



HOLIDAY

Season's Greetings

In This Volume...



**Gingerbread
& Holiday Cookies**

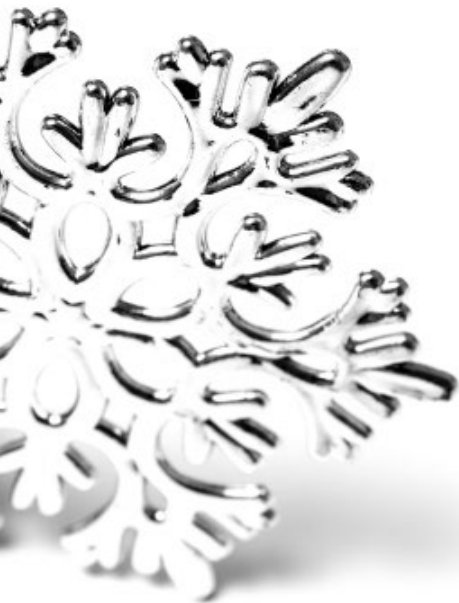


**Pine Trees
& Holiday Wreaths**



**Holiday Gifts
& Gift Giving**





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!

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Season's Greetings!

In This Season of Gratitude,
We are Thankful for Your Business
& Would Like to Wish You a
Wonderful Holiday Season
& Prosperous 2013



Sincerely,

Rachel & Debbie May
& The Wholesale Supplies Plus Family



Scents of the Season: Pine & Evergreen

Pines are evergreens, a plant that has "...green leaves throughout the entire year, the leaves of the past season not being shed until after the new foliage has been completely formed."* One of the only plants in the Northern Hemisphere with foliage during the winter, it is easy to see why it has become so popular during this season.

The origins of using pines for celebratory purposes during this season dates back to ancient times. Encyclopedia Britannica states, "The use of evergreen trees, wreaths, and garlands to symbolize eternal life was a custom of the ancient Egyptians, Chinese, and Hebrews. Tree worship was common among the pagan Europeans

and survived their conversion to Christianity in the Scandinavian customs of decorating the house and barn with evergreens at the New Year to scare away the devil and of setting up a tree for the birds during Christmastime... The modern Christmas tree, though, originated in western Germany. The custom was widespread among the German Lutherans by the 18th century...Introduced to England in the early 19th century, the Christmas tree was popularized in the mid-19th century by the German Prince Albert, husband of Queen Victoria...Taken to North America by German settlers as early as the 17th century, Christmas trees were the height of fashion by the 19th century."*

With such deep-rooted history, no wonder one sniff of an evergreen scent puts us in the holiday mindset. In addition to the nostalgic properties of the scent, it is also a stress reliever, energy booster, and aids in cleaning due to its antibacterial properties. Pine essential oil can be used to treat various skin problems such as psoriasis, itching, pimples, eczema, and more. It also increases metabolism and is a natural diuretic.**

However you use it, this scent is sure to be a hit during this time of year. Whether as a complement to the scents wafting throughout your customers' homes or to give you that extra energy boost to get you through the holiday season, your customers are sure to buy up products created with notes of pine.

Unsure of what to create or how best to utilize the scent for your products? Let us help! Take a look at all the products that we provide that are purely pine or combine it with notes of other wintry fragrances. Use our cute tree molds for your bath fizzies or soaps, or read up on our recipes and kits that make it easy for you to make perfectly pine related products!

All of this and more is at www.wholesalesuppliesplus.com. The following pages are also a perfect place to grab inspiration and get creative, so read on and enjoy!

*Source <http://www.britannica.com/EBchecked/topic/115737/Christmas-tree>

** <http://www.organicfacts.net/organic-oils/natural-essential-oils/health-benefits-of-pine-essential-oil.html>



Freshly Baked for You

What would this time of year be without sweets? Especially the special treat of freshly baked cookies. Filling your home with these delicious scents is one of those cozy, home warming activities that just defines the holidays in most households. The grill might go away during the winter, but the baking sheets most certainly emerge!

This scent is so popular and brings up so many olfactory memories, it is newly becoming a selling tactic. "Neuromarketing" is the name of

this practice and it is commonly used in a variety of environments. While the term neuromarketing relates to stimuli through all sensory outlets, scent has been a highly utilized facet of this new tactic. Smart marketers are using this technique to "deepen customers' association with (and memory of) a brand and place" within retail stores and other types of purchasing atmospheres. If you could have your customers remember your products and brand through the faint aroma of a common, yet particular scent, even when your products are nowhere in sight, wouldn't you jump on the opportunity? Here's a quote that perfectly sums up the impact of this approach: "If you were blindfolded and led into an Aveda-affiliated salon, a Starbucks, or even an airplane, you could probably identify your location based purely on scent."**

The scent of freshly baked cookies is often used within holiday stores or the holiday sections of department stores to emphasize the feelings of the holidays and encourage you to buy more items that will bring that feeling to your home. Realtors often use room spray, light candles, or even actively bake cookies before an open house to give the impression of a very homey atmosphere to potential home owners. There is even a story from 2006 where bus stops within California were branded with the 'Got Milk?' campaign. During the holiday season, these bus stops were also scented with the smell of freshly baked chocolate chip cookies to emphasize the need for milk when enjoying holiday desserts.***

The elements of this scent are simple, yet highly effective when combined: sugar, vanilla, and butter. Then it becomes almost irresistible when all of the additional scents of your favorite variety are added: chocolate chips, cinnamon, nutmeg, gingerbread, almond, walnuts, etc. Our industry is often utilizing the delights of the culinary world and this is another perfect example. It's the perfect time of year to incorporate these scents and expect to sell your products like crazy!

Check out all of the scents and products that Wholesale Supplies Plus offers in this category. We also have a number of recipes and kits that not only smell like delicious freshly baked cookies, but look like them too! Make sure you look through all we have to offer and get started on the products sure to make your customers drool!

* Source dictionary.com

** Source blog.intuit.com/marketing/3-ways-you-can-benefit-from-neuromarketing/#ixzz2BfPbdDmD

*** <http://www.happynews.com/news/1242006/scented-bus-shelters-tantalize-fresh-baked-cookie-smell.htm>

'Tis the Season for Gift Giving



This season is filled with joy, love, peace... and gifts! Who doesn't enjoy both giving and receiving gifts? This time of year allows us to celebrate the love for our families and friends through the small (or large!) tokens we give them. While giving throughout the year is a great way to show how much you care, the holiday season is perfect for celebrating the fun you had and the love you share as the year draws to a close.

The historical origin of gift giving during this season dates all the way back to ancient Romans. While the holidays were vastly different, it has been a tradition that has lasted through the ages. It is obvious to see

how the opportunity to show someone how much you care through a gift has been an enduring tradition. While the commercialism of this time of year has gotten a bit crazy, the sentiment is still steeped in good intentions.

Both the intent and the commercialization of the season make it a wonderful environment for the small business owners in our industry. There is a great swell of customers within the retail market that is clamoring for handmade, local, and more personalized gifts. The backlash against major retailers and cookie-cutter/impersonal gifts has created a whole new atmosphere of opportunity to the handmade retailer among us.

Black Friday and Cyber Monday are now complemented with 'Small Business Saturday'. A new initiative where the Saturday of the Thanksgiving Holiday is dedicated to getting consumers out and shopping small businesses nationwide. This initiative is great for the brick and mortar shops out there and helps inspire everyone to search the small business/handmade online retailers through Etsy or Artfire. If you are an online retailer that sells handmade goods, your chances for success during this season is even greater given the combination of this new initiative and Cyber Monday.

What products have you created to prepare for the onslaught of gift-givers looking for something personal and handmade? We have a number of items that we've created to inspire you. Some are gift-themed, some are great to give as gifts and all are the same great quality and creativity you've come to expect from Wholesale Supplies Plus!

Take a look at the products, kits, and recipes all available at www.wholesalesuppliesplus.com that will be great additions to your collection. Take advantage of this great new initiative and put your best foot forward. Here's to a strong and prosperous 2012 holiday season - all thanks to the creative gift-givers of the world!

DebbieMay.com



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Stars and Curls Tree 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.

This kit includes the following items:

- (1) 1 mold(s) - Star - Silicone Tube Mold 1905
- (1) 1 mold(s) - Loaf - Regular - Clear Silicone Mold 1501
- (2) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 2 fl oz - Pure Amber Fragrance Oil 637
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 0.3 oz (1 TBSP) - Sparkle Gold Mica Powder
- (1) 0.6 oz (1 TBSP) - Matte Woodland Green Pigment Powder
- (2) 0.18 lb (2 oz) - Glycerin - Natural
- (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



You Save \$10.95 by purchasing this kit rather than buying the items separately!



Tree with Falling Snow 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.

This kit includes the following items:

- (1) 1 mold(s) - Tree - Silicone Tube Mold 1904
- (1) 1 mold(s) - Loaf - Regular - Clear Silicone Mold 1501
- (2) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 2 fl oz - Evergreen* Fragrance Oil 194
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 2 oz - Stained Glass Ocean Blue Liquid Color
- (1) 0.6 oz (1 TBSP) - Matte Woodland Green Pigment Powder
- (1) 1 piece - Beaker - Natural Polypropylene
- (1) 0.28 oz (1 TBSP) - Super Sparkle Iridescent Glitter
- (2) 0.18 lb (2 oz) - Glycerin - Natural
- (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

You Save \$12.37 by purchasing this kit rather than buying the items separately!

Wreath Refresher Spritz Kit

This kit has been designed to make (20) 8 oz bottles. Recommended pricing is \$4.95 each.

This kit includes the following items:

- (20) 1 Bottle - 8 oz Green Bullet Plastic Bottle - 24/410
- (1) 1 lb - Multi-Spray Concentrate
- (20) 1 piece - 24/410 Black Ribbed Sprayer Top - Clear Cap
- (1) 2 fl oz - Frasier Fir Fragrance Oil 311
- (1) 0.125 lb (2 oz) - Germaben II
- (1) 0.125 lb (2 oz) - FO & EO Modifier
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Instruction Sheet



You Save \$20.89 by purchasing this kit rather than buying the items separately!



You Save \$10.57 by purchasing this kit rather than buying the items separately!

Sugar Scrub Kit - Debbie's Best Ever (Gingerbread)

This kit has been designed to make (8) 8 oz jars of sugar scrub. If you are making this product for sale, we recommend a retail price of \$12.95 per jar.

This kit includes the following items:

- (1) 80 oz - Granulated White Sugar
- (8) 1 Jars - 8 oz Clear Heavy Wall Plastic Jar - 89/400
- (1) 2 fl oz - Gingerbread Fragrance Oil 162
- (8) 1 piece - 89/400 Black Straight Top Cap - F217 Liner
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 1 lb - Foaming Bath Whip
- (1) 0.35 oz (1 TBSP) - Matte Brown Oxide Pigment Powder
- (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 - Droppers - Plastic
- (1) 1 piece - Instruction Sheet

Gingerbread Man Pop 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 \$3.95 per bar.

