

Zesteè Co. presents

# Simply Citrus

Orange Zest Soap







# Co-Owners

VIVIAN VU

VAISHALA SAAM

SAMUEL PEARSON

LUVISH CHITAPAIN





# Handcrafted From Our Hearts to Your Skin

## OUR GOAL

Our company goal is to create an affordable soap that is suitable for ALL consumers. That means, taking ALL skin types into consideration! Specifically for those who have sensitivity to strong scents, our soap is 100% fragrance free and contains no essential oils! It is important to have smooth, hydrated, and healthy looking skin. Simply Citrus is sure to condition, cleanse, and moisturize your skin after just one wash!



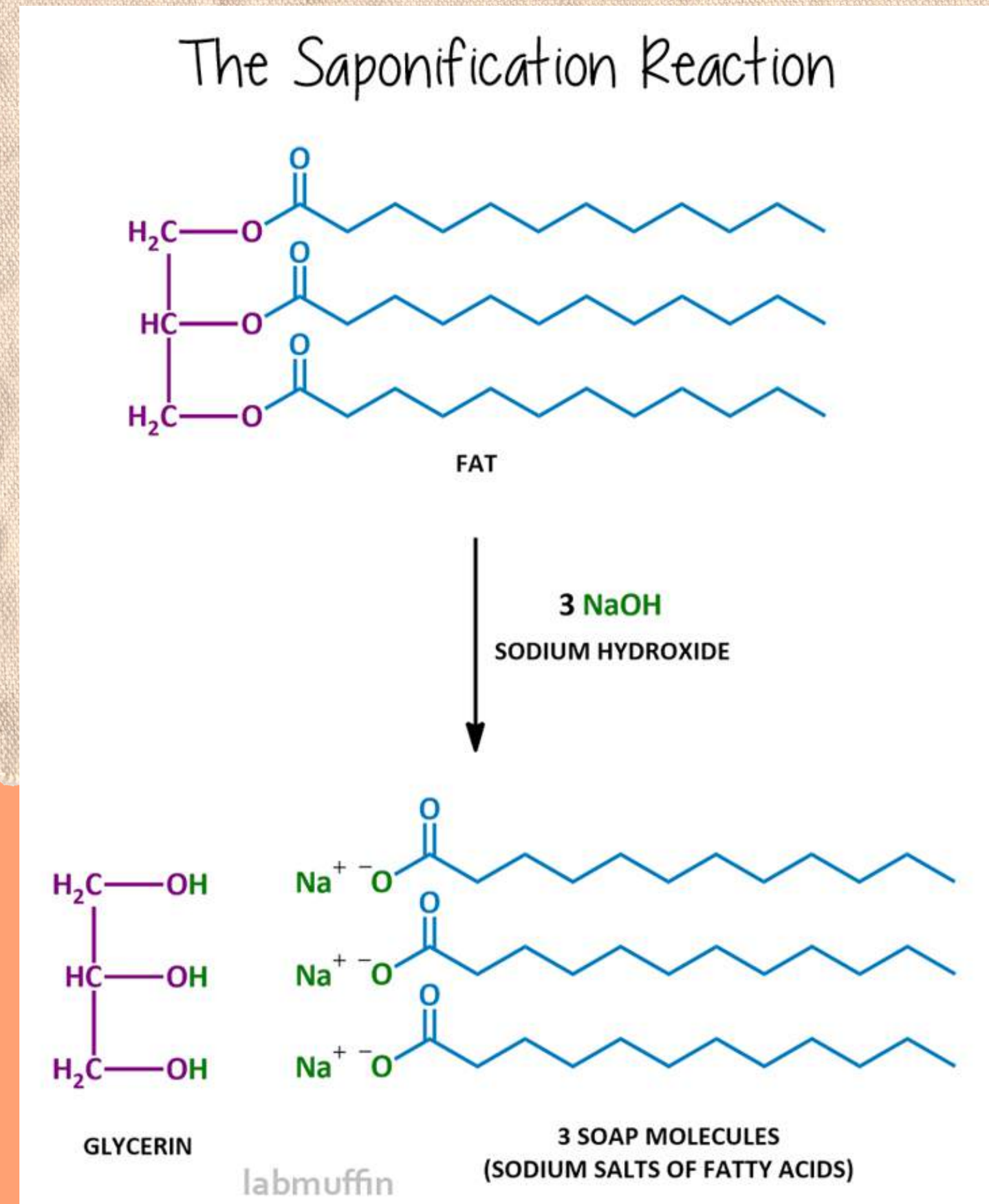
# Saponification Process

Saponification is the chemical process involved in making soap! This involves heat and a reaction between the lipid sources with the aqueous solution of the alkali metal hydroxide, which when combined, splits up the lipids in the form of triglycerides into 3 fatty acid salt chains (Soap!) and 1 glycerin molecule

Chemical Process: Hydrolysis = breaking up of a large molecule using water molecules!

