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Motherhood Sparks the Launch of Hygge Suds, a Virgin Islands Skincare Brand Rooted in Comfort

Iveliz Petersen began making natural remedies to treat her baby's eczema. That experience led to the creation of Hygge Suds, a self-care brand focused on comfort, despite the challenges of doing business in the Virgin Islands.

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Ivalise Petersen, founder of Hygge Suds, began her skincare journey by creating homemade remedies to soothe her son's eczema, eventually turning her passion into a comfort-focused self-care brand. **By. WOMEN IN BUSINESS VI & CARIBBEAN INC.**

What began as a mother's quest to soothe her son's eczema has since blossomed into a growing skincare business rooted in wellness and self-care. Iveliz Petersen shared the personal journey that

led to the founding of her brand, [Hygge Suds](#)—one that started with homemade remedies and evolved into a mission to bring comfort and confidence to others.

Ms. Petersen's revealed that as she waited for her baby to hopefully grow out of his eczema, she began to try to relieve his symptoms by creating her own topical treatments.

“I took that time and I nourished him with shea butter and so forth, creating my own concoctions,” Ms. Petersen told Laura Forbes during her [“Live with Laura” Women's History Month](#) special programming on Sunday. After about a month and a half of her ministrations, the boy's skin had cleared up. “That was what pushed me into that industry,” said Ms. Petersen.

Initially, the concerned mother wasn't focused on starting a business. However, she soon began to enjoy the work that she was doing. “I liked the fact that I was making my own stuff,” Ms. Petersen admitted. Soon, she was making soaps. “It just evolved from there.” *Ivy's Unique Soaps* was born.

Approximately three years ago, the business underwent a major rebrand. “I went through a personal experience...that really pushed me and motivated me into helping other women in practicing self care,” Ms. Peterson said. *Ivy's Unique Soaps* became *Hygge Suds*, named after the Danish word that describes coziness, comfort and wellbeing. The brand's focus, explained Ms. Petersen, is on “comfort and creating joy within yourself and who surrounds you.”

Her mission to provide all those who purchase her products with the comfort and peace promised by her brand has come with several challenges. The main obstacle, Ms. Petersen believes, is the cost of doing business in the territory. “It really hurts me, the price that I have to put on my products in order for me to make a living here on the island,” she said. Not only must she pay for her ingredients and packaging to be shipped to her, but she must also cover the cost of the finished products being shipped out to customers. “I'm paying for two [sets of] shipping,” she lamented. “It hurts me, but it has to be done.”

Despite the challenges, Ms. Petersen is determined to continue using her business and her products to help women – her main target market – access and achieve the promise of *hygge*. Creating that sense of comfort is important, the entrepreneur explained, because “it's a must to incorporate in your daily life.”

“When you're at peace, you can conquer anything,” declared Ms. Petersen.