



Visionary Soap Company

The Fair Trade Soap Company

Visionary Soap is a small but growing fair trade soap and body care company that has been entirely dedicated to fair trade since the business inception in May 2005. Our products consist of an organic body care range handcrafted by us here in the UK as well as a natural range of soaps made in fair trade partnership with an inspiring social enterprise called Township Trades in South Africa. We are based in Hastings, East Sussex.

Among the first body care companies with products to soon be certified by the Fairtrade Foundation, Visionary Soap is proudly launching with an initial 14 products, all of which have been formulated purposely to incorporate a **very high percentage** of Fairtrade ingredients (Soaps . approx. 27%, Body Butters - 99%, Lip Balms - 34%, Bath Oils - 19%, Gardener's Hand Salve . 34%).

Our vision is simple and straight forward - to produce premium quality products while at the same time incorporating values of social responsibility, environmental sustainability and holistic wellbeing. We believe in empowering communities through fair trade, contributing to our local economy and offering a luxurious yet down to earth option when it comes to bodycare.

None of our products contain synthetic dyes or fragrances, parabens, petroleum-based ingredients, palm oil, alcohol, sodium laureth sulfate or animal products. They are simply made with the finest vegetable oils, butters, essential oils and botanicals. All products have been safety assessed and comply with current EU regulations as well as being fully certified by The Vegan Society and, of course, are cruelty-free. We are members of the Women's Environmental Network and Soil Association certification is planned for later in 2009.

We already supply many independent retailers as well as Oxfam, who sell our products in many of their shops across the UK as well as Amnesty International, which has added a range of our products to their catalogue. We have an increasing number of stockists further afield including Canada, the U.S., Spain, Sweden, The Netherlands, Japan and the United Arab Emirates.

You can find us at www.visionarysoap.co.uk. All press enquiries should be directed to Monica Norley, Director on tel. 01424 460022 or by email to info@visionarysoap.co.uk.

