

Silver Creek Soap Company

Home

Welcome

Basic Introduction

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check out products

*Call to Action:
Looking to buy?
check out shop

*Call to Action:
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our soap

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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

- i. *Call to Action* Have you tried the complete Silver Creek Soap Co. Collection? Find a new soap today and give it a try!
 - 1. All soap varieties with photos

3. Shop

- a. We're proud to partner with small businesses around the Willamette Valley. *Call to Action* Find out soaps in these lovely places:
 - i. List of store locations with links to their information
- b. If you don't see a store near you, *call to action* give us a call or send us a message to place your order and we will send our soap to you!
 - i. Phone Number: (503) 400-5434:
 - ii. Facebook link
 - iii. Email information
- c. If your a business owner and looking to carry our soaps, please send us an email at jdesantis@wavecable.com or give us a call at (503) 400-5434

4. About our Soap

- a. We think our soap is pretty special. Crafted with care and natural, plant-based ingredients, we want to give you a soap you can be excited about.
- b. Our soap is special because it's a simple one. Natural and stream friendly, our soap promotes the health of the individual, the community, and the planet.
- c. Wondering how we make our soap *call to action* Look below for the steps in the process.
 - i. *Images of the soap process*
 - ii. The soap process

Many people do not realize how soap is actually made. It is not a product that a person can make in the evening and sell the next day. First, all oils are measured to the gram and since some of them are solid, we melt them in a big pot. Next we measure the lye. Yes, all soaps are made with lye. We buy ours from a chemical company and are very careful with it. One tiny dry caustic soda bead on your skin will burn. It must be measured by the gram (so do the other ingredients). All the ingredients are expensive so you do not want to mis-measure. (there is a learning curve) Water is added to the lye and it immediately heats up with no heat source. When both the oils and the lye water cool down to anywhere between 110 and 125 degrees, we pour them together into the big pot. We then begin stirring and wait for it to saponify (a molecular change making soap and glycerin). When it changes from watery oil to vanilla pudding texture, we add the essential or fragrance oils.

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