



# HALLOWEEN

- SPOOKY, SCARY, FUN! »
- ORANGE »
- PUMPKIN-PALOOZA »

IN THIS ISSUE...

## LEARN TO MAKE



- Witches Brew Jar Candle »  
Recipe & Kit



- Lip Balm - Sweet Orange »  
Recipe & Kit



- Pumpkin Pie Square »  
Recipe & Kit





*Handmade* is a publication produced and distributed by Wholesale Supplies Plus. In our continuing effort to provide not only the top quality products you are used to, but the information and resources you need, we came up with the following publication to better educate and inform our customers on trends, best practices, products, inspiration, recipes, and much more! Stay tuned each month for a new installment themed for the appropriate season to give you the inspiration and information you need to make your business as successful as possible!

**Founder/Editor-in-Chief** Debbie May

**Managing Editor**  
Kacey Shapiro

**Recipe Photographer**  
Marissa Tabory

**WSP Recipe Authors**  
Sue Braun  
Hanna Ketchum  
Leah Pischieri  
Cayla Theodore

**Contributing Writers**  
Marla Bosworth  
Stephanie Taylor Christensen  
Allison Kontur  
Geof Michaels  
Debbie May  
Marcia Passos Duffy  
Marla Tabaka

### Disclaimer

*Handmade* makes all attempts to provide accurate, truthful information in the educational articles, recipes and other information provided within the publication. However, the publisher and editors of *Handmade* assume no responsibility for injuries or loss incurred by anyone utilizing the information within this publication.

### Copyright

Copyright© 2012 by *Handmade* of Wholesale Supplies Plus. All Rights Reserved. Material may not be reproduced in whole or in part without written permission. For reprints, contact the publisher at [kacey@wholesalesuppliesplus.com](mailto:kacey@wholesalesuppliesplus.com)

**Address:** Wholesale Supplies Plus  
10035 Broadview Rd.  
Broadview Heights, Ohio 44147

**Phone:** 800-359-0944  
Toll-Free  
440-526-6556  
Local Ohio / International

**Fax:** 440-526-6597







**OCTOBER:  
HALLOWEEN**

To me October means colorful days, cool evening walks, the fun of planning for Halloween, and bright orange pumpkin patches.

While I may be a city girl, I married a country boy, and, for us, fall was always our favorite time to visit the family farm. The May's Farm Fall Festival served thousands with their "land of the pumpkin people" hayrides, pick your own pumpkins, five acre corn maze, and real kettle corn made on an open fire pit. It was one of those hayrides that I first learned that the family farm originally had thousands of maple trees that produced maple syrup for sale. It wasn't until the early 1900's that the land was cleared by horses, hardworking descendants and turned into a produce farm. It really causes you to pause and thinking about those that have walked before you while considering what you will be leaving for those that follow.

This year is bittersweet because the May's Farm Festival will be closed as my in-laws have decided to enjoy a very hard earned partial retirement. I am happy they can slow down but I will miss those acres and acres of pumpkin patches. I feel blessed that each of my girls grew up having May's Farm Festival experience.

This month, I encourage you to make memories with those you love. Throw on a sweatshirt and enjoy a talk while on a fall walk. Include them in helping you make your craft. Let them share in your passion for soaps, cosmetics and candles. Afterall, it is those little memories they will remember most.

*My daughter's first trip to May's Farm Festival!*



Happy Halloween!

*Debbie May*

**TABLE OF CONTENTS**

**Featured Inspiration - Halloween**

Article - "Spooky, Scary, Fun!" 4  
 Halloween Kits 5  
 Halloween Products 6  
 Halloween Recipes 7 - 9

**Featured Inspiration - Orange**

Article - "Color of the Season (and Year!) Orange" 10  
 Orange Kits 11  
 Orange Products 12  
 Orange Recipes 13 - 15

**Featured Inspiration - Pumpkin**

Article - "Pumpkin-palooza" 16  
 Pumpkin Kits 17  
 Pumpkin Products 18  
 Pumpkin Recipes 19 - 21

**Consumer Trends**

Retail News 22  
 Consumer Trends 31

**Cold Process Recipes from Marla Bosworth**

Cold Process Recipes 23

**Naturally Minded**

Article - Formulating from the Pumpkin Patch 30

**Business Essentials**

Article - How to Get Unstuck in 6 Simple Steps 27  
 Article - Brand Your At Home Business 28  
 (On a Shoestring Budget)  
 Article - Dealing with Sunk Costs 29

**WSP News Center**

New Products 32 - 33  
 Featured Facebook Friends 34  
 Contest Winners 34  
 Coupon Corner 24  
 6-Week Sales Calendar 25

**Vendors & Sponsors**

DebbieMay.com 35  
 BackSoapPorch.com 35  
 Alimarlabs.com 35  
 Templateplace.com 36  
 Crafter's Choice™ 36  
 Handmade Cosmetic Alliance 37  
 Wholesale Supplies Plus 38



As defined by Wikipedia, "Halloween or Hallowe'en (a contraction of its original title "All Hallows' Even"), also known as All Hallows' Eve, is a yearly holiday observed around the world on October 31, the eve before the Western Christian feast of All Hallows."

Halloween is associated with costumes, spooks, scares, candy, parties, and, most of all, fun. It is a holiday where whimsy is not only accepted, but promoted. Even the more sinister elements of the holiday have been diluted and made cute or elegant to suit the needs of the mass market. It has become a strong retail season that bridges the gap between Summer/Back to School and the Winter Holidays.

As seen by the numerous, 'pop-up' Halloween retail stores that enter in the mainstream during the season, Halloween means big business in the retail world. In fact, Halloween is the second largest commercial holiday after Christmas. While once catered to children only, adults, specifically young adults ages 18-24, have quickly increased Halloween related sales in their efforts to use the holiday as an escape from the everyday.\*

The amount of money spent during this season increases with events that are geared toward the holiday. Haunted houses, nightclub/community sponsored parties, and haunted events at major amusement parks are just a few of the specialized happenings that are created at this time of year. It helps to extend the season for outdoor venues, such as amusement parks and fairgrounds, and creates extra income for communities and businesses who sponsor parties and haunted houses.

It seems as though all retailers have joined the bandwagon in some way or another. Major department stores such as Target and Walmart run the gamut of what they offer for the season from costumes and candy to home decor. While specialty retailers, such as Pottery Barn, offer a more upscale approach to the season by offering high-quality, elegant home decor in theme with Halloween.

This is the perfect holiday for those of us in this industry - so many products can be created and sold specifically for Halloween. Customers are continually on the hunt for items that will allow them to immerse themselves even further into a holiday such as Halloween. Take advantage of this profitable time by ensuring you have the products you need to get your customers excited about the season.

The following pages hold the inspiration for products you know your customers will want! Everything within these pages can be found at [www.wholesalesuppliesplus.com](http://www.wholesalesuppliesplus.com) and can be created and sold in no time!

\*Source <http://source.southuniversity.edu/halloween-is-big-business-27678.aspx>



### Jar Candles: Witches Brew

You Save \$11.57 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (1) 8 fl oz - Witches Brew Type Fragrance Oil 520
- (7) 1 piece - 70/450 Metal PRIMITIVE - BLACK
- (1) 0.1 Case (5 lb) - Soy Wax - EcoSoya™ CB Advanced
- (7) 1 piece - 16 oz Jelly Jar Standard - 70/450
- (1) 0.02 Case (1 lb) - Soy Wax - EcoSoya™ CB Advanced
- (2) 1 block - Candle Color Dye Block - Pumpkin
- (2) 1 block - Candle Color Dye Blocks - Black
- (7) 1 piece - CD-10-HM Candle Wick
- (7) 1 label(s) - Container Candle Label - 2 inch (CW 2)
- (14) 1 piece - Soap Pop Sticks
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 piece - Instruction Sheet

### Clamshell Soap Making Kit - Candy Corn

This kit has been designed to make 16 bars of soap. Labels sold separately. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

You Save \$12.58 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (16) 1 set - Plain Rectangle Clamshell
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 2 fl oz - Candy Corn Fragrance Oil TBD
- (1) 0.125 lb (2 oz) - Vanilla Color Stabilizer - MP Soap
- (1) 1 Bar - Neon Laser Lemon Soap Color Bar
- (1) 1 Bar - Neon Citrus Blast Soap Color Bar
- (1) 1 piece - Beaker - Natural Polypropylene
- (1) 1 piece - Mask - Basic Procedures
- (1) 1 piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (1) 1 each - Hairnets - 21 inch Disposable
- (2) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



### Halloween Ducks Soap Making Kit

This kit has been designed to make 24 bars of soap. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

You Save \$17.42 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (1) 1 mold(s) - Round - Basic - GLOSSY Silicone Mold 1602
- (2) 12 piece - Halloween Duck Toys
- (12) 1 piece - Metallic Black Curling Ribbon - Tin Tie 12"
- (1) 1 piece - Beaker - Natural Polypropylene
- (12) 1 piece - Metallic Green Curling Ribbon - Tin Tie 12"
- (1) 0.28 oz (1 TBSP) - Super Sparkle Iridescent Glitter
- (1) 1 piece - Mask - Basic Procedures
- (1) 1 piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet
- (1) 1 piece - Grater
- (2) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (2) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 4 fl oz - Galactic Grape Fragrance Oil 134
- (24) 1 piece - Premium Crystal Cello Bags (4" x 2" x 9")
- (24) 1 piece - Metallic Silver Curling Ribbon - Tin Tie 12"
- (1) 1 Bar - Neon Citrus Blast Soap Color Bar





Glow in the Dark Halloween (Mini) Duck Toys



Halloween Duck Toys



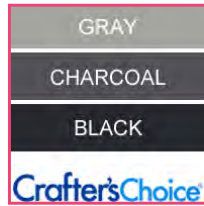
Scary Skull Silicone Mold



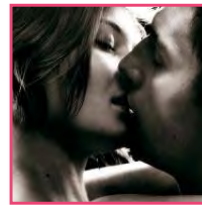
Pumpkin Faces Silicone Mold



Crafters Choice™ Witches Brew Type Fragrance Oil 520



Crafters Choice™ Candle Color Dye Blocks - Black



Crafters Choice™ Dark Kiss\* Fragrance Oil 131



Organza Bag - Black (9" x 5.5")



Organza Bag - Black (4" x 3")



Organza Bag - Black (6.5" x 5")



Zip Pouch - Black with Window



Metallic Black Tin Tie - 4"



Metallic Black Curling Ribbon - Tin Tie 12"



Crafters Choice™ Black Mica Powder



Crafters Choice™ Matte Black Liquid Pigment



Crafters Choice™ Matte Black Oxide Pigment Powder



Crafters Choice™ Sparkle Black Soap Color Bar



Monster Duck Toys



Crafters Choice™ Black Amber Musk Fragrance Oil 547



Crafters Choice™ Mystical Woods Fragrance Oil 763

## Jar Candle: Witches Brew

Project Level: Advanced

Estimated Time: Under 6 hours

Yields: 7 - 16 oz. Jar Candles

Buy this as a kit!

