

**SOAP
C^o**



10 December 2018

Major boost for social enterprise sector and ‘beauty with purpose’ as John Lewis & Partners stocks The Soap Co.’s, Eco & Bee-Friendly Collection

In a major achievement for CLARITY-The Soap Co., the social enterprise announces that in time for the busy Christmas period, high-end department store, John Lewis & Partners, is to sell its luxury, ethical The Soap Co. eco and bee friendly collection across various of its stores nationwide.

Camilla Marcus-Dew, Co-Founder of The Soap Co. said: “The fact that John Lewis & Partners have selected The Soap Co.’s Eco & Bee-Friendly collection to sit on their shelves alongside well-established luxury brands (with big budgets) is a huge endorsement, with confidence that their consumers will love our products and values. It firmly positions us in the high-end retail sector and clearly illustrates that luxury, ethical beauty with measurable social impact has hit the mainstream. It’s been quite the journey to get here, but big retailers are now giving a voice to ‘disruptor’ brands like ours and we are proud to be leading the charge with the support of one of the most respected names on the high street globally. We will also be turning our attention to the luxury hotels sector in 2019.

“We craft no compromise bath and beauty products with a conscience. It’s why every one of our products is designed for good: good for the skin, good for the environment and most importantly good for everyone. Our goal is to create meaningful employment that changes people’s lives for the better, and to create ripple effects through the beauty industry and beyond. I would like to thank you John Lewis & Partners for joining the movement to

address disability unemployment and underemployment in the UK, as we craft products with purpose and challenge consumers to expect more from their soap.

“When we launched The Soap Co. in 2015 we had big aims to reach John Lewis, and at the time, some told me it would be impossible, but the dedication and hard work of our team and a huge extended network of people that believe in what we are doing has made this a reality. We are very excited to enable even more people to #givegoodgifts that will be loved this festive season.”

The Soap Co.’s eco and bee-friendly collection is vegan and biodegradable, and available in three British inspired fragrances: Geranium & Rhubarb, Wild Nettle & Sage and Mulberry & Amber, as a hand wash (300ml), hand lotion (300ml) or cold processed bar soap (125g). In addition, The Soap Co.’s luxurious 100% natural Rose, Uplift and Detox bath oils (100ml) with antioxidants, jojoba seed and evening primrose oils are also included, alongside three stunning gift sets priced under £40 RSP: Rose Oil Duo, Geranium & Rhubarb Hand Gift Duo and – exclusively for John Lewis & Partners – a Mixed Body Gift Trio that comprises Geranium & Rhubarb body lotion, Wild Nettle & Sage bar soap and an exfoliating soap pebble. Created with eco-certified ingredients that are not harmful to aquatic life all products from The Soap Co. are crafted by a workforce, 80% of whom are blind, disabled or otherwise disadvantaged.

The Soap Co. collection is available on John Lewis online, where 50% of total John Lewis sales are achieved and will be in store at their Cambridge, Welwyn Garden City, Reading and Southampton sites, with an ambition for a wider national rollout in 2019.

Charlotte West, Assistant Buyer at John Lewis & Partners: “We are pleased to be launching The Soap Co. into our assortment. The products and unique placement of The Soap Co. in both the blend of scents and being made locally is one we are excited to show our customer base.”

Peter Holbrook, Chief Executive Social Enterprise UK, explains: “Social enterprises are increasingly being seen on the shelves of our biggest retailers. It is fantastic to see John Lewis & Partners leading the way in responding to the demand from consumers for ethical, quality, design led products whilst also amplifying the impact they can generate by providing a platform for social enterprises. Every time a customer buys from the Soap Co. they are helping create jobs and opportunities for some of the most vulnerable people in society.

“The Soap Co. is helping show that social enterprises are breaking into the mainstream – they are selling quality products, competing with established brands and showing consumers how another way of doing business is possible.”

The Soap Co. creates employment opportunities for those who are blind, disabled or otherwise disadvantaged. 80% of the staff at their East London base and traditional workshop in the Lake District have a disability or long-term health problem and they are empowered to build their skills, confidence and independence in a friendly and supportive work environment, including learning. We aim for a 50% transition to new roles outside the organisation with all profits going back into providing jobs and training,

Ends



The Soap Co. eco and bee-friendly gifts

For PR and pictures, please contact:

Suzanne Howe

Suzanne Howe Communications

Tel: +44 (0)2034 680923

Email: hello@suzannehowe.com

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Web: www.suzannehowe.com

Camilla Marcus-Dew

camilla@thesoapco.org

<https://www.linkedin.com/in/camilla-marcus-dew-01924121/>

020 3078 8950

Facebook: [@thesoapcouk](https://www.facebook.com/thesoapcouk)

Instagram: [@_thesoapco](https://www.instagram.com/_thesoapco)

LinkedIn: <http://lnked.in/claritythesoapco>

comms@thesoapco.org

Notes to Editors:

- One of The Soap Co.'s bath oils has won a widely known and respected 2018 Beauty Award. The official announcement will be made by the organisers in December.
- The Soap Co. is a proud holder of The Planet Mark, an internationally recognised sustainability certification, in partnership with the Eden Project, that certifies organisations committed to year-on-year progress on sustainability and a minimum 2.5% reduction of carbon emissions. They won two Planet Mark awards in 2018 for their efforts so far.
- The Soap Co. won silver in the Global Good Awards as an "Eco-focused Small Enterprise"
- The eco and bee-friendly range has been crafted with ECO CERT and EU Ecolabel certified ingredients, natural extracts and added vitamins.
- The Soap Co.'s keepsake gift boxes are made from 100% recycled FSC-certified paper and all of its bottles are created from recycled milk bottles. The handmade cold-pressed soaps are wrapped in compostable film.
- The Soap Co. won silver in the Global Good Awards as an "Eco-focused Small Enterprise"
- Each bottle sold from The Soap Co.'s eco and bee-friendly ranges help between 10 to 20 bees because they contain skin-soothing calendula and borage botanicals.
- The eco and bee-friendly range has been crafted with ECO CERT and EU Ecolabel certified ingredients, natural extracts and added vitamins.
- The Soap Co. won a prestigious D&AD Design Award in 2016 for its minimalist product packaging.
- In November 2018, Camilla Marcus-Dew, The Soap Co.'s co-founder won the Variety Catherine Inspirational award for the progress of the brand so far, creating more jobs for people with disabilities.

About The Soap Co.

[The Soap Co.](#) is a luxury ethical bath and beauty brand with products that look good, smell good, and do good. Based in East London, and with a traditional workshop in the Lake District, they create no compromise bath and beauty products with sophisticated fragrances, minimalist design and a strong social and environmental ethos.

It is part of [CLARITY-The Soap Co.](#), the UK's foremost social enterprise (founded in 1854) They employ, train and support people with disabilities because they believe everybody is capable of doing something great. Every year, sales of their high quality, eco soaps and beauty products generate more than 10,000 days of work for people in the UK with a disability or a long-term health condition. All their revenue is reinvested into the employment, training and support of those who may not usually get the chance.