



# APRIL "SHOWERS"



- HAIR CARE »
- APRIL SHOWERS »
- AFTER-SHOWER CARE »



IN THIS ISSUE...

## LEARN TO MAKE



• Rainy Day MP Soap »



• Sea Salt Wavy Hair Spritz »



• After-Shave Gel »



Wholesale Supplies Plus is pleased to offer this 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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**Published by Burning River Books**

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## Hair Care Contribution

Many get into this industry in the hopes of creating more natural and handmade products for themselves and loved ones. This way, they know exactly what is going into these products and can, maybe, save a little money by doing it themselves. While soap is usually the first product that entices people into our business, there are many other options that are available. One major category being hair care. Women and men the world over are always looking for the perfect product to tame, clean and manage their locks. Generally, they are willing to pay a pretty penny for that perfect product as well.

A strong motivator behind creating your own hair care products is the ability to know exactly

what it is that is going into them. Hair care products, like much in the personal care arena, are full of ingredients you can barely pronounce let alone define. Many personal care companies have a number of brands under their hair care lines. Each one with a variety of products geared toward a number of hair care woes that compete with any number of other brands with similar claims to hair perfection by using X formula for curls/dry/frizzy/oily hair. However, "Experts say the science behind hair care has gotten far more advanced in the last 10 years, but many new products popping up on beauty-care shelves are also masterful works of marketing."\*

So what does that mean for you? That many people, the world over, are buying the same types of products using the same ingredients and paying a premium for the marketing, not necessarily the quality. If they are willing to do that, then they are willing to pay for a product that is handmade and made with quality ingredients. If profits aren't what you had in mind, then know that you can save thousands of dollars a year by creating homemade hair care products and cater them to your specific needs by tweaking the ingredients.

While those ingredient lists on mass-produced hair care products definitely bring forth thoughts of a chemistry lab and a million-step process, the reality of creating hair care products is actually much simpler. With some water, a heat source and a few essential oils, you can create any number of products. Add in the ingredients you need/want to customize the formula for your (or your customer's) hair and you have a quick, easy and inexpensive formula that is free of all those unpronounceable ingredients.

Don't know where to start when choosing ingredients? Here are a few options:

- Tea Tree Oil: Antiseptic, anti fungal and anti-inflammatory, tea tree oil "helps reduce hair loss and promotes hair growth."\*\*
- Lavender Extract: "...promotes hair growth. It has properties that kill lice and other bacteria." Plus, it smells wonderful!\*\*
- Almond Oil: High in Vitamin E, it thickens, increases shine and prevents hair loss. It can also be used to "...cleans and nourishes hair follicles at the roots" when applied to the scalp.\*\*

Now that you have the knowledge and some hints, the time is now to start creating your own hair care products. Add them to your existing line of products or keep these great products for yourself. Make sure, however, to check out **Wholesale Supplies Plus** and the pages within Handmade for all of the ingredients you need to ensure the best handmade and customizable hair care products possible.

\* <http://abcnews.go.com/Business/story?id=88174&page=2>

\*\* <http://www.dailyglow.com/make-your-own-organic-hair-products.html>

## April Showers Bring Big Profits!

Rain is almost always a clear sign that spring is on the way. The temperatures raise just enough to allow all of that lovely precipitation to change from snow to rain and thus start the transition from winter to spring. It allows the seeds to root, starting the growing cycle and bringing new life to the earth. While many can say rain isn't their favorite atmospheric event, they can agree that it is a necessary annoyance to grant us colorful and fruitful spring and summer months. Plus, everyone loves that it washes away the dirt and dust to make everything fresh and new again.



That last statement holds the key to rain's appeal for many in our industry. The fresh scent it brings to everything has produced a number of attempts to replicate that feeling through our products. Rain scents are among the more popular categories for fragrance with almost every major brand carrying a fragrance with some qualities attributed to rain. Many brands have a whole line dedicated to the variety of rain-inspired scents out there that conjure up images of rolling green countrysides or a stormy spring evening. Even the elements of a good storm have started to be broken down for their fragrant appeal. Many fragrances boast ozone notes (that electric smell before a storm), damp earth/dirt notes and fresh greens. Whether used alone in their pure forms or as a complementary note to a fragrance, these elements can be found everywhere from fine fragrance to home fragrance to bath and body.

And, because we all know that 'April showers bring May flowers', these scents are easily married together. While a number of combinations could be made that would complement each other within a product, it would also be advantageous to create a line around the two different themes. By marrying a line of rain scented products with a line of floral, you have a strong marketing idea to sell these lines during this time of year. Just think of your display at the local farmers market named 'April Showers Bring May Flowers' with a large display of your rain and floral scented products. It could be a promotional opportunity that can easily be run for those two months straight.

Plus, this theme lends itself to a number of both adorably and beautifully executed products. Depict rain scents in CP soap with a beautiful ombre layered soap in gorgeous blue hues. Create any number of floral scented soap in flower molds. Using creative images, you can package your lotions, liquid soap, balms and butters with scenes of stormy weather or a fragrant field of flowers in a soft spring rain. We have created a few recipes to help inspire some creativity within our melt and pour soaps. Check out our [Rainy Day Melt & Pour Soap](#) recipe (soap featured on the cover!) to see what we mean!

Need some inspiration on products that tote both the fragrance and the look behind these themes? Then look no further! The pages following hold a plethora of recipes, products and kits to inspire a full line of products. We have ideas that not only smell wonderful, but visually fit within this theme. Then, make sure to visit [Wholesale Supplies Plus](#) when you're ready to buy so you can get all of the ingredients you need to make these creative products!



## After-Shower Care - the Perfect Product Line Expansion!

While soap is the major player in our industry, expanding your line to include multiple categories of products is often a step taken as you grow. One of the most natural paths to move in is to explore the realm of after-shower care. (or the 'body' of the bath and body realm) Most of the ingredients used in soap lend themselves nicely to be reproduced into lotions, balms and butters. So why not expand your line to offer a variety of products to satisfy any number of customers you may encounter?

