

#03



WITH
MORE...

Emma's Soap

HELLO

My challenge was to make a product which ticks all the boxes, is good for the skin and also the environment.



What goes into the soap cannot be compromised, natural oils and butters that feed the skin, only the highest grade of oils, first pressing, unrefined, Organic and local beeswax. Oils without bleaching agents or refinement that maintain their vitamins, minerals, properties and benefits...

NOTHING ELSE WILL DO

No excuses, a zero to landfill policy, to produce product that does not harm the environment whilst presenting it packaged for the retail market. Wrapped in Organic fair trade cotton, reusable. Recycled, chlorine and quilon free paper, vegetable ink, compostable.

AND to continue making that product without compromise or excuse, to compete in the retail sector. Overcoming all the heralds whilst painting integrity, its not easy: global markets, exchange rates, weather patterns, farming, crop failure, greening disease, along with high demand and little supply, suppliers stock levels, makes oils, paper and fabric markets volatile.

I have shared with you 'What other people say - #01', 'The story goes on - #02' and now here's 'With more - #03'.

Thank you for buying my soap. Enjoy.
Emma

By heck I have lovely skin since using your soap, its a really nourishing, beautiful product, it really is. My skin is as smooth as a babies bottom.

Pauline
January 2017

We did the happy dance.
because
the soaps arrived!!!
Thank you :-)

Gabriel ~ April 2017

A Poem

Festival time is a whirlwind of pleasures
Dancing and drinking to poets and bands
Soon, wary hearts pine for simpler pleasures
Something as basic as washing your hands



Who knew that something so small felt so lovely
Soothing the plans with a shed and a sink
Natural, Ethical but mostly bubbly
Feels just like taking your soul for a drink



Despite the kidnapping of Oscar the Orangutan
Somehow you cling on with gumption and hope
Made without Palm Oil - "hurrah" cheer Tigers & Rhino's
marvelous, magical, underloved soap

Port Eliot Festival poem



Oscar the orangutan



PSORIASIS

Jjoba oil cleanses the cells and helps flush out the debris

From our sebaceous glands we secrete a waxy matter called sebum. **Jjoba oil** is structurally and chemically very similar and works in harmony with sebum. It has been shown to aid sufferers of seborrheic dermatitis, dandruff and psoriasis, conditions characterised by dry itchy patches. Jjoba oil clears sebum and dead cell build up by penetrating into the skin, allowing any debris to be washed off easily. The anti-inflammatory properties soothe the skin reducing redness and itching, with Vitamin E and B complex both antioxidants have been shown to help fight off free radicals and cell damage. Great for maintaining hormone balance, this oil may bring favourable immunological changes.

✿ For more information go to my blog dated: 10th October 2016
emmasoap.co.uk/blog

Cocoa Butter has wonderful soothing and emollient properties which may ease the itching.



Hi Emma,
I ordered two bars of soap in October and you kindly sent me three as you said the web site had charged too much postage. I would like to get more now and wonder what you would suggest for psoriasis. I have it on my hands, knees and back mainly and I want to cut out as much of the steroid type creams as I can.
Many thanks, Alistair.

Hello Alistair

For psoriasis I would suggest 'The Complete Bar' whilst it has been designed to be shampoo and soap, all the ingredients to assist with the uncomfortable condition of psoriasis.

Emma - December 2016

I was given some of your lovely soaps for Christmas and I am so glad to have found you again. I don't know whether you remember but my Mum and I used to buy your soaps when you came to Bampton and I also used to e-mail you with an order.

I would like to place an order of soaps again if that is ok but would like you to tell me what ones would be best as my Mum-in-Law has Psoriasis and my Mum has Eczema, as for me well I like all of them especially the fragrance ones, I used to like your lavender soap and the rose so anything like that.

Look forward to hearing from you

Sarah

January 2016

MORE →

I wondered if you could help me with my choice of soap!

My daughter bought me a bar at Exeter Christmas Market, she picked one for eczema but the lady there checked that she had bought the right one, she told her that it was for me and that I have psoriasis. The lady then gave her another one that I have been using and I have to say it has worked amazingly well on my body, it now feels smooth and the large red areas have nearly gone.

