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The Soap Box

February 2006

Dear Heather,

It has been a while, but we are back on track and better than ever. Within the past three months, we have moved our entire manufacturing and office facility, we have re-branding our entire company image, we have launched a new product line, and we made it through the holidays! Whew. Our apologies for not writing sooner, but believe me when I say we are making up for lost time with this one.

Without any further ado, I bring you this issue of the Soap Box.

Joshua Scott Onsyko, Founder & CEO

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New Packaging, New Products, Same Promise



Pangea's new product line is made with **intelligent, organic essential oil blends** to bring the skin into balance by Aromatologist Eva-Marie Lind and **sophisticated, organic herbal extracts** by Brigitte Mars to stimulate and soothe the senses. The new line includes: five organic hand & body lotions; five organic facial creams; three organic facial & body toners; and one organic facial cleanser. Pangea's state-of-the-art formulations are **designed specifically for each unique skin type** and made entirely without the use of petrochemicals, parabens or synthetic preservatives.

[To view our full product line, browse our full list of ingredients or locate a store near you, click here.](#)

Inside the Institute - Contest Winner



This past summer we took the first step in laying the foundation for the Pangea

Institute by hosting The

Pangea Institute Architectural Design Contest.

Under the leadership of **Civil Engineer, Jon Previtali**, who generously dedicated his time, talent and passion for sustainable design, we cast our net wide, inviting the national public to design a mixed-use community plan that will one day house the Pangea Institute, the Pangea Organics manufacturing facility and community housing.

Next we formed a design award jury, inviting members of the local community to volunteer their expertise in the field of sustainable architecture and design. **Jurors included:** Mark Broyles, Architect/Urban Planner; Julee Herdt, Professor of Architecture, University of Colorado; Jeff Sheppard, Architect; and John Zhai, Assistant Professor, Department of Civil, Environmental and Architectural Engineering, University of Colorado.

We received a total of **eight qualified submissions** from seven states: Belmont, California; Denver, Colorado; Golden, Colorado; Houston, Texas; Jackson, Wyoming; Muncie, Indiana; Orlando, Florida; and Rochester, Minnesota. Jurors rated submissions on the following **criteria**, as outlined in the contest proposal: Art; Economics & Ecology; Energy; Nature; Freedom, Privacy & Fairness; Health; Education; Water; Transportation; Style; Construction; Growth; Spaces & Capacity.

- First place was awarded to **Mark Gerwing of Alchemy Architecture** and his team of architects based in Golden, CO.
- Second place went to **Adam Ferrari** from Rochester, MN.
- Third place was awarded to **Fred Andreas from UNiT design studio** in Denver, CO.

Honorable mentions went to: John and Reyna Herrera and teammate Yonny Rios (Houston, TX); Joshua Doolittle (Jackson, WY); and Joseph Yates (Orlando, FL).

The Pangea Institute will serve as an education center and small business incubator, where classes and workshops on environmentally and socially responsible living/business practices will be offered. We sincerely thank each of our contestants for their invaluable contribution to the growth of the Pangea Institute.

[To view a PDF of the winning contest proposal, click here.](#)

Best New Green Product 2006!



Pangea was awarded **first place** in the category of **"Green/Environmental Impact,"** at Natural Products Expo East in Washington, D.C. in September 2005. The award, based on votes cast by attendees, recognized Pangea's new product innovation and design and was a direct result of the company's recent collaboration with internationally- acclaimed branding firm IDEO in San Francisco, California. Pangea's handcrafted, organic bar soap **Malagasy Cinnamon Cassia with Cloves** led the company to victory.

[To read the official Press Release from New Hope Natural Media, click here](#)

Compost your Soap Carton in your Own Backyard!



