

#05

ONWARD
JOURNEY...

Emma's Soap

Hella

Truly honest green credentials

Core values, *honesty*, where did that core moral come from? Playing cards at boarding school! I have never been able to lie, (*unless its Poker!*) Its simple, I did not want to start a project and cheat! My conscience can't handle it.

I was invited to a talk at the Schumacher College, in Dartington. The speaker Gunter Pauli was delivering a lecture on his book, The Blue Economy, the purpose to stimulate entrepreneurship and sustainability.

The chairman gave an introduction and summarised by handing over the audience to Gunter stating "Your Ecover Audience" which we were, we were all from Totnes and the surround area. Like minded environmentalists who just would not be seen using chemical laden brands to do their washing up.

Gunters response was "I hope not", jaws dropped. The explanation followed, Gunter who was 50% shareholder, Chairman and CEO of Ecover, went on holiday to Borneo and was horrified at the mass destruction caused by Palm Oil plantations. Palm Oil is used in a myriad of products from cosmetics, processed foods to bio fuels and especially in soap. Ecover uses Palm Oil and Gunter wanted to change that, he found a waste product from the sugar cane industry that could achieve the same goal that Palm Oil did in the Ecover products, but the other shareholders deemed the project too expensive. Gunter left Ecover.

This was inspiring, having relaunched a company and built it to great success he walked away on principle!

It also opened my eyes to the truth behind sustainable Palm Oil - or should I say unsustainable!

YOUR GIFT HASN'T DESTROYED ANY RAINFOREST

Emma's Soap

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

The initial inspiration, back in 2005, happened when I was having coffee with friends. Following a bereavement of someone close, we started looking at the ingredients of several household cleaning products.

This led to analysing the ingredients on well-known brands in most bathrooms and kitchens. The information we were discovering was frightening which flared up many more questions and subsequent research. At the time I was pregnant, I soon realised that whatever I was putting on my semi porous skin, was getting into my blood stream and that of my unborn child.

Personal Pledge

I decided to make a personal change but it soon became apparent that to do this was really difficult, I looked at hundreds of natural alternative products, I did not want a cupboard full of lotions and potions, put this on for that, then that to remove this. I just wanted a bar of soap, that you can wash your hands, face, hair, the entire body, even your clothes. A bar of soap that would not dry your skin, but instead do its job whilst nourishing the skin. I could not find a truly honest chemical free, ecological, environmental bar of soap.

Undeterred and being a DIYer, I found a book on how to make soap, it was a start.

Hi Emma,

I hope you don't mind me getting in touch. I just wanted to say I absolutely love your products! I love that your products are ethically sourced and your packaging is simply beautiful. I recently got gifted the Rosehip Gift Set and they are just divine! I absolutely love what you do.
Keely

*I love your story
and your whole ethos
Abigail*



THE COMPLETE BAR - SHAMPOO & SOAP

Using Jojoba base oil this bar nourishes and soothes the scalp and skin, with added Organic Cocoa Butter to help condition the hair. The essential oil combination of Lavender and Rosemary stimulate the hair follicles. Used by psoriasis sufferers.

How to use: wet hair, work a lather in hands, transfer to hair in sections, continue until all hair is washed. Using less obtains better results, rinse thoroughly.



Just wanted to say thank you for my lovely order. I'm using my time at home to get my very thick hair used to more natural shampoos. I've been struggling, as oils tend to make my hair even heavier but yours certainly seems to have had the best effects so far. Also, if you ever decide to branch out into candles you can put me down for an order of your 'Memories of the Beach' scent. I love it!

Thanks again and I hope you are keeping well.
Hannah

I bought a shampoo bar from you last year for my boyfriend, he has used it and said it was great.

SJ



Memories of the Beach

Hi

Last Christmas we bought your Shampoo Bar for psoriasis on the scalp, we have had very good results, can I order some more please.
Thanks Ian



Hi Emma,

I just wanted to say thank you for your time and your advice during the Christmas Market this year. In an aim to remove all the plastic bottles from our bathroom, we have gone over to soap products recently and have had some pretty disastrous results with my long hair and other brands of shampoo bars. After only two washes with your Complete Bar Shampoo, I am very pleased to say that I am tangle free and the condition of my hair is so much better. Our whole family will now be using this in the future.

