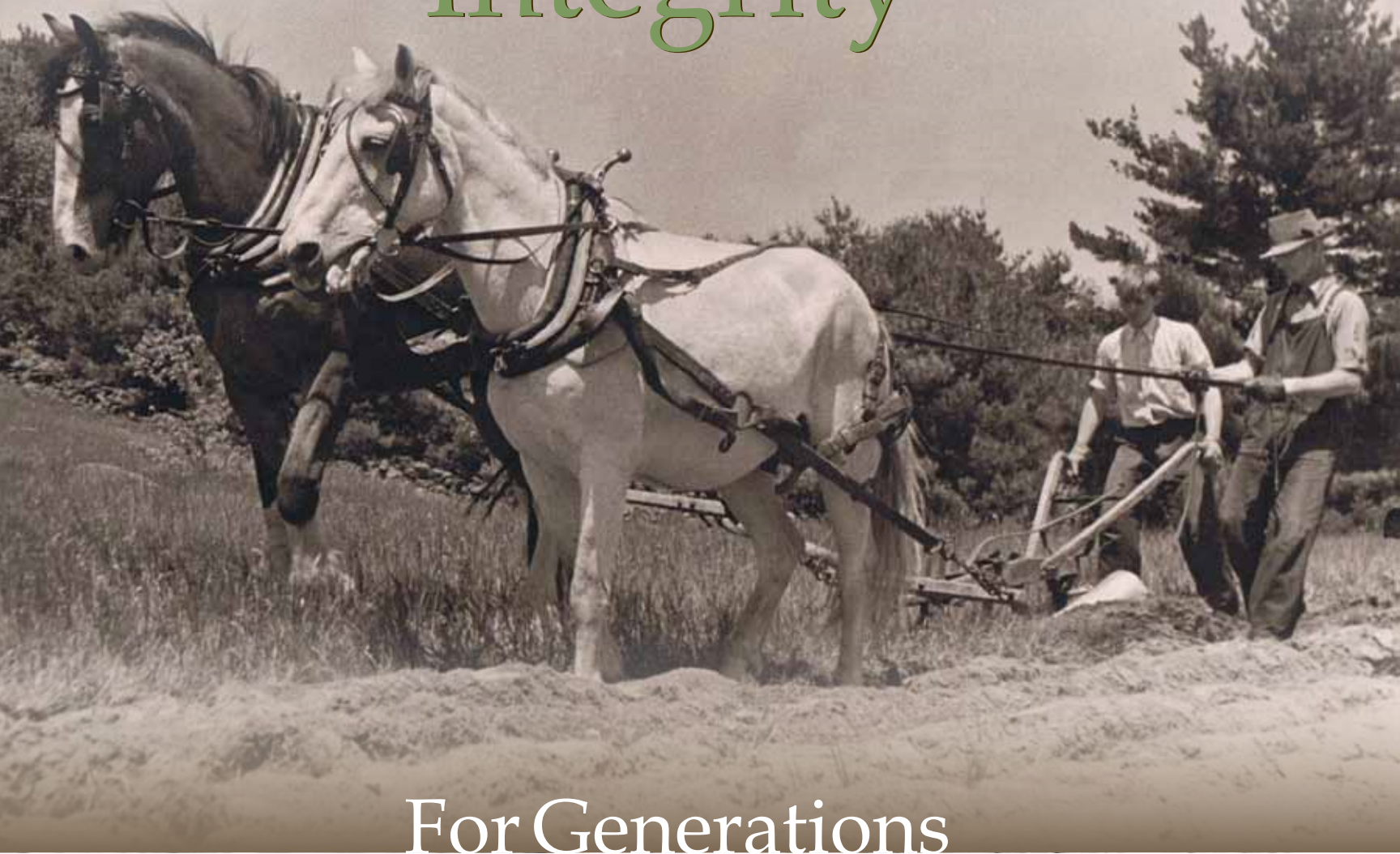


Clayton Gunn (left) as a young man, working alongside his father on the family farm. Photo courtesy of the Gunn family.

Memory Spirit *Clayton's Way Farm Soaps* Integrity



For Generations

BY SHAUNA SEAVER
PRODUCT PHOTOS BY
ANNIE CARD

the Gunn family has developed innovative ways to live off the New Hampshire farmland their ancestors purchased in 1896. Now, among fertile fields and pastures in Weare, the Gunn family continues to be inspired by the values of their highly admired father, Clayton. With a strong sense of familial dedication, a passion to learn, and a little luck, Clayton's son Richard Gunn has crafted over fifty varieties of handmade, fragrant soaps made of natural and beneficial ingredients for the skin.

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A self-sufficient innovator with a penchant for Yankee ingenuity, Richard, now a 4th generation Gunn, began making his own biodiesel fuel eight years ago. In an attempt to make use of the glycerin byproduct of the process, he set out to learn how to make soap.

essential oils and herbs from their own garden. Clayton's Way Farm Soaps have scentless bars, offer a 100% Castile olive oil soap, and even one that is especially beneficial to dogs due to the high percentage of grape seed oil in the ingredients (Lucky Dog). One of their



After creating his own tools, conducting extensive research, and plenty of trial and error, he perfected the cold process of making bar soap. His curiosity and determination, as well as the inspiration of family members, formed the basis for what is now a profitable – and sustainable – business known simply as Clayton's Way Farm Soaps.

The extensive line, including such sensual delights as Orange Peppermint Shea, Northern Woodlands and Jasmine Rose, incorporate natural ingredients such as local goat's milk,

most popular medicinal soaps is made from freshly collected native jewelweed and relieves the symptoms of poison ivy. Clayton's Way Farm Soaps even offers a natural laundry stain bar.

Today, three generations work together to offer these unique and beneficial soaps. Rick's mother, Edith Gunn Chase (Edie), a lively and engaging 83-years-young, wraps 95% of Clayton's Way soaps before they go out the door. She likes to joke that she's a "rapper". Rick's sister, Cathy Travis, sells the soaps at several farmers'

markets and fairs throughout the year, with daughter Lisa Kimball beside her.

Richard's wife, Sheryl, comments on the vision behind the soap line. "We're about honesty; we're not about selling a product that's not what it's said to be."

In addition to their popular soaps, Richard and Sheryl are bringing Clayton's farm back to life. With a goal of sustaining themselves and their business on the property, the couple hopes to eventually grow most of their own ingredients on site, as well as raise chickens and goats. With a work ethic that mirrors that of his father's, Richard is continuing – as well as reinventing – his family's legacy. The spirit of Clayton Gunn lives on in beautiful handmade soaps made in his honor.

WWW.CLAYTONSWAYFARM.COM

Clayton's Way Farm Soaps are also available at New England Everyday Goods located in Depot Square, in historic downtown Peterborough, NH.

