



Greetings Everyone,

We want to get a quick newsletter out this month to wish all of you a very happy holiday season! We also want to thank you for the amazing support you have given us over this past year, whether its through purchasing our products, spreading the word about us, or through your numerous emails and letters of support. We believe we have the best customers in the world and we hope you will continue to join us on our journey! We have had a great year and we are looking forward to a very exciting 2010!

We have been absolutely rushed off our feet fulfilling Christmas orders. Helen, Samantha, Charmaine, Tracy and Jan are members of our fantastic team and without them, we don't know what we would do! There is still time to get in last minute orders. Place your order before 5:00 p.m. Monday the 21st to still qualify for guaranteed delivery in time for Christmas. We will be donating 20% of proceeds from these last minute orders to a social enterprise cause organised by our [Pestalozzi](#) apprentices who are raising money to bring two students from Khayelitsha Township in South Africa to study at Pestalozzi next year. All orders placed after the 21st of December will still be processed and although we will do our best, we cannot guarantee Christmas delivery. We will be closed on Dec 23rd and return on Monday, January 4th. Any orders placed during this time will be processed upon our return.

Here are some highlights of 2009 -

*Launching with the [Fairtrade Foundation's](#) new category for Fairtrade Beauty

*Forging a fair trade partnership with [Township Trades](#) in South Africa and visiting the group

*Strengthening ongoing relationships as well as forging new ones with all of [our fair trade suppliers](#)

*Presenting the Fairtrade Case Study in Cosmetics at the [Sustainable Cosmetics Summit](#) in Frankfurt, Germany

*A trip to Nigeria with [Melinda Coss](#) and a team of international soapmakers to train over 2,000 people how to make soap

*Presenting Visionary Soap Company at the [Triodos Bank](#) AGM

*Being broadcast on TV Tokyo

*Expansion of our UK team, premises and production capacity

*Huge growth in our wholesale customer base, including adding [Traidcraft](#) to our list of esteemed customers as well as the continued and greatly appreciated support of [Oxfam UK](#)

*Continued work with our Pestalozzi apprentices with plans to bring students from Khayelitsha/Township Trades to the UK to study in 2010

*Embarking on a relationship with [Saponaqua](#) to manufacture their products, with them fully embracing our fair trade ethos

Big Plans for 2010...

*[FLO Certification](#) for Township Trades and also introducing their [award-winning Nurture Range](#) to the UK market

*Upgrading/investing in all of our packaging

*Adding new products - i.e. liquid soap, sugar scrubs, gift combinations, etc. as well as reformulation of some existing products

*Continued soap making projects in Africa (Ghana, Nigeria) and possibly Palestine

*Activities planned in observation of [Fairtrade Fortnight 2010](#)

*Focusing our sales efforts to bring [Visionary Soap's](#) products to a store near you...

Lastly, we highly encourage all of you to listen to Melinda Coss' November 30th broadcast on Wisconsin Public Radio entitled '[Soap is Power](#)' where she talks about her experience in the industry, the tradition of cold process soap making, Visionary Soap Company, Township Trades and projects in places like Africa, where it demonstrates the positive impact our industry can have in terms of sustainable development. We think a lot of you might like to listen to this so do tune in.