

SOAP<sub>2</sub> 

The Concept, Benefits and Usage Instructions

Supplied by



## OUR MISSION

At Soap<sub>2</sub><sup>o</sup>, our mission is to create ground-breaking change and to disrupt the soap industry as we know it. There is no excuse to continue with the mass production of single-use plastic and we have designed and developed a plastic free solution to cut it out of our soap products completely.

Wrapped in PVOH water soluble film, SOAP<sub>2</sub><sup>o</sup> product stop at the customer, there is no waste to discard of and the packaging is 100% recyclable.

So that we can have less of this...



And more of this...



SOAP<sub>2</sub><sup>0</sup>



# THE PROBLEM

SUSTAINABILITY, POLLUTION,  
AND CARBON FOOTPRINT





SOAP<sub>2</sub><sup>0</sup>



380M

tons of plastic  
is produced  
every year



50%

of the plastic  
produced is  
single-use plastic



10M

tons of plastic is  
dumped into our  
seas and oceans  
**EVERY YEAR**

# THERE ARE NO GREAT OPTIONS ON THE MARKET

## SIZE MATTERS

Current refill options available are either 5L bulk refills that arrive premixed in plastic containers, plastic pouches, or plastic cartridges – notice the common factor? As well as being plastic-reliant, these options ship water, meaning they have a high carbon footprint.



## MATERIALS

All existing options have at least some single-use plastic which will end up in landfill.

## PLANET FRIENDLY

Our closest competitor fits 45x LESS product per pallet, meaning the next-best option is significantly more costly in terms of: weight, spacial dimensions, shipping, handling, and carbon footprint to name just a few!



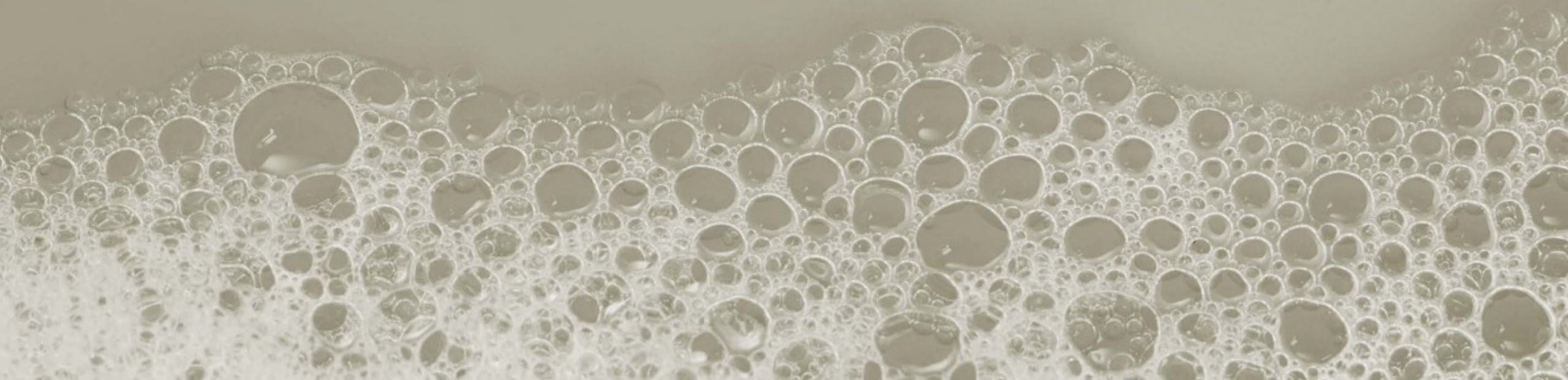
SOAP<sub>2</sub><sup>0</sup>  
CK  
Consumables

SOAP<sub>2</sub>O<sup>o</sup>



# THE SOLUTION

SOAP<sub>2</sub>O – THE FUTURE OF SOAP







SOAP<sub>2</sub><sup>0</sup>



## SOAP<sub>2</sub><sup>0</sup>

A proprietary concentrated soap formulation, encased in dissolvable PVA/Polyvinyl alcohol film, packaged in cardboard

0% PLASTIC

0% WATER WEIGHT

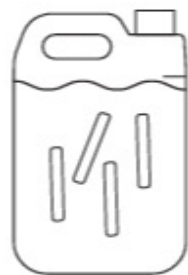
100% BETTER FOR THE PLANET

# HOW IT WORKS



**1**

Fill the 4L bottle with water to the fill line



**2**

Add 4x 10g sachets to the bottle



**3**

Screw on the lid and shake the bottle



**4**

Shake, settle for 10 minutes and shake again before first use



**5**

Pour into the dispensing unit as required.



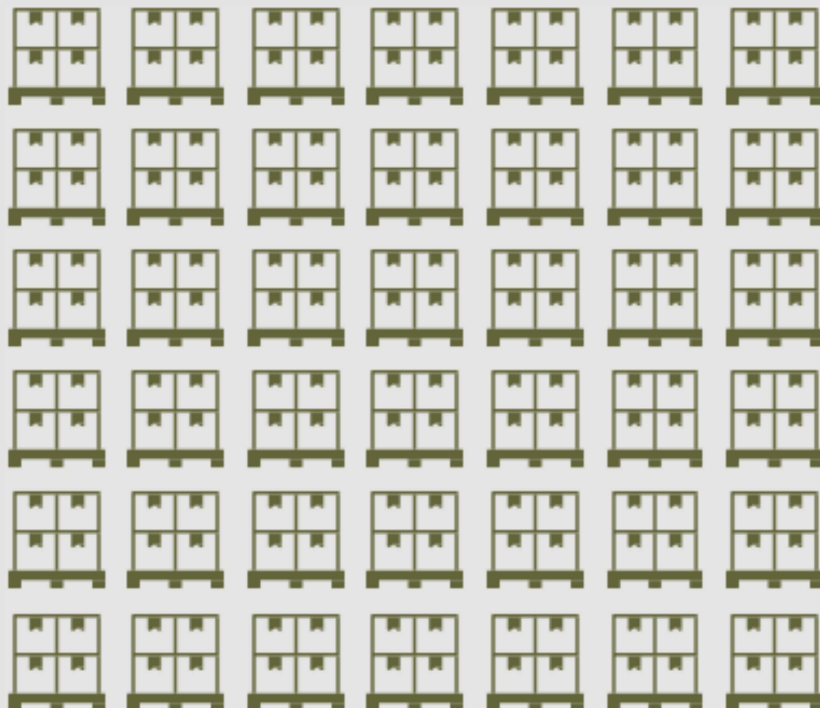
SOAP<sub>2</sub>O<sup>®</sup>



WE SHIP THIS...



...NOT THIS!



# ONE PALLET OF SOAP<sub>2</sub>O CONTAINS 36,000 SACHETS

The equivalent amount of product from  
a leading competitor requires **42 pallets!**

# Charity Pledge



**MADE BLUE**



**MADE BLUE**



**MADE BLUE**



SOAP<sub>2</sub>O's charity of choice is the Made Blue Foundation, an entrepreneurial charity that was founded in 2014 and by now has generated over 10 billion litres of clean water in developing countries on behalf of 400+ companies supporting our mission.

For every 30 sachets sold, SOAP<sub>2</sub>O donates 1,000 L of fresh drinking water. In 2022, we donated 10,000,000L of fresh drinking water to the foundation.

*Making waves in  
saving the planet...*



SOAP₂ 