You see this type of business model all over the place, but, most effectively, within pizza franchises. They all start with pizza. They may get creative with their toppings or they may get creative with their crusts, but they work to diversify their original offerings off of that concept of a basic pizza - dough, sauce, and cheese. As they continue to grow, they often look to diversify further while maintaining a low cost of ingredients. So where do they go? As with most convenience foods, the concept of the 'add-on' is brought on quickly to help grow the order size and money spent per order. With pizza franchises, usually the first add-on to be created are bread sticks or 'cheesy' bread with dipping sauces. Very rarely is this anything more than the existing dough used for the pizza base cut into strips with some additional flavorings sprinkled on or the pizza cheese melted on top and a side of the pizza sauce with some spices sprinkled in. Then may come a salad that is created with the existing toppings for the pizza. Then a dessert, possibly cinnamon sticks, that is also created with the base pizza dough and doctored with cinnamon and sugar just enough to be considered that perfect 'after pizza' dessert. Now they have a full menu of products that will help build larger orders and increase revenues.

This model will always work well with ingredient-based businesses. As long as the demand is out there, creating a variety of products from the same base is always a great way to diversify your product offerings. You can keep your overhead low while increasing revenues - an ideal goal for any business owner! Plus, additional savings can be had by buying these ingredients at a higher volume and knowing you'll be able to use them quickly for several products.

Don't know what ingredients will work well in both types of products? Here's a few tips:

Popular CP Soap Oils/Additives that are also popular lotion ingredients:

- Sweet Almond
- Avocado Oil
- Coconut Oil
- Shea Butter
- Vitamin E

All of these products and more can be found at **Wholesale Supplies Plus**. Take after these already successful business models and create a full line of products your customers will love! Purchase the oils and additives mentioned above for a few of your products and save on higher volumes. Get your creativity going and create a full line of after-shower ingredients to compliment your existing lines today!



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(800)359-0944

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- Soap - Melt & Pour, Cold Process, Liquid Soap Bases & More
- Bath & Body - Liquid Soaps & Shower Gels, Lotions & Lotion Bars, Exfoliants, Pet Bases & More!
- Candles, Votives, Tarts, Room & Linen Sprays & More!



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### **Hair Conditioner Kit**

This kit has been designed to make (20) 8 oz bottles.  
Suggested retail price is \$10.95 per bottle.

This kit includes the following items:

- (20) 1 Bottle - 8 oz Natural Boston Round Plastic Bottle 24/410
- (1) 1 lb - Hair Conditioner Concentrate
- (1) 4 fl oz - Caribbean Escape\* Fragrance Oil 495
- (1) 0.125 lb (2 oz) - Botanical Extract Blend 2 - Oil Soluble
- (20) 1 Piece - 24/410 Natural Smooth Disc Top
- (1) 0.125 lb (2 oz) - Germaben II
- (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



You Save \$23.45 by purchasing this kit rather than buying the items separately!



You Save \$11.56 by purchasing this kit rather than buying the items separately!

### **Sea Salt Hair Spritz Kit**

This kit has been designed to make (8) 4 oz bottles of hair spritz. If you are making this product for sale, we recommend pricing at \$5.95 per bottle.

This kit includes the following items:

- (1) 2 fl oz - Exotic Coconut\* Fragrance Oil 421
- (1) 0.125 lb (2 oz) - Optiphen Plus
- (8) 1 Bottle - 4 oz White Bullet Plastic Bottle - 20/410
- (8) 1 Piece - 20/410 White Ribbed Sprayer Top - Clear Cap
- (1) 0.125 lb (2 oz) - Polysorbate 20
- (1) 0.03 lb (1/2 oz) - Argan Oil
- (1) 0.125 lb (2 oz) - Aloe Vera Oil - Clear
- (1) 0.125 lb (2 oz) - Avocado Oil
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Piece - Mask - Basic Procedures
- (1) 0.125 lb (2 oz) - Epsom Salts (Magnesium Sulfate)
- (1) 1 Each - Hairnets - 21 inch Disposable
- (1) 0.125 lb (2 oz) - European Spa Salt - Fine Grain
- (2) 1 Piece - Droppers - Plastic
- (1) 1 Piece - Instruction Sheet

### **Hair Shampoo Kit**

This kit has been designed to make (16) 8 oz bottles.  
Suggested retail pricing is \$10.95 per bottle.

This kit includes the following items:

- (16) 1 Bottle - 8 oz Natural Boston Round Plastic Bottle 24/410
- (1) 1 Gallon (single jug) - Clear Conditioning Shampoo
- (1) 1 Piece - 38/400 Gallon Jug Pump
- (1) 2 fl oz - Caribbean Escape\* Fragrance Oil 495
- (16) 1 Piece - 24/410 Natural Smooth Disc Top
- (1) 0.125 lb (2 oz) - Polysorbate 20
- (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



You Save \$13.81 by purchasing this kit rather than buying the items separately!





You Save \$4.12 by purchasing this kit rather than buying the items separately!

### Japanese Cherry Blossom Soap Making 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) - Rectangle - Basic - GLOSSY Silicone Mold 1601
- (2) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 1 Mold(s) - Deco-It: Sea Life Silicone Mold
- (1) 2 fl oz - Japanese Cherry Blossom\* Fragrance Oil 695
- (3) 1 Piece - Beaker - Natural Polypropylene
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 0.25 oz (1 TBSP Bag) - Neon Tutti Frutti Dye Powder
- (1) 0.25 oz (1 TBSP Bag) - Neon Laser Lemon Dye Powder
- (1) 0.35 oz (1 TBSP Bag) - Matte Brown Oxide Pigment Powder
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Piece - Mask - Basic Procedures
- (1) 0.18 lb (2 oz) - Glycerin - Natural
- (1) 1 Piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (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

### Chunky Ocean Rain Soap Making Kit

This kit includes the following items:

- (1) 1 Mold(s) - Rectangle - Basic - GLOSSY Silicone Mold 1601
- (2) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (2) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 2 fl oz - Ocean Rain Fragrance Oil 445
- (25) 1 Piece - Premium Crystal Cello Bags (4.75" x 6.75")
- (25) 1 Piece - Metallic Silver Curling Ribbon - Tin Tie 12"
- (25) 1 Piece - Metallic Blue Curling Ribbon - Tin Tie 12"
- (1) 1 Piece - Stained Glass Ocean Blue Soap Color Bar
- (1) 1 Piece - Mask - Basic Procedures
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (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 \$8.76 by purchasing this kit rather than buying the items separately!



You Save \$6.90 by purchasing this kit rather than buying the items separately!

