



Mr. Iwao Iseki fixes his eyes on the reaction in a pot.

“No” to Synthetic Detergents, Which Pollute Rivers, the Sea, and Drinking Water! To Protect Our Health and Clean Water, “Shabondama Soap Corporation” Is Determined to Produce Additive-Free Soap



Shabondama Soap Corporation

A Jewel Product Made by the Five Senses of the Masters

Bubbling cream stew! Soap material is repeatedly reacted and matured in huge pots.

Mr. Iwao Iseki, plant manager, is a master of soap-making. He has been making soap for 55 years. He fixes his eyes through steam on the soap material in a pot kept at 160°C. The process of reaction and maturation for making soap, which takes one week to 10 days, is called saponification. It is the most important process of soap-making. Since a slight misjudgment on the degree of reaction and maturation directly influences the finished soap, Mr. Iseki senses minute changes with his skin, eyes, nose, and tongue and adjusts the reaction and maturation.

Interviewed and edited by CC50



Soap material bubbling and reacting in a pot.



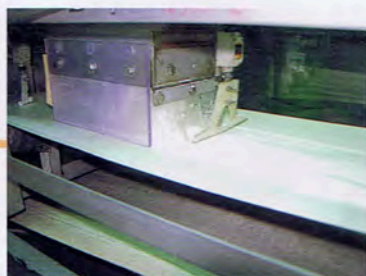
Saponification pots in the factory.



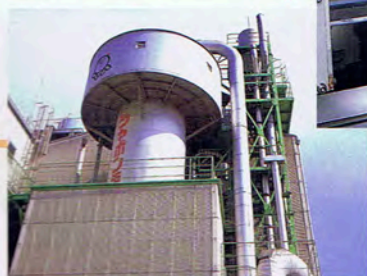
Soap material that has been reacted and matured and is ready to be taken out.



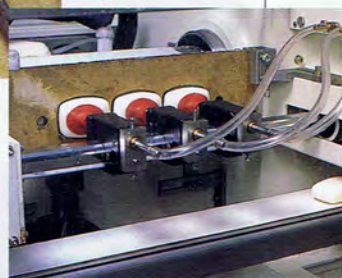
Soap powder is bagged on a conveyor to produce soap packages for laundry.



Rough powder soap is passed through a sizer to complete the powder soap.



Powder soap: Soap material is pumped up to a height of 25 m and then sprayed and dried in a spray tower to become powder soap.



Solid soap: Soap material is made into a long bar, which is then stamped with a triple stamp to produce soap bars.

Shabondama soap is a jewel product, like an artwork, that has been created by superior techniques and the keen instincts of workmen and a long history of humans, just as with how sake, soy sauce and cheese are made. It is wrong to consider that soap and detergent are the same. It is also wrong to assume that solid soap is real soap. Synthetic detergents made by large detergent manufacturers are completely different from soap. The same can be said for many detergents claiming that natural materials have been used. They are actually made by mixing additives in large quantities in a synthetic surface-active agent and are thus not good for both nature and our bodies.

Additive-Free Soap of 99% Purity Is Friendly to Nature and Humans

The headquarters and factory of Shabondama Soap Corporation is located in an industrial area in Wakamatsu of Kita-Kyushu City, Fukuoka Prefecture. This is the base where Mr. Morita, president of the company, has been accusing synthetic detergents of their harm and fighting against large soap manufacturers and their supporting scientists.

In 1964, Mr. Morita inherited Morita Store, a soap wholesale store that was the predecessor of Shabondama Soap.

However, he totally stopped selling detergents as soon as he came to know that synthetic detergents, which had been a cash cow, are not good for us, and in 1974 he switched to the production and sale of additive-free soap, which is friendly to humans and the environment. Since then, he has been producing additive-free soap for 29 years under the philosophy that "the company protects human health and clean water."

The materials are high-quality natural oils and fats, and caustic soda. Additives, such as perfume, bleach and moisturizer, are not used at all. In addition, the company adopts the saponification method for maximizing the benefits of the soap, instead of the neutralization method, which many soap manufacturers use (the method in which oils and fats are first decomposed into fatty acids and glycerin, and alkali is added to the fatty acids to produce soap, taking only 4 ~ 5 hours to finish).

The purity of the produced soap is 99%. This almost impossible purity is achieved by high-quality natural oils and fats, the techniques of the workmen, and particularly Mr. Morita's strong passion and belief, which allowed him to have practiced his company philosophy and to have overcome many hardships.

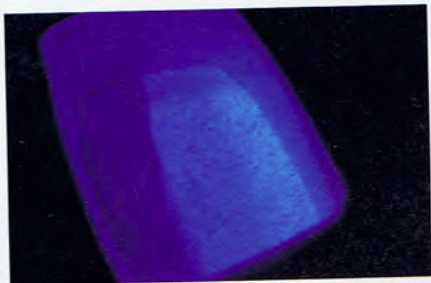
Solid Soap and Powder Soap

Soap material matured in pots is sent to a line for solid soap and to another for powder soap. For solid soap, the soap material is vacuum-dried into chips, which are then kneaded into a long soap bar. The soap bar is stamped with a triple stamp to make soap bars in an ordinary size, which are then dried and packaged. For powder soap, the production process is as shown above.

