



Queen Of Aleppo

PRESS RELEASE

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Queen of Aleppo Launch 100% Natural Olive Oil Soaps

As a legendary temptress, Cleopatra's skincare secrets stretched beyond eyeliner and bathing in milk – olive oil was vital for her complexion and shining hair and **Queen of Aleppo**, a luxurious 100% natural soap crafted from olive oil and laurel oil, is proving that ancient techniques can work wonders when turning back the years.

Sophia Loren, (76), voted the world's most natural beauty, also advocates the beauty benefits of bathing in virgin olive oil. The skin-enhancing qualities of the royalty of Aleppo soaps, from www.queenofaleppo.co.uk, containing up to 40% laurel oil to refresh and purify, and moisturising olive oil provides the ideal way to naturally cleanse and beautify all skin types.

Produced in northern Syria by an elite group of soap makers using techniques dating back over a thousand years, Queen of Aleppo soaps are handmade during the winter. After drying on aerated racks, Queen of Aleppo soaps are placed in special subterranean chambers for months to be aged – much like vintage wines. During the process, the soap changes to a deep gold colour, becoming even more gentle as the ph level naturally changes to match that of skin.

Suitable for cleansing all skin types, from babies through to mature skin; sensitive skin and inflammatory conditions such as eczema and psoriasis can also respond well to the gentle soothing actions of Queen of Aleppo soaps. A perfect travel space-saver, the range can also be used to cleanse hair, reduce dandruff and is the only soap that is impossible to lose in the bath as it floats in water!

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Free from chemical additives, parabens, preservatives, artificial colourings or synthetic fragrances, Queen of Aleppo soaps have not been tested on animals. Available in the classic rectangular block (200g – 220g, £6.95 - £8.95) or as pressed round soaps (110g – 150g, £4.25 - £5.25), all with the iconic Queen of Aleppo stamp, each bar is long-lasting and retains its form due to the extended maturation process.

Platinum Queen of Aleppo soaps contain 40% laurel oil and are suitable for very dry skin. Gold Queen of Aleppo soaps contain 20% laurel oil and are perfect for moderately dry skin, whilst the Silver Queen of Aleppo range is ideal for normal skins, with its 12% laurel oil content. A convenient pump action Queen of Aleppo liquid soap (£10.95) combines 50% laurel oil – known for its sought after antiseptic and soothing properties, with olive oil to cleanse and moisturise hands each day.

For further information on Queen of Aleppo, including how to become a stockist, visit www.queenofaleppo.co.uk

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