



## PRESS RELEASE

# BILLIE GOAT SOAP & BILLIE BABY RANGE

Founder of Billie Goat Soap Leanne Faulkner discovered the wonders of goat milk during a quest to ease the discomfort of her son's eczema. After becoming frustrated that conventional treatments were not helping him she developed Billie Goat Soap. The brand has been established for over 5 years and has experienced substantial revenue and retail growth for every year it has been in business.

Billie Goat Soap guarantees you that only Australian goats milk is used in every product. The assurance of freshness and quality Goats milk soap is very popular with people who suffer from eczema psoriasis, dermatitis or sensitive skin. Goats milk naturally produces lactic acid to help exfoliate the skin and encourage the rejuvenation of new cells and is very high in selenium, nature's anti-oxidant for the skin. The brand boasts a total of 20 + products including gift packs as well as the extension range of the gorgeous Billie Baby collection.

Billie Goat Soap products are a great healthy addition to every home:

## Original Plain Goat Soap 100g RRP \$8.95

This is the soap that started it all! Made from fresh goat milk and combined with a selection of skin loving oils including olive, sweet almond, castor, grapeseed and palm oil. This soap is particularly popular with people who have sensitive skin, eczema or psoriasis. There are also no added colours or fragrance.

## Lavender Goat Soap 100g RRP \$8.95

Calming lavender essential oil is used in this bar, making it an ideal selection for showers just before bed time. Made using the same recipe and care as our famous plain bar, our Lavender Goat Body Bar is perfect for people with normal skin, or those looking to buy a good quality hand made soap with skin loving goats milk. This bar is made from Australian olive oil, sweet almond oil, castor oil, grapeseed oil and palm oil. It can be used all over the body, including the face.

## Milk and Honey Goat Soap 100g RRP \$8.95

What do they say about the land of Milk & Honey? In our case, it should be about the bar of Milk & Honey! Made using the same recipe and care as our famous plain bar, our Milk & Honey bar also uses fresh honey from Queensland. This bar is made from fresh Australian goats milk, Australian olive oil, sweet almond oil, castor oil, grapeseed oil and palm oil. It can be used all over the body, including the face.

## Goat Milk Moisturiser 100 ml RRP \$12.50 250ml RRP \$17.95 - 500ml RRP \$24.95

So mild you can use it all over the body and face, Goat Milk Moisturiser does not leave a heavy, slippery residue. This moisturiser contains all the benefits of goats milk combined with a range of natural ingredients, quality oils and a touch of lavender essential oil to help soothe the skin. There are also no added colours or fragrance.

## Goat Milk Shampoo & Conditioner 250ml RRP \$13.95 each 100ml RRP \$19.95 each

This natural goat milk based Shampoo and Conditioner cleans and nourishes without causing irritation to sensitive scalps. The gentle formula is designed specifically for dry, irritated scalps and is ideal for sensitive skin eczema and psoriasis. All ingredients are organic and plant derived. These products do not contain colours, fragrance, parabens, SLS, Propylene Glycol or petrochemicals.

## **Billie Baby Cleansing Bar RRP \$9.95**

The Billie Baby products are an extension of the Billie Goat Soap range. This plain bar does not contain any colours or fragrance and is hand made using fresh goats milk. Half of every bar is made from Australian virgin olive oil, leaving baby's skin feeling soft and moisturised. The Billie Baby Cleansing Bars have the added benefit of Vitamin E famous for its anti-oxidant properties. Each box contains two bars cut to palm size which makes it easy to hold baby in one hand and use the soap in the other.

## **Billie Baby Bath Soak RRP \$16.95**

Billie Baby Bath Soak is ideal for sensitive, irritated skin. Although initially developed for new born babies, this bath soak is popular with people of all ages. The combination of goats milk with colloidal oatmeal produces a soak that is ideal for nappy rash, heat rash or irritated skin.

## **Billie Baby Body Wash RRP \$13.95**

Made from goats milk and combined with a selection of skin loving ingredients, Billie Baby Body Wash has added Vitamin E to provide anti-oxidant properties. The wash does not contain colours, parabens, SLS, propylene glycol, DEA or petrochemical ingredients.

## **Hand & Body Wash 250ml RRP \$13.95**

The Hand & Body Wash is made from a combination of goats milk and skin loving oils. In a convenient bottle to have on the bathroom sink or kitchen bench, it's also great to add into the bath of older children. This Hand & Body Wash does not contain colours, fragrance, sulphates, parabens, propylene glycol, silicones, phthalates, mineral oils, DEA, ethoxylates or petrochemical cleansers.

## **Apricot Freesia Milk Bath 120g RRP \$16.95**

The Apricot Freesia milk bath tub not only smells divine, but also nourishes you while the beautiful quality ingredients soak into your skin. You will come out of your bath feeling pampered and ultra moisturised. A totally indulgent experience!

## **Peppermint foot soak 120g RRP \$16.95**

Everyone deserves a Billie Goat Peppermint Foot Soak! This fabulous product combines the benefits of exfoliating Australian goats milk with cocoa butter and epsom salts to treat tired feet. The invigorating peppermint essential oil helps to revive tired feet and energise them to keep going! This fantastic 120g tub provides enough milk mix to last several foot soaks. Simply fill a bucket with warm water to ankle height, pour in your desired amount of foot soak, sit back and relax! Fifteen minutes later you'll feel ready to be on the move again.

**For Stockist information – 1800 181 040**

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