

The Soap Box

Truly Organic Contents
March 2005

Hello Pangea-lovers!

It was just five years ago when I woke up in the mountains of Jackson, WY and realized that the beautiful land of India was calling me. Ten minutes later I booked a flight to Bombay. Before setting out, I returned home to visit with my family. It was at home in Rhode Island where I found an old soap-making book and seized the opportunity to make something with my mother before leaving. When our first batch (now Pangea's Oatmeal Love) was finished, I threw some in my pack and headed off to India.

Near the end of my two-year journey through Asia and the Pacific North West, the Yukon and Alaska, I found myself playing pool in waist-high water in a bar in Phnom Penh, Cambodia with my good friend, Tom. I was describing to him this **obsession** I had to create an institute **to teach urban sustainability** and **responsible business development**. It was Tom, a big fan of my soap even back then, who suggested I start a soap company to support the institute. When I asked what I should name the company, he replied, "Pangea!"

Two days later, I was on a flight back to the U.S., where I began making soap in my garage and selling it at festivals and concerts. Three years later, Pangea is now an **8,000 square foot** soap kitchen in Boulder, Colorado, producing **over 50,000 bars** of soap each month. It is because of you, our loyal customers, who support our ethics and enjoy the best soap on earth that our dream of the Pangea Institute is becoming a reality.

From the bottom of my heart, I thank you.

Sincerely,



Joshua Scott Onysko
Founder & CEO



Promotion of the Month: In Times of Need

The Tsunami that rocked the Eastern world on Christmas Day 2004 caused the global community to stand in awe, as it became reacquainted with the nature of water, and its incredible ability to destroy as well as to sustain. As the global community realized the dangerous potential for massive outbreaks of death and disease if water supplies and sanitary conditions worsened, a monumental humanitarian outpouring followed. The outpouring of human generosity and compassion became critical in aiding these hard-hit countries back to relative stability. Close to 300,000 deaths warranted urgent action in the eyes of the globe. After all, how could such a large-scale catastrophe remain unnoticed, or even worse ignored? This plea did not go unheard by Pangea. **For more information, visit: www.pangeaorganics.com**



Partners Who Aim to Educate & Empower: LinkTV & Pangea

In the true spirit of Pangea, we have set out to partner with San Francisco-based non-profit [Link TV](http://LinkTV) for the purpose of teaching Pangea's methods of creating natural, biodegradable personal-care products for the betterment of individuals and communities in three developing countries. Our partners at LinkTV will help us document the experience on video to produce a powerful, educational, **documentary film campaign** to share with others. **To learn more about the project or to donate to the cause, please email info@pangeaorganics.com.**

Inside the Institute: Status Report

Pangea Organics is a company with a cause. All profits of Pangea Organics fund **The Pangea Institute**, a grassroots, non-profit organization dedicated to teaching and researching urban and social sustainable living practices in the U.S. and abroad. The Pangea Institute is currently in the process of applying for its 501(c)3 non-profit status. We are also developing a **design and model-building contest** for the Institute. Through the contest, we hope to generate interest and enthusiasm in the project and the Institute, raise awareness of our mission and begin to harness a sense of community, literally, from the ground up. Prior to officially announcing the contest, we hope to raise \$2,500 in prize money to offer to the first place winner. **To donate to this project or help in any way, please email info@pangeaorganics.com.**



Featured Ingredient: Soap's 'Dirty' Secret

The process of soap-making requires the use of a surfactant, which is a foaming or wetting agent. The most commonly used surfactants in the "organic" and "natural" products industry are derived from petroleum waste – not Pangea's! Surfactants derived from petroleum are known as petrochemical-based surfactants, or petrochemicals. Common forms of petrochemicals include: **Cocamidolpropyl Betaine (a.k.a. Coco Betaine)**, **Sodium Lauryl Sulfate** and **Propylene Glycol**.

Some medical studies have shown that petrochemical-based surfactants are cancer-causing agents. Additionally, petrochemicals take an average of **150 years** to break down in an ecosystem, and this, according to the industry standard is considered biodegradable?! Pangea has the answer. All of our products are petrochemical- and paraben-free. In fact, Pangea products begin to biodegrade in less than **48 hours!**

Pangea Organics has proven that there are healthier alternatives -- physically, environmentally and economically – and that it is truly possible to create effective, high-quality products without petroleum-based substances or other harmful chemicals.

From the Factory: The Soap Ends Here

In case you were wondering what Pangea does with its own '**bi-products**', or unmarketable soap end cuts, we donate them to a good cause! In 2004 Pangea launched a pilot program called, "The Soap Ends Here." The program, which donates soap end cuts to local non-profits and homeless shelters, was initiated in support of the company's vision for a sustainable future and efforts to promote community-building. End cuts are perfectly fine product, however, often oddly shaped. Since June 2004, Pangea has donated more than 350 pounds of soap to eight local non-profits!

"By '**recycling**' our products back into the community," explains Pangea Founder and CEO, Joshua Onysko, "we are contributing directly to a more sustainable future. Not only are we keeping unnecessary waste from filling our landfills, but we are also helping people in times of need when outside support is truly beneficial to enhancing one's personal well-being." **Both result in building a stronger community and a more sustainable future for all those who inhabit it.**



Props to our People: Heather

This month Pangea would like to introduce Heather Lieder, who came to us from the non-profit sector. Since her arrival in 2004, Heather has had many roles at Pangea and has even held a few different job titles - all at once! Currently, Heather is the **Director of PR & Marketing/Finance/HR/ Customer Relations/Internal Relations/International Relations** and all around Chief-of-Staff. She continues to let **her energy and spirit shine in the light of her vision to create a better, more sustainable and conscious way of conducting business.** We tip our hats to Heather for being so dedicated to the greater good of Pangea.



Word of the Month: Pangea

Two hundred million years ago the world was one **super continent** known as Pangea. Due to tectonic plate shifting, the continents began to drift apart forming the world as we now know it today. **Pangea Organics was named "Pangea" because the company hopes to realign the world as one through innovation, education and design.**