### Rainy Day Soap Making 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) - Oval - Guest - GLOSSY Silicone Mold 1608
- (1) 1 Mold(s) - Rectangle - Basic - GLOSSY Silicone Mold 1601
- (2) 2 lb - Basic MP Soap Base - White 2 lb Trays
- (1) 1 Mold(s) - Deco-It: Ferns & Dragonflies Silicone Mold
- (1) 2 fl oz - Sweet Rain Fragrance Oil 561
- (3) 1 Piece - Beaker - Natural Polypropylene
- (1) 2 lb - Basic MP Soap Base - Clear 2 lb Trays
- (1) 1 Set - Mini Mixer - Cordless
- (1) 1 Set - Heart Shaped Cutters - Set of 3
- (1) 1 Set - Flower Shaped Cutters - Set of 3
- (1) 1 Bar - Matte Cobalt Blue Soap Color Bar
- (1) 1 Bar - Sparkle Black Soap Color Bar
- (1) 0.25 oz (1 TBSP Bag) - Neon Laser Lemon Dye Powder
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Piece - Mask - Basic Procedures
- (1) 0.18 lb (2 oz) - Glycerin - Natural
- (1) 1 Piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (1) 1 Each - Hairnets - 21 inch Disposable
- (1) 1 Piece - Instruction Sheet

### **Hemp Lotion (from scratch) Kit**

This kit has been designed to make (25) 8 oz bottles of "from scratch" hemp lotion that paraben free! If you are making this product for sale, we recommend a retail price of \$10.95 per bottle.

This kit includes the following items:

- (1) 0.125 lb (2 oz) - Vitamin E Natural
- (25) 1 Bottle - 8 oz Clear Boston Round Plastic Bottle - 24/410
- (1) 1 lb (single jar) - Hemp Seed Butter Blend
- (1) 1 lb - Hemp Seed Oil - Natural
- (1) 1 lb - Emulsifying Wax - Soft & Silky
- (1) 0.125 lb (2 oz) - Optiphen Plus
- (25) 1 Piece - 24/410 Black Smooth Disc Top Cap
- (1) 4 fl oz - Rainforest Fragrance Oil 502
- (1) 1 lb - Stearic Acid
- (1) 1 Piece - Mask - Basic Procedures
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Each - Hairnets - 21 inch Disposable
- (1) 1 Piece - Measuring Cup - 1 ounce, Clear Blue HDPE
- (1) 1 Piece - Instruction Sheet



You Save \$20.61 by purchasing this kit rather than buying the items separately!



### **Whipped Shea Butter Lotion Making Kit**

This kit has been designed to make (8) 4 oz jars of whipped shea butter. If you are making this product for sale, we recommend a retail price of \$13.95 per jar.

This kit includes the following items:

- (1) 0.125 lb (2 oz) - Vitamin E Natural
- (1) 1 lb - Shea Butter - Ultra Refined
- (8) 1 Jars - 4 oz Natural Classic Plastic Jar - 71 mm Top
- (1) 2 fl oz - Grapefruit (Pink) EO - Certified 100% Pure 723
- (1) 0.125 lb (2 oz) - Tapioca Starch - Modified
- (8) 1 Piece - 71 mm Natural Top Cap - No Liner
- (1) 1 Piece - Mask - Basic Procedures
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Each - Hairnets - 21 inch Disposable
- (2) 1 Piece - Droppers - Plastic
- (1) 1 Piece - Instruction Sheet

You Save \$27.92 by purchasing this kit rather than buying the items separately!

### **After-Shave Gel Kit**

This kit includes the following items:

- (9) 1 Bottle - 3.5 oz Natural Airless Pump, Bottle & Top Set
- (2) 0.125 Gal. (16 oz) - Aloe Vera Gel
- (1) 0.03 lb (1/2 oz) - Botanical Extract Blend 1 - Water Soluble
- (1) 0.125 lb (2 oz) - Babassu Oil
- (1) 0.03 lb (1/2 oz) - Argan Oil
- (1) 0.125 lb (2 oz) - Cyclomethicone NF (Sprayable Silky Perfume)
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Piece - Mask - Basic Procedures
- (1) 1 Each - Hairnets - 21 inch Disposable
- (1) 1 Piece - Instruction Sheet



You Save \$21.87 by purchasing this kit rather than buying the items separately!



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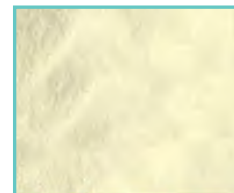
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Fragrance Oil 495



8 oz White  
Bullet  
Plastic Bottle - 24/410



8 oz Clear  
Cosmo Oval  
Plastic Bottle - 24/410



24/410 Natural  
Plastic Bottle  
Orifice Reducer



24/410 Natural  
Smooth Disc  
Top



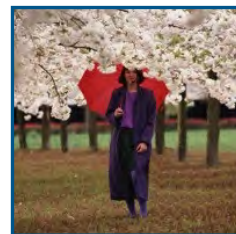
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Fragrance Oil 374



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Ocean Rain  
Fragrance Oil 445



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Spring Rain  
Fragrance Oil 224



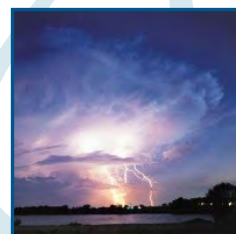
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Natures Rain  
Fragrance Oil 778



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Flower  
Silicone  
Mold



Spiral Flower  
Wax Tart  
Mold



Flower Shaped  
Cutters -  
Set of 3



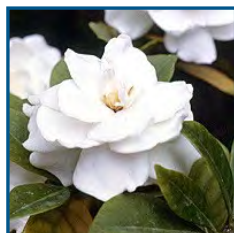
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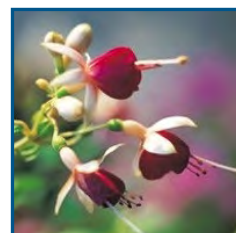
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Basic Lotion  
Base



