

# SoapMaker



Issue Five | July 2017



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**Latest News** • *The Soap Kitchen's Products to Market and Sell* • *Branding, Identity and Logo Design* • *Diary of a Maker* • *Festival Makeup*



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# WOULD YOU LIKE TO CONTRIBUTE... Soap Maker

Welcome to the fifth issue of Soap Maker our quarterly newsletter.

The aim of Soap Maker is to introduce you to our ingredients, products and our expert knowledge on soap, cosmetics and toiletries.

### Help make the Soap Maker blog better...

If there is a recipe you would like to share, information on a subject not yet covered or you have something else you want to contribute to Soap Maker then contact

[kirsty@thesoapkitchen.co.uk](mailto:kirsty@thesoapkitchen.co.uk)



# Diary of a Maker Sophie Weld-Davies

If you would like to take a Masterclass in Natural Soap Making, Melt & Pour Soap Making or Bath Bomb Making then you can find out more information on the Soap Kitchens course and workshops. They are held at our premises in Bideford, Devon, UK. [www.thesoapkitchen.co.uk](http://www.thesoapkitchen.co.uk)

The start of the year has been very good for us here at Burngate Farm, the space that I rent in Wareham has been consistently doing well since January and sales are improving in my shared bay at West Bay (aka Broadchurch) now that the tourist season is kicking off. I had a great sale recently in Cerne Abbas and made some really good contacts from there. In return for wine my lovely friend is going to help me take some photographs of my products to finally open my Etsy shop. This has been slower of the mark than I wanted but life does have a habit of getting in the way unfortunately.

In March after playing for a while with melt and pour soaps and not being happy with the results I decided to book myself onto another course at The Soap Kitchen and so in April I headed to Devon from Dorset to see the lovely Jo and her team to learn how to make these soaps properly and bath bombs which last year I failed miserably at. And what a great day it was to, with the only other attendee cancelling at the last minute I was extremely lucky to have the undivided attention of Jo and came back inspired, with a lighter bank balance and with some great ideas to develop if not this year but definitely next. The next step is to get the 6 soaps tested and certified and ready for sale as soon as possible.

I also managed to conquer my fear of making bath bombs! It is very easy when you are a one-man band to get a bit hesitant and unsure about which direction you want your business to go in and it does help to bounce ideas off someone who is positive

and supportive about your business which is what I have found Jo to be. I consider myself very fortunate to have found The Soap Kitchen and Jo.

We are very lucky to live in such a special area with many very creative artists and producers' and following on from Countryfile profiling Isle Yarns from the Isle of Purbeck we have been inspired to use the fleeces from our small flock of Portland sheep to produce our own wool. We recently had a new visitor in our kitchen, Bob, who was rejected at birth by his mother and now is being hand reared alongside another lamb, Brenda: our dog Alfie was very happy when Bob moved from the kitchen to the stable and he could get his bed back!



I was hoping to spout all things knowledgeable about social media in this blog but sadly I didn't win a competition to do a course with Digital Mums and I have been waiting for the next course that The Foodie Bugle in Bath who runs the occasional course that comes highly recommended to be put on. In the mean time I have been plodding round the roads of Dorset training for the Moonwalk in London on May 13th, I think wine may have been involved when making the decision to do that one.

# 4 ways the Soap Kitchen can help you with products to market & sell



**Do you know there are 4 ways the Soap Kitchen can help you produce cosmetic and toiletry products that you can market and sell yourself?**

**Pre Assessed Products** – The easiest way to get a product that's ready to sell immediately

**Limited Base Products** – A choice of base and selected additions with a low cost CPSR

**Your own Formulated Products** – Your own formulation, manufactured and packaged by you with a full CPSR

**Bespoke Wholesale Products** – A product manufactured by the Soap Kitchen to your formulation with a full CPSR

## Pre Assessed Products

This is the easiest way to get products on the market that are ready to sell immediately.

You can see the full range of ready to market products in our Wholesale Brochure. They are available in various size options making rebranding extremely versatile.