I also had a look at your website and totally love the whole ethos and environmental mission of your company. It's lovely to be able to support a local business and benefit from such a great product.

Wishing you all the success in the future.
Anne - Bovey Tracey

IS YOUR SOAP VEGAN?

My soap is vegetarian as it contains no animal products, is it vegan? I use local sustainable beeswax which is a product produced by the honey bee - *apis genus*. But then are avocado's vegan?

Important

Emma's Soap only uses local suitable beeswax and condones commercial bee keeping, along with monoculture farming of crops where bees are essential to cultivate the fruit or vegetable.

Migratory bee keeping is where the hives are moved from one flowering crop to another covering thousands miles from February to November, which many scientists say is a direct cause of colony collapse.

The worst culprits of such farming practices happen to be in the United States, where bees are used to cultivate almonds, oranges, cherries, cranberries and apples.

The husbandry standards drop, when 400 colonies are put onto 18 wheel flat-bed trucks. Bee hives on pallets in close quarters, to be moved from one farm to another. This confined space leads to increased Varroa mites and the spread of disease.

The constant moving also results in stressed bees. Each new location is timed to be when that crop is in flower and needing pollinating, the worker bee immediately goes into harvest overdrive, they are always working in 'high season'. If you look at the maths on how many flowers are pollinated, you will not be surprised that the bees are just exhausted.

It's the best shaving soap
I have found! Nick



Our hives



A large swarm!



Megan with our bees

Alternatively leaving hives in an apiary, the bees work to the natural season.

Colony collapse disorder - is when the adult bees desert the hive, the United States are suffering 95% colony collapse following one year's migratory road trip.

Good news is the EU and USA have banned certain pesticides that have been linked to honey bee deaths.

That brings me on to **Commercial Honey** - in short - bees make honey, and store it to eat later, they have large stores depending on that year's harvest, more than they can eat. A sustainable beekeeper takes some honey to make room in the hive and prevent the hive being a target for robbing (*eg wasps*), whilst leaving sufficient honey for the bees to have enough food throughout the winter.

Commercial beekeeping - takes all the honey and gives the bees sugar syrup, the sheer volume of hives the methods used to extract the honey are brutal, causing harm to the bees.

I just had to contact you as I've just realised that if you're celebrating 10 yrs in business, I was likely to have been one of your first customers.

I clearly remember in October 2010 when my school was closed for us teachers to have meetings in our departments, it was unusual to be a Friday, we finished early and three of us went to Totnes Market and there you were, I've used your soap ever since.

Keep doing what you're doing - love it!!
Lorna

Thank you Emma, for your wonderful attitude towards providing beautiful natural products.
Best wishes for a Happy New Year

Anne :-)

Sustainable Beekeeping - working in harmony with nature

The Beekeeper has a role to play to help the bees with their housework. We need bees to pollinate our crops, so why not help these wild animals do their job. By understanding how a hive works the beekeeper can recognise when the bees could do with a helping hand, adding supers for their honey food storage, removing old dirty wax to prevent overcrowding, watching out for disease - mites.

Many state that beeswax is from the capping of the honey, whilst this is true, it is not the only source of beeswax.

Bees work for their hive, for the unity of the colony, the workers all have different roles, foraging, pollenating and harvesting, some are guards, builders, cleaners, nurses to the young, some have the role of temperature control while others are undertakers, basically general housework. The queen lays all the eggs and the drones don't do much apart from the important role of fertilising the queen.

The younger bees secrete wax and build the hives architecture cells for honey, storage of food and cells for the queen to lay her eggs which in the height of the season can be up to 2000 eggs a day.

As egg becomes larva grows into a pupa and then into a bee it hatches and leaves the cell leaving its cocoon behind. The cleaners prepare the cell to be reused for the queen to lay another egg. However there is only so many times the cell can be cleaned over a period of reuse it eventually gets too dirty and the queen will refuse to lay.

