

## What's in Your Soap?

All soaps are *not* created equal. Most consumers have no idea that many popular, brand-name soaps contain beef fat, as well as artificial chemicals and additives that are often tested on animals.

And many soap companies use non-organic, non-renewable resources in mass production continuous processes that exclude glycerin from their final products, therefore decreasing its natural moisturizing effect. This mass production process allows caustic chemicals to enter the process at high levels. That's why most commercial brands on your supermarket or drug store shelf contain caustic chemicals. And we wonder why our skin feels itchy, dry and irritated after using these products.



At **Save Your World**, we believe that consumers need to look for safe, yet effective products that use natural, sustainable and renewable sources. After all, your skin is your body's largest organ – what do you want to put on your skin?



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Our **Save Your Skin™** all-natural soap does just what it says – saves your skin from harsh chemicals like lye and instead exfoliates and rejuvenates your skin with organic ingredients like loose leaf Yerba Maté, just the right amount of Aloe Vera (too much can actually be drying) and glycerin which is absolutely critical to providing moisture to your skin.

**Save Your World** is the first American company to introduce a full line of personal care products infused with pure Organic Yerba Maté and pure Organic Aloe Vera. **Save Your World** is the only green company in America in any business or industry to have an environmentally friendly mission statement as clear and concise as: “1 Product = 1 Acre of Rainforest Saved for 1 Year.” This is the cornerstone of the **Save Your World** “green” business model.

Here are just a few questions you may want to ask when purchasing soap.

### **Does your soap contain all-natural vegetable oils and other natural or organic ingredients?**

All of the oils used in premium quality **Save Your Skin™** exfoliating soap are vegetable oils. Our Yerba Maté and Aloe Vera are certified organic. Our certified organic Yerba Maté is shade

grown in the rainforest of Brazil in a sustainable, renewable and free trade manner. Our certified organic Aloe Vera comes from one of the oldest growers and manufacturers in the world from the Dominican Republic. We know where all our ingredients come from as we source them ourselves to ensure quality from the start.

A good soap company should provide a list of its ingredients, so you can decide what you want to put on your skin.

Here is the **Save Your Skin™** all-natural ingredient list:

- SAPONIFIED PALM OIL, OLIVE OIL AND COCONUT OIL WITH RETAINED GLYCERIN
- DISTILLED WATER
- ORGANIC ALOE VERA
- PURE NATURAL ESSENTIAL OILS
- ORGANIC YERBA MATÉ LEAF
- ORGANIC YERBA MATÉ EXTRACT
- PURE NATURAL COLORANT FROM PLANT CHLOROPHYLL

### **Why should soap contain Yerba Maté?**

Yerba Maté is rich in antioxidants, vitamins and minerals. In fact, Yerba Maté, a unique ingredient found in all **Save Your World** products, contains nearly all of the vitamins needed to sustain life: rich in vitamins A, C, E, B1, B2, B complex, carotene, riboflavin, pantothenic acid, biotin, and vitamin C complex. It also contains 15 different amino acids. And the loose leaves of organic Yerba Maté found in the rainforest provide refreshing exfoliation to remove dead skin cells and let all those antioxidants renew the skin underneath.



Yerba Maté plant

Scientists from the Pasteur Institute and the Paris Scientific Society performed a study on the Yerba Maté plant in 1964. Their results were astounding: "It is difficult to find a plant in any area of the world equal to Maté in nutritional value."

The September, 2007 issue of Natural Health magazine stated, "According to a 2005 study from the Department of Dermatology at Emory University School of Medicine in Atlanta, Yerba Mate has an anti-inflammatory effect that may help treat skin disorders like psoriasis. It also contains caffeine, which has been touted for its power to decrease puffy skin and even improve the appearance of cellulite." "Caffeine also contributes to the antioxidant effects of Yerba Mate," says Valori Treloar, M.D., a dermatologist with a holistic approach based in Newton, Mass., and coauthor of *The Clear Skin Diet* (Cumberland House, 2007).

## What are the benefits of organic aloe vera?



Aloe Vera plants in the field.

High-quality certified organic aloe vera soothes while hydrating and moisturizing freshly exfoliated skin. **Save Your World** uses only the finest grade of organic aloe grown in the Dominican Republic, harvested and cut by hand by one of the oldest growers and manufacturers of this plant in the industry. For centuries aloe has been used to soothe, heal and rejuvenate the skin. Our **Save Your Skin™** and **Save Your Hair®** products are full of this moisturizing ingredient.

## How important is a high percentage of Glycerin in soap?

It is very important for soap to be made with coconut oil to produce a high percentage of glycerin, which helps to moisturize the skin. In **Save Your Skin™** soap, all of the glycerin that is naturally produced by the oils stays in the soap. The oils (triglycerides) are converted into soap and glycerin, and over 10% of the oil content is converted into glycerin. Our soap making process makes the glycerin content as high as any soap on the market.

