



## Good Soap Ingredients

### Lavender, Sunshine, Prairie Rose, Fresh Mint, Coconut, Sweet Vanilla

#### Primary, Active Ingredients:

Butyrospermum Parkii (Shea) Butter (Certified Fair Trade)  
Cocos Nucifera (Coconut) Oil (Certified Fair Trade)  
Sodium Palmate (Certified Sustainable Palm Oil)  
Sodium Palm Kernelate (Certified Sustainable Palm Kernel Oil)  
Water (Aqua)  
Glycerin (Vegetable Source)  
Goat Milk Powder

#### Minor Ingredients (less than 0.5% by weight)

Lavandula Hybrida Grosso (Lavender) Oil (Lavender Only)  
Sodium Citrate (helps with lather in hard water)  
Titanium Dioxide (natural color)  
Chlorophyllin-Copper Complex (Fresh Mint only, natural color)  
Iron Oxides (natural color)  
Natural Fragrance (non-synthetic scent from plant oils and extracts, added in Sunshine, Prairie Rose, Fresh Mint and Coconut bars)



### African Black Soap

#### Primary, Active Ingredients:

African Black Soap (Certified Fair Trade, made with Shea Butter and Palm Kernel Oil)  
Sodium Palmate (Certified Sustainable Palm Oil)  
Sodium Palm Kernelate (Certified Sustainable Palm Kernel Oil)  
Water (Aqua)  
Glycerin (Vegetable Source)

#### Minor Ingredients (less than 0.5% by weight)

Sodium Citrate (helps with lather in hard water)  
Iron Oxides (color stability)



**As of December 8, 2014 all Good Soap bars meet Whole Foods Market Premium Body Care standards.**

**All Good Soap formulas are permanently exclusive to Whole Foods Market.**



## Good Soap Ingredients

**Good Soap Black Soap:** Sodium Palmate, Sodium Palm Kernelate, African Black Soap\* (Potassium Shea Butterate\* and Potassium Palm Kernelate\*) Water, Glycerin, Sodium Citrate, Iron Oxides.

**Good Soap Lavender:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Goat Milk Powder, Lavandula Hybrida (Lavender) Oil, Sodium Citrate, Titanium Dioxide, Iron Oxides.

**Good Soap Coconut:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Goat Milk Powder, Natural Fragrance (Plant Oils and Extracts), Sodium Citrate, Titanium Dioxide.

**Good Soap Sunshine:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Goat Milk Powder, Natural Fragrance (Plant Oils and Extracts), Sodium Citrate, Titanium Dioxide, Iron Oxides.

**Good Soap Fresh Mint:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Goat Milk Powder, Natural Fragrance (Plant Oils and Extracts), Sodium Citrate, Titanium Dioxide, Iron Oxides, Chlorophyllin-Copper Complex.

**Good Soap Prairie Rose:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Goat Milk Powder, Natural Fragrance (Plant Oils and Extracts), Sodium Citrate, Titanium Dioxide, Iron Oxides.

**Good Soap Sweet Vanilla:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Goat Milk Powder, Natural Fragrance (Plant Oils and Extracts), Sodium Citrate, Titanium Dioxide, Iron Oxides.

### **Good Soap Holiday 2014 (Premium as of November 1, 2014)**

**Good Soap Candy Cane:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Titanium Dioxide, Sodium Citrate, Natural Fragrance, Mentha Piperita (Peppermint) Leaf.

**Good Soap, Pine Garland:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Natural Fragrance, Sodium Citrate, Titanium Dioxide, Iron Oxides, Chlorophyllin-Copper Complex.

**Good Soap, Holiday Spice:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Natural Fragrance, Sodium Citrate, Titanium Dioxide, Iron Oxides.

\*Certified Fair Trade Ingredients, Certified by IMO.



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## Good Soap Ingredients – Key Benefits

**Shea Butter:** Certified Fair Trade, handcrafted by Alaffia Shea Butter Cooperative in Togo, West Africa. Traditional, unrefined shea butter is extra moisturizing and protective.

**Coconut Oil:** Certified Fair Trade, virgin coconut oil is hand extracted using traditional fermentation method by Alaffia Coconut Cooperative in Togo, West Africa. Coconut adds additional moisture and antioxidants.

**African Black Soap:** Certified Fair Trade, African Black Soap is made following traditional, centuries-old recipe and methods by Alaffia Shea Butter Cooperative members in Togo, West Africa. Handcrafted, native oils – Shea Butter and Palm Kernel Oil are saponified with ashes to create a gentle, simple soap with multiple uses.

**Goat Milk:** Adds additional moisture and a luxurious feel to Good Soap.

## Good Soap Community Impact

Good Soap sales fund Alaffia community empowerment projects in West Africa. Alaffia aims to empower individuals and their communities through long-term, effective projects with the end goal of poverty alleviation, gender equality and human rights for all.

Alaffia's community projects include:

**Alaffia Bicycles for Education:** Since 2006, Alaffia has distributed over 6,300 bicycles to rural, poor students in Togo. With emphasis on girls, the goal is to reduce the high dropout rate (91%) by providing a means of transportation to and from school.

**Alaffia Maternal Health:** In sub-Saharan Africa, 400 women die each day due to pregnancy or childbirth related causes. Alaffia provides pre-natal and delivery care to 1,000 disadvantaged women each year in rural Togo, saving mothers and babies for strong families and sustainable futures for our communities.

**Alaffia Reforestation:** Alaffia has planted over 42,600 trees in an effort to help our Togolese communities better withstand effects of climate change, to slow desertification and to increase food security for families.

## Whole Planet Foundation – Supplier Alliance

Alaffia donates 1% of each Good Soap sale to the Whole Planet Foundation for Microcredit as part of our greater mission to encourage cooperation of people across the world in building sustainability in all communities.

