

questionnaire

Jo Wood

Green businesswoman and author



Jo Wood, 51, wife of Rolling Stone Ronnie, has her own organic beauty range, Jo Wood Organics and has co-written a book, *Naturally: How to Look and Feel Healthy, Energetic and Radiant the Organic Way* (Sidgwick & Jackson, £12.99). She and Ronnie live in London with their son Tyrone, 22

• If you didn't do this job what would you be doing?

A set designer in films. I love old black and white movie sets – I would raid the studio's warehouses and create a beautiful room.

• Which living person do you most admire?

It has to be Al Gore because I thought his film, *An Inconvenient Truth*, was fantastic. It was fascinating to see how climate change is affecting our planet.

• What is your greatest fear?

Sometimes I get upset thinking about dying and knowing that I'll

never see my family's faces again. I realise that I won't know anything about it but I can't help worrying.

• What is your greatest extravagance?

I love antique jewellery. I never go out and buy it for myself though – I will either get Ronnie to buy it or I drop big hints and then pretend to be surprised! I went through a real Art Deco phase, but now I've gone even further back than that and love anything Roman.

• What do you consider to be overrated?

Celebrities who are famous for being famous. They haven't contributed anything. I don't consider myself to be a celebrity, I'm only well known because I'm married to Ronnie.

• How did you first get into the organic way of life?

In 1991, I was misdiagnosed with Crohn's disease and they said I'd have to be on steroids forever. But a herbalist told me that I just needed to detox my system. I started to feel better and then one day I was rushed to hospital with stomach pains. I had a grumbling appendix that was inflaming my intestine, which is why they had thought I had Crohn's. They said if I hadn't cleaned out my system they would never have known it was my appendix and it could have ruptured – and I'd be dead now. I decided there and then that I would be an organic girl and have been ever since.

• Do you live a 'green' life?

I am a mad recycler, I have my own vegetable garden, I buy only organic cotton sheets, towels and food. Every little bit helps – and it doesn't have to cost a lot of money.

• Why organic beauty products?

I developed Jo Wood Organics in

2004 because I thought organic beauty products should be more luxurious. It's an expensive range so I don't expect it to fly off the shelves, but we're doing well and are sold in 52 shops worldwide.

• How would you spend £10,000 in an hour?

I could spend it in 10 minutes! I would invest in old jewellery or go to a reclamation yard and buy something fabulous for the house.

• What character traits do you dislike?

People with delusions of grandeur. I love it when I meet famous people and they are really nice. I remember once meeting somebody famous who thought they were far better than anybody else in the world. It was really disappointing because I had thought they were very level-headed.

• When and where are you happiest?

On holiday in Kenya with my family – I feel very at home there.

• If you could change one thing in the world what would it be?

I'd ban all chemicals. They're ruining our planet and making us all ill. I started to look into the effects of chemicals a few years ago and couldn't believe how many there are in household products.

• What song sums up your view on life?

I love the way Marvin Gaye's *Mercy, Mercy Me* talks about how the planet is changing: "Things ain't what they used to be, radiation under ground and in the sky, Animals and birds who live nearby are dying." It explains what effect man has on the environment. □

To find out more about the range available from Jo Wood Organics log on to jowoodorganics.com