

## LOCAL SOAP MAKER PRODUCES ENVIRONMENTALLY FRIENDLY SOAP

Thursday 16<sup>th</sup> August 2007, Fountaindale, NSW. Local soap manufacturer, Billie Goat Soap has launched an environmentally friendly hand made soap. The soap is made from fresh goat's milk and a combination of skin loving oils. The palm oil used in the soap is sourced from sustainable palm oil plantations in Mexico, instead of usual palm oil sources in Asia.

"We took the time to listen to our customer's concerns about the environment, and started to look for how we can contribute to a lasting future while still surviving in the tough wellbeing market." said Leanne Faulkner, CEO of Billie Goat Soap. Palm oil is often disguised in cosmetics under the more generic label of vegetable oil. Consumers may not know they are even buying a product that contains palm oil. "We have always been honest with our labelling - people know what is in our product without any misleading terms. This is what lead us to want to find a green alternative - we want to stay honest but also do our bit for the environment", Faulkner said.

The health and beauty market is highly competitive, and with sustainable palm oil costing around 12 times more than standard palm oil it has been a challenge to meet everyone's needs. "Our solution was to allow the customer to make their own choices, and the response to our sustainable palm oil soap has been fantastic," Faulkner said.

For more information visit [www.billiegoatsoap.com.au](http://www.billiegoatsoap.com.au) and click on the plain soap category.