On a more technical note, "glycerin" soap has come to be the household term for transparent soap. Glycerin is NOT what makes the soap transparent. Pure soap normally opaque or at best translucent, is made transparent by the addition of sorbitol (a sugar) and alcohol and mixing them all together. The molecular structure changes, and voila! Transparent soap. People think that if it is transparent, it must be pure. However, the reverse is true: It has been contaminated with sugar and alcohol.

## How is your soap scented?

**Save Your Skin™** Soap uses no synthetic fragrances, artificial preservatives or colorings. We use 100% pure essential oils which are from nature. If the soap you use today contains artificial fragrances – this may also be a source of itchy irritated skin.

## Will I like the aroma?

**Save Your Skin™** soap is infused with the refreshing aroma of pure essential oils such as lavender, rose and grapefruit; the soap delicately scents the skin.

**Save Your Skin™** and the complimenting line of **Save Your Hair®** products have three wonderful scents to choose from:



Rainforest is a unique and refreshing blend of lime, peppermint and cucumber which stimulates the mind while a bouquet of jasmine and ylang-ylang awakens the senses. A slight hint of black currant, lavender and chamomile, combined with the woodiness of sandalwood, cedar and patchouli, contribute warmth and support.



Regal Blossom is a colorful accord of the natural aroma of lavender, geranium and rose. As nuances of palmarosa, chamomile and carrot seed reinforce this soothing combination, accents of citronella, pimento berry and clary sage add depth. A background of sandalwood and vanilla support this extraordinary floral bouquet.



Oasis Fruit is a combination of juicy, mouth-watering grapefruit with touches of tamarind, lime and tangerine, with a hint of ginger to add just the right amount of zest. This is a very refreshing gender-neutral scent.



**Save Your World** will soon launch a new aroma – Pure Mist, for those who want an unscented or lightly scented aroma that is as close to neutral as possible. This new scent is as fresh and pure as the pristine waterfalls in the rainforest of Guyana.

## Does the soap lather?

**Save Your Skin™** soap has a very creamy lather that lasts down to the very tiniest soap morsel. Some people equate big bubbles and lots of lather with the ability of the soap to get you clean. This is not necessarily so. Many mass produced soaps that claim to be all-natural have "lather enhancers" in them. If a company wants their soap to make big bubbles, they simply add something to the soap that does that. These and many of the other artificial additives in many soaps are included only for the sake of appearance and do not enhance the cleansing ability of your soap.

At **Save Your World**, there are no enhancers added to your soap, but we still invite you to take the lather challenge because our soap has a creamy natural lather by using just the right balance of natural ingredients and vegetable oils.

## Will the bar break into pieces as it is used?

NO! **Save Your Skin™** exfoliating soap bars are made in a batch process, unlike most other



soaps, which are made from soap noodles. Soap bars made from noodles can come apart in the shower unless the stamping process exerts extreme forces on them. This is not an issue with **Save Your Skin™** soap. **Save Your Skin™** soap won't crack, split, chip, or crumble, because it has never been chopped up into little pieces. It has always been one, contiguous piece of soap because it was made in a batch process not mass produced.

Leaf stamp for all Save Your World soap bars.

## Will it be harmful to my skin?

**Save Your Skin™** soap retains all of the naturally-occurring glycerin, which is known to be a good skin moisturizer. It also contains Yerba Maté, with more antioxidants, vitamins and minerals than green tea. It is used nationwide by people with severe allergies, or people who just want to use natural soap that actually has great lather and moisturizing properties.

## Here is what some of our customers have to say.

*"My favorite Save Your World product is the Save Your Skin exfoliating soap bars because I love the way it lathers and does not melt away in a couple days like other natural soap bars. It is frothy and foamy."*

**Nora McGarraugh from Denver, Colorado**

*"In July 2006, I had a triple by-pass operation, leaving an ugly scar down the middle of my chest. Part of post-operative recovery was spent as a house guest of a close friend. I had exclusive use of a fully equipped bedroom and in-suite bathroom. When I showered the first morning I noticed a bar of soap in the shower stall that was unfamiliar in color, shape and smell to me. I used the soap and my first impression was that it left my skin feeling clean yet smooth and silky.*

*What prompted me to provide this testimonial is the change that took place to my scar - within just a few days of regular use, the scar tissue became soft and pliable and the redness disappeared. It was only after these remarkable changes took place that I learned the name of the product, its unique ingredients and method of manufacture"*

**Dr. John Hogarth from Vancouver, Canada**



Young Yerba Maté plants in the field.

