Soap Active Ingredient Catalogue

Choose your actives. Choose your results. Build your brand.



Brightening
8 actives

Clear & Oil Control
7 actives

Age Care
6 actives

Deep Moisture
6 actives

How to use this catalogue

01
Choose a skin concern
Brightening, Clear & Oil Control, Age Care or Deep Moisture.

02
Pick your hero active
Read each ingredient's description, benefits and best skin type.

03
Pair your actives
Combine 2–3 ingredients into a signature formula using the "Pairs well with" notes.

04
Choose colour, scent & format
Our team will tailor it to your brand concept.

Soap bases

CP Soap (Cold Process)
Made from oils and butters by the cold process and cured on racks. Dense, creamy lather and a natural, handmade look.

Opaque Glycerin Soap
A smooth glycerin bar in a solid, opaque finish. Holds colour and actives evenly and gives a soft, gentle wash.

Soap Noodle Soap (Milled)
Milled from soap noodles and pressed into shape. A firm, long-lasting bar with sharp logo stamping, suited to larger runs.

Fruity Soap
Bright, fruit-themed bars with fruit extracts, colours and scents, such as mangosteen, tamarind, tomato and lemon.

Signature combos

Glow White
Glutathione + Rice Milk + Collagen

Bright and soft

Thai Herbal Clear
Mangosteen + Thanaka + Centella

Thai herbs for clear skin

Golden Age
Gold + Collagen + Honey

Premium gift line

Detox Men
Charcoal + Tea Tree Oil + Green Tea

Men's oil control

Sakura Dew
Sakura Arbutin + Hyaluronic Acid

J-beauty & K-beauty

Thai Spa
Tamarind + Honey + Milk

Souvenir, Thai spa

Calm Barrier

Ceramide + Centella + Licorice

Sensitive skin

SKIN CONCERN

Brightening

Dullness, uneven tone and dark spots are the top skin concerns in Thailand, where strong sun and daily pollution take their toll. The actives in this group are selected to help skin look brighter, more radiant and more even with regular use. This is the best-selling category in the soap market and an ideal choice for a brand's first, easy-to-sell product.

Glutathione

BEST FOR
Dull or sun-tired skin

PAIRS WELL WITH
Rice Milk, Collagen, Vitamin C

COLOUR & SCENT
Pearl white, soft pink · Floral, powdery

Glutathione is an antioxidant the body produces naturally, and it is one of the best-known brightening ingredients in beauty. In soap, it helps skin look fairer and rosier, reduces the look of dullness and supports a more even-looking tone with regular use. The name is already familiar to customers, so it sells with little explanation.

- Brighter, rosier-looking skin
- Reduces the look of dullness
- More even-looking skin tone

Sakura Arbutin

BEST FOR
Pale or tired-looking skin

PAIRS WELL WITH
Hyaluronic Acid, Rice Milk

COLOUR & SCENT
Sakura pink · Cherry blossom

Sakura, Japan's iconic flower of beauty, is paired with arbutin, a nature-derived ingredient widely used in brightening skincare. Together they help skin look clear and rosy with a healthy, Japanese-style glow. The sakura concept also packages beautifully, making it ideal for brands targeting working women who love Japanese aesthetics.

- Clear, rosy, healthy-looking skin
- Helps dark spots look less visible
- Japanese concept, easy to market

Nano White

BEST FOR
Dull skin with dark spots

PAIRS WELL WITH
Glutathione, Vitamin C

COLOUR & SCENT
Clear white · Clean, premium cosmetic scent

A nano-sized brightening complex designed to spread evenly across the skin while you lather. Its antioxidants care for dull skin and help dark spots look less visible, for an overall brighter complexion. The word "nano" gives a modern, science-led image, ideal for brands positioned as tech-driven skincare.

- Fine particles, even coverage
- Antioxidant protection
- Brighter skin, less visible spots

Tomato (Lycopene)

BEST FOR
Tired or sun-exposed skin

PAIRS WELL WITH
Vitamin C, Honey

COLOUR & SCENT
Red-orange · Fresh fruity

Tomato is rich in lycopene, a natural red antioxidant, and high in vitamin C. It helps care for skin tired out by sun and pollution, leaving it looking fresh, radiant and full of life. Tomato soap has a beautiful natural red-orange colour that customers instantly recognise as a fruit soap, perfect for both everyday retail and souvenir markets.

