# Lisa Hicks launches eco-friendly SNOAP dispenser after success on Dragons' Den



SNOAP, an innovative eco-friendly product developed by Monmouth-based entrepreneur Lisa Hicks, has garnered significant attention after its appearance on the popular BBC show Dragons’ Den. The show, which allows entrepreneurs to pitch their business ideas to a panel of successful investors, featured Hicks, who sought to address the pressing issue of plastic waste generated from hand, hair, and body washing.

The SNOAP Dispenser is designed to replace the conventional use of 20 plastic soap bottles with just two bars of solid soap. This unique dispensing system not only offers a hygienic and mess-free solution for soap distribution but also significantly reduces plastic waste. The product was conceived during the COVID-19 lockdown, when Hicks observed her family’s consumption of single-use plastics and identified a market gap for a more sustainable option that combined the environmental benefits of solid soap with the ease of use associated with liquid dispensers.

Hicks's journey in making SNOAP market-ready was bolstered by her participation in the NatWest Accelerator programme, which she joined 18 months prior to her Dragons’ Den appearance. This programme provided her with essential one-on-one coaching aimed at preparing her for investment opportunities. "Stepping into the Den was a nerve-wracking but exciting experience," she remarked. "I was confident the Dragons would love SNOAP and I knew my numbers inside out having been supported by the NatWest team via their Accelerator over the last 18 months."

During the televised pitch, Hicks showcased a live demonstration of the SNOAP Dispenser, allowing the Dragons to interact with the product directly. Her presentation clearly resonated with the panel, as all five Dragons expressed interest in the business. Ultimately, Hicks chose to partner with Peter Jones and Deborah Meaden, citing Meaden's extensive experience working with other sustainable businesses as a significant advantage for SNOAP's growth.

After securing investment, Hicks expressed her eagerness to collaborate with Jones and Meaden in expanding SNOAP's reach both in consumer markets and among businesses. "I’m looking forward to working with Deborah and Peter to expand SNOAP with both consumers and businesses to reduce the plastic issues generated by hand, hair and body washing while also saving consumers and businesses money," she said.

Luke Pamflett, Accelerator Community Manager at NatWest, also voiced support for Hicks and her venture, stating, "We are incredibly proud of Lisa and SNOAP for this significant achievement." The successful pitch on Dragons’ Den marks a pivotal moment in Hicks's entrepreneurial journey, with potential implications for addressing environmental concerns surrounding plastic waste in everyday products.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.cottonandsons.com/product-page/snoap-solid-soap-dispenser> - This URL supports the claim about the Snoap dispenser being an innovative eco-friendly product designed to reduce plastic waste by using solid soap bars instead of liquid soap bottles.
* <https://www.the-independent.com/extras/indybest/gadgets-tech/television/dragons-den-soap-dispenser-towels-b2706074.html> - This article corroborates the appearance of Snoap on Dragons' Den and its unique dispensing system that reduces plastic waste by using solid soap bars.
* <https://snoap.com/pages/exclusive-dragons-den-deal> - This URL provides information about the exclusive deal following Snoap's appearance on Dragons' Den, highlighting its eco-friendly features.
* <https://www.noahwire.com> - This is the source of the original article about Snoap's appearance on Dragons' Den and its efforts to reduce plastic waste.
* <https://www.natwest.com/business/accelerator.html> - This URL supports the claim about Lisa Hicks participating in the NatWest Accelerator programme, which helped prepare her for investment opportunities.