This kit includes the following items:

- (1) 1 mold(s) - Round - Guest - GLOSSY Silicone Mold 1607
- (24) 1 piece - Premium Crystal Cello Bags (2.5" x 2" x 6")
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (2) 12 piece - Gingerbread Men (Mini) Toys
- (1) 2 fl oz - Mulberry Fragrance Oil 185
- (1) 1 Bar - Matte Americana Red Soap Color Bar
- (1) 1 Bar - Matte Woodland Green Soap Color Bar
- (24) 1 piece - Soap Pop Sticks
- (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) 0.008 Spool (4 Yds) - Green Curling Ribbon
- (1) 0.008 Spool (4 Yds) - Red Curling Ribbon
- (1) 1 piece - Instruction Sheet



You Save \$8.66 by purchasing this kit rather than buying the items separately!



You Save \$21.30 by purchasing this kit rather than buying the items separately!

Orange Ginger Bath Cookie Kit

This kit has been designed to make 20-24 bath cookies. Recommended pricing is \$4.95 per 4 cookies.

This kit includes the following items:

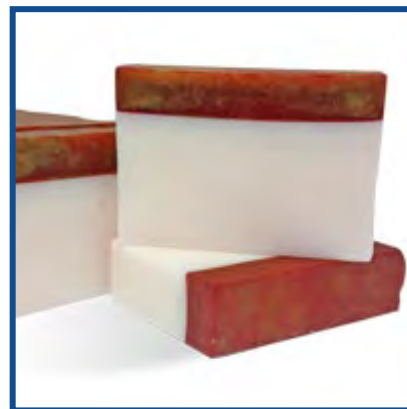
- (1) 0.03 lb (1/2 oz) - Vitamin E Natural
- (1) 2 fl oz - Ginger Orange* Fragrance Oil 461
- (1) 0.125 lb (2 oz) - Coconut Milk Powder
- (2) 0.125 lb (2 oz) - Cornstarch - Pure
- (1) 0.125 lb (2 oz) - Mango Butter - Refined
- (1) 1 lb - Oat Scrub
- (1) 0.125 lb (2 oz) - Grape Seed Oil
- (2) 0.125 lb (2 oz) - Baking Soda (Sodium Bicarbonate)
- (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

Elegant Holiday 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.

This kit includes the following items:

- (1) 1 mold(s) - Loaf - Regular - Clear Silicone Mold 1501
- (1) 2 fl oz - Holiday Berry Type Fragrance Oil 512
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 2 lb - Goat Milk MP Soap Base (2 lb. Tray)
- (1) 0.35 oz (1 TBSP) - Sparkle Blue Rouge Mica Powder
- (1) 0.35 oz (1 TBSP) - Green Oil Locking Mica Shimmer
- (1) 0.26 oz (1 TBSP) - Sparkle 24 Karat Gold Mica Powder
- (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



You Save \$13.01 by purchasing this kit rather than buying the items separately!



You Save \$51.92 by purchasing this kit rather than buying the items separately!

Holiday Body Care Gift Set Kit

This kit has been designed to make 20 gift sets. Each gift set will contain 4 oz lotion, 4 oz shower gel, and 5 oz body mist to be packaged in gold organza bags. Recommended pricing is \$13.95 per gift set.

This kit includes the following items:

- (1) 1 gallon - Luxury Moisturizing Mist II - Modified
- (20) 1 piece - 24/410 Black Ribbed ELITE Pump Top
- (1) 1 gallon - Liquid Suspension Soap Base
- (1) 8 fl oz - Holiday Berry Type Fragrance Oil 512
- (1) 8 fl oz - Vanilla Bean Noel* Fragrance Oil 621
- (20) 1 Bottle - 5 oz Clear Tall Square Plastic Bottle - 20/410
- (3) 12 Bottle - 4 oz Clear Round Bullet Plastic Bottle 24/410
- (2) 10 piece - Organza Bag - Gold (9" x 5.5")
- (1) 1 gallon - Basic Lotion Base
- (20) 1 piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (20) 1 piece - 24/410 Black Smooth Disc Top Cap
- (4) 1 Bottle - 4 oz Clear Round Bullet Plastic Bottle 24/410
- (1) 0.26 oz (1 TBSP) - Sparkle 24 Karat Gold Mica Powder
- (1) 2 oz - Stained Glass Strawberry Red Liquid Color
- (1) 0.125 lb (2 oz) - Vanilla Color Stabilizer - Lotions - Washes
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Instruction Sheet

Holiday Gift Box Soap Kit

This kit has been designed to make 12 bars of soap, - 6 green and 6 red. If you are making this product for sale, we recommend pricing at \$5.95 per bar.

This kit includes the following items:

- (1) 1 mold(s) - Square - Basic - GLOSSY Silicone Mold 1605
- (3) 2 lb - Crystal Clear Soap Base - 2 lb Tray
- (1) 4 fl oz - Sugar Plum Fragrance Oil 410
- (1) 0.125 lb (2 oz) - Vanilla Color Stabilizer - MP Soap
- (1) 1 piece - Sparkle Ruby Red Soap Color Bar
- (1) 1 piece - Sparkle 24 K Gold Soap Color Bar
- (1) 1 Bar - Matte Woodland Green 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
- (2) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



You Save \$4.79 by purchasing this kit rather than buying the items separately!



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WSP Product Suggestions: Pine Trees & Holiday Wreaths



Crafters Choice™ Apple Balsam Pine Fragrance Oil (152)



Crafter's Choice™ Bayberry* Fragrance Oil 568



Crafter's Choice™ Christmas Wreath Type Fragrance Oil 508



Crafter's Choice™ Evergreen* Fragrance Oil 194



Crafter's Choice™ Frasier Fir Fragrance Oil 311



Crafter's Choice™ O' Christmas Tree Fragrance Oil 514



Crafter's Choice™ Santa's Tree Farm Fragrance Oil 529



Crafter's Choice™ Sugared Spruce Fragrance Oil 412



Crafter's Choice™ Windsong Balsam Pine Fragrance Oil 519



Crafter's Choice™ Jack Frost Type Fragrance Oil 317



Crafter's Choice™ Sparkling Snowflake Fragrance Oil 518



Crafter's Choice™ Very Merry Cranberry* Fragrance Oil 400



Crafter's Choice™ White Christmas Type Fragrance Oil 569



Christmas Tree Lights Toy Ducks



Christmas Tree (24 Mini) Silicone Mold



Silicone Set 2 - Snowman & Christmas Trees



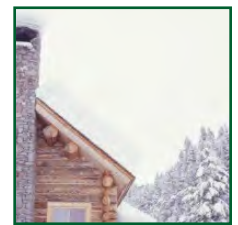
Christmas Assorted Silicone Mold (Full Size)



Crafter's Choice™ First Snow Fragrance Oil 404



Crafter's Choice™ Fir Needle EO- Certified 100% Pure 726



Crafter's Choice™ Autumn Lodge* Fragrance Oil 401



Crafter's Choice™ Vanilla
Gingerbread Soy Candle
Fragrance Oil 530



Crafter's Choice™
Gingerbread Rectangle
Clamshell



Gingerbread Man (12 cavity)
Silicone Mold



Gingerbread Men (Mini) Toys



Crafter's Choice™
Gingerbread
Fragrance Oil 162



Crafter's Choice™
Gingerbread Cookie
Fragrance Oil 511



Crafter's Choice™ Matte
Brown Liquid Pigment



Crafter's Choice™ Candle
Color Dye Blocks - Mahogany



Crafter's Choice™
Gingersnap Cookies
Fragrance Oil 243



Crafter's Choice™
Christmas Cookies Type
Fragrance Oil 507



Crafter's Choice™
Sugar Cookie Gourmet
Fragrance Oil 287



Crafter's Choice™
Snickerdoodle Cookie
Fragrance Oil 285



Crafter's Choice™ Ho-Ho-Ho
Fragrance Oil 406



Crafter's Choice™
Frosted Ginger Cookie
Fragrance Oil 768



Crafter's Choice™
Cranberry Thumbprint Cookie
Fragrance Oil 769



Crafter's Choice™
Sugared Shortbread*
Fragrance Oil 411



Milky Way™ Man Soap Mold
(MW 13)



Crafter's Choice™
Vanilla Color Stabilizer -
CP Soap



Crafter's Choice™
Vanilla Color Stabilizer -
Lotions - Washes



Crafter's Choice™
Vanilla Color Stabilizer -
MP Soap



Crafter's Choice™
Cozy Christmas
Fragrance Oil 509



Crafter's Choice™
Christmas Tradition
Fragrance Oil 761



Crafter's Choice™ Festival of
Lights Type Fragrance Oil 510



Crafter's Choice™
Christmas Eve Type
Fragrance Oil 571



Crafter's Choice™ Seasons
Greetings Fragrance Oil 801



Crafter's Choice™
Frankincense & Myrrh -
EO & FO Blend 594



Home Fragrance: Scents of
Home - Winter Holidays



Crafter's Choice™ Old Saint
Nick Fragrance Oil 767



Metallic Dark Gold
Tin Tie - 4"



Metallic LIGHT
Gold Twist Tie - 4"



Metallic Silver Tin Tie - 4"



Metallic Blue Tin Tie - 4"



Metallic Red Tin Tie - 4"



Metallic White Tin Tie - 4"



Silver Curling Ribbon



Gold Curling Ribbon



Kraft Box (3" x 2.5" x 1.75")



Winter Penguin Duck Toys



Holiday Turtles - Vinyl



White Box (4" x 3" x 2.5")

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HANDMADE
cosmetic
ALLIANCE

"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

MP Soap: Tree with Falling Snow

Project Level: Advanced

Estimated Time: 2 Hours

Yields: (8) 1" slices

Wonderful addition to your holiday line. This soap makes you think of a snow globe with the sparkling snow falling down around the tree.

INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Fragrance Titanium Dioxide, Chromium Oxide, Polyethylene Terephthalate Copolymer, Benzophenone-4, Triethanolamine, Tetrasodium EDTA, Methylparaben, Propylparaben, Blue 1.



