

ECO-SOAP

25g SOAPLAY



The Eco-Soap 25g SOAPLAY bar is an upcycled hygiene solution remilled from manufacturer scrap, using fun shapes and colors to encourage children's handwashing — giving NGOs and institutional buyers an affordable, impact-driven option that empowers women in developing regions.

KEY FEATURES

- **Unique Design** - Crafted in fun shapes and colors that act as environmental cues or “nudges,” tapping into children’s curiosity to subconsciously improve handwashing frequency.
- **Lightweight** - The compact 25g size optimizes logistics and lowers shipping costs, maximizing the amount of hygiene relief that can be transported to hard-to-reach areas.
- **Long Lasting** - Engineered for complex supply chains, these bars can be shipped unbranded and unwrapped (“naked”) to withstand bulk transport without unnecessary packaging waste.
- **Cost Efficient** - Produced from repurposed manufacturer scrap, offering standard hygiene performance without the premium price tag of virgin-manufactured brands.
- **Social Impact** - Production directly supports employment hubs in vulnerable regions like Cambodia and Uganda, where women participants see significant increases in income, savings, and economic independence.
- **Environmentally Friendly** - Actively diverts a portion of the estimated 250 million bars of soap waste discarded annually by the global soap-making industry, turning industrial trash into a life-saving tool.



INTERNATIONAL BENEFITS

- **Drives Pediatric Hygiene** — By utilizing the proven “nudge” methodology of the SOAPLAY design, NGOs and schools can effectively increase handwashing habits among vulnerable children, combating preventable hygiene-related illnesses.
- **Empowers Local Economies** — Directly sustains employment for marginalized women in recycling hubs across Africa and Asia, fostering long-term economic empowerment and community resilience.



Our mission at Business Connect is to provide citizens living in the global south with affordable and easy access to clean water, through the creation of a sustainable, local business model. We are headquartered in Grand Rapids, Michigan and have a global network of distributors that impact more than 70 countries. Through every purchase, you are supporting entrepreneurs in the global south to build their own businesses, help themselves out of poverty, and provide access to clean water in their community.



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