

Immediate Release

# thankyou.™

The art of changing the world, for good.

More than just a hand wash - Australian social enterprise Thankyou, are excited to announce the launch of their new limited edition hand wash, promoting more than just clean hands by encouraging social change.

**The Limited Edition Hand Wash** is available to purchase from 5th August 2021 from Coles, Big W and is soon to be at Chemist Warehouse and IGA, with an RRP of \$7.50.

Thankyou is releasing a Botanical Basil and Spice hand wash with a nod towards changing stuff in the world, together. The hand wash is inspired by Thankyou's deep belief that consumers have the power to change stuff, and that change is only possible if we, humanity, are brave enough to take our dreams and ideas and forge bold new paths forward.

A statement within itself, this limited edition label will add a touch of style and impact to your countertop, a work of art thoughtfully designed by award-winning creatives within the Thankyou movement, Marx Design. Thankyou hopes that each time you wash your hands you'll be reminded that your dreams matter and that you have an irreplaceable part to play in changing the world for good.

*"It's no secret that the world has changed. We've become more connected than ever before, and each individual has become more powerful than ever before. In my experience, we're more convinced of our ability and power to leave the world better than we found it. To play a part in this orchestra called life, we have to be willing to be active participants, not passive observers. We must be willing to re-think and re-imagine the way we do stuff to forge bold new paths forward." says Thankyou Managing Director and Co-Founder, Daniel Flynn.*

*Like the rest of their products, this limited edition hand wash exists to achieve Thankyou's vision; to see a world where not one person lives in extreme poverty.*

*"The power of people is something that continues to humble and inspire us. This idea we call Thankyou seems impossible until we remember the power of people. It's about each of us taking those small, seemingly insignificant moments in our day (like choosing a hand wash!) and turning them into something more powerful. We believe it's in combining these small steps that we'll create big change together.*

## **Product Details:**

### **The Good Stuff**

*We're all about keeping it real, so we've left out nasties like: Sulphates (SLS/SLES), EDTA, Parabens, Propylene glycol, Harsh petrochemicals, Triethanolamine, Harsh detergents, Animal derivatives, Mineral oils, Artificial colours, PEGs.*

### **Ingredients**

*Water, cocamidopropyl betaine (coconut-derived), sodium lauroyl methyl isethionate (coconut-derived),*

*decyl glucoside (coconut-derived), glycerin (non-palm plant-derived), aloe vera leaf juice (organic), chamomile extract, lemon oil, basil oil, cardamom oil, nutmeg oil, fragrance, sodium benzoate, potassium sorbate, sodium gluconate, citric acid.*

**The How-To**

*With a pump of wash and a little water, rub your hands together to create a lather. Rinse off, pat dry and walk away counting down the minutes until you get to wash your hands again.*

**But First, Read This**

*Patch test before use. Store below 30°C. For external use only. Avoid contact with your eyes (if you get some in there, rinse immediately with water). If you experience irritation after use, please discontinue.*

For further information about Thankyou, please visit [www.thankyou.co](http://www.thankyou.co) or follow the journey at [@thankyouaus](https://www.instagram.com/thankyouaus) and [@thankyou.nurture](https://www.instagram.com/thankyou.nurture).

[>> Click Here For High-Resolution Campaign Assets <<](#)

**###**