



Voila Natural Brings Black Soap Benefits To Amazon

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Voila Natural, a company in Colfax, NC, that focuses on health and beauty products, has today released information on the benefits of African Black Soap, an all-in-one product that can be used as a facial cleanser, body wash and shampoo bar. The product is currently available on Amazon for an introductory price of \$12.50, a discount of 37%, and comes packaged with a bonus facial oil to seal in moisture after cleansing. The product has received many positive reviews and the company hopes that more people will discover the amazing benefits of Black Soap.

What is Black Soap? Although popular for centuries in other parts of the world, African Black Soap was relatively unknown in the United States until recently. As consumers increasingly read labels and grow more alarmed at the amount of chemicals in their skin care products, African Black Soap is emerging as a naturally organic alternative to all those chemically laden skin care products.

What does Black Soap do? African Black Soap, sometimes referred to as ABS, is known to benefit oily skin and to control blackheads and breakouts. It is believed to be a best soap for acne. When used as a shampoo bar, Black Soap uses include controlling dandruff and leaving the scalp nourished with no itching and flaking.

Voila Natural's pure Black Soap can reduce discomfort from mild eczema and psoriasis and is thought to be healing for other troubled skin conditions such as itching and rashes. It soothes razor burn after shaving. Its deep pore cleansing and gentle exfoliating properties improve oily skin and acne prone skin. The natural acne soap creates a rich lather that helps to cleanse, protect and nourish the skin while benefiting face breakouts and back acne.

Voila Natural's raw Black Soap is made by hand in Ghana from a traditional family recipe that has been handed down through generations. Black soap ingredients include only locally gathered naturally organic materials. Voila Natural's best Black Soap includes intensely moisturizing ingredients of coconut oil, palm oil, palm kernel oil and unrefined shea butter from a Fair Trade women's cooperative. Consumers can feel good knowing that their purchase helps improve the quality of life for rural African women and their families

According to Elizabeth Martin, Voila Natural's co-founder, not all Black Soap available on the market today is authentic. With the soap's increasing popularity, consumers have to be very careful when shopping. "Some brands are not natural at all. These impostors are highly processed products masquerading as Black Soap," says Martin. "They are often dark black in color and hard in texture. These phonies are smooth and shiny and contain preservatives, animal fats, artificial dyes and fragrances," she says. "In contrast, real Black Soap is not actually black at all. Instead, authentic African Black Soap is a soft textured, brown, all natural soap that is jam packed with large amounts of vitamins A and E, iron and other minerals and all the benefits of deeply nourishing plant oils."

Real Black Soap is soft enough to be cut easily with a butter knife. Martin recommends that the bar be cut into smaller cubes and that the extra pieces be kept in a sealed container or plastic bag until ready to be used. After use, she suggests that the soap be allowed to drain well and then be stored in a dry area. Because the soap absorbs moisture easily, never let the soap sit in water to keep it from melting away.

The reviews on Amazon have been highly positive. "This is some amazing soap," says Sandy. "When I use it I feel so clean and squeaky. My skin feels soft and moisturized. I like the fact that it is chock full of natural products and is good for my skin. I especially liked the free gift of the oil that came with the soap. I mixed it with some lotion and got an amazing product myself. I like the fact that the oil absorbs into my skin without leaving it feeling oily." Martin notes that a few drops of the premium face oil can be added to the lather when washing, or a few drops can be patted lightly on the skin after washing. Voila Natural's high performance facial oil will lock in moisture for anti-aging benefits and will help prevent dry skin.

When purchasing the product from Amazon, customers receive two bars of Voila Natural's 100% raw and organic African Black Soap. Furthermore, for a limited time, customers will also receive a bonus travel-size face oil with every purchase.

About Voila Natural?

Tapping into the power of nature, Voila Natural's signature product collections combine the finest rare and beautifying ingredients from around the world. At Voila Natural the creation of exceptional nature-derived skincare is an art form cultivated by a team of certified organic skincare formulators and expert luxury cosmetic chemists to deliver pure products derived from the most authentic and natural sources. We're experienced and it shows. Formulated with the highest standards of quality and purity, we are fiercely dedicated to exceeding consumer expectations. From the first contact to the last, our products won't disappoint.

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