Simply Citrus was made using a method called "cold process". This process involves combining the oils and the lye with generated heat from the chemical reaction and slowly combining the components until a trace mixture was achieved.

We considered inherently safer by superfatting -- adding excess fats (5%) to ensure all the NaOH has reacted so that there is no residual base to be an irritant to the skin.



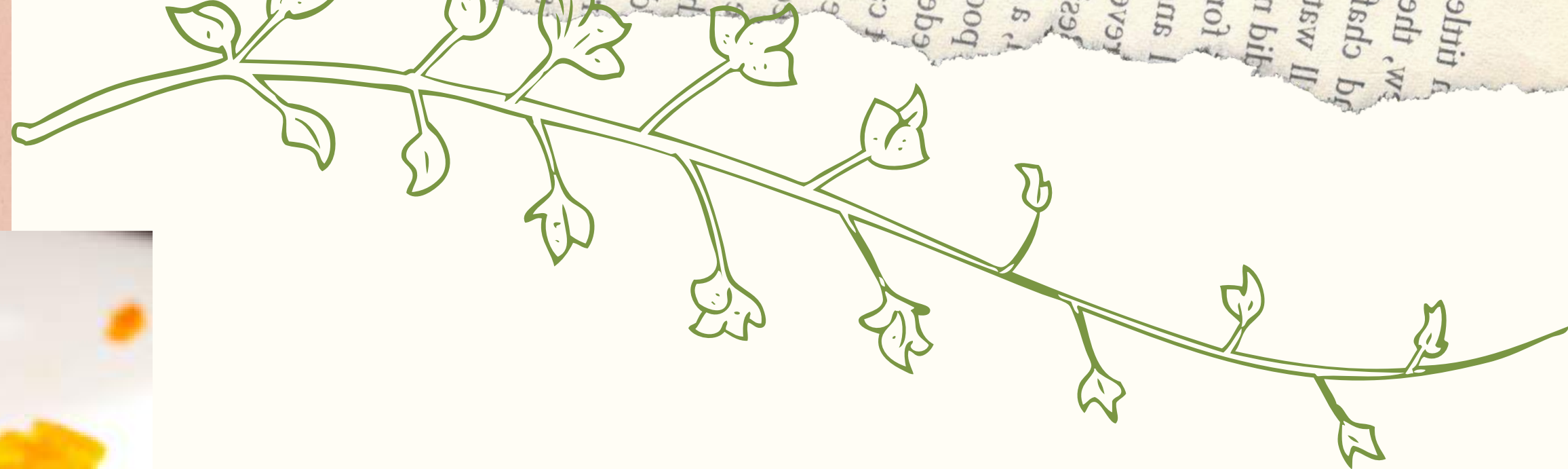
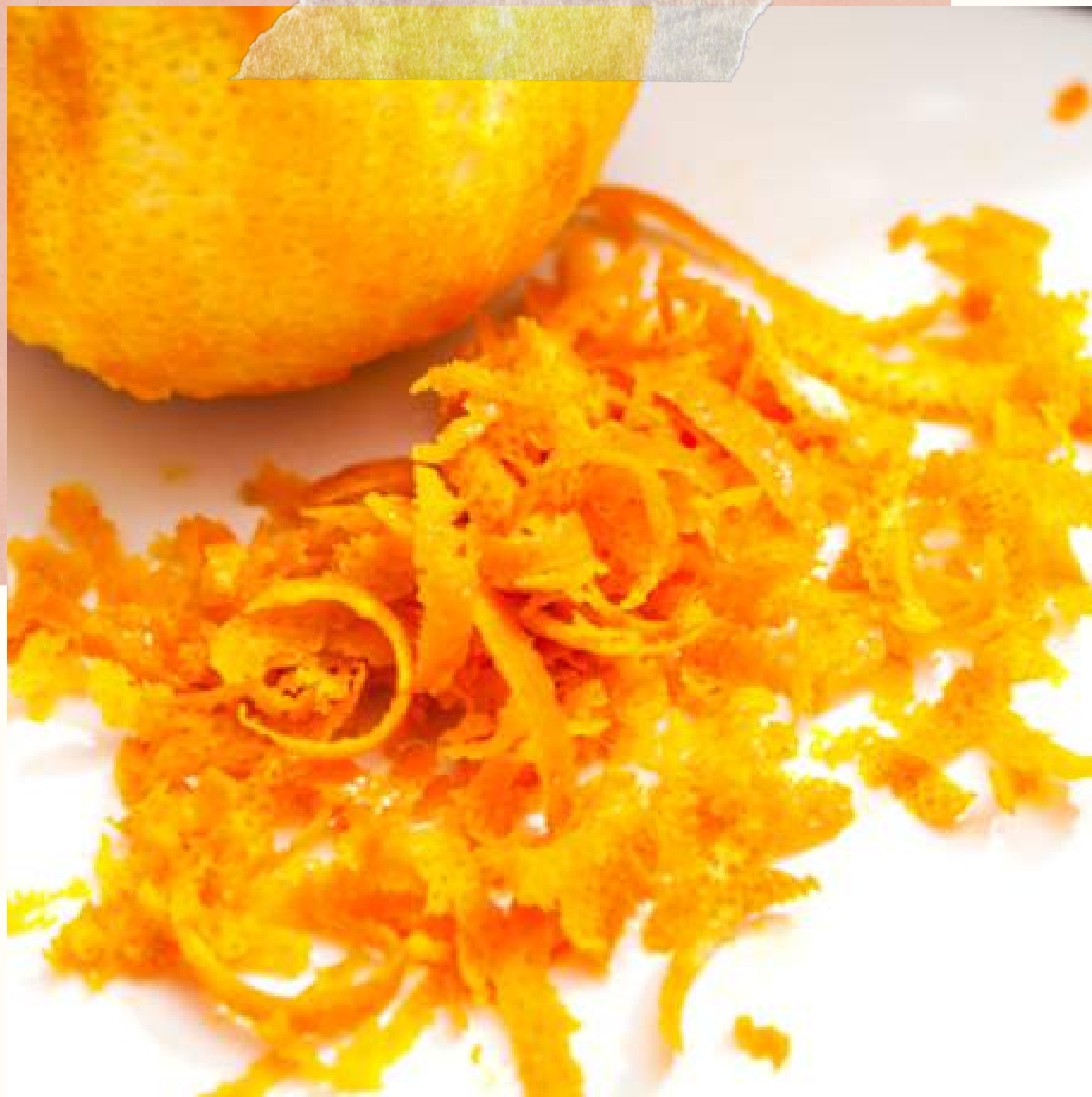


