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## **African American Entrepreneur Turns Candle-Making Hobby into Online Business**

*From Baltimore, MD to Alpharetta, GA Mom Creates Handmade Soy Candles*

Alpharetta, GA December 2007 – Jameel D. Nolan never imagined that an after school candle-making hobby would turn into a profitable business. Ten years later, after rave reviews from friends and neighbors at local boutiques and crafts shows, Nolan has launched a home-based online business in 2004, [www.KandleIndulgence.com](http://www.KandleIndulgence.com).

*Kandle Indulgence Company* offers a wide variety of high quality soy candles, votives, tea lights and her best sellers Aroma Soy Melts for many occasions; customization is also available. Nolan, an African American entrepreneur, is encouraged by the growth of her company as *Kandle Indulgence* moved from a primarily offline to an online business with an affiliate program so that she can focus all her energy on what she loves best: candle-crafting.

According to the National Women’s Business Council, minority, women-owned businesses are growing at an astounding rate in America. Companies owned by women of color now represent 21% of all private businesses in the United States, and they are growing in numbers at six times the rate of all U.S. businesses.

The NWBC last reported in 2005 that Washington, DC (30%), Maryland (16%) and Georgia (14%) are where African American women comprise the greatest share of all women-owned businesses. Nolan’s business began in her hometown area of Baltimore, MD, very close to the nation’s capital. She has since relocated in the summer of 2007 to Alpharetta, GA. “As a minority woman business owner, I am driven to make it on my own despite all potential obstacles. I appreciate the wide base of support from other businesswomen like myself in the Maryland-DC and GA regions. *Kandle Indulgence Co.* is really becoming a dream come true for me!” comments Nolan.

All of Kandle Indulgence Co. candles are handmade of 100% pure soybean, an environmentally friendly substance compared to conventional petroleum-based candles. The custom soy wax burns longer and cooler without soot buildup than petroleum (paraffin) candles; is a renewable sustainable resources requiring plant growth; and is healthy for everyone, including pets to breathe.

Jameel D. Nolan is owner and operator of [www.KandleIndulgence.com](http://www.KandleIndulgence.com). Nolan is a member of the International Guild of Candle Artisans and a member of Indie Beauty Network. Call 1(877) 798-1874 or email [info@kandleindulgence.com](mailto:info@kandleindulgence.com).