

#02

THE
STORY
GOES
ON...

Emma's Soap

HELLO

People always ask me 'Why do you make soap?' and I reply with the same answer – necessity! I just could not find a product that I was happy to use on my own and my daughter's skin!

Being a D.I.Yer, I thought I would try and make my own soap. Having exhausted several recipes, combined with my passionate concern over the amount of Palm Oil used in the cosmetic industry, especially soap, I went about designing my own, taking eight months to perfect the recipe, adding and deducting oils and adjusting percentages, until I was satisfied. Sharing my new soap with family and friends who just kept asking for more (*there is only so much you can make and give away!*) I had my soap certified by the chemist and launched Emma's Soap in April 2010.

The key elements to becoming a British Manufacturer in my mind are

HONESTY, ETHICS AND GOOD SOLID GREEN CREDENTIALS.



The Ingredients - The inspiration behind the soap was the ingredients. It's easier to tell you first what I don't use. Harsh petrochemicals, foaming agents (SLS's & SLR's), manmade chemical base preservatives (parabens), artificial fragrances and colours are all left out.

Then what do I 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



Fact!

Sumarta is the only place in the world where animals coexist.

Critically endangered due to habitat loss:

Tigers - 400 left
Elephants - 2,800 and decreasing
Orangutans - 6,500* left

*From a 2007 survey

No Palm Oil - Sodium Palmate is widely used in the cosmetic industry, causing both direct rainforest and habitat loss.

Whilst I applaud the movement to establish sustainable Palm Oil, my research has led me to the opinion that there is still much work to be done to make this credible and provide a transparent Material Identity Scheme (MIC). Set up in 2004 to establish clear ethical and ecological standards for producing palm oil, the Roundtable on Sustainable Palm Oil (RSPO) is currently the largest sustainability- focused organisation within the palm oil sector. However its standards do not ban deforestation or destruction of peat lands for the development of oil palm plantations. Plantations need to meet the criteria of being well-managed with good environmental, social and economic standards. RSPO set a date! All plantations pre-2005 were exempt.

Certified Sustainable Palm Oil (CSPO) comes from plantations that were established on land cleared before 2005!

New plantations are allowed to remove forest as long as the land is not deemed "high-value conservation forest." Each member country can interpret "high value" based on its unique situation, basically subject to personal opinion.

Furthermore, supply chain model is used for CSPO. 'Mass Balance' is also allowed which is the mixing of certified and non-certified palm oil in a controlled environment, ensuring that the volume of certified palm outputs never exceed the certified inputs!

For me it is contrived, I don't want to nit-pick: I merely ask the question

"WHY DO WE NEED TO USE PALM OIL IN EVERYTHING?"

I agree with the many arguments of established plantations, after all, it can store more carbon than any other vegetable crop. However, we do not need to add to the demand and continue the deforestation, habitat degradation, climate change, animal cruelty and indigenous rights abuses.

PTO →



Palm oil Plantation

The Packaging - I needed to present the soap to the consumer, to attract the customer and protect the soap. The packaging, therefore, needed not only to have a purpose, but also to have a low impact on the environment. After much deliberation, the idea of using Organic fair trade cotton was born, something that could be re-used.

▼▼▼▼ REDUCE · REUSE · RECYCLE ▼▼▼▼

Fabric - 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!
- ✿ Make a natty hankie.
- ✿ Use to wrap your soap when travelling.
- ✿ Return to Emma's Soap to be reused and get 5p off next purchase!

Send your ideas and creations to hello@emmasoap.co.uk or post on:



Emmas-Soap

like me

Paper - I have selected parchment paper, raffia and a label that can all be safely bio-degraded in the compost heap.

All paper and cardboard is carefully chosen to minimize the impact on the environment: FSC approved, recycled, 100% ECF virgin fibre and acid free, carbon neutral and manufactured by wind power, with vegetable based inks.

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.

Can't compost then 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, with my compliments, burn on the fire to keep warm!



Ideas for Reuse

Waste - Where possible I try 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 suppliers for refills or recycled through appropriate waste streams.

Each base oil has its own decanting / pouring container to minimise washing up and water waste when washing of a container is necessary. Recycled paper towels are saturated with the base oil (all biodegradable) and these are then composted to make fertilizer.

Honesty Policy - Honesty is my policy and I endeavour to ensure that every business decision, from manufacturing, waste management through to deliveries, is made with an environmentally sustainable conscience.

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

FAIR TRADE + Bi PRODUCTS = SUSTAINABLE

I have strived in all decisions taken to ensure my soap is truly eco-friendly with due consideration for the environmental impact, from making, distributing and using the product.

It's not rocket-science, a thought for every action and its consequence. What if every business made the same contentious effort? If we all pledge to change our habits, be it purchasing power, recycling or composting? The next generation may have a healthy planet.