Manufactured at the Soap Kitchen where a valid CPSR for all the wholesale products is held, so there is no need to purchase your own. This also helps to keep the costs down and gives you a good range of products that you can market and sell.

The Soap Kitchen has an extensive range of bottles and containers that you can choose to down pack the products that are available in bulk. As well as our own brand labels you have the option to label and brand them yourself. We provide a range of pre-designed labels that can include your logo, company name and details.

You need to include that your product was manufactured for you by us on your label. This can simply say 'Made for (your company name) at (postcode of manufacturer)'. You are also required to ensure you hold a form of traceability documentation attached to the batch number on your product so that it can be traced back to the valid CPSR.

If you are selling any of our cosmetic products under your own name and brand you are obligated to notify the products under your company name on the Cosmetic Product Notification Portal (CPNP).

## Limited Base Products

You have a choice of base and a selection of chosen additions which then allow you to obtain a low cost CPSR as they have been partly pre-assessed.

You can choose a base from a selection of specific base products and then choose a selection of specific additions such as essential oils, fragrance oils, colours etc. Because they are pre-made bases our Cosmetic Safety Consultant already holds stability and challenge testing data which in turn makes these packages extremely affordable.

For more information about your choices visit [www.thesoapkitchen.co.uk/acatalog/base-product-safety-reports.html](http://www.thesoapkitchen.co.uk/acatalog/base-product-safety-reports.html)

You can then choose your packaging from an advised list of suitable containers. You can then package them up with your own label either designed by yourself or we provide a range of pre-designed labels that can include your logo, company name and details. You must ensure you have all the relevant information. You are also obligated to notify the products under your company name on the CPNP.

## Your Own Formulated Product

If you have a product range you have developed and formulated yourself then you must obtain a CPSR before you can legally sell in the UK or EU.

We have a range of packages available that allow you to certify your base recipe with up to 6 variations though there are some restrictions to help make the process as easy and

cost effective as possible.

For more information about CPSR visit [www.thesoapkitchen.co.uk/acatalog/Bespoke-Cosmetic-Product-Safety-Reports.html](http://www.thesoapkitchen.co.uk/acatalog/Bespoke-Cosmetic-Product-Safety-Reports.html)

Once you have the CPSR then you can manufacture and package your own products yourself, ready to market and sell. You are also obligated to notify the products under your company name on the CPNP.

## Bespoke Wholesale Product

This final option is for you to have your own formulated product manufactured in house by the Soap Kitchen. This is the most expensive option as there will be a development fee to cover the manufacturing staffs time involved in the evolution of your products.

It is worth taking some time to do some careful research beforehand. We have found that when working with less informed or experienced customers they have often had some unrealistic expectations of formulations such as naivety concerning preservatives etc.

It might be a product that you don't normally sell but to have your own branded version of a product is a way to develop your business.

You still need a CPSR and to notify the products under your company name on the CPNP.

For more information contact [www.thesoapkitchen.co.uk](http://www.thesoapkitchen.co.uk)



## Step by Step Guide to Pre Assessed Toiletries

This is the simplest and easiest method to get products that you can market and are ready to sell immediately.

Manufactured at the Soap Kitchen where a valid CPSR for all the wholesale products is held, so there is no need to purchase your own so this helps to keep the cost down. You can see the full range of ready to market products in our Wholesale Brochure.

### • Step 1 – Choose your product

There is a wide range of toiletry products to choose from. Available by the bottle either labelled with the Soap Kitchen branded labels or alternatively unlabelled, allowing you to label and brand them yourself. You can also buy in bulk in litres and kilos

depending on the product that you can down pack yourself.

### • Step 2 – Choose your container

The Soap Kitchen has a wide and extensive range of bottles and containers and various closures for each that you can choose from at you can make the products look very individual to you and your brand.

### • Step 3 – Label and brand

As well as our own brand labels you have the option to label and brand them yourself. We provide a range of pre-designed labels that can include your logo, company name and details. There is more information on label quality here.

