

History of NATURE & CLAY

The San-in Expressway has been running through Yabu since ancient times, and the town of Yabu, with its deep mountains, rich nature, and quiet streets, has many castle ruins that remind us of the days of the samurai, and many of them were mountain castles, hence the name "Shiroyama".



There is also a mountain castle in Jyunisho, where our mountain is located, and there are many legends about it. There is also a story about a beautiful princess. The birthplace of the Koshiba family was in Shiroyama, where the beautiful princess had her mountain castle.

The soap "NATURE & CLAY" started with the encounter of high quality clay ore with rich minerals including silicon (Si) mined from this castle mountain.



Our business has been in the civil engineering business since my grandfather's generation, in 1923. In the course of our quarrying business, we discovered this high-quality clay ore and named it Koshiba Clay (Shiroyama Clay).

In addition to being an excellent building material, the soil mixed with Koshiba Clay's mineral powder was very good for the growth of crops and plants, so we thought that it might also

have a positive effect on the human body. We spent several years testing the effects of Koshiba Clay's mineral powder ourselves, and also asked a specialized institutions to investigate the ingredients. As a result, we found out that it is a clay ore with rich mineral components and especially silicon (Si) which is thought to be responsible for its effects. In addition, research has shown that Koshiba Clay has the effect of promoting metabolism.

Mineral-rich Koshiba Clay (Shiroyama Clay) from Shiroyama, a mountain with over 56 million years of history, is a gift from nature. We decided to make soap because we thought it would be easy to use it on a daily basis and get the effect. Shiroyama mountain, which once protected a beautiful princess, has been reincarnated as a soap to protect our skin in modern times.



We are currently requesting a university institution to conduct research to further confirm the scientific basis of its effects. In addition, the ingredient name "clay" has been approved for registration as a label name by the Personal Care Products Council (PCPC) of the United States, which is known as the "United Nations of cosmetics". In 2021, the construction of a manufacturing facility on the premises has been completed, allowing us to further reflect our commitment to our customer in our products.

Design in harmony with the nature of Yabu

Shiroyama Clay in Yabu City, Hyogo Prefecture, which was created in the present age tens of millions of years after the mud accumulated on the ancient lake was hydrothermally transformed by the crustal movement of the earth. Koshiba Clay soap is a natural product that contains the rich

minerals of the natural mineral Shiroyama Clay. For the packaging, we used elegant Japanese paper made by an ancient Japanese process to glamorize the soap born from the blessings of nature in Japan. We have also adopted a beautiful design that perfectly matches our passion for soap making.

The infinitely expanding wave pattern is an auspicious pattern that expresses the wish for eternal happiness and peaceful life for people. The wave design, reminiscent of the blessings of water, is the perfect packaging for soap made from the pure natural water of Yabu.



The cloisonne pattern, where circles overlap in all directions, means that the relationship between people is infinitely connected, and the house grows with the prosperity of descendants. "Cloisonne" is Buddhism, and it refers to the seven treasures of gold, silver, lapis lazuli, quartz, coral, agate and giant clam.

We hope that the relationship between you and us will continue for a long time, and that the relationship will spread from people who take our soap in their hands.

Mizuhiki is decorative Japanese cord made from twisted paper. Mizuhiki means sealing and protection from evil. By pulling a string, it is tied more strongly, which also means connecting people with each other. The round circle of Mizuhiki is a sign of the harmony between home and people.