**Crafter'sChoice**

Crafter's Choice™  
Shea Butter & Aloe  
Lotion



**Crafter'sChoice**

Crafter's Choice™  
Satin & Silk  
Lotion



**Crafter'sChoice**

Crafter's Choice™  
Goat Milk & Honey  
Lotion



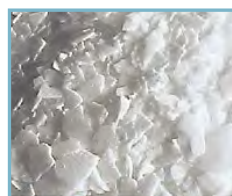
**Crafter'sChoice**

Crafter's Choice™  
Moisturizing Lotion  
with Evening Primrose



**Crafter'sChoice**

Crafter's Choice™  
Head to Toe  
Lotion



**Crafter'sChoice**

Crafter's Choice™  
Stearic Acid



**Crafter'sChoice**

Crafter's Choice™  
Emulsifying Wax -  
Traditional



Crafter's Choice™  
Almond  
Fragrance Oil 101



Crafter's Choice™  
Cherry Almond  
Fragrance Oil 171



Crafter's Choice™  
Honey & Shea Type  
Fragrance Oil 572



Crafter's Choice™  
Vanilla Almond  
Fragrance Oil 624



**Crafter'sChoice**

Crafter's Choice™  
Shea Butter -  
Ultra Refined



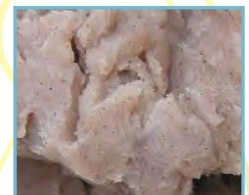
**Crafter'sChoice**

Crafter's Choice™  
Cranberry Butter  
Blend



**Crafter'sChoice**

Crafter's Choice™  
Mango Butter -  
Refined



**Crafter'sChoice**

Crafter's Choice™  
Acai Butter  
Blend



**Crafter'sChoice**

Crafter's Choice™  
Aloe Vera Oil -  
Golden



**Crafter'sChoice**

Crafter's Choice™  
Avocado  
Oil



**Crafter'sChoice**

Crafter's Choice™  
Castor  
Oil



**Crafter'sChoice**

Crafter's Choice™  
Coconut Oil -  
Fractionated



Lavender Guest Rectangle Soap Mold MW33



Apple Wax Tart Mold



Celtic Wax Tart Mold



Citrus Wax Tart Mold



Fleur de Lis Wax Tart Mold



Honeybee Wax Tart Mold



Leaf Wax Tart Mold



Lotus Blossom Wax Tart Mold



Pine Cone Wax Tart Mold



Pumpkin Wax Tart Mold



Shell Wax Tart Mold



Spiral Flower Wax Tart Mold



Strawberry Wax Tart Mold



Crafter's Choice™ Alfalfa Powder



4 oz Clear Cylinder & Green Sprayer (SURPLUS)



4 oz Clear Cylinder & Red Sprayer (SURPLUS)



4 oz Clear Cylinder & Orange Sprayer (SURPLUS)



5.5 Clear Bell Round & Orange Sprayer (SURPLUS)



5.5 Clear Bell Round & Green Sprayer (SURPLUS)



5.5 Clear Bell Round & Red Sprayer (SURPLUS)



## **Hair Treatment: Sea Salt Hair Spritz**

Project Level: Beginner

Estimated Time: 1/2 Hour

Yields: 2 4 oz. Bottles

This spray provides volume and helps boost your natural curls. Use along with our Leave In Hair Conditioner as the salts can dry out your hair.

INCI Ingredient Label: Water, Magnesium Sulfate, Sea Salt, Mineral Oil (and) Cocos Nucifera (Coconut) Oil, Aloe Barbadensis Leaf Extract, Polysorbate 20, Persea Gratissima (Avocado) Oil, Argania spinosa (Argan) Oil, Fragrance

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### **Ingredients**

- 6 Ounces Hot Water
- 1 Tablespoon Epsom Salts
- 1 Tablespoon European Spa Salts
- 2 Teaspoons Crafter's Choice Aloe Vera Oil - Clear
- 2 Teaspoons Polysorbate 20
- 1 Teaspoon Crafter's Choice Avocado Oil
- 1 Teaspoon Crafter's Choice Argan Oil
- 1 Milliliters Crafter's Choice Exotic Coconut Fragrance Oil
- 2 Pieces 20/410 White Sprayer - Clear Cap
- 2 Pieces 4 oz. White Bullet Bottle - 20/410

### **Equipment**

- Double Boiler
- Measuring Spoons
- Stove Top or Microwave to Boil Water
- Wire Whisk
- 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. In a double boiler, heat aloe vera oil, avocado and argan oils.
3. Add 6 oz. of boiling water.
4. Add European Spa Salts to water and whisk until dissolved.
5. Add Polysorbate 20 and fragrance oil. Whisk to combine all ingredients together.
6. NOTE: Oils will not mix completely. We recommend packaging in white or black bottles and label "shake before each use".
7. Directions: Spray on wet or dry hair and leave in. Use sparingly as too much will stiffen and dry out hair.

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## Hair Shampoo & Conditioner: Soft & Silky

Project Level: Beginner

Estimated Time: 1 Hour

Yields: (2) 8 oz. Each Shampoo & Conditioner

This shampoo will help add volume while leaving hair soft and silky. Use with conditioner for a perfect hair treatment experience!

INCI Ingredient List: Water, Sodium Lauryl Sulfate, Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, C12-15 Alkyl Lactate, Sodium Chloride, Propylene Glycol, Diazolidinyl Urea, Iodopropyl Butylcarbamate, Citric Acid, Hydrolyzed Silk, Citrus Medica limonum (Lemon) Peel Oil, Lavandula Angustifolia (Lavender) Oil, Hydroxypropyltrimonium Honey



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### Ingredients

- 16 Ounces Crafter's Choice Clear Conditioning Shampoo
- 16 Ounces Distilled Water
- 12 Milliliters Crafter's Choice Silk Amino Acids
- 6 Milliliters Crafter's Choice Lemon Essential Oil
- 4 Milliliters Crafter's Choice Lavender 40/42 Essential Oil
- 4 Milliliters Honeyquat
- 5 Milliliters Optiphen Plus Preservative
- 4 Pieces 8 oz. Standard Malibu Tottle Bottle
- 4 Pieces 22/400 Natural Flip Tops - 2"

### Equipment

- Glass Mixing Bowl
- Microwave
- Mixing Spoon
- Plastic Dropper - 5
- Hand Mixer

### 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. FOR SHAMPOO:
3. Empty 16 oz. Clear Conditioning Shampoo Base into a glass measuring cup or bowl.
4. Add 6 ml. Silk Amino Acids, 3 ml. Lemon Essential Oil, 2 ml. Lavender Essential Oil and 2 ml. Honeyquat. Shampoo may thicken.
5. Place in microwave and heat for about 20-30 seconds. Remove and stir gently.
6. Pour into bottles. Let product cool completely before adding disc top.
7. Label product accordingly.
8. FOR CONDITIONER:
9. In large glass bowl, add 16 oz. distilled water and 1 oz. of Hair Conditioner Concentrate.
10. Heat in microwave until pellets are completely dissolved.
11. Using hand mixer, mix water/conditioner mixture until it starts to thicken.
12. Add 6 ml. Silk Amino Acids, 3 ml. Lemon Essential Oil, 2 ml. Lavender Essential and 2 ml. Honeyquat. Continue with hand mixer.
13. Check temperature of mixture before adding Optiphen Plus. Preservative will be ineffective if added into product higher than 170° F. Add 5 ml. to conditioner and blend in.
14. Pour into bottles and allow to cool completely before capping. Label product accordingly.
15. Directions for Use: After shampooing, add small amount of conditioner to hair. Let sit for a minute, then rinse out.
16. Labeling for Conditioner: Water, Cetearyl Alcohol (and) Stearalkonium Chloride, Hydrolyzed Silk, Phenoxyethanol (and) Caprylyl Glycol (and) Sorbic Acid, Citrus Medica limonum (Lemon) Peel Oil, Lavandula Angustifolia (Lavender) Oil, Hydroxypropyltrimonium Honey

