

# White Birch Hill Introduces the New Zen Collection



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The Zen Collection is expected to generate a lot of buzz as this new collection showcases artfully designed handmade soaps to create a relaxing and serene bath experience.

Woodland, ME, August 15, 2017 (Newswire.com) - Soap Artisan Alaina Pethick from White Birch Hill is releasing the brand new Zen Collection. Each soap is handcrafted in small batches by Alaina herself using organic base oils, organic shea butter, and other high-quality vegan-friendly

ingredients. All of her soaps are cruelty-free, paraben-free, phthalate-free, and sulfate-free.

White Birch Hill is known for vegan-friendly soaps that look good, feel good and smell good. And the new collection delivers with beautiful spa inspired colors, designs, and scents.

The Zen Collection will be released to the public on August 21, 2017. The collection will be exclusively sold on the website [www.shop.whitebirchhill.com](http://www.shop.whitebirchhill.com) where the limited products are scheduled to sell out by the end of the season.

The soaps are designed to showcase relaxation and serenity with a bath experience that will make women feel as though they were enjoying a luxury spa day and falling into a tranquil Zen state of mind.

Products include ingredients like activated charcoal, pink Himalayan salt, rose clay, Brazilian clay and sea clay to capitalize on today's trends.

Some soaps are made with organic essential oils which mean women will be able to feel good in both body and mind.

The Zen collection also includes gift sets so that soap lovers can share their favorites with family and friends.

Products in the collection include bar soaps and mini soaps in Charcoal, Triple Clay, Mint and Mud, and Rose Clay, samplers, and a luxury spa gift set.

The Zen Collection ranges in price from \$6-\$54.

Alaina is excited to welcome everyone to see the new handmade soap collection they've been dreaming of.

Satisfied White Birch Hill fans are saying things like-

"Love this soap! It has a great lather, looks beautiful and smells amazing."

"Love, love, love this soap!"

"Wonderful smell and great lather. My skin felt soft, not dry."

For more information about the Zen Collection or to contact Alaina directly, please write to [pethicka@whitebirchhill.com](mailto:pethicka@whitebirchhill.com). Media high-res photos available upon request.

To receive a 20% discount code and get the latest info about sales and new products, join the VIP list at [www.VIP.whitebirchhill.com](http://www.VIP.whitebirchhill.com)

### **About White Birch Hill**

Alaina Pethick started designing soaps after she was fascinated seeing the cold process soap making method. The combination of chemistry and creativity perfectly fit her personality and interests. However, she noticed many handmade soaps appeared very plain. So she began incorporating color and design into her soap making and White Birch Hill was born.

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[www.instagram.com/wbhsoap](http://www.instagram.com/wbhsoap)

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White Birch Hill

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