



Greetings Everyone,

Its a cold, wet, grey day here in Hastings! What better time to crank out the monthly newsletter to all of you! Thanks for your vigorous support since the new [Fairtrade](#) launch! We have been very busy indeed and are *just* managing to keep up with the demand! We hate to mention the word Christmas but feel we have to, especially this year. Usually the Christmas season starts for us around the end of September anyway and because of our new certification, media recognition and an overall increased awareness of Visionary Soap Company, we are very busy indeed. We feel incredibly fortunate, especially in the current financial climate and while it has been quite challenging for us at times, we have managed to hang in there with your support! There has been resounding loyal support from our customers who understand and embrace fair trade. We would be preaching to the converted if we told you that if households are struggling here in the UK, then chances are, people in the developing world are struggling more!

Please mark your calendars for Saturday 5 December as we will be hosting our annual Christmas Open Day at our factory! It will be from 10 a.m. - 4:00 p.m. at Theaklen House, Unit 10, Theaklen Drive, Ponswood Industrial Estate, St. Leonards on Sea, TN38 9AZ. Please join us for mulled cider and nibbles, see where and how we make our products, meet our Pestalozzi students and do some shopping! Local artisans will also be in attendance with their wares. It is a great opportunity to meet our customers so do consider joining us!

New photos of our Fairtrade packaging has now been uploaded to [our website](#). We have received many complements on our new photos and the credit goes out to local photographer [Adam Piggott](#) (and Jayne!) who once again spent many hours on the seafront on our behalf! We are working on new soap box designs and hope to have these before Christmas but certainly for the New Year! We have also introduced our Rosemary & Lavender Gardener's Hand Salve in a new 60 ml size. These are perfect for fitting into hand bags and have been very popular, particularly for [Traidcraft](#)! We will be introducing 60 ml versions of our body butters soon and in new scents as well. Many of you have been asking where our bath melts have gone! We have temporarily removed them from our website while we get new labelling and Fairtrade certification but they will be reappearing shortly. One last change is that we have merged Patchouli & Ylang Ylang to form a [new soap](#) variety. These are two great scents that go very well together so we thought that made sense!

A quick update on [Township Trades](#).... We are working on getting a trainer down to South Africa to do some more advanced soap training with the group. We are also hoping to tap into the skills of some local contacts we have in South Africa to help the group along, particularly with FLO Certification. We are still wading through the entire FLO process and trying to lay a good foundation for larger, more frequent soap orders to Township Trades going forward. While we

will continue to make our soap here in the UK, we are also very passionate about getting the group certified and in our supply chain as our primary soap manufacturer. We have nearly sold out of the initial order we received from them some months ago and we will be placing another one shortly. We invite all of you to watch this [video](#) about the group, if you haven't already done so.

Its a new academic year for our [Pestalozzi](#) apprentices and we have 13 of them! Subash, Shambu, Emman, Claudius, Nikolet, Pushpanjali, Fiona, Nelisa, Tongai, Kondwani, Sangay, Laxmi and Tenzin (pew!) will be forming themselves as a social enterprise and selling Visionary Soap products, with proceeds going towards a scholarship fund to hopefully bring a young person from Khayelitsha Township to Pestalozzi to study. They will also be working largely within the [Fairtrade Schools](#) project.

If you are in need of some inspiration, we have just the thing for you.... please watch a video from the students at Hardley School near Southampton as they have formed their own enterprise featuring Township Trades' soaps. Their website will be going live soon and we will let you know when it does but for now, you can see what they are up to [here](#).

We thought we better take the plunge and keep up with modern technology so Visionary Soap Company is now on Facebook. Please visit [our Facebook page](#) and become a 'fan' if you so choose. You can view photos, hear about our travels, send us a note, start a discussion, etc. You can also find us on [Twitter](#) by typing in 'visionarysoap.'

Lastly, a quick promo to consider taking advantage of....Place a minimum order of £20 (exclusive of delivery) before the end of October and get a free 60 ml tin of our [Rosemary & Lavender Gardener's Hand Salve](#). And remember, if your favorite local shop doesn't carry our products, and you would like them to, don't be shy! Ask them to consider doing so!