

Purpose in Practice 21/11/2019



### THE BIG IDEA

# PEOPLE NO LONGER BUY

## THEY BUY WHY YOU DO IT

**SIMON SINEK, TEDX** 

#### We were inspired by the missions of...













## WHAT BUGS US



### 008

children die per day form diseases that can be prevented by access to clean water and hand washing

## 1 in 9

don't have clean water

1 in 3 don't have a toilet



## PLASTIC ocean PLASTIC planet





### **PLASTIC CRISIS**

### 300 million vs. 12%

### 1.5m tonnes vs. 500,000 tonnes

### Fear of your own foam

#### Johnson & Johnson Removing 'Chemicals Of Concern" From Adult Toiletries, Cosmetics By

And the green guide to chemical free beauty After being diagnosed with breast cancer, Jessica Jones decided to investigate what really went into her beloved beauty products. What she discovered alarmed her - but also led her to unearth a host of brilliant all-natural alarmed her - but also led her to unearth a lost of brilliant all-natural

## How CLEAN is your cream?

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#### **SHAMPOO** AVERAGE NUMBER OF CHEMICALS: 15

MOST WORRYING: Sodium Lauryl Sulphate; Tetrasodium and Propylene Glycol. POSSIBLE SIDE-EFFECTS: Irritation: possible eve damage.

#### EYE SHADOW

CHEMICALS: 26 MOST WORRYING: Polythylene terephthalate. POSSIBLE SIDE-EFFECTS: Linked to cancer; infertility: hormonal disruptions and damage to the body's organs.

#### LIPSTICK

CHEMICALS: 33 MOST WORRYING: Polymenthyl methacrylate. POSSIBLE SIDE-EFFECTS: Allergies; links to cancer.

#### NAIL VARNISH

CHEMICALS: 31 MOST WORRYING: Phthalates. POSSIBLE SIDE-EFFECTS: Linked to fertility issues and problems in developing babies.

#### PERFUME

CHEMICALS: 250 MOST WORRYING: Benzaldehyde. POSSIBLE SIDE-EFFECTS: Irritation to mouth, throat and eyes; nausea: linked to kidney damage.

#### **FAKE TAN**

CHEMICALS: 22 MOST WORRYING: Ethylparaben, Methylaparaben. Propylparaben. POSSIBLE SIDE-EFFECTS: **Rashes**; irritation: hormonal disruption.

#### HAIRSPRAY

AVERAGE NUMBER OF CHEMICALS: 11 MOST WORRYING: Octinoxate, Isophthalates. POSSIBLE SIDE-EFFECTS: Allergies: irritation to eves, nose and throat; hormone disruption, linked to changes in cell structure.

#### BLUSHER:

CHEMICALS: 16 MOST WORRYING: Ethylparabens, Methylparaben, Propylparaben. POSSIBLE SIDE-EFFECTS: Rashes; irritation: hormonal disruptions.

#### FOUNDATION

CHEMICALS: 24 MOST WORRYING: Polymethyl methacrylate. POSSIBLE SIDE-EFFECTS: Allergies: disrupts immune system; links to cancer.

#### DEODORANT:

CHEMICALS: 15 MOST WORRYING: Isopropyl Myristate, 'Parfum', POSSIBLE SIDE-EFFECTS: Irritation of skin, eyes and lungs headaches; dizziness; respiratory problems.

#### **BODY LOTION**

CHEMICALS: 32 MOST WORRYING: Methylparaben, Propylparaben, Polyethylene Glycol, which is also found in oven cleaners. POSSIBLE SIDE-EFFECTS: **Bashes: irritation;** hormonal disruption.

## **OUR MOVEMENT**







### Clean and green (at affordable prices)

We make the best **naturally derived bath and body products** of the 21st century (so far as we know, anyway.)



### WE FORMULATE WITH LOADS OF REAL INGREDIENT

No SLS/SLES, no parabens, no artificial colours.

Recycled and recyclable plastic packaging at enviably competitive prices.

We also support WaterAid to bring soap and water to communities who need it.

We believe that soap can change everything.

### Soaper Duper products are...





















## PACKAGING INNOVATION



## Our packaging

### PCR

Post-Consumer Recycled plastic PIR Post-Industrial Recycled plastic PP

Polypropylene

## 9 in 10

adults in the UK say they recycle their kitchen waste.



# 4 in 10

admit they don't always recycle their bathroom items...

Source: www.huffingtonpost.co.uk





The ICONIC eco pop BUBBLE BOTTLE

100% recyclable pump

### 50% PCR plastic bottle 100% recyclable

Bottle: 100% PCR, 100% recyclable Lid: Cap / Non recyclable pump

#### Bottle 50% PCR, 100% recyclable Lid: Pump





Eco-gift set

# Less packaging, redefining GIFTING.

 NO PLASTIC FILM 100%
 RECYCLED
 CARDBOARD



## EMPOWER POSITIVE MINDSET

## Business as a force for good

Future of beauty: not only positive impact on the environment, but a positive impact on people.

It's a MOVEMENT (vs. brand)





### **Empowering communities**

#### Partnership with WaterAid.



## **Raising awareness**

### Harnessing the power of digital platforms







...

...

## WASTE STRATEGY





# This is our SHIPPING BOX

# It can be transformed into a **BATHROOM BIN**

100% recycled and recyclable cardboard



# We use shred made from **COFFEE CUPS**



# **100%** recycled and recyclable



## Going further...





Identifying biggest source of plastic pollution... and offer alternatives.