Having just looked at your site I would guess that I have one with jojoba in so can I choose any with that ingredient in or is there a specific one that I should use?

I am going to have a good look at your lovely site as it looks so tempting to buy some lovely presents.

Many thanks and by the way my daughter said that the lady was lovely on the stall.

Diane
Feb 2017

Hello Diane

Thank you for your email. I am pleased the soap is giving you some comfort. I would have asked your daughter if she was buying the avocado soap for an eczema sufferer, just in case and on this occasion it appears to have the correct question.

Avocado oil regenerates skin cells, which is not what a psoriasis sufferer wants. My shampoo bar, called 'The Complete Bar' is designed to be just that, shampoo and soap, able to be used on the entire body. Made with Jojoba oil that cleanses the cells and helps flush out the debris.

Whilst this soap is a shampoo bar, it has all the ingredients that could assist your skin complaint. Being shampoo, it has more coconut oil than my other bars which gives more lather (you may get through the bar quicker!) and the essential oil combination is designed to stimulate hair growth, but should have no effect on the body skin unless one suffers from allergens, then I refer you to the ingredients to check. I believe this is the soap I directed your daughter too.

Emma



Emma's Complete Bar - Shampoo & Soap was also shortlisted in the Freefrom Skincare Awards 2016.

Here is the theory behind the design.



Jojoba Oil & Hair Care

Jojoba Oil replenishes, moisturises and improves the texture of hair. It is suggested to use Jojoba Oil to condition, add shine, control frizz as well as detangle hair.

Dandruff and dry scalp benefit from Jojoba Oil by controlling the sebum, the oil gets into the hair follicle and cleanses, dissolving sebum build up, unlocking the follicle and helping new hair to grow aided by anti fungal properties. The vitamins and minerals in Jojoba Oil nourishes the skin, improving the health of the scalp.

A study from University of Maryland and Medical Centre found that Jojoba Oil with a combination of essential oils, lavender, rosemary and cedarwood improves hair growth.

Emma's Complete Bar contains:

- * Extra Virgin Olive Oil
- * Unrefined Sweet Almond Oil
- * Organic Extra Virgin Coconut Oil
- * Unrefined Jojoba Oil
- * Organic Cocoa Butter

Essential Oils:

- * Cedarwood, Lavender, Orange and Rosemary



Nothing else is added!



Emma's Soap



SHORTLISTED FREEFROM SKINCARE AWARDS

Emma's Soap Shortlisted in the Freeform Skin Care Awards 2016 her Shampoo bar called The Complete Bar was selected in the Haircare category.

WHAT ARE THESE AWARDS

The FreeFrom Skin Care Awards are designed to celebrate and encourage skincare and cosmetics manufacturers who create products that exclude many of the allergens, chemicals, fragrances and artificial additives associated with skin and health concerns, ethical and environmental worries, and which may appeal to those looking for purer or more natural cosmetics and products for their skin, including those with problem skin conditions.

Each accepted entry is initially submitted to four experienced Beauty Bible testers to undergo a rigorous month of 'real life' testing. Their feedback is then collated and used to draw up a Shortlist of products, which then go forward to our expert roundtable panel of judges.

"Like the branding and the packaging"

"Very easy to use, my hair felt refreshed and squeaky clean"

"I love this product, I would buy it again"

*"An absolute gem - I wouldn't change a thing.
Enchanting packaging & astonishing value for money!"*

"I loved the rich lather that this soap produced"

"...this product exceeded my expectations"

*"I love the ethos of the brand - made in England,
handmade, no palm oil, parabens, fair trade etc -
what more can you want!?"*

"It delivered beyond my expectations"

"Lovely natural herbal fragrance"

PALM OIL

This controversial crop, that is in everything from cosmetics to food and even engine lubrication.

What's so good about Palm Oil?

It's a valuable economic crop, with 1.5million (*estimated*) small farmers growing it in Indonesia, due to the potential high income growing the crop has replaced traditional practices. Cash economy has resulted in improved infrastructure, with better access to schools and health facilities. Palm oil is the most profitable land use in the tropics and its income contributes to economic growth and the alleviation from rural poverty.

