



## Press release

Leinfelden, Germany, November 2018

## A gift from the heart

**What could be more beautiful than giving a little gift to a loved one? Or treating yourself? Or simply having a delicately fragranced bar of happiness at home in your soap dish?**

This elegant, naturally red heart-shaped soap made from high-quality plant oils is delicately fragrant and especially gentle on the skin. Individually and attractively packaged in a translucent glassine bag, the heart itself – and its packaging – prove that style, substance and sustainability are by no means mutually exclusive. The COSMOS-certified soap, the glassine bag and the paper label are all highly biodegradable. The soap is 100% free from synthetic fragrances, colourings, preservatives and mineral oil-based ingredients. The pure plant soap is vegan, gluten and lactose free.

This caring cleanser for the whole body is particularly gentle on the skin and creates a delicate, creamy lather in both cold and lukewarm water. The skin is left feeling nourished and supple. (It contains moisturising wax cream and a fragrant blend of pure essential oils.

This heart soap is produced from pure plant oils in a soap boiling tradition that dates back 90 years. The packaging was created with loving craftsmanship in a regional “sheltered workshop”, where people can enjoy making a fragrant contribution to society. This means that this little bar of happiness spreads twice the joy – both in giving a gift and doing something good!

### PRESS CONTACT

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