

Soaper DuperTM

Purpose in Practice
21/11/2019



THE BIG IDEA

PEOPLE NO LONGER BUY

WHAT YOU DO

THEY BUY

WHY YOU DO IT

SIMON SINEK, TEDX

We were inspired by the missions of...



WHAT BUGS US



800

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

1 in 9

don't have clean water

1 in 3

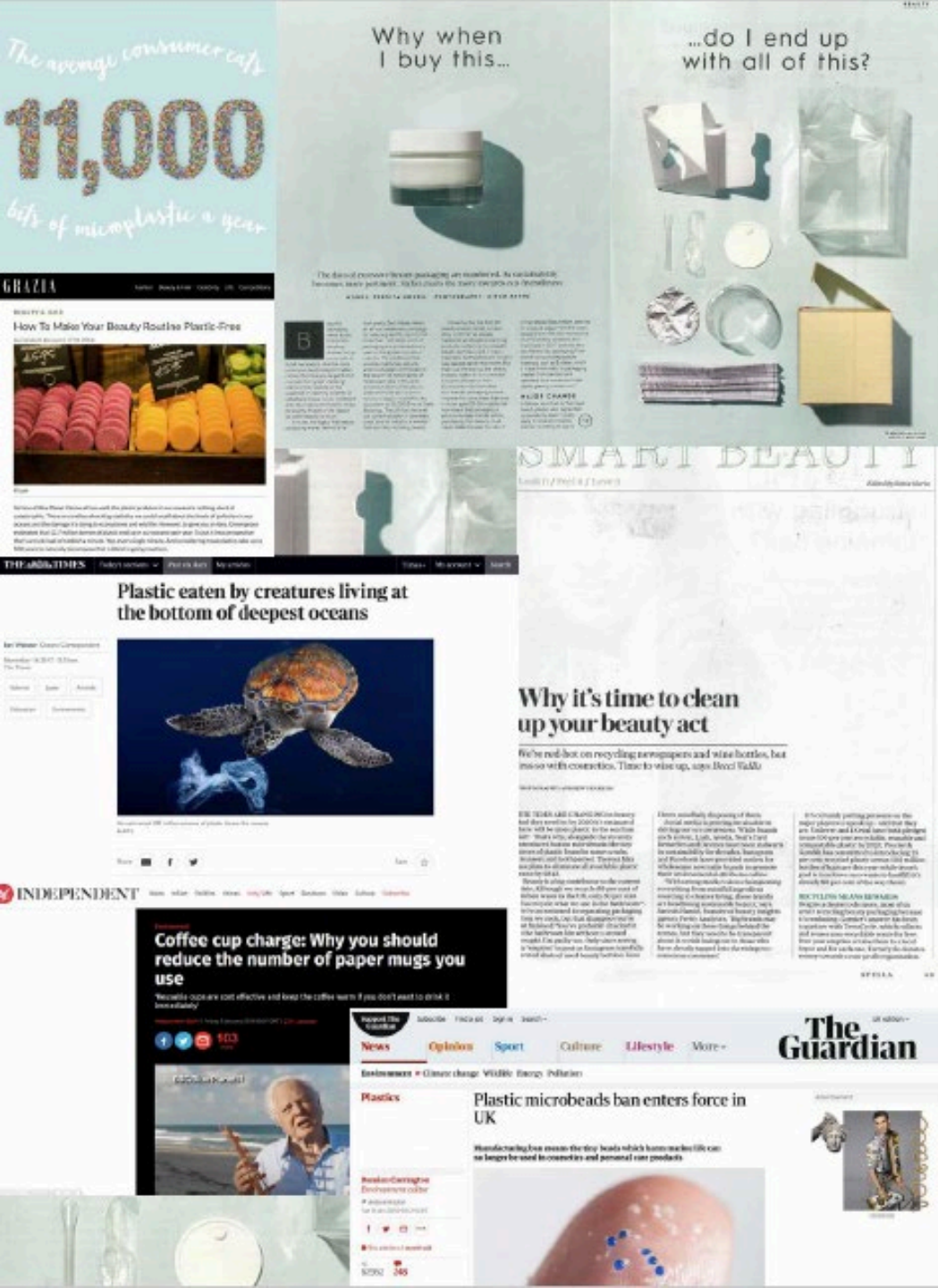
don't have a toilet



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 2015

By LINDA A. JOHNSON

Posted: 09/15/2012 12:28 pm EDT | Updated: 09/15/2012 12:28 pm EDT

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TRENTON, N.J. — Johnson & Johnson is removing certain chemicals from its adult toiletries and cosmetics by 2015.

Are 'paint stripper' chemicals in shampoo destroying your hair?

By ALICE HART-DAVIS

PUBLISHED: 22:42, 18 April 2012 | UPDATED: 22:42, 18 April 2012

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 alternatives.

... Have you

Of beauty

How CLEAN is your cream?

Consider this: A single tube of cream can contain more than 100 chemicals. And that's just the cream. Add in the preservatives, fragrances, and other ingredients, and you're looking at a cocktail of chemicals. Some of these chemicals are known to be harmful to health, and others are suspected to be. So, how clean is your cream?

For many consumers, the answer is "not very clean." In fact, a recent study by the Environmental Working Group (EWG) found that many popular beauty products contain chemicals that are known to be harmful to health. The study found that many popular beauty products contain chemicals that are known to be harmful to health. The study found that many popular beauty products contain chemicals that are known to be harmful to health.



The 'clean' cream movement has inspired a whole new beauty craze. Bella Bower reports on the rise of natural beauty products.



What we put into and on our bodies has become a national obsession. For many consumers, the answer is "not very clean." In fact, a recent study by the Environmental Working Group (EWG) found that many popular beauty products contain chemicals that are known to be harmful to health. The study found that many popular beauty products contain chemicals that are known to be harmful to health.

SHAMPOO

AVERAGE NUMBER OF CHEMICALS: 15
MOST WORRYING: Sodium Lauryl Sulphate; Tetrasodium and Propylene Glycol.
POSSIBLE SIDE-EFFECTS: Irritation; possible eye damage.

HAIRSPRAY

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

EYESHADOW

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

BLUSHER

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

LIPSTICK

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

FOUNDATION

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

NAIL VARNISH

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

DEODORANT

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

PERFUME

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

BODY LOTION

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

FAKE TAN

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

OUR MOVEMENT





Soaper
Duper™

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...



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



2016

2017 / 2018

2019

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



0 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

KONJAC VS. PLASTIC SHOWER PUFF

**100% SYNTETIC
VIRGIN PLASTIC**



**100% NATURAL
PLANT-BASED**



Going further...



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

Soaper
DuperTM