

#04

OUR
SKIN

Emma's Soap

HELLO

Emma's Soap was borne from necessity, 'I just could not find a soap I was happy to use on my daughter's and my own skin'. Your whole body functions more smoothly when your skin doesn't have to fight to perform its natural function.

There has been an explosion in eczema and dermatitis skin complaints over the past 30 years. More and more people are suffering from irritation to the skin, rashes, redness, itching, blisters and even cracking of the skin.

It has been a great pleasure to meet many people over the years with skin complaints who have found comfort, even healing from my Avocado soap, their testimonials are presented here for you to see what others are saying and reach your own conclusion.

SO WHY AVOCADO?



This highly therapeutic oil, contains proteins, amino acids, vitamins A, B, D, E and lecithins. **It's a skin food!**

Very moisturising, with healing properties, it helps regenerate skin cells and softens body tissue.

Avocado oil penetrates deep into the skin unlike other oils which accelerates results, softening and hydrating the skin. It is a natural humectant, such properties prevent the skin from drying out.

ONLY THE BEST

Buying the best avocado oil is key to gaining all the properties. The first pressing extracted through cold-presses method (*ie without chemical methods*) is unrefined and retains the flavour, colour as well as all the vitamins and minerals. Where as avocado oil used for application in many skin care products is usually refined, bleached, and deodorised, resulting in an odourless yellow oil, may not provide all the benefits that unrefined would.

The key words when purchasing Avocado oil are:

ORGANIC - EXTRA VIRGIN - UNREFINED - COLD PROCESSED



Emma only uses first pressing (*extra Virgin*), unrefined and Organic oils, the highest grade quality oil, '*only the best for my soap*'.

Our skin holds our bodies together, shielding us from the outside world. It is our protective covering, our first barrier to fight illness and disease, and a passageway to our bloodstream.



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
- ✿ **Discoïd 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.



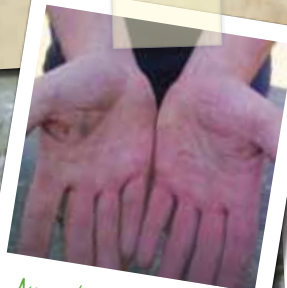
Information on types of eczema taken from NHS UK website, sufferers should consult their Doctor for further information, diagnosis and treatment.

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

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



August 2013 - Before



June 2014 - After



Avocado Unscented



Emma's Soap

"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

START BAY
SEAL PUP - 2014

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

*I4 was this one Hannah! 😊

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!



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

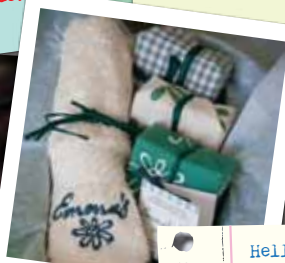
May 2016

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



Box set

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



Emma's Soap

DON'T LET PALM OIL PLANTATIONS DESTROY ALL THE VIRGIN RAINFOREST

I'm very excited to have found homemade natural soap that is free from all the nasties!

Sally
January 2017

NO PALM OIL
NO PETROLIUM OR MINERAL OILS
NO PARABENS
NO ARTIFICIAL FRAGRANCES OR COLOURS
NO SLS'S OR SLR'S



ZERO TO LANDFILL

"There really is no landfill waste from my packaging"

☹️ Washed up plastics that are a danger to wildlife and the environment!



My eczema started after inhaling over a bowl of hot water with essential oils. I only have a little bit above my forehead, its gone since using your soap.
Jan 2017

Inhalation is a great therapeutic treatment for respiratory conditions with added essential oils can aid relief. However Essentials contain allergens, which may be the cause of your eczema. It would be worth checking the ingredients and try and avoid the allergens listed. and keep using Emma's Soap.

LAUNDRY MATTERS

What is touching your skin?

Sheets, towels, clothes etc and what are you washing these items in?

In our fast active lives, it's so easy to pop your clothes into the washing machine, throw in some powder and press Go. A full cycle later we have clean clothes, full of chemicals that do NOT wash out. Anything that rubs on the skin, clothes, towels, sheets will transfer those chemicals solely from surface contact.

When wearing clothes, a micro climate is created between the fabric and your skin. When you perspire, the moisture releases the chemicals into the fabric as our skin is porous; 60% of chemicals that come into contact with the skin transfer into the blood stream.

The Facts

Most commercial laundry detergents use surfactants to loosen and remove the dirt; optical brighteners, which are light-reflecting fluorescent particles, to give the appearance of brighter colours; bleach to make whites look whiter and take the colour out of stains; perfumes that have no cleaning function but just make the garments smell more attractive. Biological powders also contain enzymes that eat stains.

What are all these things?

Surfactants: Are a substance which binds to oily particles and then carries them away with water during washing. Synthetic chemical surfactants such as Sodium lauryl sulphate, when applied to the skin even after washing off not all the surfactant is removed, test have shown that these substances do not just adhere to the skin but penetrate it.

Optical Brighteners:

Are not biodegradable, consequently these agents are extremely toxic to algae and small fish, with ability to bioaccumulate in bigger fish (*concentrate inside bodies of living things*).

They can also trigger allergic skin reactions in humans when exposed to sunlight, phototoxic skin irritation. e.g. You start the day wearing a long sleeve shirt and in the afternoon its sunny you roll up your sleeves. The optical brightener has been transferred to your skin and comes into contact with the sun.

Bleach:

Bleach, or sodium hypochlorite, is a leading cause of poisoning in the home. If using in the workplace, you are required to wear a mask and gloves!

