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### SEXED-UP SOAPS

“Proudly New Zealand” company B\_E\_E has thrown down the gauntlet before the “big soaps” with a young team assembled by creator Brigid Hardy who modestly claims that her company creates beautiful cleaning products to make life better and save the world. Design integrity from the ground up ensures this new range, already making its move into North Island supermarkets, is a DIY success story mixing eco-ethics, high performance and cheeky packaging. While most household cleaning products are, unlike today’s toiletries, still the kind of thing people hide under the sink, B\_E\_E’s range is designed to be seen, with packaging by designworks that eschews the typical greens and blues of traditional branding in favour of understated white and appealing strap-lines – and the eye-watering smell of bleach has been replaced with a blend of essential oils. Also above board about its “green” position, B\_E\_E’s use of natural

ingredients (coconut, palm oil, sugar and Kawakawa) has qualified it for the Government’s Environmental Choice certification, the first and only range on the NZ market to have done so. Hardy points out that, while some eco products have a reputation for being just as gentle on grime as they are on the environment, independent tests have proved that B\_E\_E’s products also outperform the market leaders. The B\_E\_E philosophy is supported by a friendly, easy-to-use website

([www.beautyengineeredforever.com](http://www.beautyengineeredforever.com)) that ties in cleanly with the packaging’s colour coded aesthetic and provides users with a digital environmental newsletter.

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