Unrefined Palm Oil contains 50% saturated, 40% monounsaturated, 10% poly-unsaturated fats, a variety of nutrients including Vitamin A, E and antioxidants. It can be used to treat Vitamin A deficiency and hydrate famine victims in developing countries.

Negative side to Palm Oil:

Land Taken

Reports up until 2012 show land has been taken without consultation or compensation from indigenous people, in Papua New Guinea, Colombia, Indonesia, Malaysian state Sabah and on the island of Borneo, Sarawak and Kailmantan, which has led directly to conflict. Palm Oil companies have been reported to use force to acquire the land. Yet the Roundtable on Sustainable Palm Oil (RSPO) set a date, Certified Sustainable Palm Oil (CSPO) comes from plantations that were established on land cleared before 2005.

Greenhouse Emmission

The plantations are replacing Virgin Rainforest, home to thousands of animals now endangered and on the brink of extinction. Cutting down the forest and clearing the land emits enormous damaging irrevocable carbon emissions into the atmosphere, accounting for 10% of manmade CO2 emissions.

So pleased to have found your soap at Dart's Farm shop near Topsham today. It's gorgeous. Really appreciate

NO PALM OIL plus just about everything else about this product. Loving the soap. Keep up the good work.

Thank you.

Jan 2017

Hi Emma,

In my hunt to buy affordable palm oil free soap I came across your website (Google does work!) and wanted to ask if you have any stockists in Scotland? I can of course buy from your website but thought I would ask if there is a local shop anywhere near Aberdeen.

Great business and reading your web site was quite inspirational! I would love to chuck my job in the Chemicals Regulatory Industry and make soap. I stopped using shower gels years ago as a way to reduce my plastic use but the the palm oil issue was unavoidable, especially after visiting Borneo and seeing the plantations. I look forward to trying your soaps and enjoyed reading your website - it is well laid out and really shares your mission - I felt as though I was reading thoughts from a kindred spirit. Also - any tips on bee keeping! My partner and I are mad to try it! :)

All the best,

Jemma - June 2016

Thank you Jemma :) 

Hello Emma

Thanks for your lovely email today, your message today was so chirpy and uplifting. The reason I first did an internet search for naturally made soap was to source products that were kind to the environment. There is never any excuse for any manufacturer to use ingredients that may directly or indirectly cause suffering to any living creature. So your ethos is to be admired and encouraged. Best wishes Marie - March 2016

Destruction of Virgin Rainforest to create Palm oil plantations

SOME FACTS - about Lash and Burn, Forest Fires and Smog

In 2015 the Indonesian government declared a state of emergency due to the smog from 'Lash and Burn', a method of clearing vegetation for Palm Oil. These forest fires, an illegal practise, often spread out of control and into protected forest areas. The fires produce a dense smog effecting the population over hundreds of kilometres as far as Thailand and the Philippines. More than 28 million people in Indonesia were effected and 140,000 reported respiratory illness. Respiratory infection, pneumonia, skin irritation, eye irritation were some of the many complaints and illnesses.

Schools were closed for days effecting 4 million students in Indonesia, Malaysia and Singapore. It was reported that the pollution cost to South East Asia was \$47 billion US dollars.

In 2016 Indonesian government made 454 arrests in connection with forest fires. Sago a plantation company was fined \$81 million US dollars. The fires caused smog so bad it led once again to school closures as well as air and sea traffic disruptions and the country went into a state of emergency, with reports of 100,000 deaths caused from respiratory illnesses.

Peat fires are the most difficult to put out, burning underground and springing up in other places months later.

Human Rights

Following investigations by Amnesty International there are reports that the adult workers have high targets, which need to be meet to earn a days pay, either work until the target is achieved or take a pay cut, many children as young as 8 work after school (some have given up on school) to help their parents keep their jobs, with woman earning as little as \$2.50 per day. Subjecting adults and their children to long hours, heavy lifting in a hazardous environment without safety equipment and exposure to chemicals. These reports come from RSPO plantations, supposedly Sustainable Palm Oil.