You need to include that your products was manufactured for you by us on your label. This can simply say 'Made for (your company name) at (postcode of manufacturer)'.  
 depending on the product that you can down pack yourself.

### • Step 4 – Keep records

You are also required to ensure you hold a form of traceability documentation attached to the batch number on your product so that it can be traced back to the valid CPSR.

### • Step 5 – Be legal

If you are selling any of our cosmetic products under your own name and brand you are obligated to notify the products under your company name on the Cosmetic Product Notification Portal (CPNP).

## Handmade Pre Assessed Soap

There are two types of soap that the Soap Kitchen offer as pre assessed products, handmade natural cold process soap and melt and pour soap.

Manufactured at the Soap Kitchen where a valid CPSR for all the wholesale products is held, so there is no need to purchase your own so this helps to keep the cost down. You can see the full range of ready to market products in our Wholesale Brochure.

### • Step 1 – Choose your product

#### Handmade Natural Soap

There is a wide selection of scents available in the handmade natural cold process soap range to choose from. Available in individual bars either wrapped and labelled with the Soap Kitchen branded labels or alternatively unlabelled, allowing you to wrap, label and brand them yourself. Or alternatively you can purchase a big uncut block of natural soap that you cut yourself. Each block measures

275mm x 250mm x 75mm and weighs 5Kg before curing.

#### Melt and pour

The melt and pour range of glycerine soap is available in a range of bases and selection of scents giving you a lot of choice. All come as 1kg bars that you can melt down yourself and pour into appropriate moulds. The Soap Kitchen has an extensive range of plastic and silicon moulds to choose from all designed and manufactured in-house.

Note: You can find out more information on some of the Stephenson soap bases used to make the melt and pour soap ranges here.

### • Step 2 – Label and brand

You have the option to label and brand the individual handmade soap bars yourself but you can purchase

them with our own brand labels. We provide a range of pre-designed labels that can include your logo, company name and details. There is more information on label quality here.

You need to include that your products was manufactured for you by us on you label. This can simply say 'Made for (your company name) at (postcode of manufacturer)'.  
 depending on the product that you can down pack yourself.

### • Step 3 – Keep records

You are also required to ensure you hold a form of traceability documentation attached to the batch number on your product so that it can be traced back to the valid CPSR.



### • Step 4 – Be legal

If you are selling any of our cosmetic products under your own name and brand you are obligated to notify the products under your company name on the Cosmetic Product Notification Portal (CPNP).

## Cosmetic Product Notification Portal

The Cosmetic Products Notification Portal (CPNP) is a free of charge online notification system created for the implementation of Regulation (EC) No 1223/2009 on cosmetic products. When a product has been notified in the CPNP, there is no need for any further notification at national level within the EU.

Regulation (EC) No 1223/2009 (Article 13) requires that the responsible persons and, under certain circumstances, the distributors of cosmetic products submit some information about the products they place or make available on the European market through the CPNP.

The CPNP is making this information available electronically to:

Competent Authorities (for the purposes of market surveillance, market analysis, evaluation and consumer information)

Poison Centres or similar bodies established by EU countries (for the purposes of medical treatment)

The CPNP is accessible to:

- Competent Authorities
- European Poison Centres
- Cosmetic products responsible persons
- Distributors of cosmetic products

For more information visit [ec.europa.eu/growth/sectors/cosmetics/cpnp\\_en](http://ec.europa.eu/growth/sectors/cosmetics/cpnp_en)

## Product Information File (PIF)

It is YOUR responsibility to prepare a Product Information File containing copies of MSDS, allergen lists and other required information to keep record of at your place of business. It is YOUR responsibility to ensure your product/s are always manufactured in a clean and safe environment. It is YOUR responsibility to ensure your labelling is correctly executed, which should include the full ingredient listing in correct INCI terminology for each variation of your product/s, together with suitable batch coding and contact information to you as the manufacturer. For more information visit [www.ctpa.org.uk](http://www.ctpa.org.uk)

# Do your products comply with all the directives and regulations?



Along with setting yourself up as a business legally it is also important for your products to comply with all the relevant directives and regulations.

