

Maryland



Meet the seller



SMELLY
KIDS
COMPANY®



Scan to visit the
seller's storefront

Andrea & Franklin Thomas

Smelly Kids Company
Prince Frederick, MD

Take a family of four kids, a baker, and a natural-born entrepreneur, and you've got the Smelly Kids Company. Parents Andrea and Franklin Thomas—who met back when they were working as chefs—were inspired by their own kids to make natural bath and body products. “We were consumers of other bath and body companies that did not accommodate certain skin sensitivities that our children had,” said Franklin Thomas, COO, Smelly Kids.

The family originally started with three products. Today their collection includes close to 25 products, from lip balm to foaming soap. “[The kids] come up with the names, the scents,” explained Andrea Thomas, CEO, Smelly Kids. “It has to be something that the kids like because if our own kids aren’t going to use the product, then why would we sell it?”

With the help of an Amazon grant and the assistance of Amazon’s Black Business Accelerator program, the Thomases aren’t just expanding their ecommerce business—they’ve also been able to move operations from their home to a brick-and-mortar shop. “Amazon programs have been extremely beneficial for us,” said Franklin. “We used the grant money to transition into a storefront, where we’re able to create more personal experiences for customers, as well as make products in a more commercial environment.”

As Smelly Kids grows, the Thomases said Amazon is able to keep up, helping them scale year over year. “Being connected to Amazon helps me stay closer to my family. It’s important for our kids to see the business, see where hard work and where a dream can go,” said Andrea.

Independent Sellers

8,000

There are more than 8,000 independent sellers in Maryland selling in Amazon’s store.

Average Annual Sales

\$140,000

In Maryland, average annual sales per independent seller was more than \$140,000.

Items Sold

34 million

Independent sellers in Maryland sold more than 34 million items in 2023.

