

WC Tonics

Angie Walker, CEO

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PENNSYLVANIA

SBDC

Small Business Development Center Duquesne University

*Helping businesses
start, grow, and prosper.*

Duquesne University SBDC

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Industry:

Health & Beauty, Personal
Hygiene

Year Founded:

2019

Consultant:

Denis Olson



SBDC Assistance:

Business Plan, Financial
Plan, Partnering

Additional Partners:

SOBA; Ryan Atkins,
Associate Professor of
Supply Chain Management



Eco-Friendly Solution to Wipes and Packaging Challenges

Angie Walker has introduced an innovative solution to a significant environmental problem: the use of so-called "flushable" wipes. These wipes, commonly marketed as convenient alternatives to traditional toilet paper, have been linked to clogged plumbing systems and ongoing class-action lawsuits against major retailers like Walmart, Costco, CVS, and Target. Not only are they not truly flushable, but they often contain toxic ingredients, like PFAS. <https://www.consumeraffairs.com/news/costco-sued-for-toxic-chemicals-in-its-baby-wipes-070324.html>.

Recognizing that dry toilet paper is not always effective, Angie created WC Tonics No 2, a spray that turns regular toilet paper into an eco-friendly cleansing wipe. With just 2-3 sprays, toilet paper becomes gentle and effective, and unlike wipes, it can be safely flushed. WC Tonics No 2 is made with organic ingredients. The formula is cruelty free, vegan, and is free of harmful chemicals like parabens and PFAS. No 2 is truly sustainable—making it a game-changer in the personal hygiene industry.

However, like many entrepreneurs, Angie faces challenges, particularly around supply chain and packaging. To overcome these hurdles, Angie worked with the Duquesne University Small Business Development Center (SBDC) and the Duquesne University School of Business to explore sustainable packaging solutions. Students from Duquesne will work directly with Angie, applying their academic knowledge to real-world problems by analyzing packaging options in terms of cost, availability, weight, carbon footprint, and consumer convenience.

The project will span an entire term, with mid-project check-ins and a final presentation of recommendations. These students will gain valuable experience while Angie benefits from fresh, data-driven perspectives on how to improve the sustainability and efficiency of her packaging.

Impact and Results: By collaborating with Duquesne University, Angie will receive practical, well-researched solutions to her supply chain and packaging challenges, allowing her to focus on growing her eco-friendly business. The students will gain critical, hands-on experience, and Angie will benefit from cost-effective, innovative solutions that she may have otherwise needed to outsource at a higher cost.

This partnership exemplifies the power of leveraging university resources to solve real-world business problems, creating a win-win for both Angie and the students. It also highlights the impact of businesses like WC Tonics No 2, which are committed to sustainability and eco-conscious innovation.

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