

At the Honiton Show I gave this man a bar of my 'Avocado Unscented' soap after seeing his hands. A year later he came and found me at Axe Vale Show and presented his improving hands. He's now a regular internet customer.

Emma's Soap



August 2013 - Before



June 2014 - After

"Do you remember me?

My hands in August 2013, so sore and cracked, nothing works, no creams, potions, lotions, alternative and/or prescribed. I have even sat in A&E begging them to help me. I used your soap and it helps. My skin has improved."

Emma's Soap

AVOCADO OIL
'UNSCENTED'

Moisturises, nourishes
and restores the skin

AVOCADO

Avocado is highly therapeutic oil
containing proteins, amino acids,
vitamins A, D & E and lecithin.



With healing properties,
regenerates cells,
softens body tissue

Hi Emma
I bought the Avocado
Unscented from you at the
craft fair in Exeter and it
has changed the condition
of my hands.

Jo
September 2016



Avocado Unscented



Emma's Soap

↑ *I4 was this one Hannah!

Dear Emma

We came to your stall at Womad last year and got some soap for our 3 month old. It's been great! You recommended 2 soaps, the 'Unscented Avocado' and another which I can't remember*. Could you let me know what else is suitable for toddlers - he is now 18 months.

Many thanks

Hannah - September 2013

START BAY
SEAL PUP - 2014

Hi Emma

I have very dry skin and eczema which manifested in my 40's.

I was recommended your soap by my parents who had read about you. I have to say we're only a couple of days in but first impressions are great, my skin actually feels more hydrated after washing!

Greg

June 2016



Telephone call

"I don't use anything else. It really works! My eczema is clearing up. Can I order some more please?"
December 2016

Emma

I bought the Avocado soap from you at the recent craft fair in Exeter and it does help to ease my eczema.

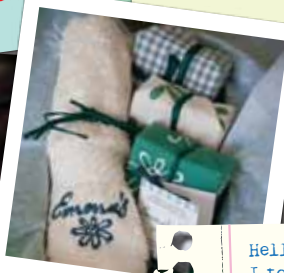
Jim

August 2016

My dermatitis has cleared up since using your soap! Let me know when you next have an off-cut sale?

Anonymous
January 2017

*Just hope
they're on the
mailing list!*



Box Set

Emma's Soap

I would like to buy some more of the Avocado Unscented, its very good for my eczema, which is a lot better since using your soap.

Thank you Peter

Needen Market, October 2016

Dear Emma

My husband is suffering with an extreme allergic reaction on his arms, legs, groin and hands. He has been allergic to perfumes for years but this latest reaction is so extreme. He has been given strong antihistamines which help a little and he is using aqueous calamine which also helps.

I thought your soap might be the answer. Do you have one with absolutely NO perfume in it and one which may help?

LOOK NO FURTHER

Ann

May 2016

Just wanted to drop a line and thank you for your Avocado soap. We bought some at the Exeter Xmas Market in December for our one year old granddaughter who has skin problems.

Since using the soap Mum and Dad inform us that her skin is now almost completely clear.

Again, many thanks and I will continue buying.

Jo - Feb 2017

Hello Emma

I took your advice to only use natural products and bought your Avocado Unscented soap which really works for my son. I handwash his clothes with the soap too. It does not aggravate his skin, which is great for a kid that loves bath time.

Thank you

February 2017

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 you 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
😊



1. It lathers quickly, easily and efficiently. My hands and body felt very clean after using it. It did leave my skin feeling far more moisturised than I would have expected from a soap.

I wasn't too keen on it at first. I loved the oily lather as I have such dry hands, later my skin felt very moisturised which I have never experienced before from a soap.

I know that with my very dry, painfully eczema hands, I should moisturise them often. However, laziness and a dislike of them feeling "tacky" stops me. It was a nice surprise to use a soap which left them feeling moisturised.

2. The soap foamed easily with a really rich lather, which felt luxurious and moisturising. As someone with three kinds of eczema, plus dermatitis and various skin allergies, I'm pretty scared of soaps, and even gentle natural ones make my skin feel tight and dry. However, this soap made the skin on my hands and body feel as if they'd been washed with a rich shower product, and my skin was definitely more comfortable and moisturised after one use.

