



## MEDIA + PRESS KIT



[www.SophiasNaturals.com](http://www.SophiasNaturals.com)

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# About Our Company:

Sophia's Naturals began in 2009 and was started by the Evans Family. We are a small family business based in Jonesboro, GA that offers natural, handmade vegan soaps, bath and body care products. Our children Sophia and Noah are the namesakes of the company and the reason behind our brand. Our goal is to provide skincare products for the entire family that are natural, sustainable, vegan, and eco-friendly. Every product is made from scratch and by hand using raw, fresh, natural ingredients. Sophia's Naturals offers cold process vegan soaps, paraben free lotions, sugar scrubs, bath soaks, body butters, candles and beard care products for. Our skincare products can be found online at [www.SophiasNaturals.com](http://www.SophiasNaturals.com), Etsy, Amazon or at their retail location at 9442 South Main Street Jonesboro, GA 30236.

## About the Owners:

### **How the Journey into Soap Making Began:**

As a new parent, I remember bringing our children home and giving them the "first bath". We were both so nervous and cautious. We had done our research beforehand and made sure that we picked the mildest soap, shampoo and bath care products for our babies. So, we put them in the tub and began to wash them and their hair. With Sophia, I noticed that she had a horrible reaction with her skin and hair. Her hair felt rough and did not have the baby softness it had to it before. Her skin was covered red patches and she began to develop dry spots. This was the scariest moment of my life.

Of course, we panicked like crazy and immediately called our pediatrician who informed us that she had an allergic reaction and advised us to try natural products. At the time, our children were born there were not that many natural products (that were mainstream) that were vegan or palm free. It literally was the worst feeling in the world knowing that our children were suffering from these products and it felt like there was nothing we could do. Until one day after speaking with my mother.

She had told me that when she grew up my grandmother did everything from scratch including making soap. With those words, it felt as if my grandmother was speaking to me through my mom. I immediately began to research how to make soaps and natural body care products. We researched and tested until creating the many products that we sell today. We are proud to say that our children no longer suffer from any of these issues which is a blessing. We even make products for my grandmother's oldest living best friend who loves our products and to me that is the biggest seal of approval.

Our company has grown from making products just for our family to making products for families across the world. In May 2014, we opened our very first retail brick and mortar store in Jonesboro, Georgia. Customers can find our products at our retail shop or online at our website [www.SophiasNaturals.com](http://www.SophiasNaturals.com), Etsy, or Amazon.

"We like to think that we are changing the way people think about natural body care products one soap bar at a time!"

*The Evans Family*, Owners | [SophiasNaturals.com](http://SophiasNaturals.com)

# About Our Products:

Each of our products are hand made in small batches using the finest oils and butters. Sophia's Naturals products are vegan and are palm free too. Our best-selling items are: **Black Charcoal Activated Soap, Lavender Soap, Pine Tar Soap, Oatmeal Milk & Honey Soap and Scrub, and Honey Apple Kisses Body Lotion.** \*Current pricing and ingredients can be found on our [website](#).



## News: Company & Product Mentions:

**June 2017:** Our brand was featured on [Rockdale23](#).

**August 2016:** Our brand was mentioned by [Being Comfortably Me](#)

**July 2016:** Our brand was featured in a giveaway by [Being Comfortably Me](#)

**July 2016:** Our brand was mentioned by [Being Comfortably Me](#)

**November 2015:** Our brand was mentioned by AfroBella.com.

**November 2015:** Our products were mentioned by AtlantatoAlys.com

**November 2015:** Our products were mentioned by AshSaidIt.com

**September 2015:** Our products were reviewed by AidahsCreativeLife.com

**September 2015:** Our brand was mentioned by [ModernSoapMaking.com](http://ModernSoapMaking.com)

**May 2015:** Our products were mentioned by WeddingThingz.com

**January 2014:** Our products were mentioned in the January 2014 WSP Handmade eMagazine publication.

**December 2013:** We were mentioned by Earth Cookie Creations on their review of the Sampler Village December 2013 Box

**December 2013:** We were mentioned on Boston's WCVB Live Wire, Cyber Monday Deals and Specials.

**November 2013:** Our products were mentioned in the November 2013 WSP Handmade eMagazine publication.

**October 2013:** Our products were mentioned in the October 2013 WSP Handmade eMagazine publication.

**September 2013:** Our products were mentioned in the WSP's 9/13/2013 blog post titled "Soap Making Around the Web"!!

**August 2013:** We made it to the front page of OpenSky.com!!! From 8/23/2012 to Present!!

**We were mentioned by Atlanta Food Truck Park on 8/11/2013**

**July 2013:** We were interviewed by Sampler Village about our brand on 7/8/2013

Our products were mentioned in the July 2013 WSP Handmade eMagazine publication.

