

For immediate release:

Contact: www.4SistersSoaps.com

Ellen Zagorsky Goldberg Mama@4SistersSoaps.com

The 4 Sisters Soaps Story!

What do you get when you cross an entrepreneurial-minded mom with four creative daughters? A growing company whose motto is “Funky Soaps 4 Funky Folks”!

4 Sisters Soaps specializes in unique handcrafted soaps all made (as the label on each states) “With Laughter & Love” by four sisters, ages 1-11, and their mother. Ellen Zagorsky Goldberg, the “Founder and Mom” of the company says “we work together, and it’s a crazy-but-fun experience for all of us”.

The family got their soap-making start in 2004, when Ellen’s aunt gave her daughters a kit for making soap. By the time the girls had made the two soaps possible from the kit, they were hooked on this hobby. “What mom wouldn’t like a hobby where the cleanup is so easy?!” asks Ellen. “Just add water, and the kids and all the supplies are clean!”

Ellen, a registered nurse with a master’s degree in pediatric nursing, also likes that the soaps make hand washing fun: “One of our regular customers is a piano teacher. She says all of her young students ask to use the bathroom during lessons so that they can check out what new soaps she has each week. Then she hears the water in the sink run and run while they do a long hand washing!”

The sisters like the creativity involved in the business. They have designed unique creations like a ‘Best Friends’ soap that comes apart into two pieces and a ‘painted toesies’ foot-shaped soap that looks like its had a pedicure! Even the baby was the inspiration for an entire line of baby-themed soaps that are perfect favors for baby showers and naming ceremonies, or as gifts for new parents.

The creative aspects are only part of the equation here. “I really like that my kids are learning about how to run a business, as well as dealing with the more difficult sides of it, such as following-through with a big order, even if it gets boring making the same soaps again and again,” Ellen says.

The family also likes the growth potential of 4 Sisters Soaps. As the girls say, “Everyone needs soap!”

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4 Sisters Soaps Product Information:

All of our products are made with glycerin soap base and cosmetic-grade colors, scents and (sometimes) glitter.

Some of our products have goodies like toy dinosaurs embedded in them, or may look and smell yummy enough to eat. Therefore, we ask that you use common sense in deciding when your child is old enough to use our soaps only on the hands, and not in the mouth!

Some of our products are handpainted with soap-specific paints. The paint on soaps is largely for decorative purposes. Some people keep their painted soaps just to look and smell pretty in their bathroom or on their dresser. If you want to actually wash your hands (!), here's what extensive testing by the 4 Sisters Soaps crew has found: Wet your hands and then rub on the unpainted parts of your soap. Enjoy!