



## Press release

Leinfelden, Germany, June 2020

### **Hair Soap, Made by Speick: Stiftung Warentest says Í goodÍ !**

**No hair soap has scored better than Í goodÍ in the test.**

For the latest June 2020 edition of Stiftung Warentest's *test+* magazine, the magazine's editors examined eight liquid shampoos, six solid shampoos and four hair soaps from the fields of conventional cosmetics and natural cosmetics. During this process, they based their assessment on the following criteria: Care properties, application, packaging, declarations and advertising claims. The hair soap made by Speick came out of the test with a rating of *good+*.

Only one other hair soap achieved a rating of *good+*, with two others achieving *satisfactory+*.

### **Solid shampoos are not the same as soap**

In principle, solid shampoos are liquid shampoos which have had the water removed from them. Hair soaps, on the other hand, look very similar to solid shampoos, however they are a completely different product with a different method of production. To put it simply, soap is created by means of a reaction between lye and fat or oil.

While shampoos generally have an acidic pH value, hair soaps are alkaline. This gives the products different care effects and cleaning effects.

The hair soap produced by Speick Natural Cosmetics is a pure plant oil soap that cleans hair gently yet thoroughly without the addition of silicones. It contains fair trade argan oil from the Moroccan argan tree, which is known to leave hair looking beautiful and strong and creates a silky sheen down to the tips. Wheat proteins make the hair easier to comb. The hair soap creates a lather and cleans very well. However, the feeling of the hair after washing is different than that after using liquid shampoos. Many customers love the stronger feeling and the volume the hair soap gives their hair. The alkaline formula of the hair soap also helps to moisturise the scalp.

### **Recommended use:**

Gently lather up the soap with your hands and massage it into wet hair. Then rinse hair thoroughly. For thorough cleaning, repeat the washing process. Then rinse with an acidic rinser (1 tablespoon of vinegar mixed with 800 ml of water) or Speick Natural Active Hair Conditioner.

### **Life cycle assessment**

When it comes to this criteria, both hair soap and solid shampoos have a clear advantage. Stiftung Warentest sees it this way too. Hair soaps and solid shampoos require less energy to produce based on one hair washing process. Furthermore, their packaging usually consists of a paper banderole, as is the case with the Made by Speick Hair Soap.

### **Product details at a glance:**

Hair Soap, Made by Speick, 45 g . Rated as **Good+** by Stiftung Warentest, **best+** magazine, June 2020.

Certified natural cosmetics (COSMOS): 100% free from synthetic fragrances and colours as well as mineral oils. Gluten and lactose free. Vegan. Dermatologically and allergologically tested.

The hair soap is available at [speickshop.de](http://speickshop.de) or in well-stocked chemists, plus organic and natural cosmetic specialist stores.

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