**June 2013:** Our products were mentioned on 6/17/2013 in the health and wellness publishing.

**Our products were featured in the Sampler Village June 2013 sampler boxes.**

**April 2010:** Our products will be featured in the Sampler Village April 2010 sampler boxes.

### **Recognition & Awards:**

**October 2016:** Recognition from Clayton County, GA Parks & Rec. Fall 2016 Girls Program.

**April 2016:** Recognition from Primrose School of Midtown

## What Our Customers Say:

*"Sophia's Naturals was an awesome shop to work with! When it came to a last-minute gift for a bearded friend this vegan eco-friendly beard balm was perfect! I even opened it first, hesitant on what "Earth" smelled like and let me tell you what, it is AMAZING! It was shipped so quickly and got here right when I expected it to. Thank you so much for helping a last-minute Christmas shopper out with your great products and reliable shipping etiquette! "*

**- A. Loggans**

*"Everything I always receive from them is amazing my face is so much clearer using their products shipping was very fast and customer service was perfect!! I have ordered twice from them each time is even better!" - **J. Hurst***

*"Great product, fast delivery, I make gift baskets to give friends during the holidays and have started adding Sophia's Naturals Soap as one of the items I put in them because I really like these soaps." - **N. Zick***

*"This is my new favorite shop! My bath bombs shipped early and came with a cute little sample bar of soap, which was a pleasant surprise, definitely will buy again!" – **S. Velapoldi***

## Our Charity Work:

Sophia's Naturals is a small family based business but we believe in giving back. Each quarter we donate many of our soaps to families in the US and abroad. Our products are donated to local shelters and to Clean the World. Local shelters use our products to help families that are in transition. Clean the World recycles our soaps and provides them to countries that do not have access to soap.



## Social Media Links:

**Twitter:**

<https://twitter.com/sophiasnaturals>

**Facebook:**

<https://www.facebook.com/SophiasNaturals>

**Instagram:**

<https://instagram.com/sophiasnaturals/>

**YouTube:** <https://www.youtube.com/channel/UC3PM8TsayVROFDbaJ1IyjRw>

**LinkedIn:**

<https://www.linkedin.com/company/sophiasnaturals-com>

**Pinterest:** <https://www.pinterest.com/sophiasnaturals/sophiasnaturalscom-soap-and-bath-products/>

**Google+:**

<https://plus.google.com/u/0/+Sophiasnaturals1/posts>

# Sample Article Ideas:

## SKINCARE RELATED:

#Skincare #Selfcare #StressRelief #VeganSkincare #NaturalProducts

- "Body, Mind & Soul – Learn how to relax and make time for you!"
- "Quick ways to de-stress and clear your mind"
- "How to deal with dry and dead skin"
- "The pros of natural skincare"
- "The best facial care regimen"
- "Learn why having a daily self-care regimen is important"
- "Ethical, Sustainable and Vegan: What is really in your skin care products"
- "How to grow a healthy beard in just four simple steps"
- "Simple beauty and skincare"
- "2017 Best Holiday Gifts"
- "2017 Best Holiday Gifts Under \$25"
- "2017 Best Skincare Products"
- "The Best Handmade Soaps"

## BUSINESS RELATED:

#SmallBusiness #Entrepreneur #NaturalProducts #Georgia #Business #SoapCompany

- "Giving dignity and respect to those who need it most: How one Georgia small business is making a difference in their community"
- "Learn how to create the perfect set-up at craft shows, festivals, fairs"
- "The FDA and the proposed Personal Care Products Safety Act of 2017: Changing the skin care industry for the better"
- "Entrepreneur Tips, Goals & Hardships: The Skin Care Industry Edition"
- "Learn how to create balance at work and home as an entrepreneur"

# Press Releases:

"Sophia's Naturals Offers Sustainable, Vegan Handmade Soaps, Bath, & Body Care Products" - <http://www.pr.com/press-release/624235>

"Sophia's Naturals Debuts Their Handcrafted Vegan Beard Oil Line for Men" - <http://www.pr.com/press-release/631361>

**For product photos, product samples, or any questions please contact:  
Erin Evans, | 678-304-7846 | [support@sophiasnaturals.com](mailto:support@sophiasnaturals.com)**