

A SIDE-BY-SIDE LOOK

# Hugging Bubbles: The Artisanal Difference



CATEGORY	HUGGING BUBBLES ATELIER	STANDARD HANDMADE SOAP	COMMERCIAL "BEAUTY" BARS
Formulation	Bespoke & seasonal recipes tailored to purpose and skin or scalp type	One base recipe used for most bars	Mass-produced; contains SLS, sulphates, and synthetic detergents
Oils & Butters	Facial-serum grade Cupuaçu, Murumuru, Camellia, Black Seed; Coconut-free & no filler oils	High coconut, generic olive and palm blends	Petroleum-based fillers, coconut, palm, and chemical hardeners
Liquid Base	Fresh leaf & flower teas, house-distilled hydrosols, fresh aloe, rice milk, and fresh fruit & vegetable juices	Plain tap or distilled water	Tap water and chemical solvents
Botanicals	TCM & Ayurvedic herbs slow-infused in-house into our premium oils for maximum potency	Store-bought dried herbs or botanical powders	Synthetic extracts and artificial "botanical" scents
Raw Materials	Whole roots, seeds, and silk cocoons; hand-cut and ground in-house to preserve potency	Pre-ground botanical powders or commercial liquid extracts	Synthetic lab-created "actives" and chemical fillers
Process	Hand-blended from start to finish — no stick blender, no shortcuts	Stick-blended for speed and convenience	Machine-mixed, machine-pressed
Wisdom	Rooted in decades of Traditional Chinese Medicine and Ayurveda study	Basic natural soap formulas	No herbal or energetic tradition
Fragrance	Pure essential oils and natural extracts	Fragrance oils labeled "phthalate-free" when possible	Artificial perfumes with phthalates
Colorants	Mineral clays, herbs, and root powders	Mica colors and lakes	Synthetic dyes and FD&C colors
Feel on Skin	Nourishing, soft, and intentionally gentle	Can feel tight or drying for sensitive skin	Often stripping, leaves skin squeaky and dry
Longevity	Long-lasting bars with proper care	Average lifespan in the shower	May crack, mush, or dissolve unevenly

EST. BITTERROOT VALLEY

*Experience Pure Botanical Luxury*