

Savvy Fit Soaps

Plant-Based Natural Skincare Made at the Jersey Shore



Thomas Ascough, founder of Savvy Fit Soaps.

Thomas Ascough and his wife, Stephanie, have built both a strong marriage and strong businesses focused on fitness, coaching, health, and motivation. Ascough's previous travels as a consultant and his propensity for healthy living led him to become an avid label reader. Almost immediately, he noticed an abundance of unnecessary ingredients listed in food and personal care items here in America.

"We wanted to use nothing but products made with natural ingredients with our children as we started our family," Ascough explained, "but we couldn't find anything truly natural, even the products in 'natural' aisles in supermarkets. They were all filled with fake colors, smells, and preservatives." He also noted the small number of products available that may have been legitimately natural were too expensive for the average person to afford on a regular basis.

"I stumbled upon a woman in Lancaster, Pennsylvania who made her products with goat's milk, and she helped me learn the process of making soap," he said. Through trial

and error, Ascough's hobby of making plant-based soap without dyes, synthetic fragrances, preservatives, and alcohols turned into his passion. He perfected his recipe, and as he gave away bars of soap to family and friends, people kept asking for more.

In 2017, Savvy Fit Soaps was born with the tagline, "Really Friggin' Natural." Named after their first daughter, Savannah, Savvy Fit Soaps have been the only products the Ascoughs have ever put on the skin of their three children.

He started bringing the soaps to fitness events, and the products' popularity soared. He said, "Now we go to almost three hundred craft events a year in the tri-state area on weekends, including local farmer's markets, and our online sales are thriving."

Ascough makes all items on the Savvy Fit Soaps line in Forked River from scratch using natural and sustainable, plant-based ingredients, oils, essential oils, butters, and exfoliants. Each bar of soap has its own recipe and unique scent, with his son, Cameron, the inspiration behind the "Cam" Bar, which is made from

an infusion of spices and herbs, including cinnamon, rosemary, clove, and turmeric, and steel cut oats as the bar's exfoliant. Ascough even created a bar with zero scent called "Nonscents." "It's for the weirdos," he chuckled.

The process Ascough uses to make the soaps involves heating oils and butters, then mixing in water and sodium hydroxide until the ingredients neutralize each other to become solids, leaving only luxurious oils and butters in place. The difference, however, between Savvy Fit Soaps and other soaps made using a similar process is that Ascough lets his bars cure for approximately six months to ensure waters and excess liquids fully evaporate. "My process helps the soaps last three times longer than others," he said, "and at any given time, I have thousands of soap bars curing."

Because each person has a unique chemistry, Ascough noted that he couldn't comment on which scent was most favored by customers. "Every nose is different, so that can vary," he said, "and the bars sell pretty evenly."

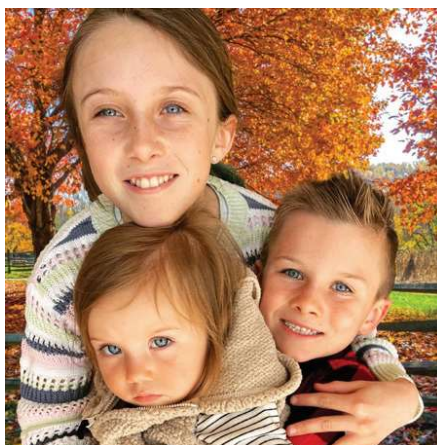
Knowing that a common complaint of natural soaps is their inability to last, he created the **Savvy Fit Soap Saver**, which is a bamboo soap tray handmade with small wood planks available in a dark or light finish that allows soaps to drain while retaining their moisture. "Soaps that can dry last way longer," he explained, "and the saver helps extend the life of the soap bars."

Another natural item Ascough created for the Savvy Fit Soaps line has become one of his best sellers. **Savvy Fit Soaps' deodorant** uses active ingredients that are natural anti-perspirants, including organic beeswax, organic oils, arrowroot, pure magnesium hydroxide, and essential oils. "Brand-name 'naturals' leave out aluminum but use fake smells," he explained, "and baking

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soda can cause rashes.” **The Defense Deodorant** features natural lavender and patchouli oils, while the **Sports Deodorant** has eucalyptus and mint oils. “Our deodorants are soft and absorbent and leave no residue or irritation to help you feel clean and smelling good all day,” Ascough said.

His children helped name Savvy Fit Soaps’ **Magic Lotion**, because, as he noted, they said the vegan lotion made with meadowfoam, jojoba, peppermint, tea tree, and lavender oils is “like magic on your skin.” Magic Lotion works as a natural sun and bug repellent and keeps skin clean and soft while being a safe product for everyone in the family. Savvy Fit Soaps’ **Alive Whipped Body Butter** is made from organic cocoa butter, organic mango butter, organic coconut oil, organic extra virgin olive oil, organic cold pressed virgin shea butter, Vitamins E and C, and rosemary extract as a preservative. Botanical extracts of mango and coconut lend their scents to give it a pleasing aroma.



courtesy of Thomas Ascough

The Ascough children.

Savvy Fit Soaps is truly a family operation. His children help by assembling packages and boxes, adhering stickers to the packaging, and helping to prepare orders for shipment. Inventory is stored at a nearby off-site warehouse.

The company prides itself on offering affordable product prices and sharing authentic reviews on their social media pages and website. Ascough is quick to recognize the

help of his friends, Anthony Malagoli and Christian Cornier, who helped him build the Savvy Fit Soaps brand. “Both helped me a lot, and I am grateful for them,” he said.

When a dream meshes with confidence and hard work, the result is success, and that is what Savvy Fit Soaps represents. “I’m not the only person who believes in this,” Ascough said. “By spreading our mission and products, we grow as the people around us grow, too.”

—Jill Ocone

Editor’s Note: The products at Savvy Fit Soaps are available for sale as both individual units and in curated packages on their website at www.savvyfitsoaps.com. Readers of Jersey Shore Magazine can use the discount code JSM20 on their first order to receive a 20% discount and free shipping on orders over \$20. Find them on social media at: Facebook: www.facebook.com/savvyfitsoaps; Instagram: @savvyfitsoaps; Twitter/X: @savvyfitsoaps.

SAVVY FIT SOAPS’ PRODUCTS *****

SOAP BARS

Zest Ever Bar: lemon and rosemary (no exfoliant)

Defense Bar: lavender and patchouli with oatmeal exfoliant

Momintum Bar: spearmint and peppermint with oatmeal exfoliant

Cam Bar: spice and herb fusion (cinnamon, rosemary, clove, turmeric) with steel cut oat exfoliant

Cross Bar: neroli, birch, and cedar with chamomile exfoliant

Buddy Bar: tea tree and lavender with rock and bud exfoliants

Bootea Bar: green tea, ginger, and alfalfa with bamboo exfoliant

Star Bar: anise, frankincense, and orange with coffee exfoliant

Sports Bar: eucalyptus and tangerine with charcoal exfoliant

Forever Bar: ylang ylang, amyris, and juniper with oatmeal exfoliant

Nonscents Bar: nourishingly boring with apricot seed exfoliant

DEODORANTS, BODY BUTTER, LOTION, & SOAP SAVERS

Defense Deodorant: lavender and patchouli oils (complements the Defense Bar soap)

Sports Deodorant: eucalyptus and mint oils (complements the Sports Bar soap)

Alive Whipped Body Butter: botanicals of mango and coconut

Magic Lotion: meadowfoam, jojoba, peppermint, tea tree, and lavender oils

Savvy Fit Soap Saver: handmade with bamboo wood planks to help extend the soap bar’s life



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