- High in lycopene and vitamin C
- Fresh, radiant-looking skin
- Naturally beautiful colour

Licorice

BEST FOR
Sensitive skin with uneven tone

PAIRS WELL WITH
Centella Asiatica, Ceramide

COLOUR & SCENT
Light golden brown · Soft herbal

Licorice root has been used for thousands of years in both Thai and Chinese herbal traditions. Its extract helps even out the look of skin tone and fade dullness. Its standout quality is gentleness: it soothes the skin, making it the brightening choice for sensitive skin that cannot handle stronger actives.

- More even-looking skin tone
- Gentle and soothing
- A herb with thousands of years of use

Lemon

BEST FOR
Oily or dull skin

PAIRS WELL WITH
Honey, Green Tea

COLOUR & SCENT
Lemon yellow · Fresh lemon

Lemon contains natural fruit acids and vitamin C that gently lift away dull surface cells, leaving skin looking fresh, clean and with less visible post-blemish marks. Its citrus scent is energising from the first wash of the day, making it a great morning shower soap or a choice for oily skin.

- Gentle surface renewal
- Fresher skin, less visible marks
- Refreshing citrus scent

Tamarind

BEST FOR
Rough skin, body care

PAIRS WELL WITH
Honey, Milk

COLOUR & SCENT
Amber brown · Sweet tamarind

Tamarind is a time-honoured Thai beauty secret. Its natural AHAs (fruit acids) help remove dull, old skin cells to reveal brighter, smoother, softer-feeling skin. Tamarind soap is well known to Thai customers and a strong seller in souvenir and Thai-herbal markets for tourists.

- Natural AHA
- Smoother, brighter-looking skin
- Thai heritage, popular as souvenirs

Vitamin C

BEST FOR

All skin types

PAIRS WELL WITH

Glutathione, Tomato, Nano White

Vitamin C is the best-known antioxidant in skincare. It helps protect skin from dullness, leaving it looking brighter and more radiant, with dull patches less visible. Suitable for all skin types, it is a safe choice for brands that want an easy-selling product with broad appeal.

- Antioxidant care
- Brighter, radiant-looking skin

SKIN CONCERN

Clear & Oil Control

Thailand's hot, humid climate means skin produces more oil, pores clog easily and breakouts are common, especially among teens and young professionals. The actives in this group deep-cleanse, reduce excess oil and care for blemish-prone skin for a clearer look. The target customer is well defined and repeat purchase is high.

Mangosteen

BEST FOR
Oily, acne-prone skin

PAIRS WELL WITH
Thanaka, Centella Asiatica

COLOUR & SCENT
Deep purple · Herbal

Mangosteen, Thailand's "Queen of Fruits", has a rind rich in xanthones, powerful antioxidants that care for blemish-prone skin, reduce excess oil and help pores look refined. Mangosteen peel soap is a well-known Thai herbal product that customers trust and buy again.

- Xanthones from mangosteen rind
- Less oil, refined-looking pores
- A trusted Thai herbal ingredient

Tea Tree Oil

BEST FOR
Blemish-prone, oily skin

PAIRS WELL WITH
Charcoal, Green Tea

COLOUR & SCENT
Clear green · Natural tea tree

An essential oil from the leaves of the Australian tea tree, it is one of the world's most popular ingredients for acne-prone skin. It cleanses blemish-prone skin, reduces oiliness and leaves skin looking clear. Its distinctive fresh, herbal scent makes customers instantly recognise it as an acne-care soap.

- Natural essential oil
- Cares for blemish-prone skin
- Globally recognised ingredient

Centella Asiatica (Cica)

BEST FOR
Redness-prone, sensitive skin

PAIRS WELL WITH
Mangosteen, Licorice, Ceramide

COLOUR & SCENT
Soft green · Fresh herbal

Centella asiatica is a Thai herb now famous worldwide as "Cica", thanks to the Korean skincare trend. Its cooling nature soothes irritated skin and helps red and dark post-blemish marks look less visible, leaving skin calmer and stronger-looking. One ingredient that carries both Thai herbal heritage and the K-beauty trend.

- Soothes and calms
- Fades the look of post-blemish marks
- On-trend K-beauty "Cica"

Charcoal

BEST FOR
Oily skin, visible pores, men

PAIRS WELL WITH
Tea Tree Oil, Green Tea

COLOUR & SCENT
Black · Mint or woody

Charcoal powder has a highly porous structure that draws out dirt, dust and excess oil clogging the pores, leaving skin feeling deeply clean. The bold black bar stands out on the shelf with a clear "skin detox" image, ideal for facial soap and men's lines.