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## Hair Conditioner - Leave In Spray

Project Level: Beginner

Estimated Time: 1 Hour

Yields: 20 - 4 oz. Bottles

This conditioner is perfect for after swimming or out in the sun. Just spray on and comb through hair. Will leave your hair feeling silky smooth.

INCI Ingredient List: Water, Cetearyl Alcohol (and) Stearalkonium Chloride, Fragrance, Dehydrated Coconut Milk, Maltodextrin and Milk Protein, Propylene Glycol (and) Diazolidinyl Urea (and) Methylparaben (and) Propylparaben, Argania Spinosa Kernel

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### Ingredients

- 2.5 Ounce(s) Crafter's Choice Hair Conditioner Concentrate
- .40 Ounce(s) Crafter's Choice Coconut Milk Powder
- 1 Ounce(s) Crafter's Choice Exotic Coconut Fragrance Oil
- 10 ml(s) Crafter's Choice Argan Oil
- 20 ml(s) Crafter's Choice Germaben II
- 16 Piece(s) 4 oz Clear Round Bullet Plastic Bottle - 20/410
- 16 Piece(s) 20/410 Natural Sprayer Tops
- 76 Ounce(s) Distilled Water

### Equipment

- Hand Mixer or Stick Blender
- Large Glass Bowl
- Microwave
- Plastic Beakers
- Plastic Dropper
- 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. This recipe yields 20 bottles of conditioner. The directions will make 10 bottles so you will need to make 2 batches.
3. Fill large glass pyrex bowl with 38 ounces of water. Weigh 1.25 ounces of conditioner and add to bowl of water.
4. Heat in microwave for 3 minutes. Take out and stir. Return to oven and heat for another 3 minutes. It may take 7-8 minutes for conditioner pellets to completely dissolve.
5. Take hand mixer or stick blender and blend product for around 15 seconds to be sure product is completely dissolved.
6. Add .20 oz. or 2 teaspoons of Coconut Milk Powder. Mix well with hand mixer or stick blender until powder is dissolved.
7. Add Germaben II (10 ml or 2 teaspoons).
8. Add 5 ml or 1 teaspoon of Argan Oil.
9. Add .5 oz or 1 tablespoon of Exotic Coconut fragrance oil.
10. Mix with mixer or stick blender for 15 seconds to incorporate ingredients.
11. Pour into (10) 4 oz. bullet bottles.
12. Let product cool completely before capping. Product will thicken as it cools.
13. Repeat above steps to make remaining 8 bottles of conditioner.
14. This product is very versatile. If you want a thicker conditioner, use more concentrate. If you want a thinner product, you can use more water, but be sure to increase the preservative also.
15. To Use: Shake well. Spray on wet hair, comb through and leave in.

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## MP Soap: Rainy Day

Project Level: Intermediate

Estimated Time: 2 Hours

Yields: 4 Bars

Be sure to take your umbrella when you step into the shower. You will be "singing in the rain" with this sweet smelling soap.

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Laurate, Glycerin, Triethanolamine, Titanium Dioxide, Fragrance, Ultramarines, Mica (and) Iron Oxides, Polyester-3, Yellow 7



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### Ingredient

- 43 Ounces Crafter's Choice White MP Soap
- 6 Ounces Crafter's Basic Clear MP Soap
- 2 Ounces Glycerin - Natural
- 1 Piece Crafter's Choice Sparkle Black Soap Color Bar
- 1 Piece Crafter's Choice Matt Cobalt Blue Soap Color Bar
- 1 Tablespoon Crafter's Choice Neon Laser Lemon Dye Powder
- 1 Ounce Crafter's Choice Sweet Rain FO
- 1 Ounce Crafter's Choice Vanilla Color Stabilizer - MP Soap
- 1 Deco It Mold - Ferns & Dragonflies
- 1 Flower Shaped Cutters - Set of 3
- 1 Crafter's Choice Heart Shaped Cutters
- 1 Crafter's Choice Guest Oval Silicone Mold
- 1 Crafter's Choice Basic Rectangle Silicone Mold

### Equipment

- Microwave or Double Boiler
- Straight Soap Cutter
- Digital Scale
- Large Glass Measuring Cup
- Plastic Beakers - 3
- Spray Bottle with Alcohol (for spritzing)
- Measuring Spoons