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

Ingredients

- 4 Pound(s) Crafter's Choice Extra Clear Soap
- 2 Pound(s) Crafter's Choice Ultra White MP Soap
- 1 Tablespoon(s) Crafter's Choice™ Matte Woodland Green Pigment Powder
- 2 Ounce(s) Crafter's Choice™ Stained Glass Ocean Blue Liquid Color
- 1 Tablespoon(s) Super Sparkle Iridescent Glitter
- 4 Ounce(s) Glycerin - Natural
- 2 Ounce(s) Crafter's Choice Evergreen Fragrance Oil
- 1 Loaf - Regular - Silicone Mold
- 1 Tree - Silicone Tube Mold

Equipment

- Beaker
- Cookie Sheet
- Digital Scale
- Large Glass Measuring Cup
- Measuring Spoons
- Microwave
- Mitre Box
- Mixing Spoons
- Plastic Dropper
- Plastic Spray Bottle with Alcohol
- Soap Cutter

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 tree silicone mold on cookie sheet. This will help keep mold steady when placing in freezer.
3. TREE: Cut up 12 oz. clear soap. Place in glass pyrex cup. Heat in microwave until melted.
4. In beaker, mix 1 oz. glycerin with 1/2 teaspoon of green pigment powder. Mix well with wire whisk or frother.
5. Add desired amount of green color to melted soap.
6. Add 10 ml of Evergreen fragrance oil.
7. Pour melted green soap into tree cavities. Spritz top of soap with alcohol.
8. Place mold into freezer for about 20 minutes.
9. When soap has hardened, remove from freezer. Let set for about 5-10 minutes at room temperature. Then unmold soap from cavities.
10. Place loaf mold on cookie sheet.
11. Cut up 8 oz. white soap and place in glass pyrex cup. Heat in microwave until melted.
12. Pour soap into bottom of loaf.
13. Taking 1 tree spritz bottom with alcohol and set down into mold. Place second tree behind the first, also spritzing bottom with alcohol.
14. SOAP SHREDS: Take 8 oz. block of white soap and using a grater, shred entire 8 oz. block of soap. Set aside.
15. Cut up entire 2 lb. tray of clear soap into small chunks. Place in large glass measuring cup.
16. Heat in microwave until completely melted.
17. Add 1 oz. or 2 tablespoons of fragrance and mix well.
18. Add about 6 drops of liquid blue color. Mix well.
19. Add 1 teaspoon of glitter to soap and blend in.
20. Spritz soap in mold including all around the trees with alcohol.
21. Taking the soap shreds, sprinkle some into bottom of mold.
22. Before pouring soap, be sure soap temperature is under 130 degrees. Otherwise it will melt the soap shreds and the tree.
23. Pour soap into mold almost to top. Take more soap shreds and place down into soap. A wooden skewer can help to push shreds down into mold.
24. Once you have added desired amount of shreds, pour a little more blue soap over the top to smooth it out. Spritz with alcohol and sprinkle top with more glitter
25. Place mold in freezer or allow to harden at room temperature.
26. Once hardened, remove from mold and using a mitre box, cut into 1" slices. Wrap and label accordingly.

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Wreath Refresher Spritz

Project Level: Easy

Estimated Time: 1/2 hour

Yields: 20 - 8 oz. bottles

This air freshener will bring the scent of the holidays to every room in your home. Use in the air or on wreaths, trees or centerpieces.



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Ingredients

- 16 Ounces Crafter's Choice Multi-Spray Concentrate
- 144 Ounces Water
- 1.44 Ounces Crafter's Choice FO/EO Modifier
- 100 Milliliters Crafter's Choice Frasier Fir Fragrance
- 20 Pieces 8 oz Green Bullet Plastic Bottle - 24/410
- 20 Pieces 24/410 Black Ribbed Sprayers

Equipment

- Large Glass Bowl
- Small Glass Bowl
- Scale
- Mixing Spoon
- Glass Measuring Cup

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. Each batch of product will make 10-8oz bottles of refresher.
3. In large glass bowl, measure 72 oz. of water.
4. Add .72 oz of Germaben II preservative to the water. Mix well.
5. Add 8 oz. of the Multi-Spray Concentrate and gently mix.
6. In small glass bowl, mix 1.7 oz. of fragrance with 1 oz. of Fragrance Oil Modifier. Mix well.
7. Add fragrance mixture to water mixture and gently blend together.
8. Divide mixture into 10 bottles.
9. Place sprayers on bottles. The dip tubes will need to be cut to fit the length of the bottle.
10. Repeat above steps to make remaining 10 bottles. If large enough glass bowl is available, the entire batch can be made at one time.
11. TO USE: Shake bottle. Spritz into air, or onto wreaths or table centerpieces.

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MP Soap: Star Loaf with Curls

Project Level: Advanced

Estimated Time: Under 6 Hours

Yields: 8 - 1" slices

Celebrate the season with this gorgeous soap or make it year-round!

INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Titanium Dioxide, Fragrance, Chromium Oxide, Mica (and) Iron Oxides.



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Ingredients

- 4 Pound(s) Crafter's Choice Extra Clear Soap
- 2 Pound(s) Crafter's Choice Ultra White Soap
- 1 Tablespoon(s) Crafter's Choice™ Sparkle Gold Mica Powder
- 1 Tablespoon(s) Crafter's Choice™ Matte Woodland Green Pigment Powder
- 4 Ounce(s) Glycerin - Natural
- 2 Ounce(s) Crafter's Choice Pure Amber Fragrance Oil
- 1 Loaf - Regular - Silicone Mold
- 1 Star - Silicone Tube Mold

Equipment

- Candy Thermometer
- Cookie Sheet
- Digital Scale
- Large Glass Measuring Cup
- Measuring Spoon
- Microwave
- Mitre Box
- Mixing Spoons
- Plastic Dropper
- Soap Cutter
- Spray Bottle with Alcohol(for spritzing)
- Wavy Soap Cutter

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 star silicone mold on cookie sheet. This will help keep mold steady when placing in freezer.
3. Cut up 6 oz. clear soap and place in glass pyrex cup. Heat in microwave until soap has melted.
4. Add 1 tsp. gold mica powder. Mix in well. Pour into 4 star cavities. Spritz top of soap with alcohol to release any surface bubbles.
5. Place mold in freezer or let set up at room temperature.
6. Place loaf mold on cookie sheet.
7. Cut up 8 oz. clear soap and place in glass pyrex cup. Heat in microwave until soap has melted.
8. Add 1 tsp. gold mica powder to soap and mix well. Pour into loaf mold and spritz top with alcohol. This will be used to make the curls for the bottom layer.
9. Place in freezer to set up.
10. Remove molds once soap has hardened. Remove stars from mold and set aside.
11. Take gold soap out of loaf mold. Using a soap cutter, slice very thin strips of soap which will curl as you slice them. It is fine if they are not all the same width. Set curls aside when finished.
12. Again, place loaf mold on cookie sheet. Cut up 16 oz. of white soap. Place in glass pyrex cup and heat in microwave until soap has melted.
13. Add 15ml or 1 tablespoon of fragrance. Blend well.
14. Check temperature of melted white soap so it is not higher than 125 degrees. Pour soap into loaf mold.
15. Take gold soap curls and place into soap. The more curls you use the better you will see them in the sliced soap. You may have some curls left over which you can save for another project.
16. Place loaf in freezer to set up.
17. In beaker, mix 1 oz. glycerin with 1/2 teaspoon green pigment powder. Mix well with small wire whisk or frother.
18. Cut up 24 oz. of clear soap and place in glass pyrex cup. Heat in microwave until melted.
19. Add desired amount of green color to clear soap. Mix well.
20. Using plastic dropper, add 21 ml of fragrance and mix.
21. If you have not already done so, remove loaf mold from freezer. Spritz top of soap well with alcohol.
22. Check temperature of green soap so it is not higher than 125 degrees. Pour soap over white layer, leaving about 1/2"-3/4" remaining. Let harden.
23. Spritz top of soap with alcohol. Pour thin layer of melted green soap into mold.
24. Take each gold star and spritz well with alcohol. Place stars into melted green soap one behind the other.
25. Spritz again and pour remaining soap into loaf until you reach the top. Spritz one last time with alcohol.
26. Remove soap from mold when completely hardened. Using wavy soap cutter and mitre box, cut loaf into slices.
27. Wrap soap and label accordingly.

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MP Soap: Snow Globes

Project Level: Intermediate

Estimated Time: 2 Hours

Yields: 10 Snow Globe Soaps

These snow globes are almost too cute to use! However, kids will have fun washing with them and then getting a little toy when the soap is used up.



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INCI Ingredient Label: Sorbitol, Propylene Glycol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Glycerin, Triethanolamine, Fragrance, Glycerin, Iron Oxides, Polyethylene Terephthalate Copolymer.

Ingredient

- 10.5 Ounces Crafter's Choice Crystal Clear MP Soap Base
- 1.5 Ounces Crafter's Choice Basic White MP Soap
- 1 Teaspoon Crafter's Choice Matte Americana Red Liquid Pigment
- 1 Crafter's Choice Super Sparkle Iridescent
- 10 Milliliters Crafter's Choice Peppermint Stick Fragrance Oil
- 10 Pieces Mini Gingerbread Men Toys
- 1 Piece Crafter's Choice Cake Pop Silicone Mold

Equipment

- Microwave or Double Boiler
- Scale (for weighing soap)
- Soap Cutter
- Cookie Sheet
- Plastic Dropper
- Spray Bottle with Alcohol (For spritzing)
- 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. Place Cake Pop Mold on cookie sheet. This will enable mold to be moved if needed.
3. DO NOT PUT SOAP IN FREEZER. Freezing will cloud clear soap base.
4. Place a gingerbread man upside down in each soap cavity.
5. Weigh 10.5 oz. of clear soap. Cut into chunks and place in glass measuring cup.
6. Place in microwave and heat until soap is melted. Remove from oven. Stir to make sure soap is completely melted.
7. Add 10 ml of fragrance oil and Super Sparkle Iridescent Glitter and stir to blend in.
8. Pour equally among the 10 soap cavities. Leave room around the lip of the mold for "snow" and snow globe base. Spritz with alcohol after pouring.
9. Allow soap to set up. You will have left-over soap that you will need to save for the base.
10. Melt 1.5 oz of white soap. Spritz the soap in the cavities with alcohol and pour the white equally between cavities. Spritz with alcohol and allow to set up.
11. Melt the leftover clear soap again. This is already fragranced so just add the Matte Americana Red liquid pigment to the melted soap. Add enough to get a deep red color.
12. Spritz the soap in the cavities with alcohol and pour the red soap equally between the cavities. There should be enough to cover the feet of the gingerbread men. Spritz again and allow to set up.
13. Once soap has completely set up, remove soaps from mold.
14. Package as desired and label accordingly.

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MP Soap: Gingerbread Man

Project Level: Intermediate
Estimated Time: 1 Hour
Yields: (8) 3.2 oz. bars

Estimated Retail Price: \$4.00
Est. Wholesale Price: \$2.00



So cute for the holidays!!

INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Mica (and) Iron Oxides, Titanium Dioxide, Fragrance

Ingredients

- 2 Pound(s) Crafter's Choice Extra Clear Soap
- 2 Ounce(s) Crafter's Choice Gingerbread Fragrance
- 2 Ounce(s) Crafter's Choice Vanilla Color Stabilizer
- 1 Tablespoon(s) Crafter's Choice Aborigine Amber Mica Powder
- 1 Tablespoon(s) Crafter's Choice Ultra Sparkle White Mica Powder
- 1 Gingerbread Man Soap Mold
- 2 Beakers
- 1 Plastic Dropper

Equipment

- Mold: Gingerbread Man
- Beaker - Microwave Safe Plastic
- Double Boiler
- Droppers - Plastic
- Gloves
- Ladle
- Measuring Cup - Small Plastic, 1 oz
- Plate - Disposable Paper
- Rubbing Alcohol with Fine Mist Sprayer
- Scale - Digital
- Soap Slicer/Cutter
- Spoon
- Stove Top
- Thermometer - Digital

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. Remove clear soap from plastic tray. Cut off 2 oz from the soap and set aside.
3. Cut the rest of the soap into small chunks and place in large glass measuring cup. Set aside.
4. Taking the 2 oz. square of clear soap, place in the plastic beaker and melt soap in the microwave.
5. Add 1 teaspoon of the ultra sparkle white mica powder. Mix well.
6. Using the plastic dropper, pipe the white soap into the outline of the gingerbread man. Try to fill up the lines completely so the brown color does not show through.
7. If soap starts to harden, place beaker in microwave and heat for about 5 seconds.
8. Place dropper in cup of warm water while remelting the soap. This will keep the soap from hardening while not in use. Be sure to squeeze any excess water from dropper before using.
9. While piping in white color, if any bubbles appear, spritz very lightly with alcohol.
10. Place glass measuring cup with clear soap chunks into microwave and heat for 1 minute. Remove and stir. Continue to heat in 10-15 second increments if not completely melted. DO NOT BOIL.
11. Add 1/2 teaspoon of brown mica powder to clear soap. Mix well.
12. In 2nd beaker, add .5 oz or 1 Tablespoon of fragrance.
13. Add 2 oz Vanilla Color Stabilizer to fragrance and mix well. Let sit for 2 minutes.
14. Add fragrance mixture to brown soap and mix well.
15. Apply a fine mist spray of rubbing alcohol to the white soap outline (in the mold). This step will prevent the outline from falling off the soap during the unmolding process.
16. When liquid clear brown soap cools to 130° F, carefully ladle the brown sparkle soap into the molds.
17. Lightly mist the top of the melted soap with rubbing alcohol. This will cause any bubbles to pop and give your soap a shiny surface.
18. The easiest way to unmold soap is to place it in the freezer for about 20 minutes. Remove from freezer and rest for 3-5 minutes. The mold expands as it warms and helps the soap slide out. Turn the mold upside down. Press very lightly if soap does not slide out.
19. Once you have unmolded the soaps, remelt remaining soap to make the next 3 gingerbread men.
20. The soap is ready to use after unmolding. If you plan to sell your soap, wrap it immediately. Options are plastic wrap, shrink wrap or cello bags. Proper packaging keeps the fragrance strong. Don't forget to label the soap to complete the package. Label according to FDA cosmetic label guidelines.

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Bath Cookies: Ginger Orange

Project Level: Easy

Estimated Time: 1 Hour

Yields: 20-24 Bath Cookies

Crumble a few bath cookies under running water and experience the soothing affects of the oatmeal, mango butter and grapeseed oil. Will definitely need a note: **NOT EDIBLE.**

INCI Ingredient List: Avena Sativa (Oat) Kernel Meal, Sodium Bicarbonate, Zea Mays (Corn) Starch, Vitis Vinifera (Grape) Seed Oil, Fragrance, Tocopherol, Dehydrated Coconut Milk, Maltodextrin and Milk Protein



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Ingredients

- 2 Cups Crafter's Choice Oat Scrub
- 1 Cup Crafter's Choice Baking Soda (Sodium Bicarbonate)
- 1 Cup Crafter's Choice Cornstarch - Pure
- 2 Ounces Crafter's Choice Grape Seed Oil
- 2 Ounces Crafter's Choice Mango Butter - Refined
- 1 Tablespoon Crafter's Choice Ginger Orange Fragrance Oil
- 10 Milliliters Crafter's Choice Vitamin E Natural
- 1 Ounces Crafter's Choice Coconut Milk Powder

Equipment

- Food Processor
- Large Glass Bowl
- Fork or Wire Whisk
- Small Glass Bowl
- Microwave
- Measuring Spoons
- Plastic Gloves
- Cookie Sheet
- Waxed Paper

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 food processor, grind up oatmeal until powdery. Set aside.
3. It is best to make 1/2 recipe so the mixture will stick together. Mixture will dry out and not stick together if too large a batch.
4. In large glass bowl, place 1 cup ground oatmeal.
5. Add 1/2 cup baking soda and 1/2 cup corn starch. Mix with fork or wire whisk. Break up any clumps there may be.
6. In small bowl, place 1 oz. of mango butter. Heat on low in microwave until melted.
7. Add melted mango butter to powder mixture. Then add 8 teaspoons of grape seed oil. Gently mix in with fork or whisk.
8. Add 2 teaspoons of fragrance oil and 5 ml of Vitamin E. Continue mixing until ingredients are completely blended in.
9. Working quickly, begin to make bath cookies. Place about a meatball size amount of mixture in your gloved hands and roll and shape into a ball. Place on cookie sheet lined with waxed paper.
10. Continue until all mixture is used. Set aside until completely set up. This may take a few hours.
11. Once bath cookies have hardened, gently roll cookie in milk powder.
12. Repeat above steps to make other half of recipe. Recipe should yield approximately 20 - 24 bath cookies depending on size made.
13. Packaging Suggestions: Place in clear cello bags tied with ribbon. Package in cookie boxes which can be purchased at your local craft stores.

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Gift Set: Holiday Berry/Vanilla Bean Noel

Project Level: Easy

Estimated Time: 1 Hour

Yields: 20 Gift Sets



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These sets will make the perfect hostess gifts, teacher gifts, hairdresser, etc.

Ingredients

- 1 Gallon Crafter's Choice Clear Suspension Soap Base
- 1 Gallon Crafter's Choice Basic Lotion Base
- 1 Gallon Crafter's Choice Luxury Moisturizing Mist II - Modified
- 8 Ounces Crafter's Choice Vanilla Bean Noel
- 8 Ounces Crafter's Choice Holiday Berry Fragrance Oil
- 1 Tablespoon Crafter's Choice Sparkle 24 K Gold Mica Powder
- 2 Ounces Crafter's Choice Stained Glass Strawberry Red Liquid Dye
- 2 Ounces Crafter's Choice Vanilla Color Stabilizer - Lotion/Washes
- 40 Pieces 4 oz. Clear Round Bullet Plastic Bottle - 24/410
- 20 Pieces 5 oz. Clear Tall Square Plastic Bottle - 20/410
- 20 Pieces 24/410 Black Ribbed ELITE Pump Top
- 20 Pieces 24/410 Black Smooth Disc Top Cap
- 20 Pieces 20/410 Black Ribbed Sprayer Top with Clear Cap
- 20 Pieces Organza Bag - Gold (9"x5.5")

Equipment

- Large Glass Mixing Bowls - 2
- Microwave
- Measuring Spoons
- Wire Whisk
- Piping Bags
- 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. LOTION: In 2 large glass bowls, empty 64oz. of lotion into each.
3. Place one bowl into microwave and heat for about 1.5-2 minutes until almost all liquid. This will make it easier to pour into bottles.
4. In small glass bowl, mix 2.5 oz. of Vanilla Bean Noel with 2.5 oz. of Vanilla Color Stabilizer. Mix well and set aside.
5. To lotion, add half of fragrance oil mixture (2.5 oz) and mix in well.
6. Add 1 teaspoon of 24 K Gold Mica Powder. Mix well with wire whisk until blended in.
7. Pour lotion into 10 clear bullet bottles. If necessary, use decorator piping bags to get lotion into bottles.
8. Set aside and let cool.
9. For other 64 oz. of lotion, repeat above steps using Holiday Berry fragrance oil. Add 2.5 oz. of fragrance without adding Vanilla Color Stabilizer. For color, add Strawberry Red Liquid Dye until desired shade is reached.
10. Once lotion has completely cooled, put caps on bottles and label product accordingly.
11. FOR SHOWER GEL: In 2 large glass bowls, empty 64 oz. of product into each.
12. Place one bowl into microwave and heat for about 1.5-2 minutes until almost all liquid. This will make it easier to pour into bottles.
13. Add 1.5 oz. of modified Vanilla Bean Noel fragrance oil and gently mix so as not to create too many bubbles.
14. Add 1-2 teaspoons of gold mica powder. Gently stir with wire whisk until blended in.
15. Pour into 10 bullet bottles and let cool. When completely cool, place caps on bottles.
16. Repeat above steps with remaining 64 oz. of suspension base. Add 1.5 oz. of Holiday Berry fragrance oil and Strawberry Red Liquid Dye until desired shade is reached.
17. FOR LUXURY MOISTURIZING MIST: In 2 large glass bowls, empty 64 oz. of mist into each.
18. Place one bowl into microwave about 2 minutes to slightly warm product.
19. To this warm mist, add 1.50 oz of Holiday Berry fragrance and 1.5 oz. of FO/EO Modifier. Gently mix.
20. Add entire mixture to warm mist in bowl and gently stir. Pour into 10 square bottles. Mist may have a few bubbles on top of bottles. These will disappear.
21. Let product cool completely before placing sprayer on bottle.
22. With remaining 64 oz. of product, repeat above steps. Add 1.5 oz. of Holiday Berry fragrance oil mixed with 1.5 oz. of FO/EO Modifier.
23. When all 3 products have been made, package 1 of each bottle in the gold organza bags. Bag would look nice with a tag tied around drawstring with product information.

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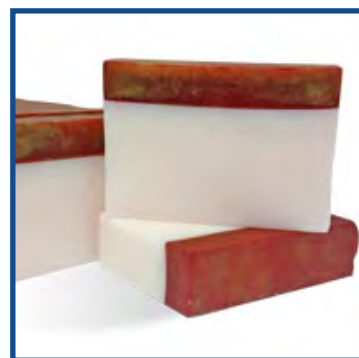
MP Soap: Simply Elegant Holiday Loaf

Project Level: Intermediate

Estimated Time: 1 Hour

Yields: 44 ounce loaf - 1" slices

This simple but elegant soap will look beautiful in any bathroom. Holiday Berry fragrance will fill your room with the scent of the holidays.