I love the ethos of the brand - made in England, handmade, no palm oil, parabens, fair trade etc - what more can you want!?

Lovely simple list of pure, recognisable ingredients.

Did you know that Norway contributed 1 Billion Dollars to help make a transition to sustainable forestry. Consequently Indonesia announced a 2 year suspension on new agreements to clear natural forest and peatland!

Well done Norway.
Pay-attention World!



Water Pollution

The good news is Palm Oil plantations need little pesticides or fertilisers once the plant has established, only nitrogen, phosphorus and potassium are regularly applied to palm fruit trees. However, this produces sediment and harmful substances which exit via streams running through the plantations and ultimately end up in the fresh waterways.

Also for every metric tonne of Palm Oil produced, 2.5 metric tonnes of liquid waste is also produced. This sludge was disposed of through the river systems up until recently but now it has to be processed in ponds where anaerobic digestion can take place.

We can all make an effort and try not to contribute to the mass destruction Palm Oil plantations have upon our environment.

The difficulty if consuming Palm Oil products is knowing where the Palm Oil has come from. Without a proper tracking system from product to refinery to plantation (*and there isn't one*) it is impossible to be certain that the Palm Oil consumed has not had any effect on air or water pollution, human or animal welfare.

cities living with smog
created by forest fires



ZERO TO LANDFILL

"There really is no landfill waste from my packaging"

Hi Emma

I had this super soap for xmas pressy! I love it!
Just returning the packaging to you.
Thanks Tracey

Recycle Returns

Hello
I was given your soap as a gift, its beautiful,
lovely, natural ingredients. Lovely on the skin
and a lovely fragrance. I am pleased you will
reuse the packaging.
Caroline

Money off your next purchase

Dear Emma's Soap

Thank you for the great soap! I received a bar as a
birthday gift and am enjoying it.
Here's the fabric square back for another bar.

Emma's Soap
is wrapped in organic cotton.
REDUCE REUSE RECYCLE

- Collect the fabric squares and make a quilt, patchwork, bag, pillow or even a quilt.
- Use to exchange for another bar of soap.
- Use to exchange for another bar of soap.
- Use to exchange for another bar of soap.

return to Emma's Soap to be reused
and get 5p off your next purchase.
Go to emma'ssoap.co.uk to find how to
exchange from buying to 40p dresses.

Hartley Cottage, Sente, Devon TQ6 8RU
Tel: 01803 770109

Thank you for your
wonderful soaps. My son
loves them!!
I have returned the fabric
so that you can recycle them.
I can't give it you could reuse
the other bits too!!
Thanks again and wait
for my next order.

Gorgeous packaging
which my daughter
recycled
as a
Barbie duvet.

RUBBISH!

How much do we create? Where does it go? What are the consequences?

Where does the waste come from? - **Over 40%** of plastic waste is directly from packaging! What we eat, drink, items, gifts we buy all come in packaging, with just a small amount being recycled most ends up in landfill.

Did you know that a plastic bag has just 15 minute working life, with 14% of all rubbish being plastic bottles excluding the cap and label. **#FACT**

Soft Drinks companies are responsible for 16 million bottles being disposed of EACH DAY in the UK alone. **#FACT**

Coffee houses send 4 billion non recycled cups to landfill every year, furthermore they acknowledge that plastic coating is used on the cups which makes it impossible to recycle. **#FACT**

LITTERING is the biggest cause of plastic finding its way into our seas and oceans, weather too, can move debris, wind, rain can wash blow rubbish into a stream, drain where it will end up in the sea. With plastic bottles taking 400 years to degrade in water, with 215 million metric tons of plastic ending up in our oceans and seas each year. It is shocking, by 2050 with out change plastic in oceans will out weigh fish. **#FACT**

THE SCALE OF THE PROBLEM

Once plastic is in our oceans it is there to stay, put there by humans. Never fully degrading but instead becomes brittle, breaking eroding into small pieces - micro plastics (*less than 5mm in diameter*) - the scale of the pollution is enormous.