### 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. In plastic beaker, melt 1 oz. of clear soap. Add some of the black liquid dye and mix.
3. Pour black soap into the smallest frond on the top of the Deco It Ferns & Dragonfly mold. This will be the handle for the umbrella.
4. Let soap set for about 5 minutes, then remove from mold. Continue in same manner until there are 8 umbrella handles.
5. Melt 1.5 oz. of white soap. Pour a very thin layer into the bottom of 4 oval guest cavities. These are the bottoms of the yellow umbrellas. Spritz with alcohol.
6. Pour remaining white soap into 2 of the Basic Rectangle soap cavities. These will be the clouds for your soap. Spritz top of soap with alcohol.
7. In plastic beaker, mix 1 oz. glycerin with 1/4 tsp. Neon Laser Lemon Dye Powder. Mix powder well into glycerin using a mini-mixer or frother.
8. Melt 2 oz. of clear soap in microwave. Add yellow color to soap and mix well.
9. Spritz tops of white soap in oval cavities with alcohol. Pour thin layer of yellow soap over white and spritz again. The white bottom layer was added to prevent blue color from showing through yellow making it look green.
10. Once soap has set up, remove yellow soaps from oval cavities. Using a soap cutter, cut ovals in half. Then cut an additional 1/8" off bottoms of each half. This will make umbrella shorter to fit better in soap
11. Using the middle size flower cookie cutter, cut scallops into bottom of umbrellas. Carve curved lines into umbrella with toothpick or skewer. Using black dye added to some clear soap from Step 2, fill lines in with toothpick. Let dry.
12. Remove white soap from 2 rectangle mold cavities. With the same flower cutter used on the umbrellas, place on one corner of rectangle. line up corner with middle of one rounded scallop. Try to cut the corner using 3 scallops. This will fit into the corner of the rectangle mold for the cloud.
13. Using the 4 corners on each rectangle will yield 8 clouds.
14. For raindrops, melt .75 oz of clear soap and add small amount of blue color block. If darker blue is desired, add more dye block to melted soap. Can place back into microwave to reheat if necessary.
15. Pour blue soap into 2 oval mold cavities. Spritz tops with alcohol. Let soap harden.
16. Remove soap after about 10 minutes. Using smallest heart-shaped cutter, cut 16 hearts from each soap. Then, using straight soap cutter, cut hearts in half lengthwise to make 32 raindrops.
17. There should now be 8 yellow umbrellas, 8 black handles, 8 white clouds and 32 blue raindrops.
18. Cut up and melt 2 oz. of clear soap. Pour a very thin layer into each rectangle cavity. Spritz with alcohol.
19. This next step should be done one cavity at a time. Spritz all pieces with alcohol for first bar. Spritz first clear pour with alcohol, then pour another thin layer of clear soap.
20. Immediately place umbrella pieces, cloud, and raindrops into soap. Spritz again with alcohol.
21. Continue with 3 remaining soap cavities. Be sure second pour of clear soap is not too hot. Otherwise, it may melt embeds.
22. Weigh and cut up 20 oz. of white soap. Heat in microwave until melted. Add pieces of blue color bar and stir until melted. Add more if darker color is desired. Can also heat soap more to dissolve color.
23. Once a nice blue color is achieved, add .5 oz. of Sweet on Paris fragrance oil. Gently stir to incorporate fragrance.
24. Spritz tops of all soap cavities with alcohol. After checking soap temperature is below 130° F, pour blue soap into all 4 cavities. Spritz with alcohol and let soap completely set up.
25. When soap has hardened, remove all 4 bars from mold. You should have a nice smooth finish to the top of your soap showing the embeds clearly.
26. Repeat above to make the remaining 4 bars of soap.
27. An alternative to making the bars is to build them from the bottom up. Pour the blue soap first, leaving about 1/4 inch space at top.
28. Then pour clear soap, embedding the pieces into this layer. Spritz. Then top off with another layer of clear-just enough to cover the embeds. This may not give as smooth a finish on top, but may be a little easier to make.
29. Once all soaps are done, wrap and label accordingly.

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## MP Soap: Raindrop Loaf Soap

Project Level: Intermediate

Estimated Time: 1 Hour

Yields: 44 oz. Loaf - 8 1" Slices

No one will rain on your parade with this adorable soap loaf. Tonal colors with a whipped top portray rain clouds in a whimsical way.

INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Titanium Dioxide, Ultramarines, Fragrance

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### Ingredients

- 9.5 Ounces Crafter's Choice Extra Clear MP Soap
- 41 Ounces Crafter's Choice Ultra White MP Soap Base
- 1 Piece Crafter's Choice Matte Cobalt Blue Soap Color Bar
- 1.5 Ounces Crafter's Choice Sweet on Paris Fragrance Oil
- 1.5 Ounces Crafter's Choice Vanilla Color Stabilizer - MP Soap
- 1 Piece Crafter's Choice Hearts & Lips Tube Mold
- 1 Piece Crafter's Choice Basic Loaf Silicone Mold

### Equipment

- Microwave or Double Boiler
- Digital Scale
- Soap Cutter
- Large Glass Measuring Cup
- Mixing Spoon
- Cookie Sheet
- Spray Bottle with Alcohol (for spritzing)
- Plastic Beakers - 2
- Digital Thermometer
- Hand Mixer

### 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. In plastic beaker, mix 1.5 oz. fragrance with 1.5 oz. Vanilla Color Stabilizer. Mix well and set aside.
3. Weigh and cut up 8.5 oz. of clear soap base. Place in glass measuring cup.
4. Melt in microwave or double boiler until soap has completely melted. Shave off some of the blue color bar and add to melted soap. Stir until completely dissolved. For best results, color should be dark blue.
5. Add .25 oz. or 7 ml. of "Sweet on Paris" fragrance oil mixture. Blend completely into soap.
6. Place Hearts and Lips Tube Mold on a cookie sheet. This will give mold stability should it need to be moved. Pour soap into 12 of the small heart cavities on the mold. Spritz tops with alcohol and let soap set up.
7. Once soap has completely hardened, carefully remove from molds. Press on bottom of cavity to release air pocket surrounding soap. Once air pocket is released, continue to push from bottom until soap is far enough out of the mold to grab hold and pull from top.
8. When all 12 have been removed, using a soap cutter, slice them in half to make the raindrops.
9. In plastic beaker, melt 1 oz. of clear soap. Spritz the ends of two raindrop tubes with alcohol. Dip each end in the clear soap and stick the ends together. Hold until soap hardens.
10. Continue until you have 10 long raindrop sticks.
11. Weigh 35 oz. of white soap base. Cut into chunks and place in large glass measuring cup. Heat in microwave or double boiler until soap is completely melted.
12. Add blue color bar shavings to melted soap until you have a nice sky blue shade. Add 1 oz. of fragrance mixture and mix well.
13. Check that soap temperature is at or below 130°F. Pour small amount of soap into the bottom of the loaf mold. Spritz two or three raindrop sticks all over with alcohol and place in the bottom of the mold. You may need to hold in place until soap hardens around them.
14. Once soap hardens, repeat above step adding more raindrops in layers until all sticks are embedded in the soap. Be sure to spritz well before pouring each layer so they all stick together.
15. Finish off top of loaf with remaining soap. Remelt if necessary. Spritz with alcohol.
16. FOAM CLOUD: Weigh 6 oz. of white soap, cut up into chunks and place in glass measuring cup. Heat in microwave until melted.
17. Add 3 ml. of fragrance to melted soap and stir.
18. Using hand mixer, whip soap until it doubles in size (about 1 min).
19. Spritz loaf top heavily with alcohol. Pour whipped soap on top of loaf until it is just overflowing.
20. Let soap set up at room temperature about 30 minutes to 1 hour.
21. When completely set, gently pull sides of the mold away from soap. Turn mold over and gently push from bottom until loaf releases.
22. Place loaf in mitre box, if available, and cut into 1 inch slices. Wrap soap and label accordingly.