We take a look at Cosmetic Legislation, Food Imitation Regulations and Cosmetic Product Safety Reports (CPSR) and why they are so important.

If you want to sell and market cosmetic products it is important that you read these documents yourself and take full responsibility for understanding and implementing them.

## What is Cosmetic Legislation?

Cosmetic legislation ensures that all cosmetic products on the market are safe and fit for purpose.

EU Regulation (EC) No 1223/2009 on cosmetic products makes it an offence to supply a cosmetic product that may cause damage to human health or that contains specific restricted or prohibited substances. You have a legal obligation to ensure the cosmetic products you make and sell comply with the relevant legislation.

It is also an offence not to undertake certain safety assessments and to compile technical documentation. This means you must have your products safety assessed and certified, as well as keeping the appropriate paperwork.

The EU Regulation is enforced by trading standards in the UK by the Cosmetic Product Enforcement Regulations 2013.

## What are Cosmetic Products?

The Regulation defines a Cosmetic Product as: *'any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips, etc.) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours'*. (Source [http://europa.eu/legislation\\_summaries/consumers/product\\_labelling\\_and\\_packaging/co0013\\_en.htm](http://europa.eu/legislation_summaries/consumers/product_labelling_and_packaging/co0013_en.htm))

## The Regulations

You can find a copy of the full regulations document (European Cosmetic Regulation, EC 1223/2009) can be accessed here – <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2009:342:0059:0209:en:PDF> or a summary can be found here – [http://europa.eu/legislation\\_summaries/consumers/product\\_labelling\\_and\\_packaging/co0013\\_en.htm](http://europa.eu/legislation_summaries/consumers/product_labelling_and_packaging/co0013_en.htm)

## Other Useful information

Prior to 2013 the safety of cosmetics was covered by the EC Cosmetics Directive (76/758/EEC) as amended. In July 2013 new regulations came into force

Regulation (EC), EC 1223/2009. The government produced these useful guides:

Cosmetic Product (Safety) Regulations 2008 available at: [https://www.opsi.gov.uk/si/si2008/uksi\\_20081284\\_en\\_1](https://www.opsi.gov.uk/si/si2008/uksi_20081284_en_1)

The Department for Business, Innovation and Skills (BIS) have produced a useful guide to the Cosmetic Products (Safety) Regulations 2008 available at: <https://www.bis.gov.uk/assets/biscore/consumer-issues/docs/guide-to-cpsr.pdf>

## Food Imitation Regulations

The Food Imitation Regulations are in place preventing the sale of non-food items which have the appearance of food. This means that bath bombs or soap or other products should not take on the appearance of cup cakes or slices of cake or anything else that is edible and may therefore be mistaken as food.

The Food Imitation (Safety) Regulations 1989 states that:

4. No person shall supply, offer to supply, agree to supply, expose for supply or possess for supply any manufactured goods which are ordinarily intended for private use and are not food but which:

(a) have a form, odour, colour, appearance, packaging, labelling, volume or size which is likely to cause persons, in particular, children to confuse them with food and in consequence to place them

in their mouths or suck them or swallow them; and

(b) where such action as is mentioned in (a) above is taken in relation to them, may cause death or personal injury.

The EU Regulation (EC) No 1223/2009 on *cosmetic products* states:

There are many notable manufacturers that flaunt these guidelines for their products with Bomb Cosmetics being an obvious one, so many people think that because they do it, it's OK, but these larger companies take full control of their own CPSR's and as such can make their own decision as to whether a cake-shaped bath bomb or soap is really a danger to health and as the law is actually unclear they get away with it because eating a soap or bath bomb is likely not to be fatal, only to taste vile. The problem for smaller manufacturers is finding any laboratory which will put their name to a CPSR when it is for a product that looks like or is packaged like food and generally they will not, so this is why Bomb Cosmetics make cake-shaped products but our small customers find themselves unable to.

