

PURE

Fresh skin starts with pure ingredients.



GOALS

PURE soap is a soap made for consumers who have sensitive skin or want an all natural soap.

PURE soap has four key characteristics:

- ▶ Soft on skin
- ▶ Low cleansing value
- ▶ No added scents
- ▶ Low Cost

REASONING

Did you know?

- ▶ PURE soap is more comfortable on skin due to its low cleansing value and softness
- ▶ Unsaturated fats used in PURE soap produces a physically softer soap
- ▶ Simplicity of the ingredients and lack of added scents make PURE soap hypoallergenic

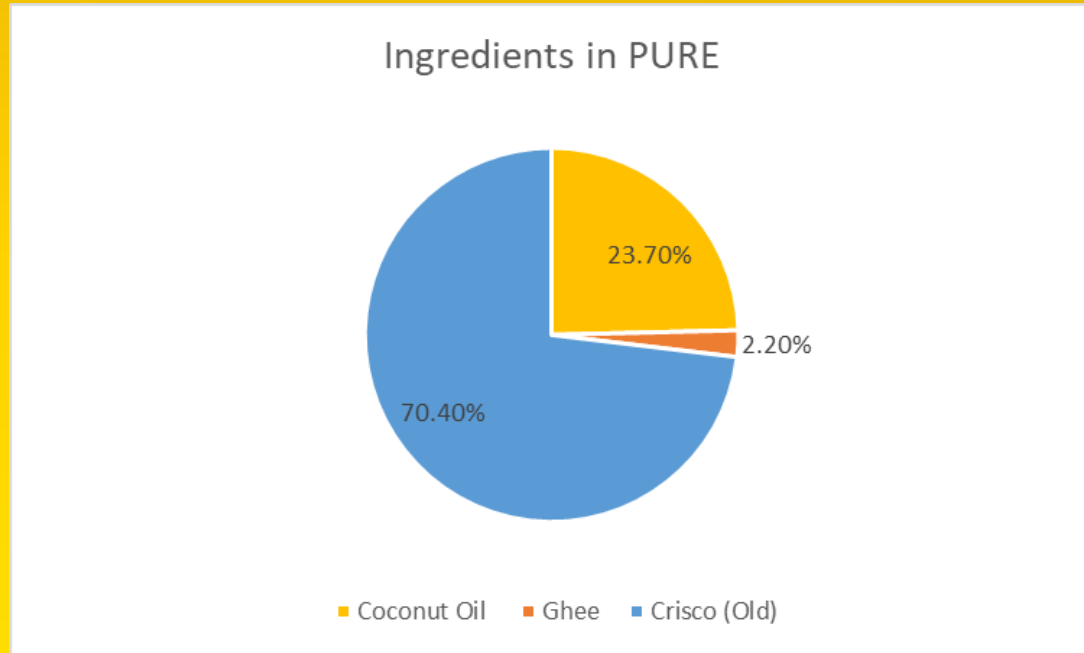
INGREDIENTS

PURE soap is composed of 3 oils:

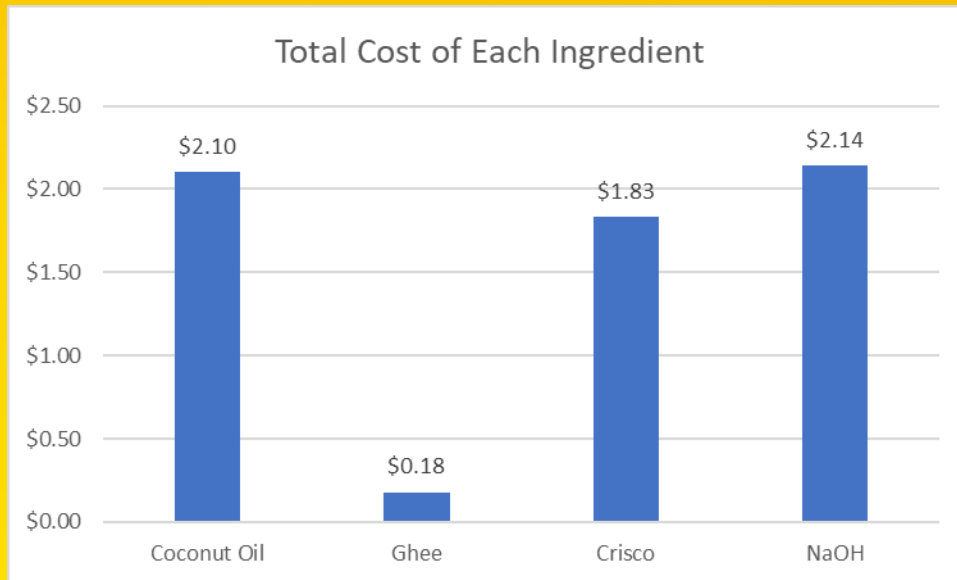
- ▶ Coconut oil
- ▶ Ghee
- ▶ Old Crisco

Sodium hydroxide was used as lye due to its lower cost and heightened ability to produce solid soap.

PURE soap consists primarily of Old Crisco due to its affordability.



COST



- ▶ Cost of all ingredients and packaging: \$6.30
- ▶ Cost/100 g: \$1.96
- ▶ Price/100 g: \$2.50



A soap by Li Na Chen, Anqi Cao,
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Ingredients: Crisco, Coconut Oil,
NaOH, Ghee, Oil

Mass: 104 g

THE PACKAGING



Desired values for each component of PURE soap were decided upon through the soap calculator



The hardness and cleansing values were minimized



Lather and Conditioning were set to recommended

THE SOAP CALCULATOR