

**MEDIA RELEASE**

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## **GOAT SOAP ROCKS THE BOAT**

Ever thought of taking a shower or a bath with a goat? Goats milk that is. Billie Goat Soap, the market leader in hand made goat's milk body products is taking Australia, and now Asia, by storm.

Billie Goat Soap offers a range of luxurious body soaps and bath bags to suit sensitive skin and leave it feeling supple and rejuvenated. Carefully handcrafted from a combination of sensitive oils and fresh goat's milk, the products are especially suited to eczema and psoriasis sufferers.

Founded by Leanne Faulkner in 2004, the company has rapidly expanded throughout Australia into health stores, pharmacies, gift stores, and online.

Currently the only company in Australia offering this finely crafted product, Billie Goat Soap has recently become very successful in exporting their product to both Korea and Taiwan.

Indeed, Korea especially, was a logical target - increasingly affluent Korean consumers have a great interest in health-orientated products, especially of an organic nature.

Leanne is happy with the soap's success and believes the combination of natural ingredients and its benefits to the skin are paramount to the soap's success overseas.

"Goat's milk has a pH level very close to our skin's own pH, and it contains many valuable vitamins and nutrients. This helps to rejuvenate the skin's surface.

Additionally, milk also contains lactic acid which helps to exfoliate, cleanse and soften the skin.

People are always looking for top-quality products so it is little wonder we are finding success overseas" Leanne said.

Such is the success of Billie Goat Soap that Leanne plans to further expand the business worldwide, and is planning to relocate the company in order to cater for the increased demand.

**ENDS**

