

WHAT
OTHER
PEOPLE
SAY...

Emma's Soap

Hello

I began mixing batches of soap in 2008, exhausted by not being able to find a product I was happy to use on my own and my daughter's skin!

Why Soap? We all use it, to wash our hands and have a shower but does everyone know what goes into a bar of soap? It's easier to tell you first what I don't use, harsh petrochemicals, foaming agents (SLS's & SLR's), manmade chemical base preservative (parabens), artificial fragrances and colours are all left out. Then what I do use? I select oils that are first pressing, unrefined, organic where possible and beeswax from my own hives. I choose the highest grade raw oils and materials without bleaching agents and refinement and that's it. Nothing else is added! *'A blend of oils to make nothing but soap.'*

I am passionately concerned over the amount of Palm oil used in the cosmetic industry, especially soap. I could not find a recipe to make soap without it, so I went about designing my own, taking eight months to perfect the recipe by adding and deducting oils, adjusting percentages.

Then I needed to present the soap to the consumer. What material could I use that has a low impact on the environment? After much deliberation the idea to use Organic fair trade cotton was born and something that could be re-used.

I have strived in all decisions to ensure my soap is truly eco-friendly with consideration to the environmental impact from making, distributing and using the product. It's been great fun, a learning journey and a privilege to meet so many like minded people.

Here are just some of the things they've said...

Dear Emma

I would just like to say a very big thank you for your lovely soaps. I met you at the Totnes Christmas fair, I was with my friend and we were the two runners! I purchased from you a face soap, the shampoo body bar and an avocado bar. Well I have been really impressed. Not only does my bathroom look a lot neater, as I have removed my shampoo bottles and all of my bath bubbles... but I am thrilled with your soaps.

My skin, especially my face has much improved and without a lie the very next day a lady said my skin was glowing (honestly)! I was a bit sceptical regarding the shampoo bar, but it really suits my hair. Luckily I have very short hair, so I don't use conditioner anyway, but the soap leaves my hair soft and shiny and still with volume.

Last Friday I went to South Brent and purchased your shaving soap... it's sooooo good. I have done what you have advised and have purchased cheap soap dishes and have labelled them all and my soaps are all lined up. I also bought my daughter one of your face soaps and she has amazing skin anyway but she is thrilled with it and is very pleased that you have stockist in Cardiff where she lives. It was lovely to meet you and I am now a convert to your products!

Love Jane

REDUCE · REUSE · RECYCLE

Ideas for reusing the packaging:

- ✿ Collect the fabric squares and make a patch-work, bag, pillow or even a quilt.
- ✿ Use to top your home made jam, chutney & pickles!
- ✿ Make clothes for your best loved doll or teddy!
- ✿ Use to wrap your soap when travelling.
- ✿ Return to Emma's Soap to be reused and get 5p off your next purchase.

Send your ideas and creations to hello@emmassoap.co.uk or post on Facebook / Emma's Soap

"Your soaps are lovely and I shall have to start making dolls clothes for my granddaughter's dolls!"
Sue

Emma says "there really is no landfill waste if the consumer disposes of all the packaging correctly"

Hi, I bought some soap from you when we were staying in Totnes over the summer. I bought my husband some soap for eczema and it has been brilliant, I want to buy him some more but can't remember what it was!! Please help!

Sarah



*For eczema sufferers
Emma recommends
Avocado Unscented

Avocado Oil - is a highly
therapeutic oil
containing proteins,
amino acids, vitamins A,
D & E and lecithin.
Very moisturising
with healing properties,
regenerates cells,
softens body & tissue.
Excellent for dry skin.

Emma's Soap
AVOCADO

Moisturises, nourishes
and restores the skin
full of vitamins

Hello Emma

Just wanted to say thank you for your lovely Unscented Avocado soap, it has really helped my hands heal. I have just ordered some more and some for another friend whose hands aren't feeling very happy.

Bekki

Hi Emma,

I bought some soap off you at Quest, I have Eczema and your soap is amazing! Just about to buy some more anything you can recommend?

Kind regards

Richard

I am ordering these soaps (Avocado Unscented x 6) for myself and my friends after buying one for my daughter at the Christmas fare in Exeter and raving about it and how it worked for my daughter so they want to give it a go on their own children that also suffer with eczema. Vicki



Avocado Range

Hi Emma's Soap people!

