

PALM BASED SOAP WITH GOAT'S MILK

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The formulation of soap bars has become more complex over the years due to the need to increase the functionality of the soaps. Nowadays, consumers have become very accustomed to multifunctional products. Traditionally, soaps were designed for cleaning the skin only but over time soaps began to be used as delivery system for perfumes, superfatting agents and active ingredients to the effect that the cleansing aspect has become almost secondary.

Currently, there are many types of soaps available in the market, from cheap mass market soaps to premium soaps with various types of additives such as vitamin E, aloe vera and even goats' milk.

GOAT'S MILK SOAPS

Goat's milk soaps have been in existence for a long time but the market was mainly confined to the up-market consumers due to its premium price. It is believed that goat's milk soap is able to moisturize the skin while cleansing it. This can be true due to the fact that goat's milk contains higher proportion of fatty materials than cow's milk. It contains essential fatty acids (linoleic and arachidonic acids) as well as short chain and medium chain fatty acids. In addition, it also contains calcium, vitamin B-6, vitamin A, potassium and selenium. Many people claim that besides moisturizing the skin, goat's milk soap is also able to reduce pigmentation. However, to date, there

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is no documented evidence to support these claims. Presence of the vitamins and minerals mentioned above could be the contributing factor towards these claims. However, a thorough study needs to be carried out.

HR GOAT'S MILK SOAP

The idea to produce goat's milk soap was first initiated by the owner of HR Dairy Goats. HR Dairy Goats owns 60 acres of farm with about 800 heads. The number is expected to increase to 4000 by the year 2000 making HR Dairy Goats the biggest goat farm in the ASEAN region. On average, the farm can produce 0.5 tonne of milk per day. The milk can be sold fresh or converted into cream or other products that could fetch a higher price per unit. Realizing that there is a demand for goat's milk soaps and since most of the goat's milk soaps currently on sale now are imported, HR Dairy Goats foresaw the big potential in producing soaps with goat's milk as the active component and locally available raw materials as the

base for the soaps. The collaboration between PORIM and HR Marketing was initiated with the intention to use good quality palm-based materials and goat's milk to produce the soap which is now known as HR Goat's Milk Soap. The product was launched on the 28 November 1998 in Alor Setar, Kedah and to date the soap has penetrated the Malaysian, Thailand, Singapore, Brunei and Indonesian markets. HR Marketing Sdn. Bhd. has been very successful in creating consumer awareness towards their brand and consumer feedback on the soaps has so far been very encouraging.

CONCLUSION

Palm-based goat's milk soap is one of the successful collaborations that PORIM has had with the industry. Through this collaboration, it has been proven that palm-based raw materials coupled with a locally available active ingredients, such as goat's milk, can be successfully formulated and accepted by consumers.

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