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INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Goats Milk, Sodium Myristate, Sodium Laurate, Triethanolamine, Cocoyl Isethionate, Glycerin Tocopherol, Titanium Dioxide, Yellow 5, Mica (and) Titanium Dioxide (and) Iron Oxides, Mica (and) Titanium Dioxide (and) Blue 1 Lake (and) Yellow 5 Lake (and) Hydrogenated Polyisobutene (and) Palmitic Acid (and) Phenoxyethanol (and) Benzoic Acid

Ingredients

- 32 Ounces Crafter's Choice Goat Milk MP Soap
- 12 Ounces Crafter's Choice Extra Clear MP Soap
- 1 Tablespoon Crafter's Choice 24K Gold Mica Powder
- 1 Tablespoon Crafter's Choice Sparkle Blue Rouge Mica Powder
- 1 Tablespoon Crafter's Choice Green Oil Locking Mica Shimmer
- 1.5 Ounces Crafter's Choice Holiday Berry Fragrance Oil 512
- 1 Piece Crafter's Choice Loaf Regular Silicone Mold

Equipment

- Microwave or Double Boiler
- Large Glass Bowl
- Small Glass Bowls - 3
- Measuring Spoons
- Soap Slicer
- Mitre Box
- Mixing Spoons
- Spray Bottle with alcohol (for spritzing)
- Scale (for weighing soap)
- Cookie Sheet

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. Remove entire 2 lbs. of goat milk soap from the plastic tray. Cut up into chunks and place in large glass measuring cup.
3. Place in microwave and heat until soap is completely melted. Remove from oven and stir to be sure all chunks are dissolved.
4. Add 2 tablespoons or 1 oz. of fragrance oil. Mix well into soap.
5. Pour soap into silicone loaf mold that has been placed on a cookie sheet. This will enable mold to be moved if necessary.
6. Spritz top of soap with alcohol to dissolve any surface bubbles.
7. Let soap harden completely.
8. In 3 separate glass bowls, melt 4oz. of clear soap in each.
9. To melted soap add a different mica powder to each bowl of soap. Add mica until desired shade is achieved. About 1/2 teaspoon of color should be enough. Stir to mix in well.
10. Add 3.5 ml of fragrance to each color. Stir.
11. Spritz top of goat milk soap with alcohol. Immediately pour first color over soap. Follow with second color, moving color back and forth as you pour.
12. Follow with third color pouring in the same fashion. Spritz top of soap with alcohol.
13. Let soap set up at room temperature or mold can be placed in freezer to speed up the process.
14. Remove from mold once soap has set up. Slice soap into 1 inch slices using mitre box, if available.
15. Wrap and label soap accordingly.

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MP Soap: Holiday Gift Boxes

Project Level: Intermediate.

Estimated Time: 2 Hours

Yields: 12 gift box soaps

These soaps will look just beautiful in any kitchen or bath.
Mix and match box and ribbon for unique color combinations.

INCI Ingredient List: Sorbitol, Propylene Glycol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Glycerin, Triethanolamine, Propylene Glycol, Fragrance, Chromium Oxide, Mica (and) Titanium Dioxide, Iron Oxides.



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Ingredients

- 92 Ounces Crafter's Choice Crystal Clear MP Soap Base
- 1 Crafter's Choice Matte Woodland Green Soap Color Bar
- 1 Crafter's Choice Sparkle Ruby Red Soap Color Bar
- 1 Crafter's Choice Sparkle 24 K Gold Soap Color Bar
- 2.5 Ounces Crafter's Choice Sugar Plum Fragrance Oil
- 1 Ounce Crafter's Choice Vanilla Color Stabilizer - MP Soap
- 1 Piece Crafter's Choice Square Silicone Mold 1605

Equipment

- Microwave
- Glass Measuring Cups - Large & Small
- Soap Cutter
- Mixing Spoons
- Plastic Droppers - 2
- Scale (to weigh soap)
- Thermometer (to check soap temp)
- Vegetable Peeler
- Plastic Beaker
- Spray Bottle with Alcohol

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 4 oz. of Crystal Clear MP soap. Cut into small chunks and place in glass measuring cup. Heat in microwave about 30 seconds until soap is melted.
3. Cut up small slivers of gold mica color bar and add to melted soap. About 1/2 of small square is best for a deep gold color. Stir until all melted. Heat soap further if color bar will not dissolve.
4. Add 3 ml. of fragrance to colored soap. Mix well.
5. Divide the soap between all 6 mold cavities. Spritz with alcohol to dissolve surface bubbles. Allow soap to set up.
6. Once hardened, unmold the squares. Take 2 of the soap squares and cut each square into 6 separate strips for the ribbons.
7. Take 2 of the gold strips and place one on top of the other to make a "+". Cut off strip where it overlaps the other so they will fit in the cavity without overlapping.
8. Continue until you have enough for 6 gift soaps.
9. Weigh out 5 oz. of Crystal Clear MP soap. Cut into chunks and heat in microwave until melted. Do not fragrance.
10. Pour small amount of clear into first cavity-just enough to cover the bottom. Spritz with alcohol, then spritz some ribbon curls and immediately place into clear soap in bottom of cavity. Spritz again with alcohol when ribbons are positioned.
11. Continue in this manner, one cavity at a time until all 6 cavities are finished. Let soap set up.
12. Remove entire 2 lb. tray of clear soap and an additional 4 oz. of soap from second tray. Cut up into small chunks and place in large glass measuring cup.
13. Cut off one small square from red color bar. Cut in half, then cut that half into smaller pieces and add to 36 oz of clear soap.
14. Heat soap and color bar in microwave until completely melted. Stir to make sure color is completely blended in. If any speckles are seen, place back in microwave for 20 seconds to completely melt color bar.
15. Add 1.5 oz. of fragrance and mix well.
16. Check soap temperature so it is no higher than 125°. Once soap has cooled to this temperature, spritz first soap cavity with alcohol
17. Pour red soap over gold ribbons. Spritz top to release air bubbles. Continue until entire soap tray is poured. Set aside until set up.
18. While soap is setting up, you can make the soap curls. For this step you will need a vegetable peeler.
19. Taking the gold squares made in Step 5, use the vegetable peeler to shave off soap curls for top of gift box. Peeling all 4 squares will be enough for all 12 soap bars.
20. Once soap has set up, remove from mold. Melt about 1 oz. of clear soap in plastic beaker.
21. Spritz top of first box with alcohol. Using a plastic dropper, drizzle a small amount of clear soap in middle. Spritz some curls with alcohol and place in melted soap. Drizzle extra soap if they do not all stick.
22. Continue in this fashion will all soap boxes. Set aside.
23. Wash silicone mold in warm, sudsy water and dry thoroughly.
24. Repeat above steps to make green soap boxes. In Step 2, only melt 2 oz. of clear soap and add gold color. The soap curls have already been made in Step 18. Also, only add 1.5 ml of fragrance oil to the 2 oz. of soap.
25. Once all soaps have been made, package and label accordingly.
26. Packaging Suggestion: Purchase clear candy boxes or boxes with clear tops from local craft stores or purchase online. Or wrap with clear saran wrap.

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.

Become a Member and Benefit!

Benefits of Membership

The Handcrafted Soapmakers Guild is a non-profit trade association, supported by membership dues. As a trade association, the main goal of the Handcrafted Soapmakers Guild is to keep an eye on the big picture and promote, improve, protect and defend the handcrafted soap industry. So the first benefit of membership for all members is knowing that the dues paid are supporting the only non-profit association that is actively involved in education, promotion and legislative advocacy for the handcrafted soap industry as a whole.



There are also more direct membership benefits. Since there are different levels of soapmakers and vendors and their needs differ, membership benefits and dues are tailored to both the type of membership and the level.

Membership in the Handcrafted Soapmakers Guild is open to:

- Soapmakers who make handcrafted soap
- Private labelers who purchase handcrafted soap and sell under their own label
- Vendors who provide products and/or services to the handcrafted soap industry



Membership Benefits

(Certain membership benefits are applicable based on the type of membership: Associate Soapmaker, Professional Soapmaker, Vendors & Suppliers, and Private Label)

- **General & Product Liability Insurance**
- Free Webstore at SoapGuildStores.com
- Merchant Services
- Office Depot Discounts
- Renaissance Online Business Planning Classes
- Discount on eCommerce Site
- CraftMaster News
- Online Soapmaker Listing
- Soap Gallery
- Store Locator
- Inclusion in the Handcrafted Soap Calendar
- Public Info Requests
- Special Promotional Opportunities
- Use of Why Handcrafted Soap Brochure
- Use of Member Logo
- Soapmaker Certification Program
- HSMG Teacher Program
- Conference Registration Discount
- Advanced Lye Calculator
- Discount on SoapMaker software
- Journal Back Issues Library
- Regular Association Updates via HSMG eNews
- Vendor Specials eNews
- Referral Program

Plus get **2% off** at www.wholesalesuppliesplus.com when you are a member!

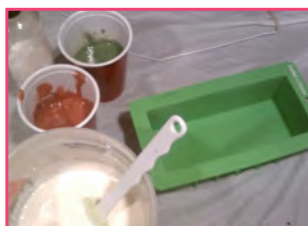
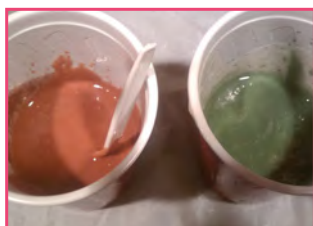
Join today and start saving!

Balsam Pine Holiday Layered Swirl Soap

Approx. 44 oz.

