SALT LAKE CITY

LEADING WOMEN IN BUSINESS

Modern Methods, Natural Solutions

Meet the future-forward CEO behind **Natura Solve,** a leader in state-of-the-art soil restoration, water renewal, and sustainability solutions.

"We're a sustainable solutions provider and we started with soil and water. We're creating a cleaner, sustainable future," says Natura Solve founder and CEO Jennifer Mason. "Our products work really well and are inexpensive. We're committed to building up communities."

A leader by nature, Mason 's background in marketing and business development, and dedication to the environment, inspired a career change in 2012.

"I've always been curious and passionate about our world. Starting Natura Solve opened the door to drastically impact our planet," she says.

Based in Utah, the clean and sustainable solutions provider drives global innovation and ecological health. "We're pushing worldwide sustainability from Salt Lake City," the Utah-native adds. "We have incredible technology, brilliant people, and an excellent opportunity to help communities regain well-being by restoring soil, water, and food quality."

Natura Solve and Mason's additional organizations, like the Sustainable Development Commission—a compilation of innovators, industry experts, and implementation-focused projects—are designed to close the gap between design and usability. "Just because you have a solution doesn't mean you'll be allowed to use it," Mason says. "I discovered this as I started Natura Solve. We're creating pathways for entities that need to come together for sustainability to happen."

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Planting Seeds

From soil and water restoration to waste processing, contamination clean-up, and remediation, Natura Solve's solutions leverage biology to drive impressive outcomes. By using highly concentrated SoilMix and WaterMix, the company has built a foundation that is supporting additional products to be commercialized through strategic partnerships, licensing deals, and innovative land development programs.

"Our products use natural bacteria and fungi to reinvigorate life that gets stripped from the planet through processes or chemicals. We cut the use of fertilizers, water, labor, and other resources. It's a beautiful process. After that, we layer innovations to fit a particular project."

At Natura Solve, knowledge and research translate into vital soil solutions that cut water usage and improve output. "We're working with chapters of the Navajo Nation in grazing and land development. Some of their soil and water are laden with heavy metals and depleted of nutrients," Mason says. "Our treatments remove contaminants organically, helping them to grow more while conserving water.

"When we first met a local grazing official, I treated a small amount of dirt and planted some microgreens. In seven days, we sent a photo of the healthy plants—he was thrilled. That same soil produced nothing without our product during testing."

Mason's water renewal expertise is also on tap in Kellogg, Idaho, where the state's top tourist attraction has become a toxic threat. Lake Coeur d'Alene is a breathtaking natural feature with over 109 miles of shoreline and 75 million tons of heavy metal sediment that washed into the lake from over a century's worth of mining. "We're working with local remediation companies and the EPA to treat the surrounding soil before determining how to detoxify the waterways," she says.

"Our products outperform in dire circumstances, which inspires hope and ignites innovation in our industry," Mason concludes. "I anticipate more competition in the next few years, and I'm excited for it."

Natura Solve

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