- Draws out impurities from pores
- Reduces excess oil
- Striking black, detox image

Thanaka

BEST FOR
Oily skin with small bumps

PAIRS WELL WITH
Mangosteen, Turmeric

COLOUR & SCENT
Pale cream-yellow · Soft woody

Thanaka is a Burmese beauty tradition with over 2,000 years of history. Powder from thanaka bark helps control shine, soothes skin, cares for small bumps and leaves the face looking smooth. An ingredient with a story, perfect for brands that want to tell a tale of Asian beauty heritage.

- Controls shine
- Soothes and cares for small bumps
- 2,000 years of tradition

Sulfur

BEST FOR
Very oily skin, persistent blemishes

PAIRS WELL WITH
Charcoal, Aloe Vera

COLOUR & SCENT
Sulfur yellow · Mint to mask odour

Sulfur has a long history in acne care. It reduces facial oiliness and cares for skin prone to recurring blemishes, leaving it feeling clean and fresh. Ideal for customers who have tried many regular soaps without results, it serves a niche, highly loyal customer base.

- Reduces facial oiliness
- Cares for recurring breakouts
- Niche, loyal customers

Green Tea

BEST FOR
Oily, combination skin

PAIRS WELL WITH
Tea Tree Oil, Lemon

COLOUR & SCENT
Matcha green · Green tea

Green tea is rich in catechins, antioxidants that soothe skin, reduce oiliness and leave skin looking fresh and balanced. It suits both oily and combination skin. Its clean, calming, Japanese-style scent works for both facial and body soap.

- Antioxidant catechins
- Helps balance oil
- Clean, calming scent

SKIN CONCERN

Age Care

As we age, skin loses moisture and elasticity, fine lines appear and the complexion looks duller. The actives in this group nourish skin to look more radiant, firmer and youthful. These customers have strong spending power and pay for premium quality, ideal for brands positioned at the higher end.

Gold

BEST FOR
Dull or mature skin (30+)

PAIRS WELL WITH
Collagen, Honey

COLOUR & SCENT
Clear with gold flakes · Luxurious perfume-style

Gold has symbolised luxury and beauty since ancient times. Gold flakes in soap help skin look radiant and glowing, with fine lines less visible. Gold soap stands out in both appearance and perceived value, ideal as a premium product, a gift or a brand's flagship item.

- Radiant, glowing-looking skin
- Fine lines look less visible
- Luxurious image, premium pricing

Ginseng & Turmeric

BEST FOR
Tired skin lacking firmness

PAIRS WELL WITH
Honey, Thanaka

COLOUR & SCENT
Golden yellow · Warm herbal

Two treasured Asian herbs: ginseng, the renowned tonic of Korea and China, and turmeric, a beauty staple for Thai women for generations. Together they revitalise tired-looking skin with antioxidants, leaving it looking firmer and more youthful. Ginseng-turmeric soap is a familiar, steady seller.

- Two Asian herbs in one bar
- Antioxidant-rich
- Firmer, youthful-looking skin

Collagen

BEST FOR
Dry skin lacking bounce

PAIRS WELL WITH
Glutathione, Gold, Hyaluronic Acid

COLOUR & SCENT
Milky white or soft pink · Soft, gentle

Collagen is the protein that forms the skin's main structure, and a word customers instantly link to youthful skin. In soap, it leaves skin feeling soft and moisturised, looking smooth and supple after showering, never tight or dry. It works as a supporting ingredient in almost any formula.

- Soft, moisturised, never tight
- Smooth, supple-looking skin
- Pairs with almost any active

Coenzyme Q10

BEST FOR
Urban, pollution-exposed skin

PAIRS WELL WITH
Grape Seed, Vitamin C

COLOUR & SCENT
Soft orange · Fresh, clean

Coenzyme Q10 occurs naturally in skin and declines with age. As an antioxidant, it helps protect skin from pollution, dust and daily stress, helping prevent early signs of aging and leaving skin looking fresh and energised. Ideal for urban professionals.

- Antioxidant defence
- Helps protect against pollution
- Helps prevent early signs of aging

Grape Seed

BEST FOR
Mature skin with dark spots

PAIRS WELL WITH
Coenzyme Q10, Honey

COLOUR & SCENT
Wine purple · Grape or red wine

Grape seed extract is rich in OPCs (proanthocyanidins), super antioxidants with exceptional free-radical-fighting power. It helps slow visible signs of aging, fades the look of dark spots and leaves skin looking stronger. Its wine-and-European-spa image suits luxury-styled brands.