This is so sad
:(

Fact !

The Sumatran Rhino is the smallest rhino species and has two horns, it will be extinct by the time our children are adults.

Critically endangered:
Sumatran Rhino - as little as 100 left!

HERE IS WHAT
PEOPLE ARE SAYING
ABOUT MY SOAP...

Emma's Soap

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

My lovely girlfriend Emma
has some challenging
eczema issues, thank you
for recommending your
Avocado Unscented soap.

Matt



Avocado Unscented

JOJOBA 'FOR THE LITTLE ONE'S'



Emma's Soap

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

*It was this one Hannah!



START BAY
SEAL PUP - 2014

Hi Emma

I received the first order of your lovely soap on Friday. I can already feel the difference it has made to my skin. It's no longer dry after a shower and is less irritated.

I spent ages after watching 'Trust me I'm a Doctor' trying to find soap without SLS. I was shocked to find ~~XXXXX~~ uses SLS in their soaps as I had used these up until watching that show. ← A HIGHSTREET BRAND!

Thank you for producing soap which is kind to my skin.

Steph August 15

Hi! And Happy Solstice :)

I met you in Totnes market on Friday after buying some of your shaving soap in Greenlife and I said I'd let you know what I thought of it.

Firstly, I've got to say that it's a great soap, really luxurious and moisturising and it's got a really nice intense scent. Secondly, as far as shaving goes, it's very slick with good lubrication - a lot of 'glide' - the moisturising aspect is also superb.

Also you have a new fan in my 19 year old daughter who absolutely loves the example of your soap which I brought home yesterday. She deliberately used it without any other moisturisers and was amazed at how good her skin felt afterwards!

Best wishes Marcus

Shaving Soap

Hello

I recently purchased a flannel and three soap gift box which is amazing! They make such lovely gifts!

I shall certainly be buying more.

Claire - July 2015

Thankyou ☺

Good evening to you...

I have been recommended your soap from a friend who said it helped with the treatment of psoriasis and would like to know what you would suggest for the scalp?

My son is 28yrs old and suffered many years of embarrassment. I would like him to try your products so would be very grateful for some advice on what to purchase.

TRY THIS



Many thanks

Jackie



The complete Bar

Emma's Soap

A blend of natural oils
to make nothing but Soap

Hello Jackie

That is fantastic, that you have been recommended my soap. I do make a bar of soap called 'The Complete Bar' which is shampoo and soap, and have received some very positive reviews about this product. Please see my first testimonial booklet 'What other people say...'

I only use the highest grade oils, extra virgin, first pressing, cold processed, unrefined, Organic to produce a creamy bar of soap that feeds the skin. Nothing is added; no petroleum, no mineral oils, not even fragrances or colours.

I hope this helps.

Emma



Hand made in Devon, England. Wrapped in Organic fabric. Contains No petroleum or mineral oil, no parabens, no artificial fragrances or colours No silk or silk, no palm oil

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Dear Emma,

My husband recently purchased a number of your soaps because you do not use palm oil in your production process and, like you; we are immensely troubled by the destruction of these vital landscapes.

I was really impressed with the packaging, scent and overall gentleness of the product. Your company ethos is extremely appealing to me as is the fact you are a Devon based entrepreneur.

- Harriet

I have read your website from beginning to end and I am very impressed!! Especially that you have adopted an Elephant and Tiger, which is very commendable, and very close to my heart! - Judith

I enthusiastically agree with the environmental policy behind your product. - April

Hi, I purchased a bar of soap from you at Totnes market on Saturday. I am so impressed with the environmental attitude you apply to your whole process of soap making (not to mention how lovely they are) that I feel inclined to tell you that you are fabulous and so are your soaps!

After extensive searching I have not found anything to compare with the quality and obvious love and care which goes into your product.

- Kerry

Your gift hasn't destroyed any rainforest ☺

NO PALM OIL

NO PETROLIUM OR MINERAL OILS

NO PARABENS

NO ARTIFICIAL FRAGRANCES OR COLOURS

NO SLS'S OR SLR'S



MEGAN'S
EARTH HOUR WISH



PLEASE PROTECT
THE VIRGIN RAINFOREST

Hi Emma

Just wanted to let you know that I recently picked up a bar of your soap at the Gooseberry Bush cafe in Wimbledon. I have sensitive skin and have spent a small fortune on face cleansers from all the top brands, but still suffer, especially in winter.

I bought the soap as a shot to nothing, thinking that as it was very natural maybe it would be okay for my face. I have been using it two weeks and my skin feels great, really clean but not dry, irritated or spotty. If only I'd known sooner that I could get the right thing for a tenth of the price of a fancy face wash.

Thanks for making such a lovely product, and also being so mindful of the environment.