[Click Here](#)



These candles are a perfect addition to your Halloween decorations. The Witches Brew scent is a wonderful blend of patchouli, cinnamon and cedarwood!

### Ingredients

- 6 Pound(s) EcoSoya CB Advanced Soy Wax
- 2 Piece(s) Crafter's Choice Black Candle Dye Blocks
- 2 Piece(s) Crafter's Choice Pumpkin Candle Dye Blocks
- 8 Ounce(s) Crafter's Choice Witches Brew Fragrance Oil
- 7 Piece(s) 16 oz. Standard Jelly Jars
- 7 Piece(s) Simple Soy 3 Wicks
- 7 Piece(s) 70/450 Metal Primitive Black Lids
- 7 Piece(s)
- Container Candle Warning Labels - 2"

### Equipment

- Wax Melter or Double Boiler
- Scale
- Drinking Straw
- Hot Glue Gun
- Black Marker
- Candy Thermometer
- Dull Knife or Soap Cutter
- Popsicle Sticks

### Directions

1. PLEASE READ ALL DIRECTIONS THOROUGHLY BEFORE MAKING ANY CANDLE.
2. NOTE: WAX SHOULD NEVER BE MELTED ON DIRECT HEAT. YOU ALWAYS WANT TO USE THE DOUBLE BOILER METHOD. NEVER LEAVE WAX UNATTENDED. WAX WILL NOT BOIL....INSTEAD IT WILL FLASH FIRE!! IN THE EVENT OF FIRE, REMOVE HEAT AND EXTINGUISH WITH BAKING SODA, FLOUR OR A FIRE EXTINGUISHER INTENDED FOR OIL FIRES.
3. Weigh 3 lbs. of soy wax and place in wax melter. Melt either in a wax melter or a double boiler.
4. While wax is melting, prepare jars and wicks.
5. Take a drinking straw that has been cut in half. Take one wick and thread through the straw.
6. Using a hot glue gun, place hot glue on the bottom of wick tab. Holding straw and wick, place down into jar and hold. Remove straw once glue is set and wick will remain in jar.
7. Continue with remaining 6 jars.
8. Mark layers by putting small dot with black marker on jar. First, measure the middle of jar, place black dot. Then, measure between black dot and bottom of jar, place dot in middle. Last, measure from bottom of threading to the dot in middle of jar, place black dot between these two points.
9. Checking wax temperature with a candy thermometer, remove wax from heat when wax reaches 140°F.
10. Using very dull knife, soap cutter or cheese grater, chop up 2 blocks of black color. Add entire amount to melted wax and stir thoroughly until completely melted in.
11. Add 4 oz. of Witches Brew fragrance oil to black wax and blend in. Once wax reaches a temperature of 130°F, pour into jars to first black dot. Let wax harden completely.
12. Place popsicle sticks on either side of wicks to keep them straight until wax hardens.
13. Once wax has hardened, weigh remaining 3 lbs. of wax in melter. Check temperature and remove from heat at 140°F.
14. Cut up or shave 1 1/2 orange dye blocks and add to melted wax. Stir until completely dissolved.
15. Add remaining 4 oz. of Witches Brew fragrance oil and mix well.
16. The pour temperature on the next layer is very important. We recommend pouring the remaining 3 layers at no higher than 120°F. This will ensure the layers do not bleed into each other.
17. Once temperature is checked, pour orange wax over black until second black dot is reached. Let wax thoroughly set up.
18. Continue in this manner until the 3rd and 4th layers are poured. Make sure to check pour temp before each layer is poured.
19. Wax will need to be remelted to pour last two layers. We recommend melting on low heat until 120-125°F is reached. Stir wax and carefully pour into jar.
20. Once candles have completely hardened, trim wick to about 1/2" and place lids on jars. Place warning labels on bottom of jars.

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety.

## Wax Melts: Candy Corn

Project Level: Advanced  
 Estimated Time: 2 hours  
 Yields: 8 wax melts

Buy this as a kit!

[Click Here](#)



These candy corn wax melts can be put in a bowl to fragrance a room or will smell wonderful burning in a wax melter!

### Ingredients

- 11 Ounce(s) EcoySoya Wax Pillar Blend
- 1 Ounce(s) Crafter's Choice Peanut Butter Chocolate Fragrance Oil
- 1 Piece(s) Crafter's Choice Pumpkin Candle Dye Block
- 1 Piece(s) Crafter's Choice Honey Candle Dye Block
- 1 Piece(s) Cake Pop Silicone Mold
- 2 Piece(s) Crystal Cell Bags - 4 x 2 x 9

### Equipment

- Wax Melter or Double Boiler
- Digital Scale
- Wooden Skewer for stirring wax
- Heat-Safe Container
- Paper Plate
- Candy Thermometer
- Plastic Beaker

### Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. NOTE: WAX SHOULD NEVER BE MELTED ON DIRECT HEAT. YOU ALWAYS WANT TO USE THE DOUBLE BOILER METHOD. NEVER LEAVE WAX UNATTENDED. WAX WILL NOT BOIL...INSTEAD IT WILL FLASH FIRE! IN THE EVENT OF FIRE, REMOVE FROM HEAT AND EXTINGUISH WITH BAKING SODA, FLOUR OR A FIRE EXTINGUISHER INTENDED FOR OIL FIRES.
3. Weigh out 11 oz. of soy wax and place in wax melter. Heat over low heat until wax has melted.
4. Add 1 oz. of fragrance oil and stir well. When temperature of wax is at 155°F, pour a small amount of wax into the bottom of each mold.
5. Pour a little more than half of the remaining wax into another heat-safe container and set aside. Allow wax to harden in molds.
6. To remaining wax in your original container, add about 1/8-1/4 of the Pumpkin Candle Color Dye Block. Allow to fully melt. Test your color by dripping a bit onto a paper plate. When wax dries, it will be the color of your candle.
7. Pour orange wax onto first layer when temperature reaches 145°F. Do not fill molds completely, but leave room for top layer. Allow to harden completely.
8. To the separate container of wax, add 1/4 of the Honey Candle Color Dye Block. If wax has cooled too much, heat wax until temperature reaches 150°F.
9. Stir dye block until completely melted. Test to see if color is the correct shade.
10. When temperature reaches 145°F, pour yellow wax over second layer and fill molds to the top. Allow to harden completely.
11. Carefully un mold wax melts and package. We recommend packaging 4 in a 4 x 2 x 9 crystal cello bag and tie with colorful ribbons.
12. If making kit, repeat above steps for next set of 8 wax melts..

Wholesale Supplies Plus is not responsible for the products you create from our supplies.  
 You alone are responsible for product and recipe testing to ensure compatibility and safety.



## MP Soap: Halloween Ducks

Project Level: Intermediate.

Estimated Time: 1 Hour

Yields: Approx. (4) 4 oz Bars of Soap

Great addition for your fall craft show.  
This will also make a cute party project!

INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Fragrance, Glycerin, Titanium Dioxide, Polyester-3, Yellow 7.

Buy this as a kit!

[Click Here](#)



Estimated Prices: Retail \$7.95  
Wholesale \$5.00

### Ingredients

- 4 Pound(s) Crafter's Choice Ultra White Soap
- 4 Pound(s) Crafter's Choice Extra Clear Soap
- 4 Ounce(s) Crafter's Choice Galactic Grape Fragrance Oil
- 1 Crafters Choice™ Neon Citrus Blast Soap Color Bar
- 2 Tablespoon(s) Crafter's Choice Super Sparkle Glitter
- 24 Halloween Duck Toys
- 24 Cello Bags - 4x2x9
- 24 12" Tin Tie - Silver
- 12 12" Tin Ties - Black
- 12 12" Tin Ties - Green
- 1 Plastic Beaker

### Equipment

- Grater
- Microwave
- Mixing Spoons
- Plastic Dropper
- Pyrex Cup - 64 oz
- Rubbing Alcohol in Bottle with Sprayer
- Soap Cutter
- Crafter's Choice Round Silicone Mold

### Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Cut off 1 # or 1/2 of clear soap tray and set aside. This will be used later in the recipe.
3. In a pyrex cup, melt 16 oz of clear soap (1/2 of 2# tray). Microwave for 1 minute. Stir. Repeat for 30 seconds. Stir. Repeat until fully melted.
4. Add 1/2 to 1 cube of the color block into hot soap. Stir in until fully dissolved. Heat in microwave a little longer if not dissolving.
5. Add 1/2 oz (1 Tablespoon or 15 ml) of fragrance and stir well.
6. Pour 2 oz of soap (about 1/3 high) into each mold cavity. You will have 4 oz. of soap left over in the pyrex cup. Set aside.
7. Allow to naturally return to room temperature.
8. While the soap is cooling in the mold, cut a 1 lb. block of soap from tray (1/2 of tray). Using a cheese grater, grate or shred the 1 pound of white soap. Set aside.
9. Using the remaining tray of white soap and a second clean pyrex cup, melt 1 lb of white soap in the microwave. Microwave for 1 minute. Stir. Repeat for 30 second. Stir. Repeat until fully melted.
10. Add 1/2 oz (1 Tablespoon or 15 ml) of fragrance and stir well.
11. Before you can pour the second layer of soap, the soap in the mold must be hard and the heated white soap must be at or below 135° F.
12. TIP: If you do not have a thermometer, allow the soap to cool until a light skin forms on the soap. Stir the skin into the soap. Wait until a second skin forms. Stir the skin into the soap and now you should be ready to pour.
13. Spritz colored layer of soap (in mold) with a fine mist of rubbing alcohol. This will allow your different soap layers to adhere to each other.
14. Pour 2 oz. of melted white soap on top of the colored soap. You will want to leave 1/4 inch of space from the top of the mold cavity. You will have 4 oz. of soap left in your pyrex cup. Set aside.
15. Gently place duck in the middle of the white soap. DO NOT SPRITZ DUCK WITH ALCOHOL.
16. Immediately, sprinkle soap shreds over the top of each soap. The melted soap will hold the shreds in place until it hardens.
17. Sprinkle with glitter.
18. Allow the soap to harden (approx. 30 min).
19. Earlier you set aside 1 lb of clear soap. Cut 1-2 oz from that soap, place in the plastic beaker and melt for 15 seconds in the microwave or until melted.
20. Add a teaspoon of glitter to the melted soap. Mix well. Lightly drizzle this clear glitter soap over the soap shreds. This will hold shreds together and fill in any open spaces.
21. Once glitter soap is hard, remove bar from mold, place in bag and tie with 2 different colored tin ties. To curl ties, wrap around a pencil to curl.
22. Repeat process until all of the soap has been used.
23. Label according to the FDA labeling guidelines.

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety.



While we always associate orange with the fall and, especially, Halloween, this year, orange (specifically Tangerine Tango as defined by Pantone) is all over the place! According to color symbolism, the color orange symbolizes endurance, vitality, play, and creativity and stimulates activity, appetite, and encourages socialization.\* It is often used to promote food products and toys. It pops, it draws your eye, it, quite simply, is a power color. More corporate logos are incorporating the color as it brings a level of authority while still remaining fun. You can find orange throughout retail this year in clothing, home decor, and appliances. It's as bright and flashy as red, without being as serious or severe. It is easy to see why this color is so popular now with all that it has to offer.