Overcrowding of the hive can be a reason to swarm. **95% of wild swarms don't survive**, that can't find a new home (*this is our fault too, humans have populated and cultivated everywhere*).

The Smallholder

A smallholder beekeeper collects the swarm and gives them a new home, a hive. Or they help the hive manage their space and prevent the swarm, by adding supers and excluding the queen from that area of the hive, the honey storage area, allowing more room in the main brood chamber for the queen to reproduce. By inspecting the brood chamber of the hive the beekeeper can remove old dirty wax that the queen is refusing to lay in and replace with fresh wax foundations. *"A little help on house work"*.

It's this wax that is melted down, sieved and used in my soap.

Looking after bees, working in harmony with a colony, only taking a little honey and leaving enough natural food for the colony is an enjoyable, essential environmental contribution.



Bees On a frame



Don't buy commercial honey.
Buy it instead from your
local beekeeper where you
know its been extracted
with care, and is after all
"natures little present".



Emma's Soap

A blend of natural oils
to make nothing but Soap

Beeswax is a natural, renewable product. This means it is a sustainable alternative to synthetic, mineral oil-based waxes and other products. Beeswax is a by-product of honey production and good husbandry. For beeswax to be cruelty-free, it has to be harvested at a low rate, so that there are no real negative effects on the colony.

CASE CLOSED

An Unexpected Visit

With my new book on How to Make Soap, I went about sourcing materials, which proved difficult, learning about oils, the different grades from extra virgin to pomace, extraction and bleaching, quality and purpose. I had no idea that Sodium Hydroxide was caustic soda!

The method to make soap looked pretty frightening to, it was chemistry not ideal for the family kitchen with a 4 year old running around. Having finally sourced the said Sodium Hydroxide on line, my ingredients and book sat on top of the fridge, whilst I ponder the experiment and turn to main job, being a mum.

One sunny morning in our sleepy coastal village in Devon I was entertaining a neighbour who's son was the same age as Megan. We were enjoying coffee and the children were having fun playing when there came a knock at the door, two officers, demanding to come in, they showed me their badges, they were from MI5 counter intelligence security agency! MI5 - thoughts were racing through my mind, what had I done to warrant such a visit? I did not want to let them in. The officers, both female, politely but firmly insisted on coming in despite my reluctance and objections, it was not convenient and that I was happy to step outside.

In my cottage, badges were shown again with a full explanation of their purpose, they were part of counter terrorism. A stream of very serious questions followed. Demanding to know what I was doing with Sodium Hydroxide, at which point I remembered my new project and got really excited about it. I began telling the officers that I was about to embark on making soap, I retrieved the book and was full of enthusiasm telling them what my intentions were and which recipe I planned to try first.

The atmosphere in the room soon changed and the officers became much more relaxed and even began smiling. I was not a terrorist. It turns out I had bought Sodium Hydroxide from an organisation that was making bombs and my purchase had been traced consequently, MI5 had been watching me and wished to determine if I was part of the terrorist organisation they were tracking.

The officers found the entire situation quite funny, I naturally was a little shocked, actually gobsmacked that I was a suspected terrorist, as was my guest. We all ended up laughing and they wished me well on my new venture explaining to me that Sodium Hydroxide was in fact caustic soda and I could purchase it from a hardware shop.

That triggered me to get on with it. I started making soap, mixing batches every other day, trying different recipes.

CLASSIFIED



It's just soap!
Honest.

I came across your soap in a friend's bathroom recently, I loved your packaging and branding so thought that I would look you up. I love your ethos of Zero Landfill impact and the natural approach to your product, made even more appealing by No Palm Oil, parabens or other nasties so often hidden in our beauty products these days.

Pip



Love your brand ethos!
- Jessica

Stay at Home and Wash Your Hands

Hello Emma

My name is Sarah and I'm the Radiology Sister in the Medical Imaging Department at the RD&E Hospital in Exeter. The team here in Medical Imaging are working extremely hard during this busy time with all the measures being put in place with Coronavirus.