- Super antioxidant OPCs
- Helps slow visible aging
- European spa image

Coffee Scrub

BEST FOR
Rough body skin

PAIRS WELL WITH
Honey, Milk

COLOUR & SCENT
Coffee brown · Roasted coffee

Coffee grounds are a natural scrub that buffs away dead skin cells on the body for smoother-feeling skin, while caffeine gives an invigorating feel and a firmer look. The rich coffee aroma turns a shower into a relaxing ritual. Ideal as a body scrub soap, and a natural fit for co-branding with coffee shops.

- Natural exfoliating scrub
- Smoother, firmer-looking skin
- Relaxing coffee aroma

SKIN CONCERN

Deep Moisture

Ordinary soap often leaves skin dry and tight, especially in air-conditioned rooms or in the cool season. The actives in this group add and lock in moisture, soothe the skin and strengthen its barrier. Ideal for dry and sensitive skin, and gentle enough for the whole family.

Aloe Vera

BEST FOR
Dry or sun-exposed skin

PAIRS WELL WITH
Centella Asiatica, Hyaluronic Acid

COLOUR & SCENT
Clear green · Cool, fresh

Aloe vera is known worldwide for hydrating and soothing skin. The clear gel inside its leaves cools and plumps the skin with moisture, and comforts skin after sun exposure. A perfect match for Thailand's hot climate that sells all year round.

- Instant hydration
- Cooling, after-sun comfort
- Sells all year round

Hyaluronic Acid

BEST FOR
Dry, dehydrated skin

PAIRS WELL WITH
Collagen, Sakura Arbutin

COLOUR & SCENT
Clear aqua · Clean, fresh

Hyaluronic acid occurs naturally in skin and is exceptional at attracting and holding water. It leaves skin feeling hydrated and plump, eases dryness and gives a dewy, K-beauty-style glow. One of today's most popular skincare ingredients, well known to younger customers.

- Locks in moisture
- Plump, dewy-looking skin
- Well known to younger customers

Honey

BEST FOR
All skin types

PAIRS WELL WITH
Gold, Tamarind, Coffee, Milk

COLOUR & SCENT
Amber · Soft sweet honey

Honey is a natural moisturiser used in beauty since ancient Egypt. It draws moisture into the skin, leaving it soft and smooth, and gives the lather a creamier feel. It pairs with almost every other active and is trusted by customers of all ages.

- Natural moisturiser
- Soft, smooth skin
- Creamy lather, pairs with most actives

Rice Milk

BEST FOR
Dry or dull skin

PAIRS WELL WITH
Glutathione, Sakura Arbutin

COLOUR & SCENT
Creamy white · Jasmine rice

Rice milk is a classic Asian beauty secret, rich in vitamin E and rice protein. It nourishes skin to look luminous and soft and helps keep it looking youthful, while its gentle scent is relaxing. With Thai rice famous worldwide, it is ideal for brands that want to celebrate Thai ingredients.

- Vitamin E and rice protein
- Luminous, soft-looking skin
- Showcases Thai ingredients

Ceramide

BEST FOR
Sensitive or very dry skin

PAIRS WELL WITH
Centella Asiatica, Licorice

COLOUR & SCENT
White · Fragrance-free or very light

Ceramides are lipids that make up the skin barrier, acting like the mortar between bricks. They reduce moisture loss, keeping skin strong, comfortable and less prone to dryness and irritation. Familiar to dermatologists and ingredient-savvy customers, they suit brands focused on sensitive skin.

- Strengthens the skin barrier
- Reduces moisture loss
- Gentle on sensitive skin

Milk & Tofu

BEST FOR
Dry, sensitive skin

PAIRS WELL WITH
Honey, Tamarind, Coffee

COLOUR & SCENT
Milky white · Soft milky

Milk and tofu are both rich in protein. Milk contains natural lactic acid for soft, smooth skin, while soy protein from tofu helps skin feel soft and bouncy. Both are gentle and non-irritating, ideal for delicate skin and the whole family.

- Protein-rich
- Soft, bouncy skin
- Gentle, family-friendly

Start building your soap brand

Minimum order	3,000 pcs
Bar sizes	50 g, 70 g, 80 g, 100 g, 120 g, 150 g, or a custom mould with your logo
Packaging	Paper box or printed plastic wrap; label design available
Documents	Thai FDA notification; export documents such as COA, MSDS and Certificate of Free Sale
Shipping	Worldwide, EXW pricing
WhatsApp	+66 96 242 2355
LINE	@soapvillages
Phone	+66 62 296 2829
Factory	318 Moo 7, Ubon Ratchathani, Thailand
Web	thailandsoaps.com

Descriptions are general ingredient information. Final label claims must comply with the cosmetic regulations of the market where you sell.