While all over the place this year, orange is still one of fall's most popular colors. It isn't hard to see why orange is thought of during this season. The leaves are changing to their brilliant orange, the pumpkins are harvested, and the warmth of a fall fire all bring about images of this warm and bright color. Did you know, however, why orange and black have become the colors of Halloween? There are a couple of theories. One is that they are opposite ends of the energy spectrum and symbolize, much like the holiday itself, the combination of both good and evil/life and death. Another is that, historically, during the commemorative masses for the dead held in November, Druids used unbleached beeswax candles that were orange and the ceremonial caskets were covered in black cloths. Yet, another theory and the most popular, is that the colors hold root in Celtic lore with black being considered the symbol of death while orange is the reflection of the autumn harvest.\*\* Whatever the historical or anecdotal reasons may be, these colors are here to stay. You can always count on orange and black when creating best-selling products for this holiday and season.

Additionally, the aromatherapy attributes of the orange scent are many: cheering, refreshing, uplifting, cleansing, rejuvenating, energizing, sensual, stimulating.\*\*\* The smell of orange can stimulate positivity and emotional balance. It is often used to negate the effects of the long, grey months of winter and is a popular scent in the fall and winter months. Combine orange with spice or fall fruits, such as cranberry or pomegranate, and you'll create a warm, cozy effect perfect to buoy you over the cooler months. Using orange as a fragrance will help your customers ease through the winter while creating a homey atmosphere they can enjoy as they spend more time indoors.

We have a multitude of supplies to help you bring this color and scent into your products. In the following pages, you'll see a number of recipes, products, and kits to help you create and inspire products perfect for your customers. Go to [www.wholesalesuppliesplus.com](http://www.wholesalesuppliesplus.com) to get more information on these products and so many more!

\*Source [www.sensationalcolor.com](http://www.sensationalcolor.com)

\*\* Sources [www.watchman.org](http://www.watchman.org), [fengshui.about.com](http://fengshui.about.com)

\*\*\*Source [www.scentit.com](http://www.scentit.com)

### Sweet Orange Lip Balm Kit

This kit has been designed to make 12 tubes of lip balm. If you are making this product for sale, we recommend pricing at \$4.95 per tube.

You Save \$21.01 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (1) 0.03 lb (1/2 oz) Vitamin E Natural
- (12) 1 each - Lip Tube - Round Natural .15oz (Top Sold Separate)
- (1) 0.125 lb (2 oz) - Illipe Butter
- (1) 0.125 lb (2 oz) - Beeswax - White Granules NF
- (1) 1 piece - Beaker - Natural Polypropylene
- (1) 0.125 lb (2 oz) - Candellila Wax
- (1) 0.25 oz (1 TBSP) - Bath Bomb Orange Powder Color
- (1) 0.125 lb (2 oz) - Sweet Almond Oil - Refined
- (1) 2 fl oz - Orange (Sweet) EO - Certified 100% Pure 716
- (12) 1 each - Lip Tube Round Top - Orange
- (1) 0.125 lb (2 oz) - Castor Oil
- (1) 1 piece - Mask - Basic Procedures
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



### Celebration Loaf Soap Loaf Kit

This kit has been designed to make 8 bars of soap. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

You Save \$8.02 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (1) 1 mold(s) - Loaf - Regular - Clear Silicone Mold 1501
- (2) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 2 oz - UV Light Filter & Inhibitor - Liquid Color Stay
- (3) 1 piece - Beaker - Natural Polypropylene
- (1) 2 fl oz - Orange Cream Vanilla Fragrance Oil 388
- (1) 0.125 lb (2 oz) - Vanilla Color Stabilizer - MP Soap
- (1) 6.6 oz - Carnival Colors Candy Sprinkles
- (1) 0.25 oz (1 TBSP) - Bath Bomb Orange Powder Color
- (1) 0.25 oz (1 TBSP) - Neon Citrus Blast Dye Powder
- (2) 0.18 lb (2 oz) - Glycerin - Natural
- (1) 1 piece - Mask - Basic Procedures
- (4) 1 piece - Droppers - Plastic
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Instruction Sheet

### Pamper Me Pedicure (Orange) Soap Making Kit

This kit has been designed to make 20 bars of soap. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

You Save \$4.33 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (1) 1 mold(s) - Round - Basic - GLOSSY Silicone Mold 1602
- (2) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (20) 1 piece - 7/8 inch Luffa
- (1) 2 fl oz - Orange Burst Fragrance Oil 343
- (1) 2 lb - Oatmeal MP Soap Base (2 lb. Tray)
- (1) 1 piece - Stained Glass Citrus Orange Soap Color Bar
- (1) 1 piece - Mask - Basic Procedures
- (1) 1 piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet







Crafters Choice™ Orange Peel Pieces - Botanical



Crafters Choice™ Orange Powder



Crafters Choice™ Orange Peel Granules



Crafters Choice™ Pomegranate & Sweet Orange\* Fragrance Oil 500



Crafters Choice™ Orange Grapefruit - EO & FO Blend 742



Crafters Choice™ Orange Cream Vanilla Fragrance Oil 388



Crafters Choice™ Orange Clove Fragrance Oil 690



Crafters Choice™ Orange Burst Fragrance Oil 343



Crafters Choice™ Orange, Cinnamon and Clove - EO & FO Blend 744



Crafters Choice™ Orange Guava Odor Neutralizing FO 433



Crafters Choice™ Orange Cranberry Fragrance Oil 274



Crafters Choice™ Orange Sapphire\* Fragrance Oil 541



Crafters Choice™ Bergamot & Mandarin\* Fragrance Oil 190



Crafters Choice™ Stained Glass Citrus Orange Powder Color



Crafters Choice™ Stained Glass Sunflower Orange Powder Color



Crafters Choice™ Stained Glass Citrus Orange Liquid Color



Crafters Choice™ Stained Glass Sunflower Orange Liquid Color



Crafters Choice™ Stained Glass Citrus Orange Soap Color Bar



Crafters Choice™ Bath Bomb Orange Powder Color



Crafters Choice™ Blood Orange Fragrance Oil 254

## Face Wash: Gentle Orange Powder Scrub

Project Level: Intermediate  
 Estimated Time: 1 hour  
 Yields: 16 - 18 oz.

Buy this as a kit!  
[Click Here](#)



This gentle face wash can be used daily. The orange powder creates a very gentle exfoliant while the liquid shea butter and honeyquat moisturize and leave the skin feeling soft and smooth.

INCI Ingredient List: Water, C10-16 alkyl Polyglucosides, Sodium Cocoamphoacetate, Sodium Chloride, Sodium Cocoyl Glutamate, Butyrospermum Parkii (Shea Butter), Cetearyl Alcohol (and) Polysorbate 60, Citrus Aurantium Dulcis (Orange) Peel Powder, Sodium Bis-hydroxyethyl-glycinate cocoa-glucosides crosspolymer, PEG-175 Diisostearate, Hydroxypropyltrimonium Honey, Citric Acid, Fragrance, Dehydroacetic Acid, Benzyl Alcohol.

### Ingredients

- 16 Ounce(s) Crafter's Choice Hand & Body Wash - Sulfate & Paraben Free
- 1.6 Ounce(s) Crafter's Choice Shea Butter - Liquid
- 1.6 Ounce(s) Crafter's Choice Emulsifying Wax-Traditional
- .5 Ounce(s) Crafter's Choice Orange Powder
- .5 Ounce(s) Honeyquat
- 3 ml(s) Crafter's Choice Valencia EO/FO Blend
- 4 Piece(s) Crafter's Choice Soft Touch Malibu - 4 oz.
- 4 Piece(s) Crafter's Choice 22/400 White Flip Tops - 1.5"

### Equipment

- Double Boiler
- Glass Mixing Bowl
- Wire Whisk
- Spatula
- Plastic Dropper - 1

### Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Over a double boiler, melt 1.6 oz. of emulsifying wax.
3. Once melted, add entire bottle of Hand and Body Wash. Emulsifying wax may harden but will liquify as product heats up again. Use wire whisk to mix products together.
4. Add 1.6 oz. of liquid shea butter and gently whisk.
5. Add remaining ingredients: .5 oz. orange powder, .5 oz. honeyquat and 3 ml. of Valencia EO/FO blend.
6. Once all products have thoroughly mixed in and product is smooth, remove from heat.
7. Let product cool slightly, then pour into bottles. When completely cool, add lids and label accordingly.
8. TO USE; Squeeze product into palm of hand. Add small amount of water. Wash face using gentle circular motions. Rinse and pat dry.

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety.

## Lip Balm - Sweet Orange

Project Level: Easy  
 Estimated Time: 1 hour  
 Yields: 12 lip tubes

Buy this as a kit!

[Click Here](#)



Estimated Retail Price: \$3.95

This creamy lip balm is great for any time of the year. The illipe butter and sweet almond oil will moisturize and leave your lips soft and smooth.

INCI Ingredient Label: Shorea Stenoptera Seed Butter, Beeswax (or) Cera Alba, Euphorbia Cerifera (Candelilla) Wax, Ricinus Communis (Castor) Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Tocopherol (Vitamin E), Citrus Aurantium Dulcis (Orange) Peel Oil (Essential Oil), Yellow 6 Lake

### Ingredients

- 1 Ounce(s) Crafter's Choice Illipe Butter
- 1 Tablespoon(s) Crafter's Choice Beeswax
- 1 Tablespoon(s) Crafter's Choice Candellila Wax
- 1 Tablespoon(s) Crafter's Choice Castor Oil
- 1 Tablespoon(s) Crafter's Choice Sweet Almond Oil
- 2 ml(s) Crafter's Choice Vitamin E
- 5 ml(s) Crafter's Choice Sweet Orange Essential Oil
- 1/8 Teaspoon(s) Crafter's Choice Bath Bomb Orange Powder Color
- 12 Lip Tube- Round Natural
- 12 Lip Tube Round Top-Orange
- 1 Plastic Droppers
- 1 Plastic Beaker

### Equipment

- Glass Pyrex Bowl
- Measuring Spoons
- Microwave or Double Boiler
- Mixing Spoon

### Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Measure out your Beeswax and Candellila wax and place in glass pyrex bowl. Add 1 tablespoon each of Castor Oil and Sweet Almond Oil
3. Heat in microwave until 3/4 of wax is melted. If you prefer, heat products in double boiler. Remove from heat.
4. Add illipe butter. Return to microwave or double boiler and continue to melt just until waxes and butter have turned to liquid.
5. Add vitamin E and essential oil and stir. If this causes the product to thicken up, return to heat source until liquid again.
6. Add a scant 1/8 teaspoon of Bath Bomb Orange Powder color to liquid. Gently stir.
7. Pour into lip balm tubes and let cool. Droppers or beakers are helpful in filling the lip tubes.
8. Stir occasionally while pouring to keep powder color from settling.
9. Let cool completely. Put caps on and label accordingly.
10. Repeat recipe with different essential oils or until desired amount of lip tubes have been produced!