I am setting up a Wellbeing Room in my department, where staff can go and have 10 minutes out in a safe, calm environment and try to de-stress.

Do you have any samples of your amazing products that we could have, to put in our Wellbeing Room? I know the team and I would be so very grateful for anything that would help, in these challenging times.

Kind Regards,
Sarah - RD&E Hospital Exeter

Hi Sarah

I have put a large box together, inside is two boxes of off-cuts, these are damaged bars that I thought could be used on site by the staff to wash their hands before eating or taking a break. I have included 4 soap dishes so they can be placed by staff sinks. Also several 30 plus loose bars, which I thought staff could take home for a little luxury.

Please share throughout the entire hospital and let me know if you need more of the "off-cuts".

Emma - Emma's Soap

Morning Emma,

I can't thank you enough for your generosity with this wonderful parcel you're sending us. I led on a departmental meeting yesterday and told staff we had heard from you via email and you were sending us some of your soaps and staff were just really blown away by your kindness. We all understand that all businesses are going through a difficult time, so everyone here is really grateful to you, for doing this.

Thank you once again Emma.

Sarah

We ❤️ the **NHS**

Emma also sent a box to Torbay & South Devon NHS Foundation following another request.

Good morning Emma,

I just want to say a huge thank you for the soaps you have sent. They smell amazing and are wrapped so beautifully!!! Even the off cuts look lovely in the parchment paper.

It is very kind of you and I did not expect you to send so much.

In the office everyone's hands are pretty sore so can't imagine the staff on the wards at the moment who would be utilising our Wellbeing hub so we are trying to help them with the little things 😊

Many thanks and I hope you had a lovely Easter.

Natalie

Emma's Soap, like so many other businesses support the NHS.

Emma, I am a stockist and have had to close. I brought the soap home as my sons hands were so sore from washing them due to the virus, your soap has been fabulous, the difference is clear as you can see from the pictures, he is very happy. Thank you



Before



After

HOW IT WORKS

1. Choose your Base Oil - Emma uses 5 different base oils - see which suits your skin



- Luxurious
- Moisturising
- Bath & Shower
- Silky feel



- Moisturising with Healing properties
- Hand & Body
- Firm hard bar



- All skin types
- Suitable for combination skin
- Used by Psoriasis sufferers



- Sensitive skin, wind chap, sun burn and mature skin types



- Very moisturising
- For dry skin
- Used by eczema sufferers



LAVENDER ROSE



CALMING & CLEANSING



RELAXING & BALANCING



FRESH & UPLIFTING



UNSCENTED

3. Speciality Soaps



FRESH & UPLIFTING SHAVING SOAP



THE COMPLETE BAR



WORKING HANDS



I've been using your unscented avocado soap and it's amazing. Before using this I had to use an in shower moisturiser and then another when I got out of the shower. With this soap I don't need any moisturiser. My rashes are clearing up in front of my eyes and the deep ridges on my feet are clearing up too. I've had them from years of running. My nails feel stronger and the cuticles softer. This is a miracle soap. Please don't ever stop making it.

Thanks again Liz

Hi,
Just wanted to let you know that your soap is marvelous - I bought some on Saturday at the Food Fair and it is clearing my small amount of eczema on my hand - I will keep an eye out for it on my travels.
Kind regards

Sue

Hello

I was given a bar of Rosehip Oil Unscented soap for Christmas and I've completely fallen in love with it.

I've just purchased 3 bars off the website.

Best regards Kathrine

I've used your unscented soap for eczema and it works! Aileen

Hi Emma

Just wanted to say thank you for your lovely soaps. I have very sensitive skin and your avocado soap has really helped. I haven't tried the others but I already know its my favourite. It has replaced my organic skin pH balanced liquid soap. My hands had become so sore because of all the washing. Your soap just brought it back to balance and I hardly have to keep remembering to apply creams. I also ordered for my Mom who is a cancer patient and I'm sure she will also feel the benefits on her fragile skin. Best soap I've tried. Thank you so much and for your generosity. I wish you all the best.