Ingredients

- 8.96 oz. Coconut Oil
- 3.2 oz. Cocoa Butter
- 1.6 oz. Castor
- 3.2 oz. Sunflower
- 4.8 oz. Sweet Almond
- 10.24 oz. Olive
- 7.4 oz. Distilled Water
- 4.5 oz. Sodium Hydroxide
- 1 oz. WSP Fir Needle Essential Oil
- 1.5 tsp. WSP water dispersible titanium dioxide
- 2 tsp. distilled water
- ¼ tsp. WSP Green Oxide
- ¼ tsp. WSP Red Oxide
- Additional 4 tsp. distilled water
- 1 tsp. WSP Sparkle Iridescent glitter (optional)
- WSP Loaf Mold
- Frother (for mixing colors)
- Plastic cups or small mixing containers
- Wooden skewers
- Wire hanger
- WSP Silicone Loaf Mold



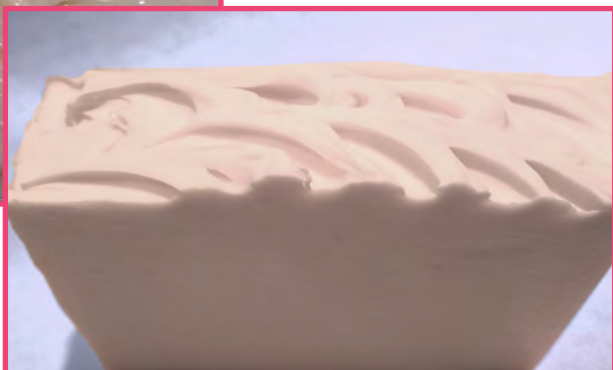
Directions

1. Melt coconut oil and cocoa butter then add to room temperature oils. Next add lye to water and stir until dissolved.
2. Mix titanium dioxide in a plastic cup with 2 tsp. distilled water with frother to incorporate fully. Mix green oxide with 1 tsp. distilled water in a plastic cup with clean frother. In another cup mix red oxide with 1 tsp. distilled water with clean frother. It is important to mix the oxides well, otherwise you may end up with clumps of color throughout your soap. Have these colorants, fragrance and glitter nearby and ready for use.
3. At desired temperatures, add lye solution to oils and butters. Bring to light trace and add Fir Needle essential oil. Stir until incorporated completely.
4. Next, prepare the colored soap by pouring two cups raw soap into one small mixing container for the red and another two cups raw soap into another mixing container for the green. Leave the remaining soap in the pot. Add the green oxide to one container, and the red oxide to the other. Incorporate fully by mixing well.
5. Add titanium dioxide to pot and stir until all soap is a light white. Add more titanium dioxide if needed.
6. Layer white soap until the mold is filled one-third of the way. Next, pour red colored soap into the mold as a layer or drizzle back and forth lengthwise. Use all the color up. Pour another third of the white onto the red. Next, pour all of the green soap as a layer or drizzle back and forth lengthwise. Also use all of this color up. Pour the final layer of white soap on top until mold is full. Carefully bang your mold to release any air bubbles that may have formed between the layers. (Note: For a different look, try two layers of red and two of green between more layers of white.)
7. There are many swirling techniques you can do at this point. You could use a wooden skewer and start at one end, pushing the skewer to the bottom of the mold and "draw" overlapping circles up and down the length of the mold. Or simply take a wire hanger and bend it into a rectangular shape that fits length-wise into your mold. Overlap wooden skewers onto the bottom of the wire hanger with plastic wrap to give it a larger volume. Insert wire hanger on the side of the mold farthest away from you, push straight down and then sweep the bottom of the mold an inch or so and come straight up, then back down, moving across the width of the mold. Doing this, you're creating horizontal "S" movements across your mold. Once you get to the side nearest you, either pull the hanger straight out and finish, or you can submerge the hanger and repeat back to the other side of the mold.
8. Bang mold several times throughout this process. As soap begins to thicken in the mold, finish the top by creating an interesting surface. Try using the back of a spoon to create "waves" in the soap. Complete the project with Iridescent Glitter for holiday sparkle.
9. Let sit overnight and cover with plastic wrap to prevent any soda ash. Unmold. Let cure for 4 weeks before use.

These recipes and authored and contributed by 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.

Creamy Willowbark & Cedar Goatmilk Soap

Approx. 44 oz.

**Ingredients**

- 20 oz. Distilled Water for Creating Infusion
- ½ cup Willowbark for Infusion
- 7.36 oz. Coconut Oil
- 14.4 oz. Olive Oil
- 3.2 oz. Shea Butter
- 5.44 oz. Apricot Kernel Oil
- 1.6 oz. Castor Oil
- 4.2 oz. Willowbark Water Infusion
- 3 oz. Frozen/Slushy Goatmilk
- 4.4 oz. Sodium Hydroxide
- .75 oz. WSP Cedarwood EO
- .25 oz. WSP Lavandin EO
- 3 tsp. WSP water dispersible titanium dioxide
- 3 tsp. Distilled Water
- WSP Silicone Loaf Mold

Directions

1. Freeze goatmilk. Next, prepare water infusion by boiling ¼ cup willow bark in 20 oz. of distilled water. Strain willow bark and let infused water cool before weighing and using
2. Melt coconut oil and shea butter then add to room temperature oils. Next add lye to frozen and slightly slushy goatmilk and willowbark infusion and stir until dissolved. (Note: if proteins in goatmilk begin to separate or turn orange, place lye pitcher in ice bath before adding more lye.)
3. At desired temperatures, add lye solution to oils and bring to light trace. Add cedarwood and lavandin essential oils and stir well. Pour into mold.
4. Sometimes goatmilk lye solution and raw soap will smell a bit like ammonia. Don't worry – as the soap cures any odor should fade and the cedarwood will become more fragrant.
5. Let sit overnight and cover with plastic wrap to prevent any soda ash. Unmold. Let cure for 4 weeks before use.



These recipes and authored and contributed by 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-3661** to get:

**15% off
Snowflake Oval
Clamshell!**



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

Use code **WSP-3434** to get:

**15% off
Tray Soap Mold
12 Bevel
Rectangle!**



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

Use code **WSP-2700** to get:

**15% off
Kaolin White
Clay!**



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

Use code **WSP-3163** to get:

**15% off
Lanolin Butter!**



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

Use code **WSP-1110** to get:

**15% off
Poppy Seeds!**



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

Use code **WSP-2075** to get:

**15% off
Stearic Acid!**



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

WSP Fragrance of the Month



Santa's Tree Farm

ON SALE!

Aromatic Notes: It's the aroma of freshly cut evergreen branches. Reminiscent of a refreshing walk through a tree farm as your family prepares to cut down their season tree on a cool winter day.

Flashpoint: 200°

Vanilla Content: 0.00%

Country Of Origin: United States

Phthalate Free: Yes

Customer Reviews

★★★★★ 5 star fragrance!



Marcia from St. Albans
Used in Soap Products

Great in CP soap!

After many tries to find a Christmas tree scent for my cold process soaps, I am really pleased with this one. I tend to stick with EO's but thought this smelled "real" enough to give it a try. It is fresh and crisp, with just the tiniest touch of sweetness to soften the evergreens. I used at 0.6 ppo, it behaved nicely in the soap pot, and I am very happy with the final scent of the soap.



Jeff and Diane from Fredericksburg
Used in Candle Products

Great Scent Throw in Soy Candles

Wow! Smells just like fresh cut Christmas Trees! Has great hot and cold scent throw in EcoSoya CB Advanced wax. Great holiday scent for goats milk mp base as well. This should be a year round offering.



Laura from NORTH HAVEN
Used in Soap Products

Love, love, love this scent

I was pleasantly surprised by this scent! I used in M&P and made bars with trees and snow—sold out 16 bars-one show! Smells just like Christmas! It is fresh, clean and cool all at the same time.... Holiday must have!

WSP Sale & Event Planner: 6-Week Preview

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

MONDAY MEANS SALE

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!

1

December →

2

3 Shower Gels
&
Liquid Washes
Sale!

4

5

6

7

8

9

10 Liquid
Colors
Sale!

11

12

13

14

15

16

17 Fragrance
Oils
Sale!

18

19

20

21

22

23

24

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26

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28

29

Sales Suspended for the

30

31

1

2

3

4

5

Christmas & New Year's Holidays!

January →

We Reward You for Shopping With Us! The More You Buy The More You Save! The Best Reward Program Out There!



Buy Up to \$500 Annually

Receive 1% WSP Dollar Rebates

Earn 1 Loyalty Point for \$1 Spent



Buy \$501 - \$2,999 Annually

Receive 2% WSP Dollar Rebates

Earn 1.5 Loyalty Points for \$1 Spent



Buy \$3,000 Annually

Receive 4% WSP Dollar Rebates

Earn 2 Loyalty Points for \$1 Spent

Frequent Shopper Expedited Order Processing

WSP REBATE DOLLARS

**Earn WSP Dollar Rebates With Every Purchase
Use Rebates As Payment On Future Orders!**

Earn back quarterly WSP Dollar Rebates equal to 1%, 2% or 4% of your orders. WSP Dollars Rebates can be used as payment for a maximum of 50% of an order.

WSP Dollar Rebates are deposited once a quarter and expire the first day of the next quarter. See below for the schedule of when your rebates will be deposited and when they expire:

SCHEDULE FOR REBATES

Purchases	Rebates Awarded	Rebates Expire
January to March	April 1st	June 30th
April to June	July 1st	August 31st
July to September	October 1st	December 31st
October to December	January 1st	March 31st

WSP LOYALTY POINTS FOR DISCOUNTS

**Earn Points With Every Purchase
Use Points For Discounts On Future Orders!**

Earn 1, 1.5, or 2.0 Loyalty Points for every \$1 purchased. Loyalty points can be redeemed for up to \$1 to \$350 off a future order. Loyalty points are good for 1 year from time of original order.

REDEEM LOYALTY POINTS

Loyalty Points	Order Size	Discount
100 points	\$50	\$1.00 off an order
250 points	\$100	\$5.00 off an order
1,000 points	\$250	\$20.00 off an order
2,500 points	\$450	\$45.00 off an order
5,000 points	\$825	\$100 off an order
10,000 points	\$2,500	\$350 off an order

**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!



Holiday Rejuvenation Tips for the Busy Entrepreneur

When we go into business for ourselves one of the primary goals is to create freedom; financially and personally. So how are you doing so far?

The quest for freedom is certainly an uphill battle at times. Small business owners sacrifice more

time and energy in exchange for flexibility and the opportunity to make their own choices on their own terms. And life balance, what's that?

Yet, just as we give of ourselves to those we love, we continue to invest wholeheartedly in our dreams. This investment can take a toll, however; especially when we add the stress of the holidays to an already demanding schedule. And when entrepreneurs forget that it takes a healthy body, mind and spirit to bring their dreams to fruition, they often fail – or pay a very high price.

So begin this holiday season with a gift to yourself: a commitment to yourself to indulge in a few small, yet manageable, rest and relaxation practices. Not only will these R&R tips help you to feel a step closer to the freedom that you are working hard to achieve but they will actually make you a more effective and productive entrepreneur and help you to enjoy life that much more!

Take naps.

I know, I know. Who has the time? I once interviewed ten highly successful business women to see what they all had in common and I wasn't surprised when most of them confessed to a ten to fifteen minute afternoon nap on a daily basis! It clears the mind, helps to minimize challenges by allowing a fresh perspective, and physically energizes the body. A great habit to pick up on going into the New Year.

Bonus: Not only will you feel better after a quick nap, you will look more relaxed and in control; a sign of a true leader.

Take the time to look good.

People often make the mistake of believing that it's only what's on the inside matters. Wrong! Human beings are highly visual creatures by nature; like it or not, people respond to your physical appearance. If you want to be successful you must look and feel the part. Take a little

time to get a new look at the hair salon. Do your nails for the holidays, and toss out those old "mom" jeans!