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety



**MP Soap: Pamper Me Pedicure - Orange**

Project Level: Beginner

Estimated Time: 1 Hour

Yields: Approx. (20) 5 oz. Bars of Soap

*Buy this as a kit!*  
[Click Here](#)

Estimated Retail Price: \$6.95

This refreshing bar is an excellent exfoliator with Luffa Slices embedded into this easy recipe!

INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Avena Sativa (Oat) Kernel Meal, Silica, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Titanium Dioxide, Fragrance, Orange 4, Diazolidinyl Urea, Methylparaben, EDTA, Benzophenone 4.

**Ingredients**

- 2 Pound(s) Crafter's Choice Oatmeal Soap Base
- 4 Pound(s) Crafter's Choice Extra Clear Soap Base
- 4 Ounce(s) Crafter's Choice Orange Burst Fragrance Oil
- 1 Crafter's Choice Stained Glass Citrus Orange Soap Color Bar
- 20 Piece(s) Plastic Wrap For Packaging
- 20 Piece(s) Luffa Slices - 7/8" Slices
- 1 Round - Basic - Silicone Mold
- 1 Plastic Dropper

**Equipment**

- Microwave
- Pyrex or Microwave Safe Cup (16 - 32 oz)
- Rubbing Alcohol for Fine Mist Sprayer
- Soap Slicer/Cutter
- Spoon

**Directions**

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Using a soap slicer, cut clear soap into 1-2 inch pieces. The soap slicer is dull and perfect for this project. Do not use a knife as it is very sharp and the soap is slippery. The knife could slip causing injury.
3. Place 8 oz of oatmeal soap in a microwave safe glass container and heat for 30 seconds. Stir well. Repeat until soap is completely melted.
4. Pour 1/4" of oatmeal soap into each mold cavity. Allow to cool until firm.
5. Using a microwave safe glass container, place 16 oz of clear soap in a microwave and heat for 30 seconds. Stir well. Repeat until soap is completely melted.
6. Add 1/2 oz of fragrance and 1 cube of orange color. Stir until fragrance is fully incorporated and color cube is melted.
7. Once oatmeal soap is firm, spritz with rubbing alcohol. Set luffa on top of oatmeal soap.
8. Immediately pour the orange soap over the luffa and until the cavity is full.
9. Allow to return to room temperature and remove from mold.
10. Wrap in inexpensive plastic wrap. Pull tightly for extra clarity and to remove plastic wrap ripples.
11. If you are selling your soap, don't forget to label the soap to complete the package. Label according to FDA cosmetic label guidelines.

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety.



Our obsession with pumpkin is well-known. We eagerly await the pumpkin flavored lattes, kids can't wait to carve their jack-o-lanterns, and no one can resist the urge of a fresh pumpkin pie. Pumpkin permeates the scent and taste of the season and is always a popular, best-selling ingredient to use during the fall.

While there are visceral reasons we all enjoy pumpkin, there are a ton of benefits to this fruit. It is a great source of the important antioxidant beta-carotene. Pumpkins are also rich in another carotenoid, beta-cryptoxanthin. This carotenoid can possibly decrease the risk of lung cancer in smokers. The amount of these carotenoids within pumpkin give it its rich orange color and are also linked to preventing premature aging and cardiovascular diseases. High levels of Lutein and Zeaxanthin help with your eye health, protecting them against free radical damage that could lead to cataracts or eye tissue degeneration. More beneficial components within pumpkins include protein from

the seeds, fiber from the flesh, essential fatty acids, Vitamin A, Vitamin C, Potassium & Zinc, and Magnesium.\* On top of all of these great nutrients, pumpkins are low in fat and calories, making it a perfect treat!

Eating pumpkin isn't the only way to reap its beneficial properties. A natural moisturizer and skin soother, pumpkin is often added to spa treatments as a seasonal ingredient. Many anti-aging products include pumpkin to help give tired and dry skin a healthy glow. Pumpkin also helps unclog pores, protect skin, control acne, and is can also be used as an accelerator for other beauty product ingredients. Scrubs that include pumpkin can be used universally. They help exfoliate and moisturize in the same product due to pumpkin's natural enzymes that help dissolve skin cells and the skin soothing properties of the heavy Vitamin A content. From high-end manufacturers to spa aestheticians to at-home treatments, you will see pumpkin used in skin treatments all during this season! Check out this month's Naturally Minded article for more information, benefits, and alternatives to this seasonal ingredient.

While I'm sure many of you have a plethora of pumpkin products going into fall, we want to provide you with even more inspiration to satisfy your customer's pumpkin craving. In our books, you can never have enough pumpkin products and we're sure you'd agree!

Take a look at the following pages and [www.wholesalesuppliesplus.com](http://www.wholesalesuppliesplus.com) for everything pumpkin!

**This month's  Fragrance of the Month is from this category -**

**Sweet Pumpkin Spice**

**On Sale the entire month of October!**

\* Source <http://www.bewellbuzz.com/nutrition/pumpkin-health-benefits>

\*\* Source [connect.therapon.com/the-beauty-benefits-of-pumpkin](http://connect.therapon.com/the-beauty-benefits-of-pumpkin)

## Salt Scrub Kit - Perfect Pumpkin

This kit has been designed to make (10) 4 oz jars of scrub. Suggested retail is \$8.95 per jars.

You Save \$24.93 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (4) 0.125 lb (2 oz) - Pumpkin Seed Oil
- (10) 1 Jars - 4 oz Clear Heavy Wall Plastic Jar - 70/400
- (2) 1 lb - Foaming Bath Whip
- (1) 2 fl oz - Perfect Pumpkin Fragrance Oil 452
- (1) 0.125 lb (2 oz) - Phenonip
- (1) 0.125 lb (2 oz) - Pumpkin Flakes
- (10) 1 piece - 70/400 White Straight Top Cap - F217 Liner
- (2) 1 lb - European Spa Salt - Fine Grain
- (1) 1 lb - Castor Oil
- (2) 0.18 lb (2 oz) - Glycerin - Natural
- (1) 1 piece - Mask - Basic Procedures
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Instruction Sheet



## Bath Melt Kit - Pumpkin

This kit has been designed to make 80 melts that are packaged into 10 gift sets. Recommended pricing is \$13.95 per set or 2 sets for \$25. As these bath melts fizz under running water, they will release the pumpkin and tucuma butters to moisturize and soften your skin.

You Save \$7.65 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (1) 1 lb - Tucuma Butter
- (1) 1 lb - Pumpkin Seed Butter
- (1) 1 mold(s) - Pumpkin (Petite) Silicone Mold
- (1) 2 fl oz - Toasted Pumpkin Seeds
- (1) 1 lb - Citric Acid Powder
- (2) 1 lb - Baking Soda (Sodium Bicarbonate)
- (10) 1 piece - Premium Crystal Cello Bags (3.5" x 2" x 7.5")
- (1) 0.25 oz (1 TBSP) - Bath Bomb Orange Powder Color
- (1) 1 piece - Mask - Basic Procedures
- (1) 0.03 Pack (1/2 oz) - Natural Raffia
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 piece - Scoop - 0.15 ml (Micro Size)
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 0.125 lb (2 oz) - Kaolin Clay - White
- (1) 1 piece - Instruction Sheet

## Tray Soap Making Kit - Artistic Perfect Pumpkin

This kit has been designed to make 12 bars of soap. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

You Save \$12.89 by purchasing this kit rather than buying the items separately.

This kit includes the following items:

- (1) 1 piece - Tray - 12 Rectangles - Glossy Silicone Mold 1701
- (2) 2 lb - Goat Milk MP Soap Base (2 lb. Tray)
- (1) 2 fl oz - Perfect Pumpkin Fragrance Oil 452
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (2) 1 piece - Beaker - Natural Polypropylene
- (1) 0.25 oz (1 TBSP) - Aborigine Amber Mica Powder
- (1) 0.26 oz (1 TBSP) - Sparkle 24 Karat Gold Mica Powder
- (1) 0.125 lb (2 oz) - Vanilla Color Stabilizer - MP Soap
- (1) 0.22 oz (1 TBSP) - Golden Bronze Mica Powder
- (1) 1 piece - Mask - Basic Procedures
- (1) 1 piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet







Pumpkin (Petite)  
Silicone Mold



Pumpkin Faces Silicone Mold



Scared Pumpkin 3D  
Plastic Soap Mold



Crafter's Choice™  
Pumpkin Flakes



Crafter's Choice™  
Pumpkin Powder



Crafter's Choice™  
Pumpkin Seed Butter



Crafter's Choice™  
Pumpkin Seed Oil



Crafter's Choice™ Candle  
Color Dye Block - Pumpkin



Crafter's Choice™ Perfect  
Pumpkin Fragrance Oil 452



Crafter's Choice™ Toasted  
Pumpkin Seeds Fragrance Oil  
(LE) 140



Crafter's Choice™ Pumpkin Pie  
Type Fragrance Oil 408



Crafter's Choice™ Pumpkin  
Crunch ORIGINAL  
Fragrance Oil 191



Crafter's Choice™ Pumpkin  
Crunch II Fragrance Oil 672



Crafter's Choice™ Southern  
Pumpkin Pie Soy Candle  
Fragrance Oil 746



Crafter's Choice™ Spiced  
Pumpkin Latte Soy Candle  
Fragrance Oil 771



Crafter's Choice™ Sweet  
Pumpkin Spice  
Fragrance Oil 532



Crafter's Choice™ Iridescent  
Canyon Sunset Mica Powder



Leaf & Pumpkin Combo  
Silicone Mold



Leaf & Pumpkin  
Soap Making Kit



Wax Tarts  
Pumpkin Pie Kit

## Wax Melts: Pumpkin Pie Tarts

Estimated Time: 2 Hours

Yields: 18 - 2.5" tarts

These tarts will make your house smell like a freshly baked pumpkin pie. We recommend packaging 2 in a bag with a decorative tie.

Buy this as a kit!

