

Silver Creek Soap Company

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1. Home Page

a. Welcome

- i. *Hero Image with pine trees*
- ii. "Welcome to Silver Creek Soap Company"
- iii. We're a two-home based company founded with a fireplace conversation in 1994. We believe in plant-based, preservative-free soap that's kind to your skin and kind to your planet.
- iv. *Call to Action* Find your new favorite soap

b. Featured Soap:

- i. Our featured soap for the month of March!
 1. *Photo of Orange Blossom soap*
 2. We're bringing in the spring with our orange blossom soap
 3. incorporating paprika and annatto infused olive oil into the base gives the soap it's lovely natural orange color but the most wonderful part is the scent...sweet orange, ginger, ylang ylang and a little may chang and you've got an orange blossom scented soap you're sure to love.
- ii. *Call to Action* Find the rest of our soap varieties on our products page (link to products page)

c. Looking to purchase our soap?

- i. *Call to Action* Find the stores that carry our soaps on our shop page

d. *Photo of soap carved into heart*

e. We love our soaps. Want to know what makes our soap so special?

- i. *Call to Action* Learn more about our soaps here (link to about our soap)

2. Products

a. Lead with new product

- i. *Photo of Northwest Cedar Soap*
- ii. Our newest soap, Northwest Cedar, has a fresh woodsy scent we love. Along with Oregon Fir Needle, it brings the Oregon Forests to you.

b. Best sellers

- i. *Call to Action* Shop the crowd favorites with our best sellers collection
 1. *Images of the best sellers*
 2. Lavender / Vanilla Oatmeal / Sandalwood / Coconut / Patchouli

c. Complete Collection

We then pour it into wooden molds, insulate it and let it heat up again on its own. When it cools (days) we then remove it, cut it and age it for weeks until it is ready to wrap. Meanwhile we are making labels and cutting fabric preparing for wrapping.

- d. Now that you know our soap is natural and carefully crafted, here are some of the beneficial properties that may come with included our soaps in your routines.

- i. *Images of essential oils and herbs and soap*

5. About Us

- a. General SCSC information

- b. Origin Story:

Sitting by the fireplace in October of 1995, my friend and I were conversing about our early memories. Alice asked if I had ever tried to make soap as she was remembering making it with her grandmother. We decided to try it and give some for Christmas gifts. We decided it would have to be plant-based because we didn't want to render fat from animals. We had to research places to get our raw materials and read several books with instructions. I have to give a lot of credit to Alice, who later became my daughter-in-law, because she did the research and together we muddled through. It was not pretty soap and we had pretty bad packaging, but we gave it away, used it ourselves and even put it in a few craft shows. At this time, we really were experimenting with different recipes, did not own our own gram scale, pretty much ruined my kitchen with caustic materials, and read a lot of blogs trying to correct our costly mistakes and make a beautiful bar of soap. After 25 years, we have it down but still have to be really aware of what we are doing because it can go wrong very easily.

6. Contact

- a. *Image of soap*

- b. Phone and email information (with link to a fillable email page)

- i. *Call to Action* Let us know if you have any questions or if you'd like to place an order!

- c. Social media information