

# SOAP

You might think that there's not a lot left to say about soap, but that would be to misunderstand the nature of Lush soap. In fact, where soap sales worldwide are going down, ours are going up and up. Why? Lush soaps are not just different from all the other normal soaps in the world, they are different from each other. When Mo\* devises a new one, she looks for something different to delight us, something about soap which no-one has thought of before, something which does lovely things to our bodies. Mark and Simon blend the perfumes from beautiful essential oils with the occasional safe synthetic to make Lush soaps the world's most interesting. ("It's usually Mo, but sometimes it's Hilary, Wesley or Noriko.)



**Loveliest element:** South of France scent  
Oh là là is a phrase which the French use all the time, for example, "Oh là là! I've burned the toast!", but it sounds so beautiful when they say it that the British imagine it means something incredibly sexy. Hence, our stunning lavender, rosemary, thyme and French grape juice soap is named Ooh La La to conjure up images of sensual, smouldering French film stars on their holidays in Provence. Wash with it and you'll feel the sensual smouldering too. We do.

**317 100g/3.5 oz.** Ingredients: Sodium Palm Kernelate, Propylene Glycol, Water (Aqua), Lavender, Honeysuckle and Marigold Infusion (Lavandula hybrida, Lonicera caprifolium & Calendula officinalis), Sodium Stearate, Sodium Lauryl Sulfate, Grape Juice (Vitis vinifera), Perfume, Rosemary Oil (Rosmarinus officinalis), Thyme Oil (Thymus vulgaris), Lavender Oil (Lavandula hybrida), Lavender Absolute (Lavandula hybrida), Sodium Chloride, Glycerine, EDTA, Tetrasodium Edifonate, Limonene, Linalool, Benzyl Benzoate, FD&C Blue No. 1, D&C Red No. 33, Lavender Sprigs (Lavandula hybrida), Rosebuds (Rosa centifolia).

"A lavender soap, but not just any lavender soap, you can smell all sorts of herbs in this fragrant French delight. One for the soap connoisseur." Sue Cope, Chelmsford.

## CEREOLGY

**Loveliest element:** Wheatgerm  
Buy this soap and buy it now! Get on the 'phone and speak to mail order, please. You have to use some. It may not have the looks, we admit, but it's the effect that counts. Cereology is made with seriously nutritious wheatgerm oil, anti-oxidant wheatgrass and wheatgerm for a soft scrub. It is magnificent for dry skin and smells like a Think Pink in a field at harvest time. Beauty is more than skin deep.

**2365 100g/3.5 oz.**



Ingredients: Water (Aqua), Sodium Palm Kernelate, Glycerine, Wheatgerm (Triticum vulgare), Sodium Stearate, Perfume, Fresh Wheatgrass (Triticum vulgare), Wheatgerm Oil (Triticum vulgare), Lavender Oil (Lavandula hybrida), Tonka Absolute (Dipterix odorata), Vanilla Absolute (Vanilla planifolia), Neroli Oil (Citrus amara), Sodium Chloride, EDTA, Tetrasodium Edifonate, Chlorophyll, Limonene, Linalool.

**Loveliest element:** revitalising mint  
It's green (that's the demon bit) and when we make it we dunk it in black wax (the dark bit) to keep it fresh. When you use it, warts of stimulating peppermint and spearmint assail your nostrils, weaving their way up to your brain to wake you up as you wash. Don't forget to peel the wax off if you find that your chunk arrives with its coating in place. Excellent for men and other people who have difficulty waking up in the mornings.

**824 100g/3.5 oz.**

Ingredients: Sodium Palm Kernelate, Glycerine, Mint Infusion (Mentha piperita), Apple Juice, Sodium Stearate, Mint (Mentha piperita), Spearmint Oil (Mentha viridis), Clove Bud Oil (Eugenia caryophyllus), Peppermint Oil (Mentha piperita), Sodium Chloride, EDTA, Tetrasodium Edifonate, Eugenol, Limonene, Perfume, Gardenia Extract (Gardenia jasminoides), FD&C Blue No. 1.

