

oname

Solid Soapmakers

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ONAME, a new solid soap company is here to make positive waves!

With a strong focus on high quality packaging designs and ethically sourced ingredients that offer conscious consumers the chance to wash with a little joy, ONAME is a gift soap company that uses fun to get right to the heart of their eco message. Ready to do good and promote a cleaner, kinder way of washing, this new Rutland and Leicestershire based soap company, have polar bears and mermaids encouraging us to ditch the plastic in favour of the solid.

Reaching out to the socially-minded, those who love natural products and those who appreciate the well crafted and packaged, ONAME step ahead by combining the art and craft of the hand-made with the shine of a professional design finish on fully recyclable eco-packaging. Colourful and fun, but clearly carrying a straight-forward environmental message, each soap in their new OCEAN range has been thoughtfully named and identified by playful character designs that remind the consumer it is time to make positive waves to help protect the planet from unnecessary plastic waste and shield the body from harsh chemicals by buying natural, handmade and plastic free.

This exciting and responsible luxury product allows people to have a little fun when buying soap. Available directly to consumers online, ONAME launches at a perfect time, given the current global pandemic and the growing need for planet-conscious practices to remain a priority. At the same time, their #washwithjoy, keeps us all smiling by highlighting how our everyday habits, such as showering, can be positive daily practices that boost our all round well-being.

Handmade in small batches, ONAME soaps are SLS free, palm oil free, cruelty-free and use essential oils rather than fragrance oils to softly scent the lather. 'Scent is so important,' explains Kelly, yoga and primary school teacher and co-founder of ONAME with her graphic design partner, Alex. 'The benefits of inhaling essential oils has long been established. We actively encourage our customers to slow down in the shower, inhale their soap, massage the body and breathe in the moment. This is washing with joy.'

Knowing that a percentage of the sale of their Polar Bear and Diver, doublemint soap bar, supports the charity work of the '2 Minute Beach Clean' also makes for a joyful wash. 'What we have created is more than just soap,' says Alex. 'Oname is about making good lifestyle choices and living more in balance with the world that sustains us. We are creating something special and loving the way we do it.'

Drawing on their years of management, teaching and creative skills, Alex and Kelly are growing their business locally first and honouring the value of the handmade to rebalance a world saturated by the mass produced and irresponsibly packaged. Beyond the array of pastel soaps that fill the shelves in their home-based 'Oname room', Alex and Kelly have developed every part of this business themselves from the actual soaping equipment, to the unique cardboard soap fittings that allow the soaps to be packaged and still to breathe, as well as the creative content of their brand. Alex even screenprints the inside of the gift boxes himself. There's a lot of skill involved here and the result is certainly positive. As Alex says, this is more than just soap.

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