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Jane hopes to clean up with jokey soap bars

Small Firm of the Week

By NEIL HODGSON

WITH products like You'll Never Wash Alone and Lennon & Lime Street, the Scouse Soap Company helps promote Liverpool's unique sense of humour all round the world.

But behind the wit lies a serious message.

Founder Jane Hampson says her 11-strong range is the only palm-oil free soap in the world.

She was moved to create the line by the plight of orang-utans in Borneo and Sumatra which could be extinct in 12 years because of the devastating effect palm-oil plantations are wreaking on their environment.

"I want everyone to be aware of what is going on," said Jane.

"Scouse Soap shows the humour of the city, but gets the message over about the environment, too. Hopefully it encourages people to ask questions."

Her affinity with soap began just over a year ago when she worked part time in the offices of Mersey TV, the Cheshire-based company behind TV soap series Brookside and Hollyoaks.

The job helped fund her business which she started with a redundancy payout from the London investment bank where she worked.

She re-trained as an aromatherapist and formed her holding company Little Satsuma which offers massage,



Biography

NAME: Jane Hampson
AGE: 30
BUSINESS NAME: Scouse Soap Company
QUALIFICATIONS: Business degree
EXPERIENCE: Worked in IT for London investment bank

reiki and reflexology treatments and a range of herbal oils.

After five years in London Jane returned to Liverpool two years ago: "I wanted to come back with everything that is happening here."

When she got the idea for Scouse Soap her chemist father helped her devise the recipes and make the moulds for the cakes of soap that take up to four weeks to make and cure.

"We experimented with loads of different mixtures, most of which ended up on Clatterbridge tip before we got it perfect."

The range includes You'll Never Wash Alone, made with geranium essential oil and ground rose hips; Goodison Day Sunshine, containing refreshing peppermint oil and poppy seeds; and Calm Down, Calm Down, which includes calming lavender oil.

You'll Never Wash Alone is the biggest seller: "I sell it to big burly men who I imagine swopping with their mates on the Kop!" said Jane.

Online sales are taking off, too: "I sell more in London than Liverpool via the internet and to ex-pats in places like Japan, Australia, even Service men and women in Basra, Iraq."

Jane, who has a stall at the Sunday Heritage Market in Stanley Dock, said the wedding favours market is also proving popular.

● www.scousesoap.co.uk

SWEET SMELL: Jane Hampson is taking her environmentally friendly soaps to the world - thanks to the internet

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