

SAPONETTI

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Saponetti Essentials: Toronto's sustainable household essentials, delivered in a closed-loop packaging system.

Toronto, Ontario: Saponetti today announced the launch of Saponetti Essentials, a new refills-only line of eco-certified, Canadian-made soaps and detergents delivered in an end-to-end reusable packaging system. Saponetti Essentials - laundry soap, dish liquid, dishwasher tabs, and hand & body soap - are sold exclusively in returnable mason jars, allowing customers to refill their pre-existing plastic containers at home, and offering a new way for busy households to eliminate single-use packaging waste for everyday essentials.

"We're really excited to be introducing this line of premium household essentials delivered in a closed-loop packaging system," says Nikki Self, Co-founder CEO at Saponetti. "By offering refillables on a larger scale through regional retail partnerships, we can expand our impact and reach our customers where they shop every day."



Features and benefits of Saponetti Essentials include:

- Vegan, non-toxic, cruelty-free, biodegradable, septic-safe
- All products are sold exclusively in refundable mason jars, allowing customers to refill their pre-existing plastic containers at home.
- Jars can be returned for a deposit refund at Saponetti or through our retail partners.
- Returned jars are cleaned, sanitized, refilled and recirculated into Saponetti's refill ecosystem.

Saponetti Essentials are available at Saponetti, Fresh City Farms ([online](#)) and World Salon + Market ([instore](#)). For more information on Saponetti Essentials visit <https://www.saponetti.ca/>.

About Saponetti: A community leader in the zero-waste movement, our purpose is to promote eco-conscious living and provide ways that make it easy and rewarding to take good care of ourselves, our communities, and our planet without compromise.

Our mission:

1. To educate our communities about the importance of toxin-free, environmentally-friendly products safe for families.
2. To provide package-free solutions for cleaning and personal care essentials that help consumers live more sustainable lifestyles without compromising value.

Media Availability

To schedule an interview or for further information, please contact:

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