



'Off the Shelf' Organic Range

ORGANIC BAR SOAP MARKET IS GROWING

The Global Organic Bar Soap Market is forecasted to show strong incremental growth from **\$234 million in 2022** to **\$336 million in 2027*** as eco-conscious consumers continue to engage with organic and natural beauty products to improve their environmental footprint.

Soapworks' new Organic 'Off the Shelf' range helps brands tap into this growing market quickly, easily, and cost-effectively.

* Technavio Organic Soap Market Report (2023 - 2027)



Key Consumer Drivers



TRANSPARENCY

Consumers - including the growing Gen-Z demographic - are prioritising brands that are sustainable, transparent and organic.



WELLNESS

Holistic wellness is a growing trend in beauty and personal care. Consumers are looking for simpler routines with natural, high-performing formulations.



NATURAL BEAUTY

Our products are certifiable to the COSMOS Organic Standard. Enriched with essential oils, natural actives and clays, they have no artificial colours or fragrances.



30%

of soap, bath & shower products launched in 2022 had ethical or sustainable claims on pack.

Source: Mintel UK Soap, Bath & Shower Market 2023

60%

of Gen Z & Millennial shoppers say they have stopped buying from brands who don't have environmental credentials.

Source: ESW Global Voices Survey - Nov 2022

Organic Skin & Body Care

BAKUCHI BALANCE BAR



A harmonious journey for the senses.

Embrace radiant skin with soothing **bakuchi oil**, purifying **pink clay**, and antioxidant infused **vitamin C**. Fragranced with a captivating blend of **organic sweet orange oil** and **organic ginger root oil**.



Organic Soap Base



VEGAN

NATURE NOURISH BAR



A soothing escape for your skin.

This exquisite bar soap blends the power of hydrating **vitamin E**, the purity of **Ho Wood essential oil**, and the tranquility of **lavender essential oil**. **Organic lavender flowers** provide a gentle exfoliation.



Organic Soap Base



VEGAN

EXF-OAT-LIATE BUFF BAR



Buff your way beautiful with this oat-so-good bar.

Hemp oil helps hydrate and nourish. **Palmarosa**, known for its skin healing and regenerative qualities, partners with moisturising **avocado oil** to help soothe skin. **Organic oatmeal** delicately exfoliates.



Organic Soap Base



VEGAN

PURE GLOW TONING BAR



The perfect 'Glow-up' for your next bar soap launch.

Infused with antioxidant-rich **organic sweet almond oil** and skin-plumping **organic safflower oil**, this soap is a skincare revelation. Fragranced with invigorating **organic lemon** and **clary sage oil**.



Organic Soap Base



VEGAN

Organic Bar Soap & Baby

ORGANIC SOAP WITH OLIVE OIL



A naturally nourishing, sustainable bar soap.

Known for its centuries-old skin-nurturing properties, **organic olive oil** leaves skin feeling soothed and nourished. The natural fragrance combines **grapefruit essential oil** with notes of orange and lemon zest.



LITTLE HUGS BABY BAR



Gentle cleansing for little ones.

Wrap your little one in love with our organic baby soap. Enriched with **organic shea butter** for gentle nourishment, **organic coconut oil** for baby-soft skin, and calming **organic chamomile** for a soothing touch.



Organic Shampoo & Solid Home Care

JOJOBA & SHEA SHAMPOO BAR



High-performing shampoo bar to hydrate and nourish hair and scalp.

Organic jojoba conditioning blend provides moisture balance, conditioning heat protection, and frizz control benefits. **Organic Shea butter** helps hydrate, soften and nourish. Fragranced with **kumquat** and **kaffir lime leaf**.



ECO-ESSENCE HOME CARE BAR



Multipurpose bar for laundry, dish washing and surface cleaning

Cuts through grease, dirt, and stains. **Rosemary essential oil**, known for its antibacterial qualities, combines with **kaolin clay**, to help tackle tough stains. Doubles as a nourishing hand soap with soothing **aloe vera**.



Off the Shelf Range: Easy as 1-2-3

These products have already completed **stability** and **compatibility testing** and have the relevant **Product Safety Reports**, leaving you to focus on:



FORMULATION SELECTION

Select a product from our on-trend Organic range.



BRAND PERSONALISATION

We will guide you on the best bar size, shape, and packaging format for the launch.



MANUFACTURE

Once the full product specification has been agreed, our NPD and Operations teams will work on bringing your product to life.



RSPO-Certified, Organic Soap Base from Daabon



Our parent company, **Daabon**, is a pioneering leader in sustainable and organic ingredient production.

They produce **certified sustainable, fair trade** and **organic palm oil** for use in a wide range of consumer products, including many of our own bar soaps.



ORGANIC SOAP BASE

Our **organic 'Off the Shelf range** is made with sustainable, **RSPO Identity Preserved (IP) organic palm oil**, produced by **Daabon**, providing full traceability and vertical integration from soil to the market.

Looking for Sustainable Packaging?

Alongside our **plastic-free packaging formats**, we offer a range of **FSC-accredited** substrates, including sustainable cartons and paper wraps.



Carton



Paper Wrap



READY TO LAUNCH THE NEXT **ORGANIC SOAP** SENSATION?


- % Natural origin calculated to the ISO 16128 standard
- All formulations property of Soapworks Ltd

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