

Jackie Hirsch's Healing Comeback

After a very difficult journey of trying to have a second child and suffering several miscarriages, local entrepreneur and business broker Jackie Hirsch was looking to make a comeback for her daughter, Malena, and husband, Michael. The miscarriages had taken a toll not only on her mental health but also on her physical health – she was a patient at AdventHealth throughout this time. As she was looking to restore her health, she discovered the power of matcha, Japanese green tea powder.



The process of making matcha uses the entire leaf, most of which is typically discarded when preparing tea in bags. Known for its antioxidants, matcha does have caffeine but the energy boost is more of a calm climb. However, Jackie wished there were more flavors of matcha, and so, a new company, Healing Butterfly, was born.

“Healing Butterfly is really about a journey of a mom coming back. And I think a lot of women know this story of having to bounce back. I wanted to show people they could get to the next level after suffering a tragedy — especially a still-born, miscarriage, or really hard births. It takes time and energy to come back from and manage that. I feel like in our society we love a good comeback story but it’s always sports-related. It’s never mom-related,” she shares.

Jackie turned to superfoods to make her feel good inside and out and creating Healing Butterfly evolved from that. Her daughter actually came up with the name. “When I was really struggling, we were down in Miami — this was after my fifth miscarriage — which was really the time I was looking at not having any more children. It was a hard decision because you’re giving up on a dream. But at the same

time there was a huge weight that I felt lifted off my shoulders because I knew I could be healthy again. Malena and I often play restaurant, and she would name her restaurants and what food they’d be serving, and this day she said she wanted it to be healthy but really good for you. And she said, ‘How about we call it Healing Butterfly?’ She knew things had been hard for me and why I would go to the hospital. I was open about it,” Jackie explains.

Later in the process, Jackie ran the name by her branding person who loved it. “It’s about morphing and changing and evolving. I feel like we’ve evolved to a point where in order to move forward with a better diet, we look to foods from our past,” she says.

Jackie wanted to make sure she had the highest quality ingredients, so all Healing Butterfly matcha is sourced from an organic, family farm in Japan. The selections include a plain version, vanilla, chocolate, Earl Grey, ginger, mint and pumpkin spice. The flavored teas contain organic superfoods such as vanilla, cinnamon, clove, ginger and cacao. They also brought in a tea sommelier to make sure the taste matches the quality of the ingredients. In 2018, Healing Butterfly expanded their line of superfood beverages by introducing their Chocolate Turmeric

Golden Milk and Hibiscus Turmeric Golden Milk.

It has been quite the journey for Jackie, who does not have a background in food and beverage. After sampling numerous teas from Japanese farms and making her final selection, she had to learn barcodes, software systems, and how to source packaging. Her husband, Michael, who is a mathematician, has supported her and helped set up a custom software system for tracking their products.

In addition to selling on the website (hbutterfly.com) and Amazon, Healing Butterfly matcha is also available in Kroger, local resorts (including the Four Seasons), Disney Cruise Lines, and local retailers and restaurants, such as New Moon Market, District at Mills and The Cookery. Jackie is working on getting the teas into health-food stores like Whole Foods and Earth Fare. “We look forward to growing and enjoying, and hopefully we’ll be in some of those big-box stores later this year,” she adds.

The company will celebrate two years in March, but it is not the only venture for Jackie who is also the founder of Crowne Atlantic Properties, a business brokerage firm. “You help people realize their dreams and move on to the next chapter of their lives. I understand what they go