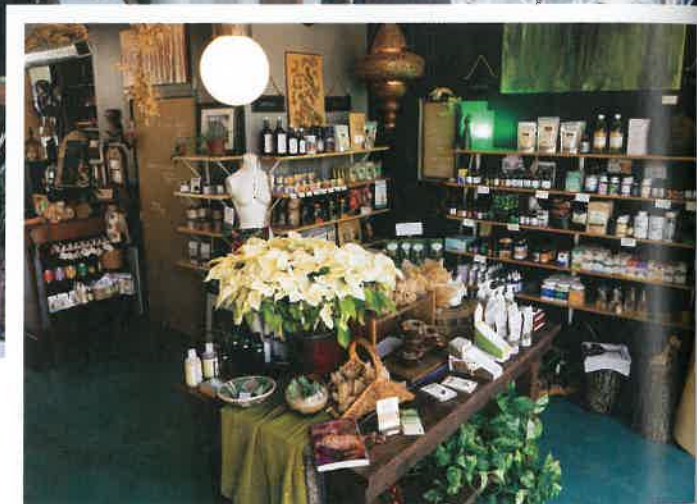


TINY TAIGA

A CHOOSE-YOUR-OWN-ADVENTURE SHOPPE
OF HEAL GOODS AND SOUL TREATS



“My intention is that everyone who comes into Tiny Taiga at least gets a little boost of good energy,” says Blake Shanley, the vivacious owner of the shop of superfoods and sundries on East 11th Street. She opened the cozy, sweet-smelling store almost five years ago, with the idea of creating a health and wellness hub for people seeking a more natural lifestyle. With a stock of supplements, healthy snacks, essential oils, and skincare products, all personally vetted by Blake for ethical business practices and sourcing, Tiny Taiga is truly a one-stop shop for things feel-good.

Blake explains the store’s name, which refers to a forest biome, as “the idea that everything you need is right there: the trees and the air and the dirt. I want customers to come in here and feel nature and know that everything that I’m carrying comes from the earth.”

Blake began her 20-year wellness journey while exploring natural answers to teenage hormone imbalances through diet and whole-body methods. With Tiny Taiga, she hopes to share the knowledge she’s gained and empower those starting a lifestyle change. She takes special care to curate her inventory to be straightforward

and easy to navigate: essential items that are beneficial and well researched. “I try to find products that are truly clean, without additives or synthetic ingredients, and are also affordable and accessible,” Blake explains. “Everything in the store is something I would use or do use.”

But beyond offering products, Blake strives to create a community around making healthier choices. She works with many local producers, often becoming their first retail outlet and hosting launch parties, community events and workshops in the store. Her customers range from regulars who have made total regimen changes to newcomers with no idea where to start (the raw chocolate products are usually the lure). “The point, to me, is to focus on every person who walks through the door,” Blake says, “and empower them to be healthier and happier in whatever ways I can.”

PHOTOS BY ALICE RABBIT PHOTOGRAPHY