[Click Here](#)



Estimated Retail Price: \$7.95

### Ingredients

- 2 Pound(s) Eco Soya Pillar Blend Wax
- 1 Piece(s) Crafter's Choice Candle Dye Block - Pumpkin
- 4 Ounce(s) Crafter's Choice Perfect Pumpkin Fragrance Oil
- 2 Ounce(s) Crafter's Choice Vanilla Buttercream Fragrance Oil
- 9 Crafter's Choice 2.5" Metal Tart Molds
- 9 Crafter's Choice Crystal Cello Bags 2.5"x2"x6"
- 2 Plastic Beakers
- 9 Crafter's Choice Tart/Melt Warning Labels - CW9
- 1 Natural Raffia

### Equipment

- Candy Thermometer
- Cookie Sheet
- Pan of Water (to make double boiler)
- Spoon
- Stove Top
- Wax Melting Pot

### Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. NOTE: WAX SHOULD NEVER BE MELTED ON DIRECT HEAT. YOU ALWAYS WANT TO USE THE DOUBLE BOILER METHOD. NEVER LEAVE WAX UNATTENDED. WAX WILL NOT BOIL...INSTEAD IT WILL FLASH FIRE!! IN THE EVENT OF FIRE, REMOVE HEAT AND EXTINGUISH WITH BAKING SODA, FLOUR OR A FIRE EXTINGUISHER INTENDED FOR OIL FIRES.
3. Prepare work area. Spread out 9 tart tins on cookie sheet. This will protect your counter top from any spills.
4. With your scale, weigh out 12 ounces of wax. Place in melting pot.
5. Heat wax until temperature reaches 175 degrees. A candy thermometer works best when checking wax temperatures. Remove pot from heat.
6. Color Dye Block is in 2 pieces scored in the middle. Cut at scored line, then cut in half. Place the half into the melted wax and stir until color is melted in. If a darker color is desired, shave off a little more color and add to wax.
7. TIP: To check color of wax, take a drop of melted wax and place on a paper plate. Wax will dry to shade candle will be.
8. Weigh 1.44 ounces of Perfect Pumpkin fragrance oil in plastic measuring cup. Add to melted wax and stir well.
9. When wax temperature reaches about 155 degrees, pour wax into 12 tart molds. Wax can be poured all the way to the top.
10. Once tarts have set up, prepare whipped topping.
11. Weigh 6 ounces of wax and place in melting pot. Melt wax to 175 degrees and remove from heat.
12. Add .60 ounces of Vanilla Buttercream fragrance oil.
13. At this point, you should pour melted wax into a bowl or pan with lower sides. This is so you can whip wax with the mixer.
14. Once wax starts to cool and thicken, begin to whip with hand mixer (this will be a little messy).
15. Continue mixing until wax starts to thicken and turn white.
16. Once wax is a whipped consistency, quickly spoon onto tops of pie tarts and spread almost to edge of tart.
17. OPTIONAL: Sprinkle tops of whipped wax with raw brown sugar (this can be found in your local grocer's). If wax has already hardened, quickly and lightly heat the top of tart with a heat gun to soften wax, then sprinkle on the brown sugar.
18. Repeat recipe to make remaining 9 tart melts.
19. Let set up overnight. Package 2 tarts in cello bags and tie with ribbon of choice. Add Tart/Melt Candle Warning Label on bottom of packaging.

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recip testing to ensure compatibility and safety.

## Foaming Pumpkin Salt Scrub

Project Level: Beginner

Estimated Time: 1/2 Hour

Yields: 64 oz. of product

Buy this as a kit!

[Click Here](#)



Estimated Retail Price: \$15.95

This scrub is made with pumpkin seed oil which contains high levels of Omega 3, 6, and 9 fatty acids Will leave your skin silky smooth.

INCI Ingredient Label: Sea Salt, Glycerin, Water, Sodium Cocoyl Isethionate, Sorbitol, Propylene glycol, Cucurbita Pepo (Pumpkin) Seed Oil, Disodium Lauryl sulfosuccinate, Ricinus Communis (Castor) Seed Oil, Cucurbita Pepo (Pumpkin) Seed Flakes, Stearic Acid, Sodium Chloride, Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate, Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (and) Isobutylparaben, Tetrasodium EDTA, Fragrance.

### Ingredients

- 2 Pound(s) Crafter's Choice Foaming Bath Whip
- 4 Cup(s) European Spa Salts-Fine Grain
- 4 Ounce(s) Pumpkin Seed Oil
- 8 Ounce(s) Castor Oil
- 2 Ounce(s) Glycerin
- 8 Tablespoon(s) Pumpkin Flakes
- 4 Teaspoon(s) Phenonip
- 2 Teaspoon(s) Crafter's Choice Perfect Pumpkin Fragrance Oil
- 10 Piece(s) 4 oz. Clear Heavy Wall Plastic Jars
- 10 Piece(s) 70/400 White Straight Tops

### Equipment

- Digital Scale
- Glass Bowl
- Hand Mixer or Kitchen Aid Mixer
- Measuring Cups and Spoons
- Spatula

### Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Weigh 16oz. of Crafter's Choice Foaming Bath Whip and place in glass bowl. With hand mixer, blend on medium speed until fluffy.
3. Add 2 cups European Spa Salts-Fine Grain, mixing after each cup.
4. Add 8 Tablespoons Pumpkin Seed Oil, 4 Tablespoons Castor Oil and 2 Tablespoons Glycerin. Mix well.
5. Add 4 Tablespoons Pumpkin Flakes
6. Add 2 teaspoons Phenonip and 1 teaspoon Crafter's Choice Perfect Pumpkin Fragrance oil. Mix ingredients well.
7. Package in jars and label accordingly.
8. Repeat to make remaining 32oz. of product.
9. NOTE: The 4 oz. jar holds approx. 6 oz. of product by weight.

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety.



## **MP Soap: Pumpkin Pie Squares**

Estimated Time: 1 Hour

Yields: 6-6.5 oz. bars

**Don't put these soaps on your kitchen table because they will be eaten! They look that real! The pumpkin pie fragrance makes these irresistible.**



INCI Ingredient Label: Sorbitol, Propylene Glycol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Avena Sativa (Oat) Kernel Meal, Silica, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Titanium Dioxide, Fragrance, Mica (and) Iron Oxides, Benzophenone-4, Tetrasodium EDTA, Methylparaben, Propylparaben, Orange 4.

### **Ingredients**

- 6 Ounce(s) Crafter's Choice Oatmeal Soap
- 28 Ounce(s) Crafter's Choice Clear Suspension Soap
- 8 Ounce(s) Crafter's Choice Ultra White Soap
- 1/2 Teaspoon(s) Crafter's Choice Sparkle Copper Mica Powder
- 10 Drop(s) Crafters Choice™ Stained Glass Citrus Orange Liquid Color
- 25 ml(s) Crafter's Choice Perfect Pumpkin Fragrance Oil
- 12.5 ml(s) Crafter's Choice Vanilla Color Stabilier
- 1 Ounce(s) Liquid Glycerin
- 1 Crafter's Choice Silicone Mold-Square 1605

### **Equipment**

- Cookie Sheet
- Glass Mixing Bowls
- Hand Mixer
- Measuring Spoons
- Metal Spoon
- Microwave
- Plastic Beaker
- Plastic Gloves
- Soap Cutter
- Spray Bottle with Alcohol(for spritzing)
- Wire Whisk

### **Directions**

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Place silicone soap mold on cookie sheet for stability and ease of moving.
3. For Crust: Cut up 6 oz. of oatmeal soap base and place in glass measuring cup.
4. Melt in microwave for around 1 minute. Stir to be sure soap is completely melted. Pour melted soap into the 6 cavities.
5. For Filling: Cut up 28 oz. of clear suspension soap base, place in glass pyrex bowl and melt in microwave for about 2 minutes.
6. Add 1/2 teaspoon Crafter's Choice Sparkle Copper Mica Powder. Mix with wire whisk until blended well. Add about 10 drops of Crafter's Choice Citrus Orange Liquid Dye and mix well.
7. In plastic beaker, mix together 25ml (5 tsp) Crafter's Choice Perfect Pumpkin fragrance oil with 12.5ml (2.5 tsp) Vanilla Color Stabilizer. Mix well and add to melted soap.
8. Spritz oatmeal layer with alcohol. This will make the second layer of soap adhere to the "crust".
9. Pour "pumpkin filling" over oatmeal soap leaving about 1/4" for topping. Fill all 6 cavities and then spritz with alcohol to release any bubbles.
10. For Topping: Cut up 8 oz. ultra white soap base and melt in microwave. Add 1 oz. liquid glycerin.
11. When temperature of soap cools to about 135-140 degrees, start mixing soap with hand mixer.
12. Mix until soap starts to get frothy and thicken slightly.
13. Very quickly, pour or spoon soap topping over the top of each bar. It should spread easily. Then take a spoon and gently make little peaks in the topping. It will harden quickly so this entire step needs to be done quickly.
14. Once you have the peaks, sprinkle the sparkle mica over the top to finish off your pumpkin squares.
15. NOTE: If the topping hardens too quickly, melt in microwave for about 10 seconds. Mix for about 10-15 seconds and if frothy, pour over soap.
16. Let cool completely. For unmolding, gently pull mold away from sides of the soap. From underneath, gently push on bottom of bar and release the soap.
17. Packaging Ideas: Wrap with saran wrap, affix label to bottom of soap. Tie with simple ribbon or raffia. Wrap soap with saran wrap and place in candy box with window or small plastic containers used by bakeries.

Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety.

## Trends for Halloween 2012

Did you know that the second biggest time of the year to buy home decor is fall? The autumn holidays, specifically Halloween, inspire new looks and decor changes each and every year. We've compiled what is hot for the autumn holidays this year. Incorporate these design inspirations in your products to entice your customers to buy for their autumn holidays!

### Elegantly Creepy



**Chicken Wire  
Yard Ghosts**

<http://www.wackyarchives.com/offbeat/easy-do-it-yourself-ghost.html>



**Splatter Spider  
Napkins**

[www.potterybarn.com](http://www.potterybarn.com)



**Pumpkin Decoupaged  
with Old Book Pages**

[www.countryliving.com](http://www.countryliving.com)

### Owls



**Cookie Jar**

[www.pier1.com](http://www.pier1.com)



**Yard Lights**

[www.potterybarn.com](http://www.potterybarn.com)



**Plush Garland**

<http://www.etsy.com/shop/eternallygreen>

### Day of the Dead



**Nail Polish**

[www.opi.com](http://www.opi.com)



**Taper Candles**

[www.pier1.com](http://www.pier1.com)



**Coasters**

<http://www.etsy.com/shop/Day-OfTheDeadRealm>

## Oatmeal Cinnamon Morning Breakfast Bars

Approx. 40 oz.

### Ingredients

|          |                             |
|----------|-----------------------------|
| 8.34 oz. | Distilled Water             |
| 4.49 oz. | Sodium Hydroxide            |
| 8.96 oz. | Coconut Oil                 |
| 12.8 oz. | Olive Oil                   |
| 4.8 oz.  | Shea Butter                 |
| 3.84 oz. | Sweet Almond                |
| 1.6 oz.  | Castor Oil                  |
| 0.7 oz.  | Litsea Cubeba Essential Oil |
| 0.7 oz.  | Cedarwood Essential Oil     |
| 0.10 oz. | Vetiver Essential Oil       |
| ½ cup    | Old-Fashioned Oatmeal       |
| 1 tbsp.  | Cinnamon                    |

*This will fit into the 40 oz. loaf mold that WSP sells.*

*All essential oils and base oils can be purchased at WSP!*



### Directions

1. Melt shea butter and coconut oils. Remove from heat and add olive, sweet almond, and castor. Check temperature, cover and hold at 115-120F.
2. Try freezing half of the distilled water in ice cube trays (about 4 oz.) and add to remaining distilled water in pitcher. This will cool your lye water quickly. Stir in lye to water.
3. When temperatures of both oils/butter and lye water are between 110-115F, add lye water to oils and mix with immersion blender until light trace. Stir in fragrance, oatmeal and cinnamon until well incorporated and pour into loaf mold.
4. After 24 hours, remove from mold and slice into bars. Let cure 4-6 weeks.