## DEMON IN THE DARK



## 17 CHERRY TREE LANE



**Loveliest element:** exotic blossoms

This soap flew in on the east wind, like Mary Poppins. Noriko (who flew in to Dorset from Japan) devised this gloriously creamy, mimosa, orange blossom and jasmine soap which we called 17 Cherry Tree Lane because that's where Mary Poppins landed. We even put a spoonful of cleansing brown sugar in each block. Each use reveals a fresh waft of its divinely sensual scent. Do try it; it's an absolute delight.

**2366 100g/3.5 oz.**

Ingredients: Water (Aqua), Propylene Glycol, Sodium Palm Kernelate, Perfume, Sodium Stearate, Sodium Lauryl Sulfate, Titanium Dioxide, Lemon Oil (Citrus limonum), Mimosa Absolute (Mimosa tenuiflora), Orange Blossom Absolute (Citrus dulcis), Jasmine Absolute (Jasminum officinale), Brown Sugar (Saccharum officinarum), Cocoa Powder (Theobroma cacao), Sodium Chloride, Glycerine, EDTA, Tetrasodium Edifonate, Citral, Limonene, FD&C Red No. 4, D&C Red No. 33, Golden Glitter (Polyethylene terephthalate).

"A soap with the exquisite scent of Sakura. Heaven." Heather Renton, Walton, Liverpool.

## GINGER

**Loveliest element:** roses (with a hint of ginger spiciness)  
Ginger soap is the most expensive in our range because it's generously scented with our calming, enticing Ginger fragrance. That's where the difference in cost comes from over the range of our soaps. When you read the ingredients list you'll understand. Ginger has so many gorgeous essential oils and absolutes that it perfumes your body all day long. It saves a fortune on perfume so it's terrifically good value really.

**969 100g/3.5 oz.**



Ingredients: Rose Water (Rosa centifolia, Aqua), Propylene Glycol, Sodium Palm Kernelate, Sodium Stearate, Sodium Lauryl Sulfate, Perfume, Glycerine, Ginger Oil (Zingiber officinale), Mimosa Absolute (Mimosa tenuiflora), Rose Oil (Rosa centifolia), Geranium Oil (Pelargonium crispum), Jasmine Absolute (Jasminum officinale), Juniperberry Oil (Juniperus communis), Ylang Ylang Oil (Cananga odorata), Rose Absolute (Rosa centifolia), Tincture of Benzoin (Styrax benzoin), Sodium Chloride, EDTA, Tetrasodium Edifonate, Titanium Dioxide, Cinnamyl Alcohol, Eugenol, Geraniol, Benzyl Benzoate, Citronellol, Limonene, Linalool, D&C Red No. 33, Rice Paper Flower, Candy Ivy Leaf, Pink Ribbon.

"A fabulously creamy soap with the heady scent of lush ginger fragrance. Yum." Sue Cope, Chelmsford.

**Loveliest element:** skin softening bananas

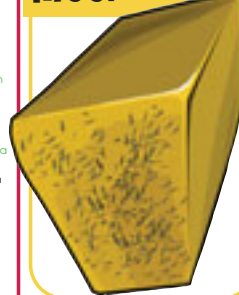
A time honoured Lush special, Banana Moon is made with real mashed bananas and yoghurt. (One of the reasons that so few people who've copied us have stayed in business is because we make our soaps so darned tricky to make successfully.) Bananas and yoghurt are good for keeping your skin soft, so use it all over, especially during skin-drying colder months. The scent? Bananas.

**072 100g/3.5 oz.**

Ingredients: Sodium Palm Kernelate, Propylene Glycol, Natural Yoghurt, Fresh Bananas (Musa paradisiaca), Sodium Stearate, Sodium Lauryl Sulfate, Perfume, Glycerine, Sodium Chloride, Titanium Dioxide, EDTA, Tetrasodium Edifonate, Golden Glitter (Polyethylene terephthalate), Golden Powder (Lustre Golden Sparkle).

