



Deanna Wallin, a former nurse turned skincare pioneer, founded Naples Soap Company out of her passion for assisting individuals suffering from chronic skin issues such as eczema and psoriasis.

A Southwest Florida native, Wallin earned her Bachelor's Degree in Psychology from Barry University. She returned home to earn her LPN certification from Lorenzo Walker Technical College and worked in the healthcare industry in Southwest Florida for 15 years.

Following the recession of 2007-08, she was looking to make a career change and was inspired to share her journey to find relief from her own painful, chronic skin conditions. In 2009, she

opened a small 300 square foot retail store in Tin City where she sold skin care items including natural soaps and body butters.

Today, Naples Soap Company operates 13 across the state of Florida, offers products nationwide direct to the consumer through a robust e-commerce site (naplessoap.com). The Company's wholesale division sells to spas, boutiques and retail shops across the United States.

In 2021, Deanna took the company public. Naples Soap Company stock is traded on the OTC markets under the symbol NASO. As CEO, Deanna provides strategic direction for the company while overseeing company operations, product development, merchandising, buying, marketing, investor relations, and talent development.

She has earned numerous professional and business accolades including:

- Florida SBDC at FGCU Distinguished Entrepreneur Award 2024
- Gulfshore Business Remarkable Business Women Award 2023
- Naples Illustrated Naples 100 Collier County Most Influential Business Leaders 2022
- Naples Illustrated Naples 100 Collier County Most Influential Business Leaders 2021
- Naples Illustrated Naples 100 Collier County Most Influential Business Leaders 2020
- Business Observer Entrepreneur of the Year Award Winner 2020
- Florida Retail Federation Retailer of the Year Award 2015
- Greater Naples Chamber Business Expansion Award 2014
- Greater Naples Chamber Excellence in Industry Company to Watch 2013
- Greater Naples Chamber Entrepreneurship Award 2011