## Does it contain artificial chemicals?

**Save Your Skin™** soaps do not contain artificial ingredients. Our list of ingredients is included above. Check other soap labels to ensure they **do not** contain the following:

Hardening agents  
Lather stabilizers  
Lather enhancers  
Skin feel additives like:  
Polyacrylates  
Opacifiers such as titanium dioxide, (which is also used in house paint)  
Cocomidopropyl Betaine  
Diethanolamine  
Triethanolamine  
Quaternary Ammonium Compounds  
Sequesterants  
Preservatives  
Antibacterial agents  
Antiperspirant agents  
Propylene glycol  
Sorbitol

Cocoyl Isethionate  
Linear Alkyl Benzene Sulfonate  
Sodium Lauryl Sulfonate  
Sodium Lauryl Ether Sulfonate  
Detergents  
Coconut EDTA  
Trisodium EDTA  
Tetrasodium EDTA  
Sodium Editronate  
EDTA  
Butylated Hydroxytoluene  
Triclocarban  
Triclosan  
Sodium Citrate  
Disodium Cocamide Monoethanolamine  
Sulfosuccinate  
Hydroxypropyl Trimonium Chloride

***NOTE: Save Your World soaps contain NONE of the above additives found in other soaps.***

### **Is YOUR soap tested on animals?**

**Save Your World** products are never tested on animals nor do we ever use animal by-products in the production of our products (soap, body lotion, shower gel, shampoo and conditioner). There is nothing questionable about any of the ingredients or processes used in our soapmaking that might require testing on animals.

### **Does the soap contain Palm oil from tropical areas where habitats and rainforest are being destroyed?**

Many soaps use palm oil that comes from tropical areas where habitats and rainforest are being destroyed at an alarming rate. It is important to us to know exactly where our oils are coming from to ensure that habitats throughout the world which are currently in danger are not being further destroyed due to the farming of these oils.

For example, we specifically monitor our palm oils to ensure that we do not purchase palm oil from Borneo, whose palm plantations are rapidly depleting the rainforest. Scientists estimate that the habitat for orangutans in Borneo may be completely destroyed within fifteen years. Our organic coconut oil is from the Philippines; our organic olive oil is from Greece and our

organic palm oil is from Brazil. It is part of our mission to sustain the environment and as such we maintain high standards in the sourcing of all our ingredients.

### Is it exfoliating?

The exfoliating character of **Save You Skin™** soap comes from the Yerba Maté leaf. We use both extract and loose leaf in the soap, and it is the leaf that allows it to be just slightly exfoliating and we think invigorating at the same time.

© Brett Simpson



### Does YOUR soap hydrate, moisturize and soothe dry skin?

Because of the glycerin, which is a "humectant", or a substance that retains moisture, **Save Your Skin™** soap will not dry your skin. The high glycerin content of our soap retains moisture and prevents your skin from drying out. Soap made with coconut oil produces a high percentage of glycerin, which helps to moisturize the skin. Likewise, olive oil, which contains vitamins A, D, E and K, makes soap that is great for dry skin. Finally, we add a little extra oil to our soap to completely rid it of caustic material and to amplify its moisturizing effects.

### Does it contain artificial dye to color the soap?

At **Save Your World**, we use plant-based stabilized chlorophyll instead of artificial dye to color our soaps green – to match our conservation mission. What does your soap maker use?

### Does the company have an environmental conservation mission and why is it so important?



Save Your World's mission is to help Save the Rainforest. This is important because rainforests harbor 70% or over 2,000 of the plants identified as having anti-cancer characteristics by the US National Cancer Institute. Destroying the rainforest is taking away medicines critical to treating major illness and the source of many of the medicines currently used today. But even more critical than that is the fact that less than one percent of the tropical rainforest species have even been analyzed for their medicinal value.

Plant found in the Upper Essequibo Concession. © SYW 2007

## Is packaging made of recycled or recyclable materials?



Save Your Skin™ 4.25 oz Rainforest Exfoliating Bar.

The final stage in our soap making process is to package our soaps. Because we are concerned with environmental issues, at Save Your World, we use only 100% recycled cardboard. Our packaging does not contain any plastic sheets or plastic films that would interfere with biodegradability.

## What soap would you like to use?

After learning more about soap and what's good for your skin wouldn't you rather use an all-natural, exfoliating and moisturizing soap bar that leaves your skin feeling soft and smooth. We invite you to **Save Your Skin™**, by trying our soaps. We want your skin to feel pampered.

And as always you can feel just as good about what's going on your body as you can about what you are doing for the environment because:

**1 PRODUCT EQUAL 1 ACRE OF RAINFOREST SAVED FOR 1 YEAR**