*This will fit into the 40 oz. loaf mold that WSP sells.*

*All essential oils and base oils can be purchased at WSP along with the poppyseeds!*

## Creamy Goatsmilk & Poppyseed Soap

Approx. 40 oz.

### Ingredients

|          |                         |
|----------|-------------------------|
| 8.35 oz. | Frozen/Slushy Goatsmilk |
| 4.49 oz. | Sodium Hydroxide        |
| 8.96 oz. | Coconut Oil             |
| 12.8 oz. | Olive Oil               |
| 4.8 oz.  | Cocoa Butter            |
| 3.84 oz. | Rice Bran               |
| 1.6 oz.  | Castor Oil              |
| 0.7 oz.  | Rosemary Essential Oil  |
| 0.7 oz.  | Lavender Essential Oil  |
| 0.10 oz. | Patchouli Essential Oil |
| 1 tbsp.  | Titanium Dioxide        |
| 2 tbsp.  | Poppyseeds              |

### Directions

1. Melt cocoa butter and coconut oils. Remove from heat and add room temperature oils. Check temperature, cover and hold at 115-120F.
2. Stir in lye to slushy/frozen goatsmilk. Add a little at a time, and use an ice bath if your lye mixture becomes darker than a golden yellow or begins to throw off an ammonia smell.
3. When temperatures of both oils/butter and lye water are between 100-110F, add lye mixture to oils and mix with immersion blender until light trace. Reserve a bit of soap batter in a small cup and stir in titanium dioxide with a latte frother. Add back into the soap base. Stir in essential oils and poppyseeds until well incorporated and pour into loaf mold.
4. After 24 hours, remove from mold and slice into bars. Let cure 4-6 weeks.

Marla Bosworth is the CEO and Founder of Back Porch Soap Company, (<http://www.backporchsoap.com>) She conducts soapmaking workshops, natural skincare courses, and beauty entrepreneur throughout the U.S. In addition, Ms. Bosworth also provides product, brand and marketing strategies for handmade beauty companies.



Use code **WSP-8574** to get:

**15% off the  
Pumpkin Seed  
Butter!**



Coupon Expires Oct. 31, 2012. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-8056** to get:

**15% off  
Pumpkin  
Powder!**



Coupon Expires Oct. 31, 2012. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-8602** to get:

**15% Pumpkin  
Seed Oil!**



Coupon Expires Oct. 31, 2012. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-4515** to get:

**15% off Stained  
Glass Citrus  
Orange Liquid  
Color!**



Coupon Expires Oct. 31, 2012. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-4793** to get:

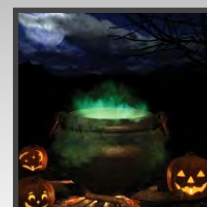
**15% off  
Halloween  
Duck Toys!**



Coupon Expires Oct. 31, 2012. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-1355** to get:

**15% off  
Witches Brew  
Fragrance Oil!**



Coupon Expires Oct. 31, 2012. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

# WSP Sale & Event Planner: 6-Week Preview

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

## Monday Means Sale at WSP!

No gimmicks, no codes – the discounts are already on the items. Just add the products you want to your cart from this category and you'll receive this one-day only sale price.

**Get them while you can! Prices return to normal on Tuesday!**

## ★ WSP Fragrance of the Month!

**Sweet Pumpkin Spice**  
is on sale the entire month of October!  
The discount is already on the fragrance!  
Just add it to your cart and save!

1 WSP Rebates  
Awarded!  
.....  
Powder Color  
Sale!

October →

7

8 Soy  
Wax  
Sale!

14

15 Metal  
Tins  
Sale!

21

22 Soap  
Boxes  
Sale!

28

29 Milky Way  
Molds  
Sale!

31 Last Day  
to Use  
'Handmade'  
Coupons

November →

4

5 Soap Color  
Bars  
Sale!

# Wholesale Supplies Plus Customer Loyalty & Rewards Program

## benefits program

bronze customer

silver customer

gold customer

### Annual Sales

All

\$500-\$2,999

\$3,000 & UP

### Loyalty Points

1.0 POINT PER \$1.00 SPENT

ADDITIONAL .5 POINTS (1.5 TOTAL POINTS) PER \$1.00 SPENT

ADDITIONAL 0.5 POINTS (2.0 TOTAL POINTS) PER \$1.00 SPENT

### wsp dollars

1% QUARTERLY EARNINGS

ADDITIONAL 1% (2% TOTAL) QUARTERLY EARNINGS

ADDITIONAL 2% (4% TOTAL) QUARTERLY EARNINGS

### preferred order processing

The more you shop,  
the more opportunities to save money on future orders!

## BEST PRICE GUARANTEE!

Are you looking to make a purchase but have found the identical product nationally advertised for less by one of our competitors? We would like the opportunity to match this product price and keep you as a satisfied customer! Call us for details!

## FREE SHIPPING

Wholesale Supplies Plus is pleased to offer free shipping on all orders \$30 and over sold online and by phone. We offer this program as a way to help you maintain long term control of your cost, thus helping you succeed in business!

## WSP coupon book Unlimited Savings for only \$100.00!

Each book contains 20 money saving coupons, including one that waives the \$30 minimum order requirement!

Pick one up today at  
[www.wholesalesuppliesplus.com](http://www.wholesalesuppliesplus.com)





With the deadline for an important business opportunity looming, I began my day today with a sinking sensation in my heart and stomach. Although I have been tossing ideas around for well over a week now, none of them stood out. Where will I begin? How can I put a unique spin on this project? Am I going to lose this opportunity? I was stuck – clearly and simply stuck.

Now this is just the sort of thing that I help my clients with each and every day. I am the queen of getting “unstuck”! One would think that getting unstuck would be easy for me. Not today.

I was inclined to get straight to my office this morning so that I could push my brain to the max. But the struggle within was so strong it was zapping my energy. I just wanted to climb back into bed. Instead I threw on some old clothes and headed out with the dogs, hoping that we could all work off some nervous energy.

When we are stuck it’s not always easy to transition the mind to a calm and still place. The temptation to think harder and allow the stress to elevate is almost like an addiction. But as soon as my feet hit the ground with nothing but grass, a lake and blue skies surrounding me, I knew that I could let go of my problem.

Resistance to calmness and confidence is a speedy path to the Land of Stuck, as I call it. The more we resist, fight and worry, the deeper into the quicksand we go. The answers cannot possibly penetrate that thick, murky sludge that holds the creative mind captive. By releasing my problem to the blue skies above me I was able to quickly let go of my frustration and self-doubt in absolute faith that the answers would come. And they did! Once I found myself in this very special place of allowing, my energy restored itself and the creativity flowed once again. So it was with great relief and joy that I piled the dogs back into the Jeep with my next steps clearly defined. “Thank you, thank you, thank you” I said. Whew! Rescued from The Land of Stuck once again!

I had many choices before me this morning. I could continue to worry and fret, crawl back under the covers, give up altogether, or open my mind to all of the endless possibilities. We all have those choices when faced with challenge.

What’s the trick to stilling the mind to step into a place of faith and allowing? How can you allow the answers to flow more easily and effectively? Here are a few simple steps to begin your journey away from the Land of Stuck.

**Practice Gratitude** - Make a practice of expressing your gratitude for the simple, every day things in life. First thing in the morning and last thing at night, remind yourself of all of the good in your world. This raises your emotional energy level and can positively impact your physical state as well.

**Breathe** - Take a two or three minute break several times a day to simply clear your mind. Take in several deep breaths, moving the air all of the way into your solar plexus and exhaling through your mouth. Practice this process several times a day and soon your mind – and body – will begin to get the message!

**Release it** - Write your “problem” down on a piece of paper, acknowledge that you will solve the problem with ease and set the paper aside. This is a symbolic reminder that as you let go of the issue your mind will clear and the solutions will find their way in. Now this differs from pushing your problems away and going into a state of denial; pretending your problems don’t exist will not solve anything. The key here is to step into a place of knowing that the answers are there for you always and of allowing the space for them to arrive.

**Take in the beauty of nature** - Surrounding ourselves with something larger and grander than we are is a wonderful reminder of how small our problems truly are. A shift of perspective is in order when we are struggling and nature’s beauty is one sure way to achieve it. Nature doesn’t think – it just is.

**Step away** - Remove yourself from the problem by taking in a good work out so that you expel your energy in a productive, healthy way. A good workout will clear your mind, like an eraser on a chalkboard.

**Shift perspective** - Choose the next best feeling. If you are feeling frustrated and overwhelmed you will not be productive and you certainly won’t be creative. But to expect yourself to feel joyful and accomplished in a moment’s time may be unrealistic. So take a step up the emotional scale to the next best feeling. Take a few deep breaths and consciously choose a new state of mind – a different mood. If you are feeling frustrated you might be able to move into “slightly annoyed,” yet calmer. This will allow you to sort out the next step or two, and put the puzzle pieces together with greater ease and continue to improve your mood.

*Marla Tabaka is an entrepreneurial coach who inspires entrepreneurs around the world to attain what she calls, The Million-Dollar Mindset. As a result, many of her clients have achieved – even surpassed – the million dollar mark in annual revenues and are living the life of their dreams. In addition to running a thriving practice, Marla is a columnist for Inc. Magazine on-line, and hosts two international on-line radio shows, The Million Dollar Mindset and Million Dollar Mindset Tapping. Marla wrote this feature article exclusively for Debbie May.com (<http://www.debbiemay.com/>), an organization dedicated to helping small businesses succeed. If you would like to consult with Marla to learn how she can help you grow your business and better your life, contact her at [Marla@MarlaTabaka.com](mailto:Marla@MarlaTabaka.com)*

You may consider branding to be a marketing function reserved for large corporations with massive budgets, but for work at home moms balancing the demands of a business and family under one roof, it's actually an invaluable resource towards creating the image you to exude—even if your home office feels less than professional at times! Here's how create a brand for your home business.



**Create a brand personality.** Branding begins by identifying what your businesses is about, and transforming those attributes into qualities that attract customers. Try this simple branding exercise: On a large piece of blank paper, cut and paste images from magazines that embody your businesses' personality, whether represented by pictures of celebrities, words, or emotions. Now, elaborate by imagining your brand as a person (you can even give her a name!) On the same board, write her unique personality traits, the kind of brands she wears and uses, television shows, books, magazines, tech tools and music she treasures, and even, common terms or phrases in her vocabulary. All of these elements make up a brand personality, and laying them out clearly provides a framework for how you present your business going forward, and ensures consistency. There are no right or wrong answers in this creation phase, provided the personality you identify meshes with what you sell, and the people you hope to sell it to.