It is a strong corrosive material which is an irritant to the eyes, nose and throat, respiratory tract by inhaling the gasses, if mixed with other cleaners, ammonia (*eg urine*), create a deadly gas. Bleach can also cause severe reactions if it comes in contact with the skin; burning, itching, even pigment lightening.

Perfumes:

The chemicals used in fragrance additives can cause itchy, inflamed watery eyes and stinging nostrils. Chemical fragrances can trigger asthma and exacerbate those already with the condition. Aggravates skin allergies, irritation and sensitisation. Studies have shown that fragrances can have neurological effects too, migraines, nausea, dizziness affecting your thinking, making concentration and co-ordination difficult.

Chemicals used in fragrances are not listed in the ingredients, and **may or do contain allergens!**

PTO →



Recipes for stubborn stains



Emma's Soap

A blend of natural oils
to make nothing but Soap

LAUNDRY SOAP

THERE IS AN ALTERNATIVE

Scented soap flakes with a blend of essential oils
and a natural stain remover

40
WASHES

900g

What about Fabric Softener and Dry Sheets?

Fabric softeners use lubricating chemicals containing surfactants, synthetic fragrances and toxic preservatives to make fabrics feel softer and reduce static cling.

Dryer sheets are coated with chemicals containing softening agents, anti static agents and synthetic perfumes that transfer to the garments in heat.

Many chemicals in common household cleaning products act as **xenoestrogens**, or **synthetic oestrogens**, which increase the amount of oestrogen-like activity in the human body. This can negatively affect fertility in males and increase breast cancer risk in females. Hormone imbalance also contributes to an extensive range of problems including heart disease, depression and mental impairment.

Studies have shown that bleaches such as **sodium hypochlorite** and surfactants such as linear **alkylbenzene sulfonate** (LAS) and fragrances react to generate chlorinated volatile organic compounds (VOC's), toxic and carcinogenic to humans.

Many of the chemicals used in commercial products are petrochemical-based ingredients derived from fossil fuels and are non-renewable.

It's not just us that is effected by the toxic ingredients:

Producing and distributing laundry detergent already carries a heavy carbon footprint. Sodium triphosphate and trisodium phosphate can make their way into the water and interfere with sea life development. Phosphates that make their way into the water can increase the growth of toxin-producing algae which can kill plants, fish, dolphins and other sea creatures.

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

Emma's Soap

LAUNDRY SOAP FLAKES

A blend of natural oils to make nothing but Soap

Emma's Soap
emmasoap.co.uk

PROTECTING OUR HABITAT

DOLPHINS LIKE
Emma's Soap
IT DOESN'T DAMAGE
THEIR ENVIRONMENT

THERE IS AN ALTERNATIVE

Emma's Laundry Soap contains no harsh chemicals, surfactants, optical brighteners, bleaches, perfumes, colours and enzymes. Just Emma's soap flakes scented with a blend of essential oils and a natural stain remover.

Emma's Laundry Soap includes full instructions on DIY stain removing, directions on how to use, mix and match ingredients according to soil of one's clothes, washing ecologically and economically as possible.

If you would like to find out more about Emma's Soap, here is how you can:
T: 01803 770109 E: hello@emmasoap.co.uk

emmasoap.co.uk

900g

Ingredients:

- **Soap flakes (300g):** Aqua (**Water**), Sodium olivate (**Extra virgin olive oil**), Sodium sweetalmondate (**Sweet almond oil**), Sodium cocoate (**Coconut oil**), Sodium avocadoate (**Avocado oil unrefined**), Sodium cocabuttrate (**Cocoa butter**), Sodium sheabutterate (**Shea butter**), Saponified (**Rosehip oil**), Saponified (**Joboba oil**), Cera alba (**Beeswax**), Glycerine.
- **Essential oils:** *Citrus limonum (**Lemon**), Lavandula angustifolia *(**Lavender**), Melaleuca viridiflora (**Niaouli**).

*Contains: limonene, linalool, geraniol, citronellol. Natural constituents of essential oils listed.

- **Natural stain remover (600g):** 85% Sodium precarbonate (a powder that releases hydrogen peroxide mixed with soda ash. Hydrogen peroxide is nothing more than oxygen and water combined in a unique ratio to form a germicidal liquid. Non chlorine bleach), 15% Sodium carbonate (extracted from the ashes of many plants growing in sodium-rich soils, such as kelp from Scotland and seaweed from Spain, 'soda-ash'. It is synthetically produced in large quantities from salt (sodium chloride) and limestone), 5% Sodium metasilicate (produced by fusing sand with sodium carbonate at very high temperatures, an alkaline, a 'green' household cleaner).

"Nothing goes to waste" says Emma

"I have been grating the soap scraps into the washing machine for 3 years.
Our clothes are beautifully clean and soft."



free
from
skin
care
awards
2016

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.

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 - It's highly therapeutic and containing proteins, amino acids, vitamins A, D & E and lecithin. Very moisturising with healing properties, regenerates cells, softens body & tissue. Excellent for dry skin.

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
😊

Avocado Oil contains all the natural essential proteins and vitamins that research and studies have shown to aid healing of eczema related dermatitis skin complaints.

That's why I make Avocado soaps and suggest the Unscented for eczema sufferers.

Avocado oil properties - Dermatitis complaints




What others say:

Emma's Avocado Unscented - "try it, it may work for you too"

Please bear in mind not everyone has the same reaction to plant oil. It is always advised to test on a small area of the skin before applying to larger areas of the body.

Emma's Soap can be found pitched up at various craft markets and events across the year follow her to find out where on:



 @Emmassoap
 emmassoap-blog
 emmassoap.blog

Like and follow me 

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

emmassoap.co.uk

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

