



CLARITY & Co.
we don't see disability, we see workability

**SOAP
Co.**



10 April 2019

The Soap Co. puts the spring into its Citrus washroom fragrance for 2019

To celebrate the official start of spring, social enterprise CLARITY & Co. has brought the outdoors indoors by giving its popular The Soap Co. Citrus range a real breath of fresh air.

The new Citrus scent - from the luxury, ethical The Soap Co. Original Collection - has refreshing notes of zesty lemon and fresh grapefruit and is available both as a hand wash and hand lotion (available in 300ml & 5 litre refills to reduce your plastic waste).

“CLARITY & Co. is always looking to develop new products and improve its fragrances for business washrooms. Citrus is a very popular scent with our customers, so we felt it was time to zing it up a bit! Our luxury The Soap Co. range is perfect for environments where you want to make a real statement. It's designed for good – with 100% of the revenue from sales being reinvested into employing people with disabilities. Our soap empowers our customers to have a positive impact through their procurement choices,” says Clem Hinchliffe, Business Development Manager.

The Citrus hand wash features Pro-Vitamin B5 for hydration and regeneration, with soothing Aloe Vera extract and healing Tea Tree oil whilst the Citrus hand lotion boosts the skin's natural moisture, and features Cocoa butter for rich moisturisation, Pro-Vitamin B5 for hydration and regeneration and Aloe Vera extract and Tea Tree oil.

The Soap Co. range comprises a selection of six luxurious fragrances across its Eco and Original collections: Mulberry & Amber, Geranium & Rhubarb, Wild Nettle & Sage, Black Poppy & Wild Fig, White Tea and new and improved Citrus.

To find out more about CLARITY & Co.'s washroom brands and products, please contact Clem b2b@clarity.org.uk to help us counter disability underemployment.

Ends



The Soap Co.'s new and improved Citrus range

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[The Soap Co.](http://TheSoapCo.com) is an ethical luxury brand with products that are good and do good. Based in East London, and with a traditional workshop in the Lake District, The Soap Co. creates body care products with sophisticated fragrances, minimalist design and a strong social and environmental ethos.

[BECO.](#) is a new feel good, socially enterprising and better considered soap range putting real change in the hands of people across the UK. Not only does BECO. save water, all ingredients are 100% eco-friendly, vegan friendly, cruelty free, and hypoallergenic.

Both The Soap Co. and BECO. are part of [CLARITY & Co.](#), the UK's oldest social enterprise (founded in 1854) which has produced soap for 80 years. 80% of its staff are visually impaired, disabled or otherwise disadvantaged. All the profit goes back into providing jobs and training. Over 10,000 hours of employment are created annually for its staff which has helped dozens transition into full time work elsewhere.