**Develop consistent "touch points."** In marketing, the term "touch points" describes all the different places a customer encounters one brand. Though your business is home based, you've got many customer touch points, which may include any combination of the following: Your website, blog, social media activities, packages you mail, email and phone communications, marketing materials, business cards, and trade show and industry presence. Now that you've identified your brand traits, find unique, and consistent ways to communicate them, through every touch point. For example, a brand with a playful personality would use words like "Hi there!" versus a formal "Hello, Sir or Madam" in email communication or order confirmations; a modern brand would most certainly have a presence on trendy social media channels like Pinterest. Where how and you integrate the brand into touch points is up to you, but it's all about delivering a consistent message.

**Think more office, less home.** Your goal as a work at home is to create the image that you're a force to be reckoned with—even if you respond to emails in your pajamas! If you don't have professionally printed business cards, a logo, a website with an appealing design (even if you created it for free), a registered domain name, and an email for that domain, now's the time. Take advantage of other technology conveniences that boost your credibility. For example, vendors like Square, Intuit GoPayment, and Google Wallet all offer affordable solutions for accepting secure credit card payments online, or from tablet or smartphone. (It's worth nothing that one study by Javelin Strategy & Research revealed that customers are most influenced when a vendor shows a "Visa" logo compared to other payment methods, like PayPal, when it comes to perception of trust and privacy). Free tools like MailChimp make it simple to create professional-looking email newsletters and email marketing promotions, while Google Voice allows you to establish a free number for business use, that is delivered to your personal email, or mobile phone, so you can take the call when the kids aren't screaming in the background!

*Stephanie Taylor Christensen is a former financial services marketer turned stay at home working mom, yoga instructor and freelance writer covering personal finance, small business, consumer issues, work-life balance and health/wellness topics for ForbesWoman, Minyanville, SheKnows, Mint, Intuit Small Business, Investopedia and several other online properties. She is also the founder of Wellness On Less and Om for Mom prenatal yoga. Stephanie wrote this feature article exclusively for Debbie May.com (www.DebbieMay.com), an organization dedicated to helping small businesses succeed.*

All of us have dealt with sunk cost at some point, but may not have realized it at the time. Here's an example.

You buy nonrefundable, advance tickets to a play that can't be resold. Your out-of-pocket cost is \$50. A few days later you hear from several of your best friends that the play is horrible and not worth seeing. If you still go to the play, you're faced with spending another \$50 for a babysitter, gas for the car, and parking at the theater. What would you do?

Many people would decide to go because they feel they have to "get their money's worth," even if that means sitting through a show they don't like. If that happens they've compounded the monetary loss by losing a few hours of their time, an opportunity loss they'll never get back. The decision is rationalized by the need to avoid "wasting" the initial \$50 investment, at any cost. So they go, hoping their friends are all wrong.

**Definition** - The \$50 for the tickets in this example is a sunk cost. Once a cost has been incurred and can't be recovered, it's a sunk cost. Whether or not you go to the show is irrelevant to that fact. Sunk costs are completely independent of any event or additional expenditure that may occur in the future.

This concept applies to your business as well as your personal life. There's a significant psychological barrier to ignoring sunk cost when making decisions of all kinds.

**Application** - Once you invest money into something, there's no reason to invest more money if recovery of the initial investment is unlikely. Another way of saying this is that you should avoid throwing good money after bad.

In the example above, if you don't go to the play you'll lose \$50. Human nature dictates that most people will avert loss under almost any circumstances. Instead of making decisions solely on the merits, they'll consider a host of other factors that veer from a purely economic solution that considers only variable costs.

If you go to the play and don't like it, you've now upped your loss to \$100. Does that make sense given the warnings from friends that have tastes similar to yours?

**Distinguishing Sunk Cost** - Some costs you incur may have no tangible benefit, but that doesn't mean they're sunk costs. A good example of this is the premiums you pay for business insurance. For many businesses, these premiums amount to thousands of dollars over a period of years without ever filing a claim. You can't consider that sunk because you gained the benefit of protection from potential losses. Those fortunate enough not to experience such losses are not wasting their money by buying insurance.

**Dilemma** - Many homebuilders over the past few years have had direct experience with the sunk cost dilemma. Assume that during the housing bubble, you started work on a new development with 30 spec homes. You've done all the site prep and started construction on the first 10 homes when the market starts to crash.

By the time the homes are half completed, the housing market is collapsing all around you. You've got several hundred thousand dollars invested in the project and now you're

faced with a critical decision. Do you invest even more money and finish the project, hoping for a quick turnaround in the market? Or, do you ignore your sunk cost, stop work and save the additional money it would take to complete the construction?



Most people would find it difficult to walk away from an investment this large. The real-world dilemma posed in this case is a stark choice between certain loss and uncertain success. If you stop work, your sunk cost is essentially lost forever unless you can find another builder to take over the project. That's not a likely prospect given the depth and breadth of the housing collapse.

If you ignore the sunk cost and keep working, you face the possibility of losing even more money if you can't sell the homes fast enough to pay your bills. Gambling on an economic recovery could lead to bankruptcy and possibly the loss of your entire business. The only way to resolve the dilemma is to stop work or finish the project.

**Making Decisions** - Every business incurs sunk cost at some point. When faced with a decision to ignore sunk cost, one approach suggested by many economists is to "act on the margins." The idea is to make a list of potential choices along with the benefits and additional costs associated with each, essentially a cost/benefit analysis. This forces you to focus on the future and will help you choose the option offering the maximum net additional benefits.

By basing your decision on the relative merits of each option, you've set the past aside and made sunk cost irrelevant to your decision. The amount of sunk cost won't change regardless of what you do.

**Summary** - If decisions were entirely made on a rational, economic basis, sunk cost would be very easy to deal with. The reality is that psychology and human emotion often play a large role in our decision-making process. We're tempted to ignore the numbers, take calculated risks and go with our gut instincts. Sometimes this works, only serving to validate our belief that we know better than the facts staring us in the face.

Many business owners routinely face decisions that involve sunk cost. The successful ones have adopted their own strategy for evaluating alternatives before they're faced with a crisis requiring them to shoot from the hip. You're not the only one who's determined to avert losses, but sometimes it's best to cut your losses before they get worse. Step back, regroup, seek good advice and then make a sound decision based on the best available data.

*Geoffrey Michael (www.geoffreymichael.pro) is a freelance writer specializing in business, marketing, personal finance, law, science, aviation, sports, entertainment, travel, and political analysis. He graduated from the United States Air Force Academy and is also licensed to practice law in California and New Hampshire. Geoffrey wrote this feature article exclusively for DebbieMay.com, an organization dedicated to helping small businesses succeed.*



Pumpkin is a gourd-like squash of the genus *Cucurbita* and the family Cucurbitaceae (which also includes gourds). There are a whopping 1.5 billion pounds of pumpkins produced each year. According to the Illinois Department of Agriculture, 95% of the U.S. pumpkin crop intended for processing is grown in Illinois with the Nestlé Corporation producing 85% of the processed pumpkin in the United States. The U.S. pumpkin market is regarded as limited and seasonal. Pumpkins are grown primarily for processing purposes (canned pumpkin and pumpkin pie filling) with a small percentage grown for ornamental sales (carving, home processing and decoration).



Pumpkin is rich in important essential vitamins and nutrients necessary for healthy and radiant skin. It is excellent for use on all skin types, but especially useful if skin is damaged from environmental conditions such as overexposure to the sun.

According to the University of Maryland Medical Center, pumpkin is rich in vitamin A, which soothes and softens the skin, and vitamin C, an antioxidant that can help to remedy damage produced by free radicals.

Pumpkin is a popular choice in specialty skincare products because it is trendy and readily associated with the fall season. However, as with any natural ingredient, there is often a limited supply of pumpkin when demand peaks. In the fall of 2009, rain in Illinois devastated the Nestlé pumpkin crop, resulting in a shortage affecting the entire country during the Thanksgiving holiday season.

Pumpkin flesh in powder or flake form, pumpkin seed oil, pumpkin seed extract, pumpkin fragrance oils, pumpkin seed powder and pumpkin seed butter are readily available cosmetic additives which can be easily incorporated into your fall product formulations.

All is not lost if pumpkin isn't readily available or if you are searching for something unusual for your fall line. It's easy to duplicate the same nutrients found in pumpkin by substituting similar vegetable varieties within the same family. Sweet potatoes, yams, carrots and many varieties of gourds and squash contain the same antioxidant-rich carotenoids and enzymes found in the common pumpkin. These unusual additives can be a boon for companies looking to offer a unique twist on the predictable pumpkin theme. If you're not sure where to start, the following table offers a "cheat sheet" for making substitutions in your pumpkin formulations.

### **Pumpkin Substitution "Cheat Sheet"**

|                                   |   |
|-----------------------------------|---|
| Powdered/Flaked Pumpkin           | Sweet Potato Powder, Yam Powder, Squash/Gourd Powder, Crafters Choice Carrot Powder   |
| Pumpkin Seed Oil                  | Crafters Choice Carrot Seed Essential Oil   |
| Pumpkin Seed Extract              | Sweet Potato Extract, Yam Extract, Crafters Choice Carrot Seed Extract  |
| Pumpkin Seed, Pumpkin Seed Powder | Gourd/Squash Seed, Gourd/Squash Seed Powder, Crafters Choice Carrot Powder  |
| Pumpkin Fragrance Oil             | Crafters Choice Sweet Potato & Brown Sugar Fragrance Oil, Crafters Choice Ginger Spice Fragrance Oil, Crafters Choice Toasted Pumpkin Seeds Fragrance Oil |
| Pumpkin Seed Butter               | Coconut Oil 76 blended with Sweet Potato Powder/Extract, Yam Powder/Extract, Crafters Choice Carrot Powder/Extract, Gourd Powder/Extract                  |

*Allison B. Kontur is an inventive scientist and educator specializing in natural cosmetic formulation and short-run, private label skincare. Since 2005, she has worked as chief cosmetic formulator, business consultant and CEO of various skin care companies. Allison is the co-founder of AliMar Labs, LLC, ([www.alimarlabs.com](http://www.alimarlabs.com)) a private label manufacturer specializing in ultra-low minimums, as well as co-founder of the Vegan skincare line, Sydni Monique ([www.sydnimonique.com](http://www.sydnimonique.com)).*

# Woodland Creatures

Cute and cuddly will always be on trend. This year, however, cute and cuddly are all over the place with the various ways to craft woodland creatures. With vintage styling and handmade details, these critters are on top with all the adorable ways they can be fashioned. What products can you do to be on mark with this trend?



