



For Immediate Release

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Primal Elements Corporate Profile

Huntington Beach, CA...For Immediate Release...

It has been a fragrant, colorful journey – and sometimes a ‘soap opera’ – for Faith and Scott Freeman since they started making soap out of their home kitchen in Huntington Beach, California. Since the husband-and-wife team founded Primal Elements as a retail store in 1993, the company has evolved into a leading manufacturer of bath, body and fragrance products that are sold around the world through specialty retail accounts. Today, outlets such as Basin, Kitson, and Z Gallerie carry Primal Elements products.

Both longtime residents of Southern California, Faith brought a background in aromatherapy and interior design to the company; and Scott, as a building contractor, knew how to visualize a project from the ground up. The couple began by opening Primal Elements, a retail store in Long Beach, where customers could create custom bath and body products using fragrances and essential oils at a “blending bar.” Enamored with the combination of quality products and hands-on customer service, Faith and Scott came up with the idea of selling Soap-by-the-Inch[®]. Using a ruler and a pastry dough scraper to cut soap they ordered in bulk and hand cut each customers order. Soon, the demand was so great that the couple began making their own uniquely designed soaps from pure vegetable glycerin blended with essential or fragrance oils in their home kitchen. It was the soap that started it all.

The store provided an environment for the couple to test their products, and when they attended their first trade show in 1996, it was clear the soaps were a hit. “It was pandemonium,” says Faith. “We gave away free samples and people were backed up into the aisles to get to us. They loved it.” Adds Scott; “We made all our expenses back in the next three months.”

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By January 1997, Scott had convinced Faith to close the store and focus on soap making, as this was now a thriving business. Faith reluctantly agreed, and soon began focusing all her creative energies on designing fragrant, highly visual soaps.

In their first facility they hired and trained a soap-making staff, all of which were hearing-impaired. Together, they have created over 100 different varieties of loaf soap in delicious fragrances such as Tahitian Vanilla, Tranquility, Grapefruit, and Green Tea. Using different colors and textures, they developed eye-catching bars with tongue-in-cheek monikers: “Yardsticks” features flamingos and classic deco colors laced with the scent of bergamot and cedar; “Watermelon” resembles a ripe hunk of summertime; and “Dragonfly” is a sophisticated blend of floral notes embedded in crisp leafy notes. Numerous holiday-inspired soaps such as Valentine’s Day “Smooches,” the freshness of spring time in “Tulips,” and the festive season of cheer in “Holiday” round out the line.

In creating “Soap-by-the-Inch,” the Freemans allowed retailers to personalize the customer’s shopping experience during which salespeople hand-slice and wrap each individual bar. “It creates an energy field in the store,” says Scott. “A crowd gathers while you cut the soap. It brings back a feeling of nostalgia for the old days.” The soaps are now available hand cut and wrapped-to-order in store or in individually pre-wrapped bars. But the basic soap recipe – combining pure essential oils or popular fragrance oils with an exclusive vegetable glycerin soap recipe that moisturizes the skin with a luxurious lather before rinsing clean away – is devotedly followed by workers who still make each five-pound loaf of soap by hand.

The innovations haven’t ended with soap. The Freeman’s have diversified, developing innovative products for every room in the house and beyond.

The Personal Care line features Sugar Whip; a creamy scrub infused with pure cane sugar to provide gentle exfoliation. The packaging is adorned with sparkling rhinestones to dress up any bathroom décor. Bubbles is a luxurious bubble bath that is detailed with lustrous pearls for a classic look. Each of these items feature favorite Primal Elements fragrances.

The exciting development of Paragel brought candles to a whole new level with innovative scents, color combinations and textures. This patented gel intermingles with paraffin wax to create Color Bowl Candles that burn longer than wax and while burning have a stained glass effect. Icon Candles feature beautifully hand jeweled glass containers with unique images and come packaged in matching hand jeweled gift boxes.

Primal Elements takes pride in its involvement with Ronald McDonald House charities and Snowball Express. Primal Elements also donates to numerous charitable organizations and their events, helping to fill auctioned gift baskets and “goodie bags” with fragrant Primal Elements products.

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Perhaps their greatest achievement to date came in June 2000, when Faith and Scott Freeman were honored as the recipients of the Ernst and Young Entrepreneur of the Year[®] award. This program recognizes entrepreneurs whose “ingenuity, hard work and perseverance have created and sustained successful, growing business ventures.” The Freemans were thrilled and delighted to accept this award on behalf of their dedication and devotion to creating innovative, quality products.

The products may be heavenly, but the Freemans philosophy is decidedly down-to-earth. Primal Elements is committed to protecting the environment and using renewable resources. The products are not tested on animals and contain no animal ingredients. The company uses replenishable resources of pure essential oils and natural botanicals, packages in recyclable containers, and encourages customers to reuse or recycle the containers. “Form follows function,” says Scott. “The product has to look good and smell good. With our minimalist packaging approach to outer cartons and wrapping, you know that you're paying for product quality, not excess packaging.” It's what consumers have come to expect from these two entrepreneurs who are as committed to Primal Elements as they are to each other. After over 30 years of marriage and two children, the Freemans have found that long-lasting commitment can reap the sweet smell of success.

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