I bought some of your soap at the weekend from a shop on Herm Island (in the Channel Islands). I just wanted to let you know I love it! I have extremely sensitive skin and have all sorts of trouble with allergic reactions to shower gels, soaps, makeup, laundry detergents, basically everything under the sun.

I am always on the lookout for new products that might work for my skin, and the ingredients list on your soaps looked really good. I bought one bar of the unscented avocado soap and also one 'Complete' bar to use for my hair. They are both fabulous! No blotches, no rashes, no redness/itching/spots and all the rest of it. It's a miracle! To avoid allergic reactions I often use products meant for people with eczema, but they are usually full of mineral oils which feel gloopy and greasy on my skin. After a few days using your soap my skin feels calm, smooth and happy. Your soap is so great I could cry. Please don't ever stop producing it!

The shampoo bar is also a bit of a revelation. It is very hard to find shampoos and conditioners with low/no fragrance, and simple ingredients that won't upset my skin. Most ordinary shampoos and conditioners give me an itchy scalp and rashes around my neck from the fragrance. So far I've had no problem at all using the shampoo bar. The essential oil fragrance is subtle and has not upset my skin at all, and the bar leaves enough moisture in my hair that I don't need a separate conditioner.

I'm so, so happy I found your products. You have a customer for life! I also love your ethical approach, it will help me make up for the environmental damage I've done trying hundreds of products over the years :)

Thank you for being so awesome!

Rachel

Another happy customer
😊



Memories of the Beach



Emma's Soap
ORGANIC SHEA BUTTER
Moisturising,
nourishes the skin
leaving a silky feeling



Gingham wrapped
soap bars



Dear Emma

About 2/3 yrs ago we drove to Blackpool Sands and as we drove through the villages we passed a little cottage I love, a lady came out of the door as we drove past with a child. I don't know why but I liked her. As we sat on Blackpool Sands this lady and child arrived, the child played on the beach and I watched the lady wrapping something in bits of fabric. I couldn't see what it was but it all looked very interesting in her wicker basket. For years we have visited Blackpool Sands and each time drive past the cottage, the same question comes into my head "I wonder what that lady was wrapping"?

Last Christmas I was at Totnes Market and bought some soaps for my sons school teachers, I wondered if this could have been the same sort of thing that the lady on the beach was doing... I now think that lady was you! How strange that you have pondered in my thoughts for years. I have used your soaps and given them as presents and I now know what that lady on the beach was wrapping in gingham fabric!!!

Victoria xxx

I absolutely love your soap, I have been buying it off and on for the past three years from a shop at Blackpool Sands whenever we have been on holiday in Devon. I really love the natural way it feels on my skin and the fragrance of it just makes me feel good.
Regards
Teresa



Mother's Love
inspired eco-friendly soap

Emma's Soap

A blend of natural oils
to make nothing but Soap

No Palm Oil

Emma does not add any preservative, foaming agents, artificial colours or fragrances. Wanting to know the exact source of all the ingredients Emma only uses the highest grade quality oils, first pressing, organic, unrefined and her own Beeswax and from local beekeepers.

Emma's Soap does not contain Palm Oil, a crop used for a myriad of purposes, as an ingredient in food products, engine lubricants to a base for cosmetics. Emma discovered that there is no Material Identity Card (MIC) scheme in place to trace the raw material of palm oil from its origins and through all the refining processes; *'it is impossible to know exactly which plantations the oil has originated from'.*

with our compliments



Hand made in Devon, England. Wrapped in Organic fair trade cotton
No petroleum or mineral oil, no parabens, no artificial fragrances or colours
No dyes or fillers, no palm oil

Hartley Cottage Stetle Devon TQ6 0RU
T: 01803 770109 M: 07815 758204 Emma@emmassoap.co.uk
emmassoap.co.uk



Virgin Rainforest



Palm oil Plantation



Natural swarm, caught,
tendered, one hive made two!

Day off, feeling run down, had a bath using Emma's Soap, Cocoa Butter 'Fresh & Uplifting' for the body and Rosehip 'Calming & Cleansing' for the face.

I feel great, relaxed, my skin is soft and my face feels calm, now I am going to taking action throwing away all the unnecessary chemical based products out of the bathroom cupboard.