On our own shores in Scotland this year a crew of scientists have been conducting a sea surface sampling of micro plastics, to establish how polluted our seas are, as plastic has been found in 1/3 of all UK caught fish, which ends up on our plate. **#FACT**

The uninhabited island of Henderson in the South Pacific is covered with 38 million pieces of trash washed ashore by ocean currents, known as 'gyres'.

The North Pacific Gyre is home to the **Great Pacific Garbage Patch** which is approximately 270,000 square miles and 6 meters deep, 8% of the size of the Pacific Ocean, a floating island of manmade debris.

THE DIRECT EFFECT ON MARINE LIFE

To a **sea turtle** a floating plastic bag looks like a jelly fish, when ingested it causes blockages in their digestive system and eventual death.

The curious, playful seals will often play with fragments of plastic netting or packing straps. If the webbing is caught around the **seals** neck it acts as a harness and constrict the seal's movements, killing the seal through starvation, exhaustion, or infection from deep wounds caused by the tightening material.

While diving for food, **whales** can get caught in translucent nets and drown. Our own **#starbay** humpback whale got caught twice in whelk/lobster pots and fishing line, to be successfully freed, as the tremor could be seen from the land. A whale caught in line will strive to death or drown.

Basking sharks filter an Olympic swimming pool of water ever hour, with our seas littered with micro plastics including micro beads from cosmetic products. There feeding is causing them to consume and ingest vast amounts of plastic.

Sea birds, ingest plastic sometimes feeding micro plastics mistakenly to their young, they can also become entangled in the debris floating in our oceans and seas and even use bits of plastic for their nests.

- Bottle banks in Germany scan barcodes and send packaging back to manufacturers. ♡
- Colombian company is taking tonnes of discarded plastic and turning it into bricks. ♡

#FACT

A dead albatross was found recently with pieces of plastic from 1940's in its stomach!

♡ Some Proactive Solutions

- Litter picked up from Haiti beaches in the Caribbean is being made into recycled packaging. ♡

MY SMALL CONTRIBUTION

There are many more initiatives that individuals are taking to combat this global problem, perhaps the most effective method right now for solving the persistent plastic problem is beach cleaning. This is what I discovered and did on the little island of **Dun Ghanian**, **Loch Sunart**.

My partner and I paddled to a little island called Dun Ghanian home to an old forte, now home to otter's and red deer and approximately 1400 square metres. Upon discovering a small beach full of washed up rubbish we decided to pick it up, we cleaned the entire beach, as well as walking around this small island collecting even more plastic. On our return we discovered we had collected a wheelbarrow full of plastic and ghost line. Now deposited into the correct waste stream!

A week later we returned and litter picked the opposite mainland coast line, finding too much to carry back on the kayaks, we have collected the waste in one central point and will visit with every opportunity remove as much as we can carry.

Even if plastic production halted tomorrow, the planet would be dealing with its environmental consequences for thousands of years.

Think about what you buy, what is the packaging, how can it be disposed of, choose a product for its environmental conscience. Never litter, always take home what you brought and more, litter pick where ever you go.

#startbaywhale



TOGETHER WE CAN REVERSE THE DAMAGE
WITH THOUGHT AND COMPASSION



Fishing line, bottles
and crates washed up
on the shore



Washed up debris
near Stoer Head



40% of plastic waste is from
packaging and plastic bottles

Dun Ghanian Island



Enough to fill a wheelbarrow
on first visit



Leaving Dun Ghanian
with rubbish strapped
to the kayak

Emma's Soap

THINKING
OF OUR
PLANET



emmassoap.co.uk

Hi Emma,

Congratulations on setting up this beautiful business!

- Nasreen



Thanks Emma, fantastic customer service - Cath

I have received your soap. Thank you, I just love it - Jenny

Just got my delivery! :) I absolutely LOVE them!!! They're just perfect, thank you. - Kirsty

Emma's Soap can be found in various shops across the UK (check out her stockist page), and at flower shows, festivals and craft markets including, Totnes throughout the year.

♡
Like and follow me
for all the latest news
♡



@Emmassoap



Emmas-Soap



emmassoap



emmassoap



emmassoap.co.uk/blog



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

emmassoap.co.uk

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