You can find a copy of the Food Imitation Regulations - <http://www.legislation.gov.uk/uksi/1989/1291/contents/made>

# Preservatives and Antioxidants in Anhydrous Products



**There is a lot written on the subject of ‘preserving’ anhydrous products and as a result there is much confusion. In the hope that we can dispel some myths, here are some basic guidelines.**

Firstly, anhydrous covers many types of products as it simply means ‘without water’ and where they also contain no oil, such as a dry face mask where water is only introduced right before use, there is no need for any kind of preservative and as such this is a great way to make and pack certain products which can be preservative-free.

A preservative is generally only required where there is water present, so when a product is made with water and the product is not, for instance, a soap with a pH of 9 or higher (they are self-preserving) an effective preservative is required to prevent the growth of bacteria and other dangerous substances such as yeasts and moulds, and often the product would also require some form of challenge testing to ensure the preservative is effective as part of the CPSR process.

When considering the need to ‘preserve’ your product, one of the most common confusions is the difference between an antioxidant and a preservative, so to be clear, an antioxidant such as Vitamin E, Grapefruit Seed Extract or Rosemary Extract which are common additions to help add longevity to certain types of products are NOT preservatives and therefore are generally NOT

suitable on their own to preserve any product that contains water.

Antioxidants are substances that prevent or reduce oxidation and that is a problem common to oil-based products such as anhydrous scrubs, balms and body butters, as the oils and butters they are made from will ‘oxidise’ over time with this deterioration being known as rancidity. It is common practice and effective to add an antioxidant to any of these types of product to help extend their useful life, but because the product does not contain water there is no need for a preservative.

The confusion here is when a product might come into regular contact with water in use and as such the water might become a contaminant, becoming a source for bacterial growth within that product. The most common product where this happens would be any kind of oil-based product which is designed to be used in the shower or bath and where its packaging allows water to enter in normal use with the most common ones being salt or sugar scrubs, although many of these scrubs may also contain other additions such as clays or botanicals, so to help you decide how to effectively preserve these products to ensure they remain safe in use here are some guidelines....

## Preserving Salt or Sugar Scrubs

Where a scrub is ONLY made from oils and has a high percentage addition of either salt or sugar without any further additions they are considered to be self-preserving with no need to add a separate preservative. They will benefit from an antioxidant to extend the life of the oils but the addition of a further preservative is not generally considered necessary. There is no easy way to tell if the amount of salt / sugar used will be effective at preserving though, so we would always advise to include a warning label saying 'avoid introduction of water during use.'

Scrubs that have botanical exfoliants / additions or even something like pumice or clay have no "barrier" to microbial growth because these moisture-loving additions are within the oils and therefore these products should be preserved and even challenge tested in some cases as the clay / pumice / botanical may interfere with preservative function.

"All very well" you might say, "and my scrub only contains oil and salt but I'd like my scrub to have a preservative in it because it is used in the shower and gets regular water contamination, so what should I do?"

Well.... There are two main recommended approaches that are both valid in these cases, so basically the choice is yours, although there may be opinions

on the better approach and much depends on the choice of preservative used.

Firstly, add an oil-soluble preservative... Now there are opinions that suggest this is not fully effective because the preservative is trapped in the oils and therefore cannot be effective in the water contamination, but the oil itself provides a physical barrier to the microbes circulating / penetrating the product. The interface between oil and water is the zone where microbes are likely to "access" food – i.e. the oils. If the oils contain a preservative, then this should effectively stop the microbes from feeding on the oil. Most oil based preservatives will actually dissolve slightly into water at the oil/water interface anyway, so this argument would suggest this is an effective approach.

Secondly, add a water-soluble preservative... Adding a water-soluble preservative to oils requires an additional 'emulsifier' so although this approach makes sense in many ways, the presence of the emulsifier also makes the water more 'available' to microbes because it effectively removes the natural barrier that exists between oil and water, so this is the flaw in this approach and although the preservative may well be effective, the presence of the emulsifier changes the product into one which will more readily emulsify with the water contaminant and that may not be considered a desirable effect.