3. It promises to be gentle on skin and it didn't irritate my eczema at all, nor did it strip out any moisture like most soaps. It says it's suitable for newborns and it's definitely something I'd be happy to use on a baby. The condition of my eczema and dry skin tends to change from day to day, but it seemed a lot more stable while I used this product, which gave me confidence that it did nothing to irritate my skin. My eczema and general areas of very dry skin were less itchy and irritated, and not at all tight. I wouldn't expect a soap to cure eczema, but it certainly did its bit to calm it down.

4. This soap smells beautiful. It has the traditional fragrance that I associate with the 80's; clean and shower fresh. I love it and miss that 'soapy' smell that is quite difficult to find in shower products these days. My partner said exactly the same thing too. The skin is left mildly fragranced afterwards. I felt that my skin was very clean afterwards and had an almost squeaky clean feel to it which traditional soaps give. I was a little worried that my skin would be itchy afterwards and feel stripped but I didn't have any sensitivity. My partner loved the clean feel to his skin after sport as he felt it removed grease and sweat really thoroughly. My children enjoyed using the soap although we spent a lot of time chasing it around the bath so probably not so kid friendly. The girls all had lovely soft and clean feeling skin without any itching to their eczema.

Emma's Avocado Unscented soap was given to testers from the **Free From Skin Care Awards** and this is what they had to say...

Thankyou
↩

"It really works! My hands are starting to heal. I have come to get more supplies.
Thank you"

Another shopper at
Exeter Christmas Market
December 2016

"Look! Look! It's gone!
My eczema has gone,
thanks to your soap"

Anonymous shopper from
Exeter Christmas Market
December 2016



The view from my factory. An ever changing window on the world.

WHAT ARE THE BENEFITS OF AVOCADO OIL?

This highly therapeutic oil contains vitamins, minerals amino acids - what are they?

- ✿ **Vitamin A** - has multiple functions particularly items important for growth and development and maintaining the immune system
- ✿ **Vitamin B** - helps reduce redness, scaliness and other skin irritations
- ✿ **Vitamin B1** - Thiamin - is an antioxidant, helping to increase blood circulation
- ✿ **Vitamin B2** - Riboflavin - helps to keep the skin healthy
- ✿ **Vitamin D** - repairs skin damage, prevents infections and has strong anti-inflammatory properties
- ✿ **Vitamin E** - helps prevent the skin from inflammations and itchiness; the antioxidants help soothe skin too
- ✿ **Lecithins** - are natural emulsifier which are also skin-feeding nutrients, easily absorbed through the epidermis (*the outermost layer of the skin*) and into the dermis where they provide energy for the growth and health of new skin as well as defending existing cells
- ✿ **Proteins** - are made up of amino acids which helps maintain elasticity and firmness of the skin- including Oleic acid known to speed cell regeneration and wound healing, it is anti-inflammatory and helps ease the discomfort of itching, score inflamed skin helping with skin complaints such as eczema.

WHY UNSCENTED?

Essential Oils and Allergens

Whilst essential oils are natural, they do contain allergens, the natural constituents of essential oils. If you suffer from allergies, its important to know which allergens you need to avoid. Alternatively opt for unscented; no essential oils, no allergens.



Avocado Unscented

WHAT IS ECZEMA? (a rough explanation)

Dermatitis - also known as Eczema

Whilst I am not a dermatologist and have no medical training and make no claims, meeting many individuals who suffer from this complain has lead me to research and again a small understanding about this nasty skin complaint.

Eczema may result from a combination of malfunctions in the bodies immune system, an inflammation of the skin with common symptoms of dry, itching, swelling, redness, crusting, blisters, cracking of the skin and more. The weather, food allergies, skin allergies, contact with detergents, fragrances, perfume, chlorine and stress can all contribute to or trigger dermatitis.

Conditions include:

- ✿ **Atopic Dermatitis** - the most common type, typically starts in childhood, it is unknown what causes it, however believed to be allergy base, skin sensitive to allergens
- ✿ **Discoid Eczema** - occurs in circular or oval patches on the skin
- ✿ **Contact Dermatitis (irritant and allergic)** - when the body comes into contact with a particular substance, chemical irritants
- ✿ **Varicose Eczema or Stasis Dermatitis** - often affects the lower legs and is caused by problems with the flow of blood through the leg veins
- ✿ **Seborrhoeic Eczema** - red, scaly patches develop on the sides of the nose, eyebrows, ears and scalp
- ✿ **Dyshidrotic Eczema (pompholyx)** - tiny blisters to erupt across the palms of the hands.



Information on types of eczema taken from NHS UK website, sufferers should consult their Doctor for further information, diagnosis and treatment.