

Angry Mother Soap Co.

Nagaland entrepreneur has scripted a success story after returning from the United States.

Akitoli Suu, after studying and working abroad in the US and the UK as an expert on nutrition started adopting a natural way of living. The Dimapur based entrepreneur started thinking about the chemicals that are present in everyday products.

Her focus immediately went to soaps and found that only a few soaps were chemical-free. They were not only bad for the environment but were also not skin-friendly. Soaps available in the market are heavily concentrated with chemicals like parabens, surfactants, triclosan, petrochemicals, preservatives and sulfates which are deadly for one's health. Additionally, most of these chemicals strip the skin of moisture, leaving it dry and itchy while the others are carcinogenic.

Learning this urged Akitoli to start making soaps at home at least for personal use. Her further learning and research in the field led her to found Angry Mother Soap Co.

She makes organic soaps using cold-pressed edible oils of coconut, lemongrass, olive, almond while also using essential oils of lavender, cedarwood, frankincense oil, among others.

The entrepreneur from Nagaland has sold over 35,000 soaps to date and has an annual turnover of close to Rs. 6 lakhs.