So... either approach is valid but might be questionable for different reasons, so what IS the best route to preserve anhydrous scrubs?

The best thing to do is use a preservative that is 2 part – with both water and oil solubility characteristics. Phenoxyethanol / ethylhexylglycerin(Phenoxyethanol EHG) is an example of a widely used and effective choice, but any good preservative which can disperse in both oils AND water would be effective in this approach. The obvious advantage of this approach is that there is no need to add an emulsifier which, as described above, would effectively break down the natural physical barrier which exists between oil and water AND this type of preservative can more effectively dissolve out of the oils into the water contamination, providing more effective protection against the growth of bacteria and moulds in this contaminant.

So... we hope this brief article will help you choose the right approach to preserve your anhydrous oil-based product. Should you choose the approach where a water-soluble preservative and emulsifier is added the most obvious choice for the emulsifier would be a polysorbate, although others exist.



# The Dreaded Orange Spot?

## What is dreaded orange spot?

If you are an unlucky cold process soap maker you might have experienced the Dreaded Orange Spot aka DOS. It is precisely as it sounds... orange spots in your soap. There are several factors that can contribute to dreaded orange spots.

DOS can appear in cold process soap while curing, or months after it has been made. It can appear in various shades, sizes and anywhere in the soap. Though the soap is safe to use it can become visually unappealing and will likely develop a disagreeable odour.

## What causes DOS?

There are several factors that increase and contribute to the likelihood of DOS, the most common is rancid oils. As with

food grade ingredients, cosmetic grade soap making ingredients also have a shelf life. The soap changes and develops DOS when the oil goes past its shelf life.

## How to stop DOS forming?

There are several things you can do to help prevent DOS forming.

Use fresh oils that have a long shelf life and distilled water when making your soap. By doing this you are ensuring that there are no extra ingredients are being included into your soap, such as minerals and metals from tap water.

You need to be sure to use the right tools to cut your soap or the metal content might also be contribute and affect your soap.

## Other reason that can contribute to DOS

High superfats can also contribute to DOS as you are left with a lot of 'free-floating' oils within your soap bar. The oil that did not go through saponification has an increased chance of developing DOS. Using Grapefruit Seed Extract or Vitamin E can help to combat superfats.

The certain types of fragrance oil used can also affect the amount and colour of the DOS in your soap.

Your soap need to cure in a dry and well ventilated cool place and with enough space between each individual bar or you risk moisture not being able to escape and an increased chance of DOS occurring. Soap that come into contact with metal-rust will also contribute so be sure to use the right sort of storage.



# Festival Makeup

With the summer months, what are normally tranquil fields of green across Britain fill with crowds of visitors – rows of tents, mud and merriment. Along with exuberant dancing, campfires and naturally enjoying the music many take the opportunity to express themselves in a way that only the festival culture will allow.

## Time to be creative and have some fun

What was once children's face paint and fancy dress party wear has evolved into an elaborate and sophisticated festival make up of glitter, temporary tattoos and body art. It is a chance and opportunity for adding some unique body and face embellishment to your festival look.

The benefit about face painting and glitter trends is there are absolutely no rules. Anything goes, so let your imagination and creativity run wild.

## Bio-Glitter

Glitter is fun for festivals add that extra sparkle embellishment. With a thought to the environment there is a range of Cosmetic Bio-Glitters available which are completely biodegradable. Though a cellulose base currently cannot tolerate solvent environments, so they are not suitable for nail polishes, the Microfine Glitters (150 microns or .006 Hex and under) are perfect for eye make-up.



## Temporary Tattoos

If you are looking for a quick easy way to add that elaborate touch then reusable stencils are a simple solution. With a re-usable adhesive backing they are specifically designed for use with skin paints or henna to create temporary tattoos. Also using a Film Former which adds water resistant, dry film after application offers longevity to your designs.



