

# Worldwide stage for Yorkshire soap star

**Kathryn Moore**

A YORKSHIRE couple were so impressed with a soap that cleared up their daughter's eczema that they took over the company and are now marketing it around the world.

Nigel and Jane Stansfield had searched in vain for something to treat their nine-month-old daughter Sophie's skin condition – and then stumbled by chance on a soap made in Holmfirth, West Yorkshire.

Within a month of Sophie's using The Original Health Soap, her eczema had cleared up and now she only suffers occasional flare-ups.

The Stansfields, of Wilshaw near Holmfirth, were so impressed that they bought a controlling stake in the company and plan to give the soap much wider distribution, believing it will be a winner with parents of children suffering skin problems.

Mr Stansfield said: "We had heard about a special soap that could be used for skin conditions from a friend who had used it to clear his daughter's cradle cap."

Sophie had been suffering from eczema for five months when the couple bought the soap and took it with them on holiday. "We noticed an improvement quite quickly from using the soap but we were quite sceptical," said Mr

Stansfield. "We thought it might be the sunshine on holiday or the water. We persevered after we got home and it did the trick. Now she only has occasional small flare-ups."

The soap was invented by brothers Albert and Eric Rutter in 1990. They discovered the formula in attempting to produce a soap that would float in the bath. Before the Stansfields became involved the products were sold in small quantities by mail order and there were no plans to market or develop them.

Then a year ago, the Stansfields became in the marketing and distribution. They are now majority shareholders, and since setting up a website interest has poured in from around the world. Trials of the product have been run in China, Australia, New Zealand and Malaysia.

Mr Stansfield, who has a background in marketing, says the soap has been found to be beneficial for a range of skin conditions including acne, psoriasis and eczema, and believes it works because it is a throwback to an age before modern additives.

"We don't know why it works. There is no secret ingredient, it is just the way it is formulated. We are probably going back to the kind of washing products our grandmothers used.



"More and more aspects of modern life including the products we use are having an adverse effect on people's skin."

The range currently includes soap bars and a hypo-allergenic washing powder. The company is launching a skin moisturiser later this year and has plans to develop a range of haircare products.

The business has received assistance through the West Yorkshire Ventures High Growth Start-Up Programme, a specialist scheme to support start-up businesses with high growth potential and ambitious plans.

The company now employs four staff, and expects to achieve £1m turnover within the next 18 months.

"The potential of this product is so great that we will be looking to double our staff in the next six months just to be able to pursue the venues that are opening up with new products and new markets," Mr Mansfield added.

For more information visit [www.theoriginalhealthsoap.co.uk](http://www.theoriginalhealthsoap.co.uk) or call 01484 688275.

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