Lisa

I bought Emma's Soaps because of the ethical stance of the company but also I wanted a soap that contained no parabens, palm oil etc and would be good for my skin after a mastectomy. Her product has certainly lived up to its promise. I have also introduced Emma's Soaps to friends who have "skin problems" and they are now loyal customers. Also a big plus is that the soap lasts a long time and does not "disappear" before the week is out so very economical. I love the fragrance too my favourite is lavender and rosehip.

Lee

Dartmouth

Emma's Soap

ORGANIC COCOA BUTTER

Is soothing with
emollient properties,
softening the skin

Emma's Soap

ROSEHIP

Rich in vitamins
and minerals
inducing skin healing



Organic Cocoa Butter
'Fresh & Uplifting'

I ♥
ES

IT'S SO MUCH MORE THAN JUST A BAR OF SOAP

HONESTY POLICY

Emma's Soap endeavours to ensure that every business decision made, from manufacturing, waste, deliveries, are made with an environmentally sustainable conscience.

All products are from ethically sustainable sources, considering the world environment, animal welfare, workers rights and their health and safety; from oils to packaging.

I just wanted to say thank you for some of the nicest soap I have used, I'm sure you're very busy and not many people take the time to congratulate you on such a wonderful yet simple product.

Karen

They are
FABULOUS soaps!
I'm hugely impressed
with them in so many ways -
the scent, the lathering,
the packaging, the labeling
and the ingredients.

Patricia



Gift sets

Emma's Soap

PAPER

All paper and cardboard is carefully chosen to minimize the impact on the environment.

The parchment paper that is used beneath the fabric to wrap the soap is Quilon and chlorine-free.

Quilon contains heavy metals such as chromium which are toxic if incinerated and chlorine used in the manufacture of paper is a major pollutant of waterways. The paper, along with the raffia and label can all be safely bio-degraded in the compost heap.

All paper used in the business is FSC approved, recycled, acid-free and carbon neutral.
All inks used are vegetable based.

Emma suggests that you can re-use any of the paper products by shredding them soaking them and pressing them into a paper brick which you can then burn on the fire to keep warm with our compliments!

WASTE

Emma tries to minimise all potential waste. Cardboard is reused and recycled. Waste paper is made into paper bricks and then used as fuel. Containers are returned to supplier for refills or recycled through appropriate waste stream.

Each base oil has its own decanting/pouring container to minimise washing up and water waste, when washing of a container is necessary, the base oil (all bio-degradable) is saturated in recycled paper towel which is composted down resulting in fertilizer.

Any soap shavings from the mould removal are re batched into Emma's Laundry Soap. All material is re-used and any off cuts of material are bundled and sold. Raffia ends are collected and used as packaging. Resulting in very little landfill waste.





I was the girl whose hands were falling apart at Womad a couple of years ago from stress and the nasty chemical soap at the festival! Thank You! xoxo
Bekki

Dear Emma
Many thanks for the fat soap's that you made for my daughter's wedding favors. Everyone loved them.

Kind regards
from Sue

Emma's Soap
JOJOBA

Similar in composition
to the oil our skin
naturally secretes

Guest soaps

The sun shone for Exeter Craft Festival this year, 3m mini marquees erected across the Cathedral Green filled with Devon's talent from the Art and Craft industry. Great to be accepted as a fellow maker and to win 'Best in Show' for presentation, meet and greet, and of course the product.
Emma's Soap

I love my job
😊

Bought a bar of this in Hope Cove from you to improve my bad skin, used it most days and my skin drastically improved within the week, not had a bad spot since!
Sophie

Wash
your hands
with
Soap! 50p

"Looks FAB, keep up the good work eh!"
Love from Ronnie - Penzance

"We are VERY IMPRESSED with your soap! I love it.
I didn't have to put cream on my hands afterwards.
You have a product you can be very proud of!"
Jackie

Emma's Soap can be found at the
Totnes Pannier Market every Friday and
Saturday throughout the year.

In the summer months Emma can be
found trading at flower shows, craft
fairs and festivals; her shed, a feature
in the arboretum at Womad.

Thank you.

Emma's Soap

Hand made in Devon.
Wrapped in Organic fair trade cotton.

emmassoap.co.uk

It's so much more than just a bar of soap



The Shed Shop!

