

<b>ACADEMIC INSTITUTION</b>	Ryerson University
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<b>PROJECT NAME</b>	Sōmi
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**NEED AND AUDIENCE**

Sōmi is a personal care brand focused on providing natural and sustainable cosmetic products that are free from toxic chemicals. Currently, 300 million tonnes of plastic a year (deriving from non-renewable resources) are being produced and 8 million tonnes of plastic ends up in the ocean. Not only is the extraction and creation of plastic emitting vast amounts of greenhouse gases into our atmosphere but it is also nearly impossible for it to break down.

Additionally, the amount of water it takes to produce a single pound of plastic is 22 gallons and it takes twice as much to produce a single water bottle. Our Project offers a collection of shampoo, conditioner, and body wash bars that are composed of sustainably produced, biodegradable and plant-based ingredients which are not harmful to the environment nor our bodies. Our concentrated bars are also produced without the use of water and palm oil. They are cruelty-free, vegan, and free from the use of non-renewable resources. Ultimately, we have a mission to prevent not only plastic but harmful chemicals from entering our ocean and landfill. Our target audience are people looking for clean body care alternatives as well as people who are concerned about the environment.

**ACTION TAKEN**

Our brand is focused on providing effective and efficient body care products to our customers. We formulate pH-balanced skin and hair care products with the highest quality. Sōmi products are derived from natural plant based ingredients that are free from harmful chemicals. They are sustainably produced and biodegradable. We source the finest ingredients that do not contain any sulfates, parabens, phthalates, silicone, palm oil, mineral oil, petrochemicals, and preservatives. We use herbs and plant extracts/infusions in our recipes.

Currently, we offer a collection of shampoo, conditioner and body soap bars but have plans to expand our offerings. Regarding pricing, we have adopted a premium pricing strategy since our products are handmade with high-quality ingredients. We do offer bundles on our online store and offer wholesale prices to retailers. For place and distribution, we have an online shop, Etsy shop, and attend local pop-up markets. In the future, we plan to have our own physical retail stores.

We are currently partnered with six retailers. Four of them sell our products through their online marketplaces. The third one, is a brick and mortar company that has two shops in Milton and Oakville. Our products are also sold at Cottage North Soapworks in Port Dover.

**IMPACT**

Our project has empowered others to tackle climate change by providing an alternative to bottled body care products. We want to make it easier for others to choose high-quality plastic free products that do not harm our planet or their bodies. Additionally, we use our brand to promote the issues of climate change and plastic

We are looking to expand our product line to face mask bars, deodorant bars, lotion bars, and more within the next two years and release them in certain seasons. We also want to improve any of our product offerings from the feedback we receive by our customers. In the next year, we want to double our sales and establish a loyal customer base. Each year we want to grow 30-50% in sales so by the next five years we are a top leading brand in the cosmetics industry.

Our liquidless bars are composed of sustainable, biodegradable and plant-based ingredients which are not harmful to the environment nor our bodies. Each bar purchased replaces up to 4 bottles of shampoo and can last you for more than 4 months! Through our 1612 products sold we have diverted 3375 plastic bottles from landfills, resulting in 562,133.65 litres of water conserved, 384.75 GHG emissions diverted, and 64.125 KG of greenhouse gasses were diverted.

<b>STANDARD METRICS</b>			
(These metrics are related only to the project presented and represent work done since March 1, 2021)			
Individuals educated on climate action	969	Businesses educated on climate action	10
Litres of water conserved	562,133.65 L	Metric tonnes of waste diverted	64.13 kg
GHG emissions diverted	384.75 KG	Dollar value of waste diverted in CAD \$	\$16,575

<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes	<b>PROJECT START DATE</b>	September 2020
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