Bonus: When you feel successful your confidence and productivity levels will rise. The few extra minutes that you spend on yourself in the morning will easily find their way back to you later in the day.

Eat breakfast.

An interesting fact about metabolism: If you don't eat a bit of protein shortly after you wake up in the morning your body will begin to store fat. This makes you sluggish and can add to your waistline. Guess how bears gear up to hibernate; they stop eating breakfast! Try a few bites of protein (animal protein is the best) within 30 minutes of opening your eyes every morning and add energy to your day.

Bonus: A touch of protein will make weight loss easier if you want to keep those holiday pounds off!

Take a few extra steps.

Business owners are notorious for rushing everything, even things that are supposed to be fun! Purchasing holiday gifts is meant to be a meaningful experience and if you're going to take the time away from work you may as well slow down and enjoy it! Give your shopping excursion some extra oomph by adding a little workout routine instead of taking short cuts. Try walking across the long parking lots instead of moving your car from store to store. Also, take a stroll around the entire department store instead of the shortest path to your destination.

Bonus: Some of the most interesting gifts are found where you least expect them. You may find a little store that you didn't even know exists or the most fabulous present for your husband in the ladies department!

Forego the shower for a lovely bath.

There is something about relaxing in or around water that brings out the most creative side of us. Instead of rushing through your morning shower, lock the doors, add your favorite essential oil and soak in the tub for twenty minutes. Allow your mind to effortlessly wander; you may be surprised at the ideas that pop up!

Bonus: Beginning your day with a bit of relaxation will change your state of mind from the intense, problem-solving mode to the creative, allowing mode. The creative brain actually excels at resolving challenges with far less stress so don't think you are slacking off when you calm your mind!

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.

4 Ways to Capture Holiday Customers

Holiday shoppers are low-hanging fruit—if you take the steps to capture their dollars. Here are four ways to attract more holiday shoppers to your business.

Plan your creative for the whole holiday season.

Use template-style designs to create holiday-themed landing pages and emails that allow you to easily adjust promotional messaging, and allot additional space to address customer service issues like out of stock products, or shipping deadlines so you can focus your energy on providing the valuable customer service that makes customers

refer you to others, and come back for more. Record a few short and simple “how to” videos that you can post on your website, on YouTube, and on Pinterest, that offer holiday- smart tips and techniques to generate traffic to your site. Remember that the holiday spending frenzy lasts even after the gifts have been opened and ornaments packed away . According to Jim Davidson, manager of marketing research for Bronto Software, major retailers in 2011 didn’t stop marketing holiday-related promotions until well after the New Year.



Take a cue from the top dogs.

You may have limited marketing resources, but there’s nothing wrong with imitating the winning strategies of major retailers to promote your business. According to Davidson, retailers had success in 2011 by sending customers emails in the middle of the night before key shopping days, using a landing page to entice sign ups for “VIP only” holiday offers, and visually previewing merchandise with dates of sale promotions. Keep interest alive in social media channels with sweepstakes, special social media-only promotions, and fun holiday-themed events that encourage interaction. For example, crafters might invite social media followers to post images of their holiday décor and vote for favorites, offering a grand prize of a gift certificate to a major retailer to help ease holiday spending.

Give them a reason to buy.

Holiday shopping season is not the time to hold back on promotions. Include premiums like free shipping on a minimum order amount, rush shipping at a discount, free gift wrapping, or a free stocking stuffer. Make sure all messages have a sense of urgency and relevancy to help cut through the barrage of holiday marketing messages.

Get creative with media coverage.

Think creatively about what your business does and how you might spin your product or service into some holiday media coverage. For example, you might pitch your local news station on airing a segment that uses some aspect of products you sell or services you provide to help consumers save money or time on holiday spending or party hosting (or recovering from it)! As holidays draw near, think about how to tie your products into new habits that coincide with common New Year’s resolutions, like improved health, stress-reduction, and organization.

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.



Running a Retail Business

This article is not about starting a business. The information presented here assumes your business is already up and running and you're looking for tips on how to keep your business running smoothly. While this article is oriented toward small businesses, the same principles apply to most businesses regardless of size.

While starting a new business is difficult enough, running it efficiently presents even more challenges, especially during tough economic times. These ideas are common sense and fairly easy to implement, but sometimes get lost in the heat of the battle.

Inspiration

No one knows your business better than you since you're the brains and inspiration behind it. It's important that this fact comes across when dealing with suppliers and customers. Your business has value, and you want everyone you deal with to understand the value you bring to the table. How your business is perceived by others is critical to your success. View your business through their eyes without your emotional attachment, and make sure they appreciate what creates the real value in your business and how that benefits them.

Connections

Give your customers reasons to come to you. Make your business the ideal place to get what they're looking for. The key to this is an intimate understanding of the customer base you serve and their personal obsessions. You can tap into those obsessions by creating a website and marketing campaign that caters to them on a personal level.

The Internet is a dynamic environment so you can't simply build a website and assume you're done. Keep it fresh by updating frequently and integrating social media into your communications strategy.

Delegation

If you're a sole proprietor who built your business on your own and works alone, delegation may not be an option. If you find yourself pressed for time, especially around the holidays, consider outsourcing some of your work if you don't want to hire anyone. This allows you to focus on important things while others take care of the more routine tasks. Possibilities include bookkeeping/accounting, administration, tax preparation, and other tasks suitable for contract labor.

There's a temptation to think that if you want something done right, you have to do it yourself. That approach won't work if you want to grow your business beyond a one-person operation.

Branding

You want to own the go-to brand, and that extends well beyond a great logo and catchy sales pitch. You want your brand to stand out, and you should view the price of accomplishing that as an investment, not a cost. Your brand may be your most valuable asset, especially during difficult economic times. Keep your brand relevant and updated to changing consumer tastes, and include money in your budget for sufficient advertising to carry your message.

Protect your brand with appropriate patents, trademarks, and copyrights. This may create downstream opportunities to exploit your brand through co-branding and licensing of rights. The potential financial rewards from this type of exposure can be immense.

(cont'd)

Running a Retail Business (cont'd)

Finances

Your company's survival depends on good financial planning and fiscal discipline. Create a monthly budget and track your progress against it. If you're missing your financial goals, don't wait to analyze what's causing the variances. The longer you wait, the harder it will be to dig yourself out of trouble. It's important to understand everything from cash flow to return on investment. If you're not already thoroughly familiar with those terms, consider enrolling in a basic finance course.

Develop a close relationship with a local bank. Make sure the bank executives understand your business and your operating plan. The time may come when you need their financial support, and a solid personal relationship may mean the difference between securing that support or not.



Technology & Automation

Stay up to date on the latest technology trends and don't let your suppliers, customers and competitors get ahead of you. If you fall behind, you'll find it difficult to maintain strong business relationships. If you're not tech-savvy, consider hiring an IT consultant who can recommend an optimal design for your automation suite. This should include computers, networks, software, website design & hosting, telephone system, information security, and a top-notch mobile strategy.

Getting the most out of technology is key in today's competitive marketplace. Use online training resources such as Media Bistro and Grovo to improve your knowledge and expertise. Use analytics to monitor website traffic and create benchmarks to measure the effectiveness of your marketing efforts. Figure out what's working and what isn't. Understand the importance of Search Engine Optimization and update your website as needed to achieve the best search rankings possible.

Monitor your competition

You're not paranoid if you're up at night wondering what the competition is doing. It helps to be aware of new innovations, price changes, and other developments at companies offering products and services similar to yours. Use this information to fine tune your product and marketing strategies.

If something is working for your competition, consider emulating it if it fits into your overall strategy. Improve on it if you can. Perhaps more importantly, learn from their mistakes. Do whatever it takes to raise customer satisfaction to the highest level possible.

Bottom Line

Consumers are still feeling the pain of the recession and they're spending their money more wisely than ever. They have their own technology that enables them to comparison-shop, find the best deals, and negotiate discounts. If you want their business, you need to understand how you can position your company as the preferred source for what you're selling.

One way to do that is to frequently survey your customers and encourage their feedback, whether positive or negative. Find out what scratches their itch and take appropriate actions to respond to their suggestions. Understand your customers intimately as their complete satisfaction is paramount. Work hard for their dollars and you'll be rewarded.

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.

Fabulous Fir

Pines are evergreen, coniferous, resinous trees (or sometimes shrubs). The bark of most conifers is thick and scaly, but there are some species with thin, flaking bark. Pines are very long-living conifers, typically reaching ages of 100–1,000 years, or more. They are among the most commercially important of tree species, valued for their timber and wood pulp throughout the world. Pines are also commercially grown and harvested for Christmas trees. Pine cones, the largest and most durable of all conifer cones, are favorites in the craft industry. Pine boughs, used especially in wintertime for their pleasant smell and greenery, are popularly cut for decorations. Pine needles are also used for making decorative articles like baskets, trays and pots.

Other common species in the pine family include *Abies* (fir) species which are usually of more northern distribution and found at higher altitudes. Sap-filled “blisters” on the trunks of some species provide balsam. *Larix* (larch) and *Pseudolarix* (golden larch, of China) are the only two deciduous types of pine. *Picea* (spruce) is the world’s most important source of paper. *Cedrus* (cedar) ranges from the Mediterranean area to the Himalayas.

Beyond the aesthetic appeal of conifers there are a plethora of health benefits for the skin. The intensely studied French pine bark extract (also known by the trade name Pycnogenol), delivers powerful antioxidant, anti-inflammatory, anti-carcinogenic and antimicrobial benefits directly to the skin. Among the primary components of the extract are antioxidants called procyanidins, which are also found in red wine and pomegranates.[1.] Topical application of Pycnogenol, which is readily absorbed by the skin, protects skin from the constant bombardment of free radicals, diminishes and prevents inflammation, and promotes overall skin health. A recent study showed that Pycnogenol is the only natural supplement that simulates hyaluronic acid production in human skin.[2.]

Pine essential oil is often steam distilled from the needles of conifers and has shown useful in the treatment of various skin problems. It also has a mesmerizing essence and gives a sweet aroma to the cosmetics it is used in. It is commonly used in making perfumes, skin care products and soap making. Pine oil is also added in many household products due to its clean, powerful aroma. These include room sprays, volatile liquids and room fresheners. The aromas overall action is considered stimulating and is purported to bring alertness to the mind.

