

Apothecary shop spreads positivity and joy to community

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SAN MARCOS– Tucked in the backside of an old blue house there is a shop that invites people on many 'magickal' paths to explore the wonders of their own spirituality.

Solidago – Wade Vetiver’s Apothecary & Esoterica is located at 323 Hopkins St., right across the street from Gumby’s Pizza.

Solidago means “to make whole.”

The building that houses Solidago is over 100 years old. It still has a skeleton keyhole and floors that creak—adding to the character of the homey shop.



Solidago’s entrance will first lead you to see items on display on a center table | Courtesy of Wade Vetiver

The atmosphere of Solidago

As you enter the shop, ethereal music plays that ring throughout the

storefront. The mystical chimes are calming to the mind and tickles the ears. The excellent aromas of various herbs and oils surround the environment and warmly greet customers as they open the door with jingling bells.

Eyes of customers may be overwhelmed by the variety of products filling the shelves consisting of herbs, essential oils, incense, hand creams, fragrances and even imported chocolates from Mexico.

Solidago's inventory also features earth-made crystals, beautifully bound books, tarot cards, candles, sculptures, animal skulls for spiritual practices and more.

Though the inventory includes imported items, the store owner, Wade Vetiver, makes his own products naturally.

"There's so many layers to it, but this is something that I like really connect with. I mentioned before, it's not only my hobby, my craft, but it's also my spirituality," Vetiver said. "So anything that is made in the shop is just part of what nourishes, what nourishes me, and what I think is nourishing."

With the addition of Solidago to the local shopping scene the community can support their interests at the local level.

"If you're funneling your interests in at the local level you change things locally, but you also fuel the economy at a local level," Vetiver said. "That encourages growth for the community in a new way by offering things that are fun and something to do."



The owner of Solidago, Wade Vetiver's Apothecary and Esoterica | Courtesy of Wade Vetiver

Wade Vetiver's Journey to Solidago

Originally from Fredericksburg, Vetiver is a Texas State University alumnus who first desired a career in healthcare.

Finding his way back to San Marcos, he decided to fully pursue his hobby and passion as a business.

"There were some big changes [in Vetiver's life] and I was in a kind of a heavy mindset at the time and just looking for change. I was already in change," Vetiver said. "And when I came into the room, I was like, oh this is an apothecary just waiting to happen. These beautiful built-ins,

the historic building, it was like it had an air of magic to begin with.”

Vetiver is passionate about his business and welcomes anyone on a spiritual journey to come in and discover something that attracts them.

“I don’t want to push anything I believe or push anything that I think on to other people. I just want to be a resource. For one — ‘what do they find magical in nature? and will it be in this shop?’ is what I want people to feel like,” Vetiver said.

Vetiver also hopes that when people visit Solidago that they take inspiration with them when they leave.

“Inspiration and sort of a quest on their own. Their own rabbit hole of what’s possible. I love possibility. It’s one of my biggest fuels in this strange human experience,” Vetiver said.

The community’s perspective

Community members have expressed their excitement for Solidago’s accessibility to quality items and the safe space it provides.

Grace Garrison-Tate, a psychology junior at Texas State, took a trip to Solidago for the first time because of recommendations for other San Marcos residents.

“I’ve had a lot of friends talk about it. I work at North Street. I’m a server, so I’ve had people come in and tell me that they’ve gotten rings from here or I’ve asked about the way they smell. It’s like really good perfume or cologne, and usually, they say it’s from here,” Garrison-Tate said. “I think San Marcos is really witchy. It connects a lot of people just going in there.”

Not only does Solidago have excellent fragrances and atmosphere, but it is also respectful of various cultures. Ram Moore, a San Marcos resident, added feedback on Solidago's mindfulness.

"I like herb shops, and I like apothecaries, but along with these shops, there is a lot of culture appropriation," Moore said. "It's nice to not see that in this one. It definitely feels like a respectful place."

The counter at Solidago also has trinkets and jewelry on display. | Courtesy of Wade Vetiver

What's Next

Along with keeping business at Solidago up and running, Vetiver is also opening Green Heron Bookshop in February 2024.

"So, this shop, obviously, is focusing on a kind of a niche audience in very specific interests, whereas the bookstore will be for everyone, and it's not based on an interest." Vetiver said.

"I love books, I love learning and I just love the aspect of going into a tiny, cute bookstore in a small town. It's just a vibe that I think that I want to offer, and I'm going to take the risk because it's fun," Vetiver said.

Visit Solidago—Wade Vetiver's Apothecary and Esoterica:

Monday-Thursday: 12:30 P.M. – 7:30 P.M

Friday: 12:30 P.M. –6:30 P.M.

Saturday: 12:30 P.M. –4:30 P.M.

Follow Wade Vetiver's Apothecary and Esoterica on Instagram and Tiktok [@wade.vetiver](https://www.tiktok.com/@wade.vetiver)