**top
drawer**
London

Thankyou ☺

Have you been to see Emma's Soap? They are an admirable soap company loved by anyone who has the pleasure to use their products. All ingredients are natural because they firmly believe that nothing fake and synthetic should go in their gorgeous soaps. Everything is handmade in the UK with so much love and attention so go and check them out.

Just received a complaint:

"Your soap ran out!"

The lady promptly stocked up with more soap.

♥
LOVE IT

Another complaint:

"I could not get out of the shower this morning thanks to you!"

Said smiling whilst handing back the fabric cloth for re-use.

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

Hi there

Just a wanted to say a huge thank you for your excellent service. I ordered three soaps early on Wednesday and they arrived yesterday! More to the point, I jumped straight in the shower with the cocoa butter soap and it is absolutely lovely!!

I was going to keep a couple as stocking fillers, but not sure I will be able to. Oh well, I shall just have to buy some more!!!!

Lynn

Dear Emma

Just reading your pamphlet on the train after having bought some soap from you in Exeter yesterday (we chatted about soap making). I loved the soap and also think the packaging and marketing is fabulous.

Well done and good luck - Jane

Hi there,

My boyfriend bought me a lovely gift box filled with lovely goodies from you at the Exeter Christmas Market. It was one of the nicest presents I've ever received and I was hoping to do the same for my Mum on Mother's Day. In my box, I had a flannel and three wrapped soaps all in a lovely little box.

Olivia



Tojoba oil -
Facial soap for
young sensitive skin



THERE IS AN ALTERNATIVE



LAUNDRY SOAP

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 has taken the next step, not only can you wash your body, face, hair and even shave with Emma's soap; now you can wash your clothes too.

Continuing with her ethos of re-using Emma has designed laundry soap from soap scraps and traditional, naturally occurring washing products that one's grandmother would recognise.



Recipes for stubborn stains

"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"



REDUCE REUSE RECYCLE



Earring Travel Bag!

I first came across your products whilst searching for palm oil free soap and have been hooked ever since. The beautiful wrapping makes each bar feel like a little present to myself and I love squirreling away the fabric - I took your advice and incorporated a few of the fabric patches into a quilt that I made for my mum for Christmas. She is also an Emma's Soap fan!

Thank you - Beth

Dear Emma

Thank you so much for the soaps you have very kindly sent to me on returning the materials. It would be such a waste just to bin them when they can happily be re-used by you.

Love your product, it's both soft on the skin and long lasting.

Thank you again
Jennifer



Recycling all packaging

Received a lovely email from Karon.

← Look what she made with her fabric packaging!
Wow!

Hi Emma's Soap

Here is a picture of my recycled soap packaging. I travel a lot for work and needed a safe travel bag for my earrings.

Best Wishes

Karon :)

Hello Emma

I received a bar of your soap as a Christmas present; it is one of the loveliest presents I have received this year.

The whole idea is just wonderful and I want to say thank you so much. I have read the label and will re-use my fabric, love the ethos. I will tell all my friends about you.

Thank you

Lorraine - January 2014

I have never seen more beautifully presented soaps!

Joanne

We love the ethics behind Emma's soap and the beautiful packaging.
Ann

Get creative. →
I've made an apron



Fairtrade coffee





PRIZE GIVING

Second place of the competition is the famous Emma Rhodes of Emma's Soap. As newcomers of the Christmas Market they have definitely made a fantastic impression and it has to be said they are very popular amongst the traders and the public!

Emma's beautiful soaps are a hit at the Exeter Christmas Market and so is their lovely chalet. Emma brought her chalet to the market herself and the lovely blue chalet is always a talking point, as well as her well constructed outside section, offering customers even more space to explore and discover her gorgeous soaps which make the ideal Christmas present.
Location - Market Place Europe



Emma's Soap



Just scooped 2nd Prize at Honiton Show for Trade Stand under 12m and 4th Prize for my own category!!!

Odd but who's complaining...

I saw you a few years ago at 'Beautiful Days', doing the hand washing thing, which I loved and have carried on using soap and water since. I think generally people have forgotten how wonderful using soap and water can be, how much healthier it is for us and the environment and just how lovely your skin feels afterwards, but what I love about your soap is that it's natural and doesn't make your skin feel tight and dry afterwards.

Sarah - March 2013



WOMAD
HANDWASHING
SERVICE



EMMA'S Soaps
Hand washing
loyalty card
wash & €2

Megan's Loyalty card

Hi Emma,

I just wanted to say a big thank you for our lovely wedding favours. All of our guests loved them and lots commented on the delicious scents. They looked lovely set up on the tables.

Many thanks
Odele

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.



The Shed

Emma's Soap can be found at the Totnes Pannier Market.
www.facebook.com/totnesmarket.

Thank you. *Like and follow me*



@Emmassoap



Emmas-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