Synthetic Detergents Killed Tubifex Worms

"The more I study synthetic detergents, the more I am afraid of it," says Mr. Morita. He himself suffered from eczema when he was selling synthetic detergents. Synthetic detergents mostly contain artificially-synthesized chemicals, as the word indicates. Although many of them are sold with beautiful catchphrases such as "a vegetable detergent," "friendly to the skin," "whiteness and fragrance," they actually damage nature and our bodies.

Synthetic detergents contain a lot of chemical compounds, such as "synthetic surface-active agents," "fluorescent whitening agents," "zeolite (aluminum silicates)," "salts of edetic acids (sequestering agents)," etc. Especially, "fluorescent whitening agents" and



A synthetic detergent containing a fluorescent whitening agent gleams pale under a black light.



In the factory tour, a tour guide explains to the visitors the difference between synthetic detergents and additive-free soap, giving some experiments.



Mr. Iseki mixing EM in soap material to make an EM soap prototype.



Dr. Higa seeing the trial production of EM soap. He says with a smile, "It smells good."



EM powder soap being bagged.



With completed EM powder soap in his hand, Mr. Takahashi, executive director of Shabondama Soap, says, "It slightly smells of EM."

"zeolite" are ingredients indispensable for synthetic detergents. This is because synthetic detergents are less capable of removing stains and dirt than soap, and it is therefore necessary to make washed clothes look whiter after washing. "Zeolite" is an aluminum compound that replaces phosphorous and is for improving the washing power of the detergent. "Fluorescent whitening agents" are for enhancing the whiteness of the washed clothes.

"Aluminum" is suspected to have a causal relation with Alzheimer's disease. And "fluorescent whitening

agents" are substances whose carcinogenicity is being questioned, and their use is restricted by the food hygiene law and the pharmaceutical law in Japan. It is frightening just to think of washing clothes and our bodies with such synthetic detergents.

What will happen if such detergents are drained into sewers? They kill Tubifex worms, which decompose organic substances, in a day. Water fleas and killifish are no exception, either. Since detergents are used and drained everyday, they are more harmful than pesticides.

"Although Japan developed economically as a result of seeking convenience and low prices, it also increased the number of people who suffer from atopy, allergy or cancer. We are now paying a high price for the development. Therefore, I think that we need to change our way of living and to value the lifestyle that will bring Tubifex worms back," says Mr. Morita, hoping to protect water, life and our future.

Great Hopes on EM and Shabondama for Creating an Ideal World

On August 22, 2003, Dr. Higa was at the factory of Shabondama Soap. In the factory, where the odor of soap softly drifts, a smile broadened all over his face. It was because a prototype of the totally new EM soap, which can allow EM to fully exhibit its power, was just completed. Dr. Higa picks up a pinch of it and puts it in his mouth to taste it. "This is good. I am satisfied 300%." "I think an ideal lifestyle has

now become realistic." His short words convey his great hopes.

The merits of Shabondama soap have been known among EM users, and the possibility of EM has been often told to the company. Now the two have begun to unite.

The union of the additive-free soap, which protects our health and clean water, and EM, which has the power to revitalize nature, is now giving birth to a dream technology that would change our lives from "the life for protecting nature" to "the life for revitalizing nature."

The Best Efforts to Bring True Products to Customers

Shabondama Soap has not only been producing true products that are good for both humans and the earth, but also continued various activities to protect the environment. The promotion of recycling, the reduction of wastes, and the saving of energy led the company to receive the award of "A Superior Energy Management Factory (by the Kyushu Local Electric Power Rationalization Association) in 1998 and the award of the Environmentally-Friendly Company from the prefectural governor of Hyogo Prefecture in 1999, as well as the certification of ISO 14001 in 1999.

In addition, the company's high spirit to be willing to produce true products that are friendly to both humans and the earth is also seen in its attitude that it does best to respectfully respond to each customer's problem and inquiry.

Shabondama Soap Corporation is exactly one of the companies necessary for this century of natural environments.



For saving energy, only the lights above the line being in operation are turned on. The floor is made of wood.



The company's call center responds respectfully to each customer's problem and question.



The company's uniforms are made of fiber recycled from PET bottles.



Products of Shabondama Soap

Shabondama Soap Corporation

Established in May 1949
Capital: 300 million yen

Group Businesses

Shabondama Sales Corporation

Established in March 1987
Capital: 99 million yen

Shabondama Honpo Corporation

Established in May 1975
Capital: 49.5 million yen

Shabondama Planning Inc.

Established in June 1995
Capital: 49.5 million yen