## Skin Paint Recipe

This Film Former can also be used as a water resistant skin paint base in this extremely simple 'cold process' recipe that makes an effective and water-resistant skin paint which can be made using virtually any mineral or mica pigment or microfine glitter (or combination of) to achieve the colour or finish you desire.

This recipe is designed to make small quantities as a little skin paint will go a long way, although it can be scaled up in proportion very easily.

## YOU'LL NEED.....

- A selection of Teaspoon and Tablespoon-sized measuring spoons
- A small mixing bowl
- A mixing utensil (teaspoon or similar)
- A suitably sized lidded jar or pot

## INGREDIENTS

- 1 tsp Pecogel S-1120/A (Film Former)
- 1 tsp mineral/mica/cosmetic microfine glitter pigment (or mixture of some/all)

- 1/4 tsp glycerine
- 1 tbsp Aloe Vera Moisturising Gel Base (Our product Ref: 20004A)

## HOW TO...

Mix together the Pecogel and the pigment into a paste.

Add the glycerine and mix together again.

Add the Aloe Vera Moisturising Gel Base (Ref: 20004A) mixing together again thoroughly.

You should now have a smooth translucent paste which can easily be painted directly onto the skin with a suitable brush or applied using a stencil. Before finishing, check coverage to ensure the pigment is opaque enough and if necessary add a little more pigment and/or glitter to improve opacity or effect.

## USEFUL TIPS

This recipe is NOT suitable for use with dyes, as they may stain the skin. It is

important to use approved cosmetic pigments, either mineral pigments for a 'flat' finish, mica pigments for a 'reflective' finish or microfine glitter (on its own or as an addition) to add sparkle.

Once painted on to the skin it should be left to dry for several minutes, after which you'll see it will form as a pigmented film on the skin. This film is water-resistant but can be rubbed off fairly easily or simply washed off with the addition of a little soap or detergent. It is designed to be safe for use on the face and around the eyes and to be 'temporary'.

Once dry, the film is smudge-resistant and non-tacky, making this an ideal product for all kinds of face/body art.

## Note

If you intend to use this product commercially then you will require a cosmetic safety assessment before you can sell and market the product.

# Branding, Identity and Logo Design

If you are setting up a soap making or toiletry business then one of the many things you need to do is consider your branding, identity and logo design. Brand and identity are much more than just a logo design.

- Brand is the corporate image of a company as a whole.
- Identity is the visual image as perceived by the public.
- Logo is an icon or mark that identifies your business.

for your customers, and can be used to target your desired customer by appealing to their preferences. For example, a lot of soap makers will try and stick to a more feminine identity, as the soap market currently consists of a more female clientele.

## Branding

Branding started out as burning marks into cattle and designers engraving brand names onto their products. These days branding is a set of marketing and communications that help distinguish a company or products from their competitors.

Brand is the base of your identity which is formed by the design of your logo and supporting materials. It is your audience that culture it. By knowing your customer allows you to market and sell your products to your customer using constant branding.

When creating a brand you need to think about more than just the few elements that make up the logo – colours, fonts, a logo and a slogan.

Brand is better described as corporate image. Everything a company does, owns and produces should reflect the values and aims of the business. It is also what makes up the company, what it stands for, believes in and why it exists.

## Identity

Identity is the visual language of your company. It is important when you start to create your own brand identity to focus on being consistent through mediums such as: colouring, typefaces and layout. This will draw a conscious link between all areas of promotion

## Logo

The logo is the identity and brand all wrapped up into one mark – the symbol and identification of the business.

What a logo means is more important than what it looks like. It identifies the business, the quality within the product that your business sells and represents you. If you think about the names behind any branded product there are very few that say what the product really is.

However a logo should not literally describe what the business does rather identify the business in a way that is recognisable and memorable. Your logo is going to reflect your business but it doesn't have to just be a bar of soap. Once your logo has become recognisable to your customer that is when it is doing its job correctly.





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please visit our newsletter section of our website to subscribe.

