**Soap Cauldron Announces New E-Commerce Website**

SANTA ROSA, CA, Oct 8, 2012 -- Soap Cauldron, a handcrafted natural soap boutique, has launched a new custom-designed website with full e-commerce capabilities, featuring intuitive, simple navigation for enhanced usability and a secure mobile site. [SoapCauldron.com](http://soapcauldron.com/) is an online provider and industry authority of natural bath products as well as the soap-making process.  
  
Soap Cauldron’s mission is to empower online and in-store consumers with a choice of soaps and skincare that is natural, functional and beautiful. Their line of artisan bar soaps is sold under the [Three Sisters Apothecary](http://soapcauldron.com/in-the-cauldron/3-sisters-apothecary/) brand and is available at fine natural retailers and boutiques throughout California. These bars provide an effective and gentle cleansing experience without synthetic ingredients. Handcrafted in small batches in the centuries-old tradition of soap-making with gourmet oils, butters, essential oils and botanicals, these soaps cleanse and nurture skin while retaining the glycerin created during the soap-making process.

True soaps are the result of a chemical reaction between vegetable fats, water and lye. When combined, they transform into glycerin-rich soap through the process of saponification. Glycerin, which attracts and retains moisture on the skin, is removed by most commercial soap manufacturers and sold to other industries. According to Emma Mann, owner and soap artisan, “with handcrafted soaps, glycerin remains intact in the soap resulting in a mild, pure soap that gently cleanses the skin without being harsh, irritating or drying.”

[Three Sisters Apothecary](http://soapcauldron.com/in-the-cauldron/3-sisters-apothecary/) bar soaps are a return to a time when soap was made with care and precision. Mann states, “Today commercial soaps are mass produced in large factories using the most economical ingredients. Often they contain some or all synthetic detergents; most have the glycerin removed. Few people realize that what they think of as bar soap is in fact not natural soap and is the primary reason they experience skin dryness and itchiness upon leaving the shower which is often presumed to be skin sensitivity.”

[SoapCauldron.com](http://soapcauldron.com/) provides a secure and engaging website for consumers to experience the simple luxury of pure, natural soaps. Learn more about soap-making and purchase handmade soaps at [soapcauldron.com](http://soapcauldron.com/). [SoapCauldron.com](http://soapcauldron.com/) was designed and implemented by [NuAlchemy Marketing & Web Development](http://www.nualchemymarketing.com/). For additional information on this release or Soap Cauldron contact Emma Mann or visit <http://www.soapcauldron.com>

**About Soap Cauldron:**   
Soap Cauldron is a family-owned company started in 1999 specializing in natural handcrafted soaps and sundries. Soap Cauldron, based in Sonoma County, CA selects ingredients directly from nature and transforms them into nourishing and gentle products to cleanse and pamper the skin.

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