Our soap packaging is simple and environmentally friendly! Made with 100% recyclable wrapping paper and to finish it off, our signature company logo is secured with care to help you identify our soap! Instead of using a soap mold requiring a newly purchased container lined with parchment paper, we prioritized minimizing our carbon footprint and used a recyclable milk carton for our soap mold. We re-purposed these containers while being able to produce rectangle bars of soap that fit perfectly in the palm of the hand while having enough surface area to comfortably lather the soap bar on the body. Feel the citrus!

**Produced & Packaged  
to Perfection**







# Orange Zest

## NATURAL SCENT AND EXFOLIANT

To add natural colour, scent, and texture to our soap, we added orange zest! Feel the texture of specs of orange zest as it exfoliates your skin when you lather the soap. The subtle citrus scent it radiates is a perfect way for you to feel refreshed!



# The Golden 5

## OUR OIL SELECTION

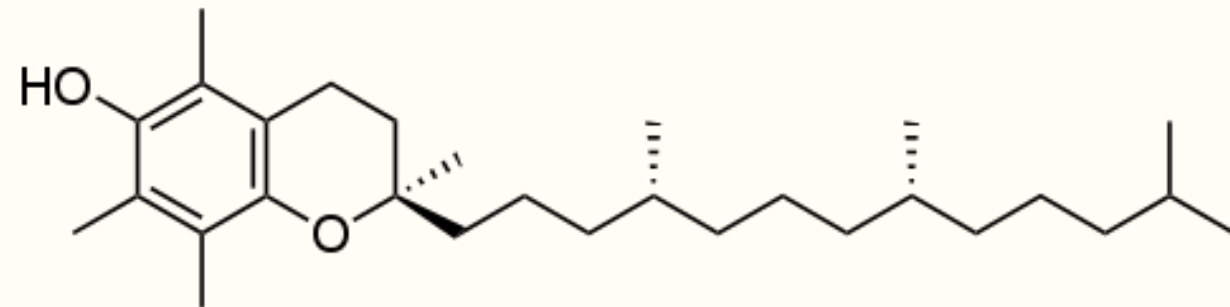
- 30% Crisco Oil: Skin moisturizing
- 24% Coconut Oil: Antibacterial + Moisturizing
- 19% Canola Oil: Anti-aging
- 15% Sunflower Oil: Vitamins (antioxidants)
- 12% Olive Oil: Antibacterial + Moisturizing





# Experience Silky Smooth Skin

## VITAMIN E



All of the oils carefully selected for the soap have Vitamin E properties that benefit the skin! Vitamin E helps nourish dry and damaged skin and protects the hands, leaving a natural moisturizing barrier. Our soap is sure to gently cleanse, leaving your skin feeling soft and smooth.







## CREAMY LATHER

- Coconut Oil
- Crisco Oil
- Olive Oil
- Sunflower Oil
- Canola Oil

## CLEANSING

- Coconut Oil

## BUBBLY LATHER

- Coconut Oil

## CONDITIONING

- Coconut Oil
- Crisco Oil
- Olive Oil
- Oil

## HARDNESS

- Coconut Oil
- Crisco Oil
- Olive Oil
- Sunflower Oil
- Canola Oil

## Recommended Ranges

Creamy Lather: 16-48

Cleansing: 12-22

Bubbly Lather: 14-46

Hardness: 29-54

Conditioning: 44-69





# Options & Interations

**Orange Zest:** This variation for our soap was decided upon to be cost-efficient, suitable for sensitive skin, and provide a subtle scent while being conscious of those with strong fragrance sensitivities. This was an excellent substitute for commonly used essential oils which are expensive, unsuitable for sensitive skin, and have a very strong scent.

**Five Oils:** We incorporated the variety of 5 oils for the qualitative properties that we wanted to fall within the recommended ranges for soap (Look to Figure(1) to see our soap calculator!) as well as the qualities outlined previously such anti-aging and abundant and various vitamin content providing antioxidant properties to our soap. Crisco boosted conditioning (which was one of our main goals), canola, sunflower and olive, contributed to creamy lather and conditioning and were some of the most cost-efficient oils.

Our goal was to make a high conditioning and cleansing soap for a low cost, so we chose oils that had high conditioning and cleansing properties without a high price tag i.e. the most expensive oils being Sesame and Ghee which we did not include in our formulation.





# Soap Calculator: Designed VS As Made

## DESIGNED

Our soap formula was designed for high cleansing and conditioning properties: Our conditioning design was 13% higher than the average recommended while cleansing was at the average. Bubbly and creamy lather were also designed to be in the recommended range but below the average by ~13%. The hardness level was below the average value by around 20%.

## AS MADE: HARDNESS

Hardness was not an initial property that we planned on focusing on, although the value, 32, still lied within the recommended range. The final soap product ended up being softer than expected, but still satisfied our quality standards to stay intact through uses.

## AS MADE: LATHER

Although the lather designed was on the lower end of the recommended range, when the soap was tested, the bubbiness and creaminess of the lather satisfied our liking and felt definitely sufficient for consumer satisfaction!

## AS MADE: SCENT

We designed our soap with both fresh and dehydrated zest with intent for the scent of orange to be a little stronger than the actual result. We were nonetheless still satisfied by the subtle scent of the soap, and considering the fact that natural orange zest smell can fade overtime.



# Simply Citrus Sales

**\$4.25 per Bar**

## Cost Breakdown:

NaOH - \$14.93,  
150g crisco oil - \$0.78, 120g coconut oil - \$2.13,  
Canola oil 95g - \$0.22, Sunflower oil 75g - \$0.23,  
Olive oil 60g - 0.39, Orange Zest - 0.67  
Total Cost = \$19.35  
Per Bar ~ \$3.22

## Additional costs:

Wrapping - \$0.20

Weight of total soap: 645.1g

Price per g of soap: ~\$0.0386

Cost per g for making soap: ~\$0.03

Margin: \$0.0086 profit per g of soap sold