Kaisercraft



rebekahmeier.typepad.com



Japan's Rakuten

www.etsy.com/shop/  
WonderForestwww.etsy.com/shop/  
blueberrybandit

www.etsy.com/shop/CarrotFever

**Can you resist the cute overload of the Woodland Creatures trend? We didn't think so. Take a look at these projects you can recreate from [Wholesale Supplies Plus!](#)**

ELF™ Bird on a Branch  
Soap Mold

MP Soap: Autumn Owl

Valentine Frog Toys -  
Vinyl





Naturally Smart Soap -  
LS Goat Milk 24 lb Block



Naturally Smart Soap -  
LS Goat Milk 2 lb Tray



Naturally Smart Soap -  
Low Sweet Clear 2 lb Tray



Naturally Smart Soap -  
Low Sweet White  
2 lb Tray



Naturally Smart Soap -  
LS Three Butter  
24 lb Block



Naturally Smart Soap -  
LS Three Butter 2 lb Tray



Naturally Smart Soap -  
LS Honey 2 lb Tray



Naturally Smart Soap -  
LS Hemp 2 lb Tray



Low Sweet Detergent Free  
MP Soap Sampler Kit



Crafters Choice™ Basic  
Three Butter MP Soap  
Base - 24 lb Block



Crafters Choice™ Basic  
Three Butter MP Soap Base  
- 2 lb Tray



Cold Process Soap  
Making Oil Kit



Hard Butter  
Sampler Kit



Shea Butter  
Sampler Kit



Cocoa Butter  
Sampler Kit



Crafters Choice™ Blood  
Orange & Goji Fragrance  
Oil



Crafters Choice™ Jungle  
Love Fragrance Oil



Crafters Choice™ Pink  
Camouflage Fragrance Oil



Crafters Choice™  
Sandalwood Patchouli  
Fragrance Oil



Sugared Strawberry -  
Sweetened Flavor Oil



Bubble Gum -  
Sweetened Flavor Oil



Pink Lemonade -  
Sweetened Flavor Oil



Crafters Choice™ Wooden  
Soap Mold - Long Loaf



SURPLUS: Concentrate -  
Foaming Bath Whip



Crafters Choice™  
Safflower Powder



Crafters Choice™  
Spirulina Powder



Crafters Choice™  
Soapwort Root Powder



Crafters Choice™  
Acerola Powder



Crafters Choice™  
Beet Root Powder



Crafters Choice™  
Basil Powder



Crafters Choice™  
Annatto Seed Powder



Crafters Choice™  
Black Walnut Powder



Crafters Choice™  
Chamomile Powder



Crafters Choice™  
Alkanet Root Powder



Crafters Choice™  
Cornsilk Powder





Crafters Choice™  
Calendula - Petals Only



Crafters Choice™  
Fuller's Earth Clay



Crafters Choice™  
Maddar Root Powder



Crafters Choice™  
Olive Leaf Powder



Crafters Choice™  
Myrrh Gum Powder

**Coming in October - Hydrosols!**

Hydrosols are essential waters that consist of the leftover water from the steam distillation of the plant or herb. They are water soluble and lighter aroma than an essential oil. They are considered ideal additives to toners, masks, lotions, shampoos and other water soluble cosmetics. They are commonly used as linen and iron spray. Hydrosols can be used directly on the skin without dilution. Makes a relaxing and balancing spray or addition to cosmetics. Incorporate into the water phase of the formula.



Basil Water Essential  
Hydrosol



Chamomile Essential  
Hydrosol



Lavender Essential  
Hydrosol



Lime Essential  
Hydrosol



Peppermint Essential  
Hydrosol



Rose Geranium  
Essential Hydrosol



Rose Essential  
Hydrosol



Rosemary Essential  
Hydrosol



Sandalwood  
Essential Hydrosol

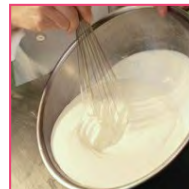


Vanilla Essential  
Hydrosol



Ylang Essential  
Hydrosol

**Fragrances Back by Popular Demand!**



Blending Vanilla



Calyx



Fig Leaf\*



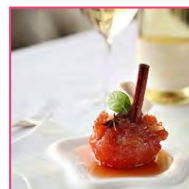
Firewood\*



Nature's Rain



Night Blooming  
Jasmine\*



Pear Quince\*



Pineapple Cilantro



Pumpkin Pickin'



Raspberry  
Cheesecake



Spa-Taneous



Tranquil Tropics



Water Lily



White Ginger &  
Amber\*

\*Crafter's Choice version of popular retail brands. Crafter's Choice is not affiliated with Henri Bendel or Bath and Body Works.

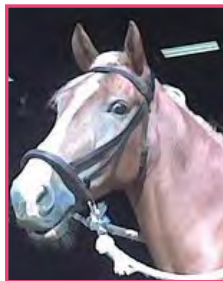
## Featured Facebook Friends



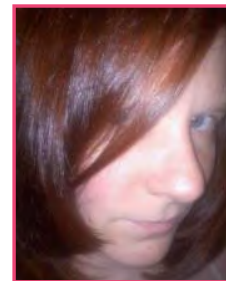
Brenda Murnane  
Beacon Bath and  
Bubbles  
Beacon, NY



Ginger-vee Carter  
Champ de Fleurs  
Brooklyn, NY



Linda Mackey  
Southland Soap  
Lexington, KY



Rachel Doherty  
Harpeth Valley  
Soap Co.  
Nashville, TN

WSP Featured Facebook Friends receive a \$25 WSP Rebate for being our friend on Facebook. We have a new winner each week - 'Like' us on Facebook today to win!



<http://www.facebook.com/WholesaleSuppliesPlus>

## Show & Tell Contest Winners for October



### Leeana Provan from LoveLee Soaps

#### Creepy Finger Soap Set

"...The finger soaps were created using the melt and pour soap method. I melt soap in large batches and pour them into individual silicone molds. WSP Supplies used: Small Latex Gloves, Detergent Free Soap Base, Matte Brown Liquid Pigment, Watermelon Mania Fragrance Oil 277 and Plastic Droppers"  
- Leeana Provan

### Kristin Hubbard from Hubbub Soap

#### Monsters After Midnight

"Made with wholesalesuppliesplus.com's Pro Base Clear MP Soap Base- the best for embedding these stretchy rubber skeletons, and Pro Base White MP Soap Base- great for adding Strawberry Jam Fragrance Oil 156 to make a sweet strawberry "scream" scent. Each soap is poured in an oval mold with embossed edges, with a charming yellow crescent moon molded out of soap and a touch of gold soap glitter for sparkle." - Kristin Hubbard



### Ruth Kondylas from Little Mountain Soap Company

#### Coconut Lemongrass Soap, Salt Scrub, and Hand & Body Balm

"My salt scrubs are made using locally harvested salt, WSP melt & pour soap, olive oil and WSP essential/fragrance oils. My hand & body balms are made using olive oil, WSP beeswax, & WSP essential/fragrance oils made in the 4oz WSP flat tins. My soap is, of course, WSP melt & pour soap base, WSP essential/fragrance oils and WSP dried Calendula flowers made in WSP soap tray." - Ruth Ann Kondylas



# DebbieMay.com



**Advocate.  
Mentor.  
Guide.**

FREE BUSINESS ARTICLES  
DIRECTORY OF BUSINESS RESOURCES  
LOCAL CRAFT SHOW FINDER  
FRIENDS AND FORUMS

DEDICATED TO HELPING YOUR SMALL BUSINESS SUCCEED  
FREE RESOURCES TO HELP YOUR BUSINESS GROW  
VISIT US ON THE WEB AT [DEBBIEMAY.COM](http://DEBBIEMAY.COM)

## NATURAL SKINCARE CLASSES & CONSULTING

*Product, Brand & Marketing Strategies*

*Boston and NYC Group Classes*

*Private One-on-One Workshops*



**Marla Bosworth 781.934.8100**  
[www.backporchsoap.com](http://www.backporchsoap.com)



- Minimums as low as **16** units.
- Guaranteed **15 day (or less)** turnaround on orders under 1000 units.
- Hundreds of stock formulas available.
- Contract manufacturing services available.
- 16 units or 160,000 units, we've got you covered!
- Experienced in **Natural & Vegan** product lines.
- **Free 30 minute phone consultation** when you mention this ad!

*Call us to determine if Private Label is right for your business!*

[www.AliMarLabs.com](http://www.AliMarLabs.com)  
Tel: 330-467-1637





# templateplace.com

Does your business need a web presence?  
Do you need help creating a brand for your  
small business?

## Let templateplace.com help!

This affordable, easy-to-use resource can help  
you create what you need to help you succeed!



Helping Your Small Business Grow.

- Standard Web Templates
- E-Commerce Templates
- Graphic Design Services

Please Call to Place  
Your Order:

800.908.7042

# Crafter's Choice®

## We Help Retailers Succeed In Business!

### Soapmaking Teachers

Do you teach classes and sell  
supplies to your students?

*Stocking Crafter's Choice Brand  
products will ensure your students  
are getting the best products possible  
and you are maximizing profit potential.*

### Brick & Mortar Stores

Do you have a local craft supply  
store that is seeking to expand  
your offerings?

*Adding a well known brand like  
Crafter's Choice will bring in new  
customers seeking only the best  
products for their applications.*

### Online Supply Stores

Do you currently sell craft supplies  
online through your own store, Etsy,  
eBay, Artfire or Amazon?

*Our brand is well recognized across  
all these selling mediums and will get  
your products found faster.*

## You Can Stock Our Brand Today!

### Number One Brand Chosen By Professionals!



www.Crafters-Choice.com

Phone: 800-908-7028

**"Helping Handmade Soap  
and Cosmetic Businesses Survive."**

We are an alliance of artisans, small business owners, and soap and cosmetic manufacturers from across the country that want to preserve the freedom to produce and sell handmade soap & cosmetics in the USA.



Handmade Cosmetic Alliance works with legislators to preserve American jobs created by the handmade soap and cosmetic industry with three simple messages:

1. Support small business exemptions for handmade cosmetic companies so that they may create local jobs and contribute to local economies.
2. Reduce regulatory paperwork that has little to no impact on cosmetic safety but drives up the cost of doing business.
3. Support financial aid as a way to foster and grow small businesses in the United States.

**“Advocating Policies That Support Handmade Artisans,  
Small Soap & Cosmetic Businesses, and the Communities They Serve.”**

**For More Information and to Get Involved, visit [handmadecosmeticalliance.org](http://handmadecosmeticalliance.org)**





# wholesale suppliesplus

COSMETIC & SOAP MAKING MATERIALS

superior quality products...

**free shipping in contiguous usa!**

- melt & pour soap bases
- fixed oils & butters
- natural colorants
- soap & candle molds
- packaging supplies
- wax & candle materials
- essential & fragrance oils



the more you shop with us...

**the more we reward you!**



### rebates

All customers receive quarterly WSP Rebates based on purchases from previous calendar quarter. Use rebates for a 50% order discount.

### loyalty points

All customers earn loyalty points for every dollar spent at WSP. Redeem these points on future orders for additional savings!

### coupons

Coupon Codes are issued for regular sales, pick up customers, and upon purchase of a WSP coupon book.

### free shipping

WSP ships all orders that meet the minimum order requirement FREE within the Continental United States via UPS Ground Shipping.

**Crafter'sChoice**<sup>®</sup>  
AUTHORIZED MASTER DISTRIBUTOR

1.800.359.0944

[www.wholesalesuppliesplus.com](http://www.wholesalesuppliesplus.com)