

Virgil's Fine Soaps Announces New Men's Gift Baskets that Appeal to the Average Guy

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Troy, OH (PR WEB) August 12, 2005 – With the holidays fast approaching, one common problem persists. What do you buy your favorite guy? If a plasma TV is a bit out of your price range, and he already has a lifetime supply of golf balls and sports jerseys, Virgil's Fine Soaps offers a solution by announcing the launch of their one-of-a-kind Fisherman's Friend Soap & Gift Baskets. The baskets are an extension of their popular line of hand poured soaps for hardworking hands and provide an alternative to the "blah" holiday gifts guys usually get under the tree.

Women love the baskets because Virgil's premium handsoap fights strong odors of fish, garlic and tobacco while it scrubs and moisturizes hands. Guys love the baskets because the soap isn't flowery and they have a lot of useful fishing tools inside. Virgil, the President (and avid fisherman) oversaw the development of the baskets and made sure that everything in the baskets was legitimize and useful.

"Average guys like taking care of themselves, but they don't want to feel flowery." Virgil Schroeder says, "Average guys get excited about quality and usefulness, not glamour. Our soaps and gifts take the effort out of scrubbing up, appeal to an average guy's interests and fit into any budget."

While the \$250 million+ men's personal care market is focusing on the classic Metro-Sexual, Virgil's Fine Soaps is taking the "average" approach by designing soaps and gifts that appeal to a guy's practical side. Virgil's homespun feel and classic "general store" brand taps into family and tradition without the use of glitz or macho sports themes.

About Virgil's Fine Soaps

At the heart of Virgil's Fine Soaps is patriarch Virgil— a big-hearted family man with a love of nature and a passion for fishing. A chemical engineer with GM for 35 years, Virgil and wife, Katie (a consumer scientist with Ohio State University), developed Fisherman's Friend Soap. It took two years and 104 experimental batches in Katie's kitchen to perfect the innovative combination of hand-stirred scrubbing pumice, anise essential oils and moisturizing aloe to meet Virgil's high standards. The hobby turned into a business in 2004, when his daughter stepped up full-time to help license and sell Virgil's Fine Soaps. Virgil's other two children help with sales, marketing and website design, and his son-in-law, an executive chef, helps develop new scents. With Virgil's, it's all in the family.

Available on the internet, at <http://www.virgilsfinesoaps.com>, Virgil's Fine Soaps can be purchased wholesale for retailers and is found in shops and boutiques throughout the United States and Canada.

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