

THE 60-SECOND



SOAP LABEL DECODER

What's really in the soap you use every day?

A simple guide to help you understand soap ingredients and make a more informed choice for your skin.

Turn the pack around. Read the label. Choose consciously.

TSUBAKI

Making sustainability desirable, and everyday living beautiful.

YOUR SOAP MAY BE PART OF YOUR DAILY ROUTINE — BUT DO YOU KNOW WHAT'S IN IT?

THE TRAP

Most of us choose soap based on brand, fragrance, price or advertising. Words such as “natural”, “herbal” and “skin-friendly” don't tell you the whole story.

TURN THE PACK AROUND

Spend 60 seconds reading the ingredient information before you buy.

Don't choose a soap only by what it promises on the front. Understand what's inside.

1. LOOK AT HOW YOUR SOAP CLEANS

Start with the cleansing and foaming ingredients.

SLS — SODIUM LAURYL SULFATE

A commonly used cleansing and foaming ingredient. Some people, particularly those with dry or sensitive skin, may find products containing SLS less comfortable.

SLES — SODIUM LAURETH SULFATE

Another commonly used cleansing and foaming ingredient.

MORE FOAM ≠ BETTER CLEANING

What matters is whether the product cleans effectively and feels comfortable on your skin.

2. LOOK BEYOND THE FOAM

PARABENS

Examples include methylparaben, propylparaben and butylparaben. They are preservatives used in some personal-care formulations.

EDTA

You may see Disodium EDTA or Tetrasodium EDTA. It is used in cosmetic formulations to help control the effects of minerals and improve product stability.

FRAGRANCE

“Fragrance” doesn’t necessarily tell you what creates the aroma. Look for information about the source where available.

[LOOK AT THE COMPLETE FORMULATION](#)

3. UNDERSTAND WHAT'S IN YOUR SOAP

Natural and botanical ingredients can be interesting — but natural doesn't automatically mean suitable for everyone.

ALOE VERA

Traditionally valued in skincare for its soothing and moisturising properties.

HONEY

A naturally occurring humectant commonly used in moisturising formulations.

SHEA BUTTER

A plant butter commonly used to give formulations a rich, moisturising feel.

NEEM & TULSI

Botanicals with a long history of use in Indian skincare traditions.

ACTIVATED CHARCOAL

Commonly used in cleansing formulations.

GOAT MILK

Traditionally used in gentle skincare formulations.

ASK: "WHY IS IT THERE?"

4. LEARN TO SPOT MARKETING CLAIMS

BE CAUTIOUS WITH CLAIMS

- “100% chemical-free”
- “Cures skin problems”
- “Removes all toxins”
- “Works for every skin type”
- “Guaranteed to remove acne”

LOOK FOR

- Clearly identified ingredients
- Complete ingredient information
- Realistic product claims
- Transparent brand information
- Information about how the product is made

TRANSPARENCY MAKES CHOICE EASIER

The more transparent the brand, the easier it is for you to make an informed choice.

YOUR 60-SECOND SOAP LABEL CHECKLIST

Save this page and use it whenever you're choosing a new soap.

✓ Did I read the ingredient list?

✓ Are botanical ingredients clearly identified?

✓ Does it contain SLS or SLES?

✓ Are the product claims realistic?

✓ Does it contain parabens?

✓ Is complete ingredient information available?

✓ Does it contain EDTA?

✓ Does the formulation suit my preferences?

✓ Is the source of the fragrance explained?

✓ How does my skin feel after using it?

SAVE THIS CHECKLIST

REMEMBER THESE 3 QUESTIONS

01

WHAT'S IN IT?

Read the ingredients — not just the front label.

02

WHY IS IT IN THERE?

Understand the purpose of the major ingredients.

03

HOW DOES MY SKIN RESPOND?

Pay attention to excessive dryness, tightness, burning or discomfort.

DON'T BUY BASED ON THE LOUDEST CLAIM.

Buy based on information you can understand. You don't need to become a cosmetic chemist — you simply need to become a more informed buyer.

CHOOSING SOAP MORE CONSCIOUSLY

The Tsubaki approach.

At Tsubaki, we believe consumers should be able to understand what goes into the products they use every day.

OUR HANDMADE SOAP RANGE

Honey • Aloe Vera • Neem & Tulsi • Activated Charcoal • Goat Milk
Shea Butter • Papaya • Red Wine • Honey Loofah • Kesar Chandan

HANDMADE

Made with care in small batches.

CAREFULLY SELECTED

Ingredients chosen with purpose.

CLEAR INFORMATION

Understand what you're buying.

CHOICE

Different formulations to explore.

Selected Tsubaki formulations are made without SLS, parabens and EDTA.

Don't choose Tsubaki just because we say it's natural. Read. Understand. Then choose what feels right for you.

READY TO MAKE A MORE CONSCIOUS CHOICE?

You now know what to look for when choosing your next soap.

READ THE LABEL.

Look beyond the front of the pack.

UNDERSTAND THE INGREDIENTS.

Know what you're choosing.

CHOOSE CONSCIOUSLY.

Choose what feels right for you.

SCAN TO EXPLORE



tsubaki.co.in

TSUBAKI

Making sustainability desirable, and everyday living beautiful.

Your next bar of soap deserves a little more thought.

Educational information only. Natural or handmade products are not automatically suitable for everyone.
If you have a persistent skin condition, allergy or significant irritation, consult a qualified dermatologist or healthcare professional.