Take care and stay safe,

Dina

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 her skin is now almost completely clear. Again many thanks and I will continue buying. Jo

I have psoriasis on my hands, knees and back mainly and I want to cut out as much of the steroid type creams as I can, your soap really helps, two more bars please.

Alistair.



SINGLE USE PLASTICS - WHAT CAN I DO?



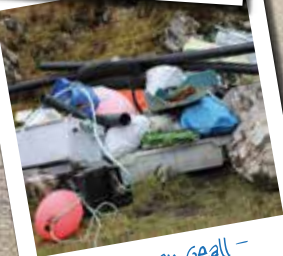
Torbay -
South Devon



Sanna Sands -
West Highlands



Blackpool Sands -
South Devon



Camas nan Geall -
West Highlands



Beach clean
(Camas nan Geall)

Emma's Soap was designed out of necessity, to create a product that did not scar our environment from the ingredients to the packaging. As the business is growing that ethos is the key in every decision made.

From paper tape, chlorine and Quilon free parchment paper to cornstarch bio-degradable bags. With that mind set already ingrained in to family life, this years New Years resolution was to see what more we could do and taking a good look at our personal landfill waste.

In 2017 in our 'With More...' Booklet #04 we told you about our small contribution the beach clean of a wee Scottish Island. We have maintained that mission of cleaning the shores of Loch Sunart at every opportunity, I still find it shocking the amount of plastic we find.

What do we use regularly, that produces waste that we could change? Is there a friendlier product? We started looking at what changes we could make in each room. The bathroom was first, this was easy as we only use soap, but what about toothpaste. We moved onto to each room in the house, the lounge, bedroom, kitchen, garden as well as on the go and decided we should share these ideas with you.



Make a Change
THE SUSTAINABLE CHOICE

makeachange.love the Sustainable Choice - make a green canny switch, we have tested all the products. Do they live up to their claim? We've reviewed the company on their environmental credentials and consider the necessity of the product, is it practical, is it affordable?

Check out the website



Emma's Laundry Soap is simple.
It's just soap flakes, essential oils and a natural stain remover.
No harsh chemicals, surfactants, optical brighteners,
bleaches, perfumes, colours or enzymes.



I love your eco-friendly laundry soap. Clothes now come out sparkly!

Thank you
Fiona



Hello there

I've been using your laundry soap for a little while and finding it excellent - much prefer it to the branded laundry liquids I previously used.

Helen

Dear Emma

I purchased the washing flakes from you at the Spring Fair.
I'm absolutely delighted with it and everyone in the house has commented on how less itchy their skin is!

Sandra

Money off
your next
purchase

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

- Collect the fabric squares and make a patchwork, bag, pillow, even a quilt.
- Use to top your homemade jams, chutney and pickles!
- Return to Emma's Soap to be reused and get 5p off your next purchase.
- Go to emmassoap.co.uk to find handy patterns from bunting to dolls dresses.

Hartley Cottage Stretton Devon TQ6 0RU
Tel: 01803 770109

Emma's Soap

A blend of natural oils
to make nothing but Soap

Hello

Thank you for all your letters, emails and messages via social media. The positive feedback gives me reason to keep going, even in these adverse times when it might be easier to stop.

So many of you take the opportunity to return your fabric for reuse and I can't thank you enough.

Alternatively, if you have not done so before, remember to collect your fabric squares and get creative! You can make patchworks, bags, pillows or even a quilt. Or why not top your homemade jams, chutneys and pickles.

Check out my website to find handy patterns from bunting to dolls dresses. emmassoap/blog

Emma



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

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emmassoap.co.uk

May we bring to your attention something new! Introducing -



Make a Change

THE SUSTAINABLE CHOICE

Find out more. Let's... **makeachange.love** ...now!

" I was given one of your soap bars for my birthday yesterday and I have to congratulate you on the whole ethos of your company. The world needs people with your principles! "
Best wishes - Micheline

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emmassoap



emmassoap

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

emmassoap.co.uk

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