**Gardenia Extract (Gardenia jasminoides), Limonene**  
"For cheeky monkeys!"  
Alice Manwaring, Brookmans Park, Hertfordshire.

## BANANA MOON



## ALKMAAR

**Loveliest element:** sensual jasmine  
When we first made Alkmaar we were just opening our first shop in The Netherlands. Ro (who now runs B Never Too Busy to be Beautiful) lived in a canal barge in Amsterdam while she set it up. We wanted to make a soap which smelled deliciously sensual (we were that happy to be there) but in honour of The Netherlands' tradition, we made it in huge 45kg 'cheeses' in which we sank thick ropes so we could carry it. A natural fragrance of jasmine, vetiver and styrax makes you feel calm, relaxed and as happy as we are.

**062 100g/3.5 oz.**

Ingredients: Honeysuckle Infusion (Lonicera caprifolium), Amaranth Infusion (Amaranthus hypochondriacus), Sodium Palm Kernelate, Sodium Stearate, Sodium Lauryl Sulfate, Titanium Dioxide, Perfume, Glycerine, Jasmine Absolute (Jasminum officinale), Vetiver Oil (Vetiveria zizanioides), Styrax Resinoid (Styrax), Sodium Chloride, EDTA, Tetrasodium Edifonate.



## FIGS AND LEAVES

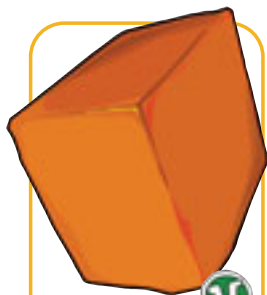
**Loveliest element:** creamy softness

One of Mark's favourite perfumes is his orange blossom, rose and ylang ylang combination: it crops up every now and again, always smelling slightly different according to the form it's in. It makes an appearance in Figs and Leaves soap, combined with mashed fresh figs and aloe vera to make your skin feel lovely after you've washed with it. Thousands of tiny fig seeds work as natural exfoliators to keep your skin as soft as this dreamy creamy soap.

**065 100g/3.5 oz.**

Ingredients: Fig Decoction (Ficus carica), Sodium Palm Kernelate, Glycerine, Aloe Vera Extract (Aloe barbadensis), Perfume, Ylang Ylang Oil (Cananga odorata), Orange Blossom Absolute (Citrus dulcis), Titanium Dioxide, Sodium Chloride, EDTA, Tetrasodium Edifonate, Benzyl Benzoate, Linalool.

"Gorgeous, beige, squishy soap with an addictive, perfumey, baby-powder scent. The little fig seeds even give you a massage as you wash - bargain!" Becky Youns, Teignmouth, Devon.



## KARMA

**Loveliest element:** deeply desirable fragrance

The Lush signature fragrance materialises this time as a translucent amber jewel of perfumed soap. As you wash all over, oranges and pine re-engage your interest in the world, lavender and elemi balance your outlook and patchouli sharpens your mind to help you see objectively. All this, as we say, in a soap. Wash with it regularly and stay cool, man.

**701 100g/3.5 oz.**

Ingredients: Water (Aqua), Propylene Glycol, Sodium Palm Kernelate, Sodium Stearate, Sodium Lauryl Sulfate, Perfume, Glycerine, Patchouli Oil (Pogostemon cablin), Orange Oil (Citrus dulcis), Lavandin Oil (Lavandula hybrida), Pine Oil (Pinus), Lemongrass Oil (Cymbopogon flexuosus), Elemi Oil (Canarium commune), Sodium Chloride, EDTA, Tetrasodium Edifonate, Gardenia Extract (Gardenia jasminoides), Citral, Geraniol, Citronellol, Limonene, Linalool, FD&C Red No. 4.

\* Occurs naturally in essential oils

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