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## MP Soap: May Flowers

Project Level: Intermediate

Estimated Time: 2 Hours

Yields: 8 Bars

These soaps will show your creativity in designing your flowers/color combinations. The fragrance of May Flowers is sure to be a great seller for spring.

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Glycerin, Sodium Laurate, Butyrospermum Parkii (Shea Butter), Triethanolamine, Titanium Dioxide, Fragrance, Chromium Hydroxide Green, Polyester-3, Yellow 7, Polyester-3, Red 28



### Ingredients

- 4 Pound(s) Crafter's Choice Shea MP Soap
- 2 Pound(s) Crafter's Choice Crystal Clear MP Soap
- 4 Ounce(s) Glycerin - Natural
- 1 Tablespoon(s) Crafter's Choice Neon Tutti Frutti Dye Powder
- 1 Tablespoon(s) Crafter's Choice Neon Laser Lemon Dye Powder
- 1 Tablespoon(s) Crafter's Choice Matte Teal Green Dye Powder
- 2 Ounce(s) Crafter's Choice May Flowers Fragrance Oil
- 1 Crafter's Choice Rectangle-Basic Silicone Mold
- 1 Flower Shaped Cutter-Set of 3
- 1 Leaf Shaped Cutter-Set of 3

### Equipment

- Cookie Sheet
- Glass Measuring Cup - Large
- Glass Measuring Cup - Small
- Measuring Spoons
- Microwave
- Mini-Mixer-Cordless
- Plastic Beakers - 3
- Plastic Dropper
- Soap Cutter
- Spray Bottle with alcohol(for spritzing)

### 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. In 3 plastic beakers, pour 1 oz. of glycerin into each.
3. Add 1/4 teaspoon of each powder dye. By hand, gently stir powder into liquid. Then using mini-mixer or frother, mix powder until completely blended in.
4. Melt 2 oz. of shea soap. Add first color until desired shade is reached. Mix well.
5. Pour colored soap into 4 rectangle soap cavities.
6. After unmolding, repeat with next color and, finally, with the third color. You will have 4 thin layers of each color.
7. Taking the cutters, cut out flower and leaf shapes. You may need to repeat the color for the flowers if you need more of those.
8. Once shapes are all cut out, set aside.
9. Weigh 20 oz. of shea soap and cut up into chunks.
10. Place chunks in glass measuring cup and heat in microwave until melted.
11. To melted soap, add .60 oz. or 18 ml of fragrance oil. Mix well.
12. Place silicone mold on cookie sheet. This will help with stability if you need to move soap mold.
13. Pour melted soap into 4 cavities, leaving about 1/4 inch from top.
14. To speed up the hardening of the soap, place mold/cookie sheet in freezer until set.
15. Once soap is firm, spritz top of each bar with alcohol.
16. Taking each flower and leaf petal, spritz both sides with alcohol. Arrange on top of soap. Spritz again.
17. Melt 4 oz. of crystal clear soap in microwave. Remove and add 3.5 ml of fragrance oil. Mix well.
18. Checking to make sure soap temperature is at or below 125 degrees, carefully pour clear soap over flowers. It is okay if part of the flower sticks out above the soap. Spritz, again, with alcohol.
19. Once soap has hardened, carefully remove from mold. Repeat to make remaining 4 bars of soap.
20. Wrap and label accordingly.

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## Moisturizer: Whipped Shea Butter

Estimated Retail Price: \$13.95

Project Level: Beginner  
 Estimated Time: 1/2 Hour  
 Yields: (8) 4 oz. Jars

This recipe is one of Debbie May's favorites. At shows it is a proven best seller for pampering the skin. When marketing this product, make sure you highlight the fact it is all natural. Include the believed benefits of Shea Butter and Vitamin E. While these jars hold 5 oz of fluids, they only hold 2.5 oz of this product because it is whipped.

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INCI Ingredient Label: Butyrospermum Parkii (Shea Butter), Tapioca Starch, Tocopherol, Citrus Paradisii.

### Ingredients

- 1 Pound(s) Crafter's Choice Shea Butter - Refined
- 1 Ounce(s) Crafter's Choice Vitamin E
- 10 ml(s) Crafter's Choice Grapefruit (Pink) EO
- 2 Tablespoon(s) Crafter's Choice Tapioca Starch Modified
- 8 Piece(s) 4 oz. Natural Classic Plastic Jars
- 8 Piece(s) Natural Jar Lids - 71 mm

### Equipment

- Electric Hand Mixer
- Mixing Bowl - 64 oz
- Spatula
- Spoon

### Directions

- 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.
- Place shea butter in mixing bowl. Allow it to sit until room temperature.
- Using a hand mixer, whip shea butter until smooth like cake frosting.
- Using a dropper, add 1 oz. or 30 ml. of Vitamin E.
- Using a clean dropper, measure 10 ml. and add the essential oil.
- Whip until liquid ingredients are fully blended.
- Fold in 2 tablespoons tapioca starch and then whip with hand mixer for 60 seconds or until fully blended.
- Using a spoon and spatula, fill jars.
- Apply plastic disc and lid.
- If you are planning to sell this product, label according to FDA Cosmetic Label Guidelines.

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## Sugar Leaf Lotion Bars

Project Level: Beginner  
 Estimated Time: 1 Hour  
 Yields: 30 Lotion Bars

Estimated Retail Price: \$7.95



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These lotions bars have an all natural base that includes shea butter, cocoa butter and grapeseed oil. Feels outstanding on the skin!!!

