

Balm Squad

These two brothers are bringing in big bucks for cancer research.

by Elizabeth Watson Chaney

Harry and Heath Bennett are brothers (ages 14 and 10). They both love to eat, and they both spend a lot of time in the kitchen cooking — but they’re not always making food. Harry and Heath are the founders and CEOs of Bennett Brothers Balm, a lip balm they make in their own kitchen. The idea came to them about three years ago when Harry was in the fifth grade. He learned his friend Timmy had been diagnosed with Hodgkin’s lymphoma, a type of cancer. “It seemed impossible,” he said, “that someone so young and healthy could have cancer.”

Timmy’s cancer treatments had some unpleasant side effects; one of them was dry skin and lips. Harry and Heath wanted to help him feel better, so they went online and looked for lip balm recipes to soothe their friend’s sore lips. They tried making several different ones, but they weren’t happy with the results. One recipe came out green; others had a bad smell.

Their next move was to mix and match the ingredients from different recipes to come up with one they liked better. They used just a small number of all-natural ingredients to make their product safe and gentle. When they presented the new product to Timmy, he loved it. After seeing that it helped him, they came up with a second idea: “Let’s make more lip balm and sell it. Then

we can donate the money we raise to cancer research.”

Their parents, Jeff and Heather Bennett, helped them find a suitable product container and they drew a picture to go on it. A family friend, who was also a graphic designer, heard about what they were doing for Timmy, and she offered to turn their drawing into a label. “It came out really great,” the boys said. Next, they started marketing. Their parents supervised them as they set up a website, and they spread the word through Instagram, Twitter, and Facebook. They also started selling their lip balm at craft fairs and cancer fundraisers.



All smiles! Showing off their popular lip balm.

Photos by Heather Camerino



Three years later, they have a booming business that has allowed them to donate over \$37,000 to cancer research. Each time they make a donation, the amount ends in the number 87, after the number of Timmy’s favorite NFL football player, New England Patriots’ Rob Gronkowski. The Patriots honored Harry and Heath with a “Difference Maker of the Week” award. Many other accolades followed, including the Boston Celtics’ “Heroes Among Us” award, the “Young Entrepreneurs Award” from the Dana-Farber Cancer Institute, and the “Gloria Barron Prize for Young

Heroes.” As nice as the awards are, that’s not what motivates the boys to continue their efforts. “We feel this work is important because friends help

friends,” Harry says. “It feels great inside,” Heath adds.

Their lip balm has been included in chemotherapy care packages for patients, and they’ve cooked up several new lip balms for their customers. Timmy’s treatments were successful, and he is now healthy and cancer-free, but the Bennett brothers are just getting started. “I’d like to keep selling balm until scientists find a cure for cancer,” Heath says. Harry agrees and adds, “Only 4 percent of government funding for cancer research goes toward childhood cancers, and we believe children deserve more.” Their ultimate goal is to raise \$1 million and continue to make others aware of the importance of childhood cancer research. 📖



HOW ARE HARRY AND HEATH ALIKE?

We both have long hair. We both love to cook, eat, play video games, and hang out with our rescue dog (a Rhodesian ridgeback/lab mix) named Watson.

HOW ARE THEY DIFFERENT?

Heath is a big swimmer, and his favorite food is pancakes. Harry is involved in theatre, and says he “really likes a good burger.”