Pine oil is a phenolic disinfectant that is mildly antiseptic, relatively inexpensive and widely available. It is considered a pesticide by the Environmental Protection Agency (EPA) and approved for use as a disinfectant, sanitizer, microbicide/microbistat, virucide and insecticide. Pests specifically target-

ed through the use of Pine Oil include: *Brevibacterium ammoniagenes*, *Candida albicans*, *Enterobacter aerogenes*, *Escherichia coli*, gram-negative enteric bacteria, household germs, gram-negative household germs such as those causing salmonellosis, herpes simplex types 1 and 2, influenza type A, influenza virus type A/Brazil, influenza virus type A2/Japan, intestinal bacteria, *Klebsiella pneumoniae*, odor-causing bacteria, mold, mildew, *Pseudomonas aeruginosa*, *Salmonella choleraesuis*, *Salmonella typhi*, *Salmonella typhosa*, *Serratia marcescens*, *Shigella sonnei*, *Staphylococcus aureus*, *Streptococcus faecalis*, *Streptococcus pyogenes*, *Trichophyton mentagrophytes*. In acute toxicity studies, pine oil was shown to be of low toxicity, with the exception of an eye irritation study. Pine oil is also a moderate skin irritant.[3.]



Pine needles are often used for decorative purposes, although they can also be found in botanical tea form. According to *Eat the Weeds*, by Ben Charles Harris (Barre Publishing, NY, 1975), scientists have found that the needles of *Pinus strobus* (White Pine) contain high amounts of Vitamin A and five times the Vitamin C of lemons. Pine needle tea may also be useful as a bath infusion.

Pine wood carbonization produces a substance known as pine tar. Traditionally, pine tar has been used to heal infections and wounds. Today, pine tar is used to treat a variety of skin conditions. It has antibacterial and antifungal properties and doctors prescribe it for a variety of skin conditions. The National Psoriasis Foundation says pine tar is used for medicinal purposes.[4.]

There is far more to pine than meets the eye. This useful tree is not just a seasonal icon; its unmistakable fragrance and antioxidant properties make it a boon to the cosmetics industry. With continued sustainable farming, we can expect to see pine in skincare formulations for years to come.

References:

1. <http://well.blogs.nytimes.com/2012/03/12/really-questions-about-french-pine-bark/>
2. <http://www.cosmeticsdesign.com/Formulation-Science/Study-underlines-skin-anti-aging-efficacy-of-French-maritime-bark-extract>
3. http://www.epa.gov/pesticides/reregistration/REDS/pineoil_red.pdf
4. <http://www.psoriasis.org/about-psoriasis/treatments/topicals/over-the-counter>

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) a private label manufacturer specializing in ultra-low minimums, as well as co-founder of the Vegan skincare line, Sydni Monique (www.sydnimonique.com).

Holiday Fragrance Best Sellers!



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Fragrance Oil 341



Crafters Choice™
Cinnamon Candies
Fragrance Oil 284



Crafters Choice™
Cinnamon
Fragrance Oil 129



Crafters Choice™
Cinnamon Stick
Fragrance Oil 267



Crafters Choice™
Crackling Firewood
Fragrance Oil 618



Crafters Choice™
Cranberry Fig
Fragrance Oil 385



Crafters Choice™
Festival of Lights Type
Fragrance Oil 510



Crafters Choice™
Fireside*
Fragrance Oil 407



Crafters Choice™
First Snow
Fragrance Oil 404



Crafters Choice™
Frankincense & Myrrh - EO & FO Blend 594



Crafters Choice™
Frankincense
Fragrance Oil 494



Crafters Choice™
Frosted Cranberry
Fragrance Oil 657



Crafters Choice™
Frosted Snowdrops*
Fragrance Oil 405



Crafters Choice™
Gingerbread Cookie
Fragrance Oil 511



Crafters Choice™
Gingerbread
Fragrance Oil 162



Crafters Choice™
Gingersnap Cookies
Fragrance Oil 243



Crafters Choice™
Ho-Ho-Ho
Fragrance Oil 406



Crafters Choice™
Holiday Berry Type
Fragrance Oil 512



Crafters Choice™
Hot Cocoa
Fragrance Oil 539



Crafters Choice™
Jack Frost Type
Fragrance Oil 317



Crafters Choice™
Noel Type
Fragrance Oil 392



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North Pole
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Crafters Choice™
Nutmacker
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Crafters Choice™
Peppermint Candy
Fragrance Oil 200



Crafters Choice™
Peppermint Cream
Fragrance Oil 272



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Fragrance Oil 540



Crafters Choice™
Santa's Pipe
Fragrance Oil 516



Crafters Choice™
Sparkling Plum
Fragrance Oil 230



Crafters Choice™
Sparkling Snowflake
Fragrance Oil 518



Crafters Choice™
Spiced Chestnut*
Fragrance Oil 554



Crafters Choice™
Spiced Cranberry
Fragrance Oil 149



Crafters Choice™
Sugar Plum
Fragrance Oil 410



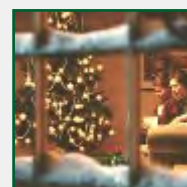
Crafters Choice™
Three Wise Men
Fragrance Oil 318



Crafters Choice™
Vanilla Bean Noel*
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Very Merry Cranberry*
Fragrance Oil 400



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White Christmas Type
Fragrance Oil 569

Glitter & Sparkle

A perennial favorite of crafter's, glitter is all over the place these days. With the holidays, glitz and glamor are always punctuated with a bit of sparkle. Check out this trend as displayed all over the place and get ready for the next few months of shimmer by adding it to your creations this winter!



Striking Gold Dress
www.modcloth.com



'Glitter' Tile Wall
www.dawnajonesdesign.com



Holiday 2012 Nail Colors
www.thepolishaholic.com



DIY Glitter Flats
www.wearenotmarth.com



Glitter Ornaments
thegreenbeanscrafterole.blogspot.com



Glitter & Glam Tablescape
www.Designindulgences.com

Get into this trend by shopping these items from Wholesale Supplies Plus listed below! Make sure to check out the many recipes that use these products for MORE inspiration!



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Crafter's Choice
Winter Super Sparkle
Mica Powder



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Crafter's Choice
Super Sparkle
Iridescent Glitter



Crafter'sChoice®
Crafter's Choice
Sparkle White Soap
Color Bar



Crafter'sChoice®
Crafter's Choice
Iridescent Sparkle
Gold Mica Powder

Holiday Trends for 2012

Each year brings us something new and trendy to get us ready for the holidays, and here are a few trends for this year that you can serve as inspiration for your products!

White & Wintry



www.pier1.com



www.bathandbodyworks.com



www.anthropologie.com

Birds



www.crateandbarrel.com



www.howardshome.etsy.com



www.pier1.com

Vintage & Nostalgic



www.etsy.com/shop/boomerville



www.etsy.com/shop/bubblegenius



www.pier1.com

 [Pinterest.com/WSPNews](https://www.pinterest.com/WSPNews)



Hidden in WSP's various Pinterest boards are 'Pin the Code' pins. On the pins is a discount and coupon code. Use the coupon code to get the discount and save.

There are nine pins posted that correspond to the kits we feature in this month's Handmade. Make sure to search all of the boards to get a discount on all of these kits! [Pinterest.com/WSPNews](https://www.pinterest.com/WSPNews)

How to Play

1. Search WSP Pinterest boards.
2. Find our "Pin the Code" pins.
3. View the WSP coupon pin.
4. Click on the pin.
5. Add the item to your cart.
6. Use our 'Pin the Code' coupon at checkout and SAVE!

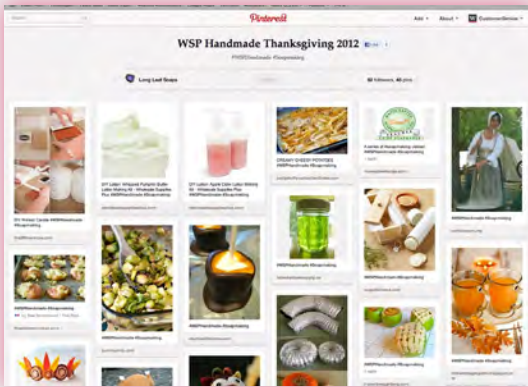
Only one code per kit per order can be used. Multiple kits can be purchased with their respective code in one order as long as they are different.

Pin codes are added to Pinterest monthly and expire at the end of the month.

Look for pins like this!



Handmade BOARD OF THE MONTH



How to Play

1. Create a new board on your own Pinterest Account.
2. Title your board **WSP Handmade Holiday 2012**
3. Pin products, kits, or recipes featured on WSP's Pinterest boards.
4. You can also REPIN products, kits, or recipes featured on WSP's Pinterest boards.
5. Pin 10 additional Holiday themed crafty pins onto this board.
6. Into each pin description, type these hashtags to be eligible.
#WSPHandmade
#SoapMaking
7. We'll pick & contact a winner at the end of the month that best matches our theme.

Additional Pinterest Contests Coming Soon...



Featured Facebook Friends from November



Rosemarie Cunfer from Sugar Loaf Soap Company Sugarloaf, PA



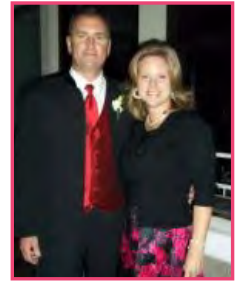
Soyoung Lee from Naturally So Young El Paso, TX



Kym Guilford from Sun Island Blue Soap Co. Corydon, IN



Georgia Cornelison from Georgia's Bath and Body Products, Meriden, SA



Melody Murphy Leviner Henry, PA

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>

Handmade Board of the Month Winner from November



Wanna play in December? Click here to find out how!



Long Leaf Soaps! pinterest.com/longleafsoaps

The first winner of our Handmade Board of the Month is Long Leaf Soaps! Their board was a great mix of WSP products and what Thanksgiving meant to them from delicious looking recipes to cute crafty projects to, of course, great soap inspiration! [Click here](#) to see the winning board and get a great idea of how to participate in December!

www.etsy.com/shop/LongLeafSoaps

Show & Tell Contest Winners for December



Ashley Wallis from Aqua Blossom

Candy Cane Lip Butter
 "I make my own lip butter base using all WSP ingredients: shea and kokum butters, candelilla wax, and several different oils including apricot kernel, sweet almond, and avocado. Once the base is ready, I add WSP Peppermint EO and hand pour the lip butter into tubes (also from WSP!)" - Ashley Wallis



Tina Weldin from Tallulah Soaps

Artic Ice CP Soap
 "I wanted a cool, icy looking end product and the ombre pour I thought would represent that best. This was my very first try at an ombre and my first time using North Pole. I figured if it accelerated it would be fine as you want the layers to be a little firm. It turned out fantastic!!" - Tina Weldin



Heather Skiles from CremeBruLove Bath Products

Gingerbread Cupcakes
 "...{WSP's} Clear MP Soap for the base of the cupcake, and scented in [WSP's] Gingerbread cookie Fragrance oil. The "topping" was made by whipping your MP soap base with Foaming bath whip and scented in French Vanilla FO from Crafter's Choice. It smells amazing! And is one of my number one sellers so far for the upcoming holiday!" - Heather Skiles



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