We have gone to great lengths to offer our consumers packaging that meets our high-quality product. Our new **Soap Cartons** are made from **100% post-consumer** paper that is **biodegradable** and can be **composted in your backyard!!**

Our new line of facial care is brought to you in **glass**, the most recyclable material available. Our lotion bottles **#2 HDPE** plastic are **screen-printed**, saving the waste of labels. Soon, too, our shower gel and liquid soap bottles, also **#2 HDPE** plastic, will be screen-printed. We are

doing our best to do our part, please help by doing yours. Compost your soap cartons and recycle your empties!

Valentine's Day Gift Boxes by Pangea



Treat your loved one as you would love to be treated with Pangea's organic **Valentine Day Gift Boxes** tied with love in a Pink & Orange Ribbon. A beautifully hand written Gift Card is included with your personal love note.

[To purchase a Valentine's Gift Box, click here.](#)

The Bar Soap Formerly Known As



Amongst many of the changes we have recently undergone, name changes are but a few of them. The product formulations are exactly the same. We just felt it was important to **highlight our main ingredients** as well as their **country of origin** for a variety of reasons.

Although many of our ingredients are organically grown in the U.S., some are simply not available here. By highlighting countries of origin on our product labels, we hope to bring awareness to the global community of which we are all part, as well as, to remind us all just how far-reaching Pangea's support of organic agriculture really is. In turning to our international neighbors, we source **fair trade**, organic ingredients whenever possible.

Sensitive Skin & Noses



Many of our customers with skin and nose sensitivities, or allergies, have sworn by what was once called our "Pure & Scentless" bar soap and shower gel. We have learned from them that it is extremely difficult to find good products without all the added aromas. When many of our loyal Pure & Scentless customers first learned of our re-branding and name changes, they wrote in to say, "I cannot live without your Pure & Scentless!" Well, never fear, **Pure & Scentless is still here!** Although we have

discontinued the Shower Gel, our Pure & Scentless Bar Soap is now called **Tunisian Olive Oil & Coconut**. Do not be fooled by the name. We chose to highlight "Coconut" because, like Tunisian Olive Oil, Coconut Oil is one of the four main ingredients in all twelve of our bar soaps. Coconut Oil is known for its regenerative properties.

Other Name Changes of Note:

- **Green Tea Mint** is now Indian Green Tea with Mint & Rose Petals.
- **Lavender Aphrodisia** is now Pyrenees Lavender with Damiana Tea.
- **Cinnamon Spice** is now Malagasy Cinnamon Cassia with Cloves.
- **Oatmeal Love** is now Oatmeal with Italian Bergamot.
- **Dhyana** is now Canadian Pine with White Sage.
- **Manipura** is now Indian Lemongrass with Rosemary.
- **Zen** is now Italian White Sage, Geranium & Yarrow.
- **Pure & Scentless** is now Tunisian Olive Oil with Coconut.
- **Citrus Grove** is now Egyptian Fennel with Grapefruit & Sweet Orange.
- **Tea Tree Lavender** is now Australian Tea Tree & Lavender.
- **Ylang Ylang Neroli** is now Malagasy Ylang Ylang & Linden Flower.

[To see your favorite Pangea product with a new name, click here.](#)

We were Nominated for a Fast50 Award!



Recently, Pangea was **nominated for *Fast Company Magazine's Fast50 Award***. Thank you to all of you who wrote in your support. Here is what some of you had to say about us:

They set a higher standard - to make products without harming the earth - it's where we need to go in every industry to ensure a healthy existence for everyone and everything under the sun. **Hannah – Los Angeles, CA USA**

Pangea makes great products, and their devotion to progression in organic body care, as well as ethical treatment of their employees and the natural world is commendable. **Nate Moore - Boulder, CO USA**

We should all strive for safe chemical free body care. With no formal regulations regarding ingredients used in body care products we must trust in what the manufacturer tells us. Pangea is trustworthy and goes above and beyond to be sure all ingredients are clean and truthful. Packaging is also well thought out to eliminate

excess waste. All companies should strive to be run this way. **Anne Christensen – Chelmsford, MA USA**

[To review Pangea's entry, read fan comments, or to cast your vote, click here.](#)

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