

## ExploreLocalAustin.org

### Transcript for Black Butterfly

Video	Audio throughout video, at varying volumes music is heard
Owner is in the store with store background.	My name is Gloria Henry-Manor, and the name of my business is Black Butterfly Bath and Body.
Outside shot of business.	(Music starts.) October '09 will actually be my fifth year in business,
Owner is in the store with store background.	And I've been in this location the entire time.
"Why did you choose this location on E. 12 <sup>th</sup> St.?"	Background music.
Owner is in the store with store background.	I started out with the idea of becoming an Afro-centric boutique.
Inside shot of clothing	And I felt that this was an appropriate area to target the
Owner is in the store with store background.	African-American community. And about two years into it, I transitioned into being an all-natural bath and body. So, it works – I like it.
"What makes Black Butterfly unique?"	Background music.
Owner is in the store with store background.	Black Butterfly is unique in that it's an all-natural bath and body that specializes
Interior shots of products	in Shea butter. And sometimes when you go all-natural, you lose the luxury of the fragrance, so
Owner is in the store with store background.	When you come in Black Butterfly you can customize
Inside shots of	your gift to have your lotions smell how you want them to smell. And, yes, there are other bath
Owner is in the store with store background.	And body shops that do that, however, I specialize in natural products that you can do that with.
"Who are your typical customers?"	Background music.
Owner is in the store with store background.	About two years into my business, I transitioned into being an all-natural bath and body shop, and that actually is bringing a more diverse client base. They're intelligent, they're label readers, I find that most of them are good conversationalists; they're into politics, so it's more a

	customer base that really understands it.
“So why would someone come to Musical Exchange?”	Background music.
Owner is in the store with store background.	I believe you should come in and check out Black Butterfly. We’re an all-natural bath and body shop featuring shea butter.
Inside shot of fragrances and products	Why buy an expensive hundred dollar perfume when you can get designer fragrance oils for five dollars? We’ve got oceans of lotions, salts and scrubs and butters and bubbles, and you can customize them all.
Owner is in the store with store background.	It’s a nice place for gifts, I make gift baskets. Come and check it out.
Closing slides with business information, music by, video by, and SBDP contact information.	Background music is playing.