



RAW BEAUTY
www.rawbeautyafrika.com

Skin Soap Portfolio

100% Natural, Plantbased & Biodegradable Cold Processed Soaps handmade using clean, indigenous African Plant Extracts.

INTRODUCTION

Raw Beauty is a Women-Led, Sustainability-Driven, African Beauty Brand that proffers clean, safe and effective beauty products, made with local indigenous African plant extracts to proffer solutions for Acne, Hyperpigmentation and Dry Skin conditions as well as help to maintain a healthy skin barrier and clear complexion.



PRODUCT MESSAGE



Raw Beauty Cold Processed Skin Soaps are made with a base of local indigenous plant seed oil extracts and additives of superfood powders (made from the fruits, leaves and flowers) derived from plants such as Coconut, Palm Kernel, Hibiscus, Moringa, Castor, Neem & Desert Date. These African plants give the products an unparalleled antioxidant, anti-inflammatory and nourishing quality that is quite unmatched and that allows them to deliver the required and curated aid for particular skin conditions such as Acne, Hyperpigmentation & Aging and to also ensure the skin quality is maintained and kept young, radiant and most importantly, healthy.

PRODUCT CAMPAIGN

100% Natural, Plantbased Cold Processed Soaps that are free from Plastics, Fragrance, Parabens, SLS/SLES and that are made without Animal Testing and with ethically sourced local indigenous African Ingredients such as Shea Butter and Hibiscus Oil which are clean and safe as well as offer more effective benefits for all skin types with differing skin conditions because of high levels of antioxidant activity found in these A



CAMPAIGN MESSAGE



01

An Effective Skin Treatment for acne prone or oily skin - Our Detox Soap is made with African Plant Ingredients with high anti-inflammatory activity. The Glow Soap is formulated and produced to target hyperpigmentation on skin because of its high Vitamin C levels derived from orange peel, hibiscus and baobab. The Renewal Soap is made for dry skin and conditions such as eczema and psoriasis or aged, dehydrated skin. With nourishing ingredients such as Cocoa & Moringa that have proven to have high levels of Vitamin E to strengthen the skin barrier and allow better water retention to keep the skin hydrated and younger looking.

02

The Raw Beauty Cold Processes Soaps are 100% biodegrade. Not only are the soaps made out of plantbased ingredients, their packaging is made out of recycled Kraft paper that is also biodegradable and offers a planet safe alternative that will not harm the soil or animals.

03

Raw BeautySkin Soaps are Farm to Skin. Key ingredients of Hibiscus, Moringa and Castor are planted in order to ensure high quality and certified base ingredient, clean beauty practices and stable prices for these Ingredients. The ingredients are harvested in a way that seeds are extracted to produce plant seed oils that form the base of our soaps; leaves and flowers are dried and ground to produce superfood powders that go in as additives. The remaining parts of the plant are recycled into compost.



PRODUCT REFERENCE

Go Beyond Clean with Raw Beauty Skin Soaps; carefully curated with ethically sourced, clean, local, African Ingredients. They are proven to be highly effective in delivering high cleansing qualities without drying out the skin and go above and beyond in helping you maintain soft, supple and visibly radiant and younger looking skin without a heavy footprint on the environment.

PRODUCT CATALOGUE

1. Detox Skin Soap
2. Glow Skin Soap
3. Renewal Skin Soap



DETOX SOAP

Acne Prone, Oily, Combination Skin

A deeply cleansing and conditioning Soap that is antiseptic, anti-inflammatory, anti-fungal and anti-bacterial; helping to soothe, heal and balance out oily Skin, acne prone skin.



PRICE: £5.99 | \$7.60

SIZE: 135g | 4.6oz

MOQ: 200 Pcs.

Time: 8 Weeks

GLOW SOAP

For Normal, Hyperpigmentated Skin

High in plantbased Vitamin C with the ability to physically exfoliate and bring dull, traumatised skin back to life. It also protects the skin by fighting free radical damage and allowing cell regeneration.



PRICE: £5.99 | \$7.60
Size: 135g | 4.6oz
MOQ: 200 Pcs.
Time: 8 Weeks

RENEWAL SOAP

For Dry Skin

High in Vitamins B & E, it helps the skin to maintain hydration and elasticity as well as works to block free radicals away from the body and plays a large part in slowing down skin aging by increasing cell regeneration.



PRICE: £5.99 | \$7.60

SIZE: 135g | 4.6oz

MOQ: 200 Pcs.

Time: 8 Weeks

CUSTOMER SATISFACTION LEVEL



92%

Most customers who have used this soap found the Detox Skin Soap effective and noticed a visible clearing of their acne prone skin. In almost all cases, acne was prevented completely and there were no breakouts with continuous usage of the soap. Skin was left less oily and balanced.

98%

Customers who have reviewed this soap gave it a very high rating and felt it was able to give them a more even and brighter skin tone, solving their hyperpigmentation issues caused by dark spots, sunburn or melasma. They found it highly effective in helping them to maintain a healthy and clear complexion.

92%

A highly significant number of customers found our Renewal Soap highly effective in treating conditions such as eczema & psoriasis and keeping skin moisturised and hydrated.



THANK YOU

You Are Beautiful Inside Out

Our main aim is to empower our customers to feel beautiful and confident in their own skin and we do this through extensive Research & Development to not only ensure safe and effective products but also to follow sustainable and ethical practices.

It is our hope that we are not only providing good quality products but we are also helping to create a community that is sensible about their consumption and how they treat life on earth and the planet itself.

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