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## BEING CLEAN WON'T KEEP YOU GREEN!

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Do you know what is in the soap bar you used in the shower this morning? Chances are you washed yourself with a soap that has either sodium palmate or vegetable oil as the primary ingredient. **Shame on you!** It has been widely reported that palm oil plantations in Malaysia and Indonesia have led to the destruction of rainforest and local animal habitats.

Now there is a way to go green when wanting to get clean. Australian soap manufacturer, Billie Goat Soap has launched an environmentally friendly hand made soap. The soap is made from fresh goat's milk and a combination of skin loving oils. The palm oil used in the soap is sourced from sustainable palm oil plantations in Mexico, instead of usual palm oil sources in Asia.

"We took the time to listen to our customer's concerns about the environment, and started to look for how we can contribute to a lasting future while still surviving in the tough wellbeing market." said Leanne Faulkner, CEO of Billie Goat Soap. Palm oil is often disguised in cosmetics under the more generic label of vegetable oil. Consumers may not know they are even buying a product that contains palm oil. "We have always been honest with our labeling - people know what is in our product without any misleading terms. Also, our sustainable palm oil is not the primary oil we use – we chose to use locally produced olive oil and fresh goat's milk as the main ingredients instead."

The health and beauty market is highly competitive, and with sustainable palm oil costing around 12 times more than standard palm oil it has been a challenge to meet everyone's needs. "Our solution was to allow the customer to make their own choices, and the response to our environmentally friendly soap has been fantastic," Faulkner said.

For more information visit [www.billiegoatsoap.com.au](http://www.billiegoatsoap.com.au) and click on the plain soap category, or **call Leanne Faulkner on 02 4389 3455.**