INCI Ingredient Label: Beeswax (or) Cera Alba, Butyrospermum Parkii (Shea Butter), Theobroma Cacao (Cocoa) Seed Butter, Vitis Vinifera (Grape) Seed Oil, Fragrance

### Ingredients

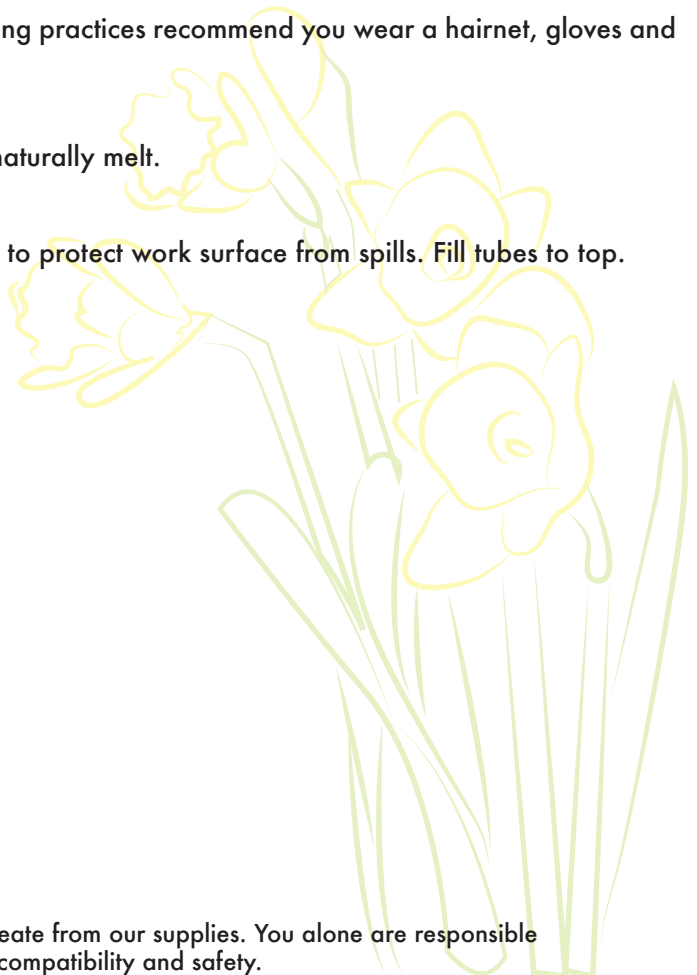
- 1 Pound(s) Crafter's Choice Shea Butter Refined
- 1 Pound(s) Crafter's Choice Cocoa Butter Natural
- 16 Ounce(s) Crafter's Choice Grapeseed Oil
- 1 Pound(s) Crafter's Choice Beeswax
- 2 Ounce(s) Crafter's Choice Sugar Leaf Fragrance
- 30 Piece(s) Lotion Bar Containers - Dial Up

### Equipment

- Hairnet
- Metal Melting Pot
- Mixing Spoon
- Plastic Droppers - 3
- Procedure Mask

### 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. In a dedicated pot and on direct low heat, melt 1 lb beeswax.
3. Reduce heat to low and add 1 lb cocoa butter to melted beeswax.
4. Remove from heat and add 1 lb shea butter. Allow shea butter to naturally melt.
5. Add 16 oz of Grapeseed Oil. Mix well.
6. Scent 1 oz of fragrance oil.
7. Set lotion bar containers on a paper plate, newspaper or anything to protect work surface from spills. Fill tubes to top.
8. Label per FDA labeling guidelines.



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## **After-Shave Gel**

Project Level: Easy  
Estimated Time: 1/2 Hour  
Yields: (9) 3.5 oz. Bottles

This product is packed with soothing, softening and moisturizing ingredients. Use after shaving to help skin feel soft and silky smooth.

INCI Ingredient List: Water, Aloe Barbadensis Leaf Juice, Glycerin, Carbomer, Orbignya Oleifera Seed Oil

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

### **Ingredients**

- 32 Ounces Crafter's Choice Aloe Vera Gel
- 4 Teaspoons Crafter's Choice Babassu Oil
- 4 Teaspoons Crafter's Choice Cyclomethicone
- 2 Teaspoons Crafter's Choice Argan Oil
- 2 Teaspoons Crafter's Choice Botanical Extract Blend 1 - Water Soluble
- 9 Pieces 3.5 oz. Natural Airless Pump, Bottle & Top Set

### **Equipment**

- Glass Mixing Bowl
- Measuring Spoons
- Mixing Spoon
- Scale

### **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. In large glass bowl, empty contents of both jars of Aloe Vera Gel.
3. To gel add: 4 tsp. Babassu Oil, 4 tsp. Cyclomethicone, 2 tsp. Argan Oil and 2 tsp. Botanical Extract Blend 1. Gently stir to incorporate all ingredients.
4. Package into bottles. If filling bottles by weight, tare bottle and each should hold 3.5 oz. of product.
5. This recipe does not contain fragrance so it can be used by both men and women. Should you wish to fragrance, add 1% or 2 teaspoons (10ml) to finished product.
6. To Use: Apply thin layer to freshly shaved skin. Will feel sticky at first but when dries, will leave skin feeling soft and silky.

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.



# The Handcrafted Soapmakers Guild

## 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)

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• <b>General &amp; Product Liability Insurance</b></li> <li>• Free Webstore at SoapGuildStores.com</li> <li>• Merchant Services</li> <li>• Office Depot Discounts</li> <li>• Renaissance Online Business Planning Classes</li> <li>• Discount on eCommerce Site</li> <li>• CraftMaster News</li> <li>• Online Soapmaker Listing</li> </ul> | <ul style="list-style-type: none"> <li>• Soap Gallery</li> <li>• Store Locator</li> <li>• Inclusion in the Handcrafted Soap Calendar</li> <li>• Public Info Requests</li> <li>• Special Promotional Opportunities</li> <li>• Use of Why Handcrafted Soap Brochure</li> <li>• Use of Member Logo</li> <li>• Soapmaker Certification Program</li> </ul> | <ul style="list-style-type: none"> <li>• HSMG Teacher Program</li> <li>• Conference Registration Discount</li> <li>• Advanced Lye Calculator</li> <li>• Discount on SoapMaker software</li> <li>• Journal Back Issues Library</li> <li>• Regular Association Updates via HSMG eNews</li> <li>• Vendor Specials eNews</li> <li>• Referral Program</li> </ul> |
|---|---|---|

## Join today and start saving!

**Wholesale Supplies Plus offers HSMG Vendor Members 2% off online orders at [www.wholesalesuppliesplus.com](http://www.wholesalesuppliesplus.com)!**

## Super Conditioning Herbal Shampoo Bar

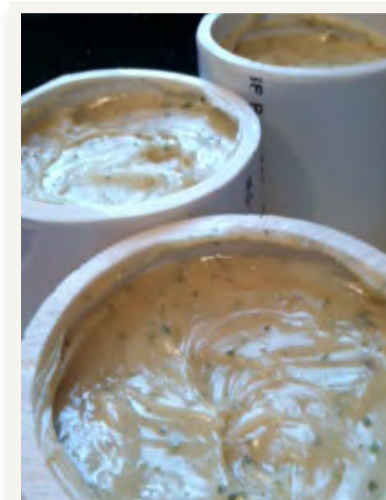
### Ingredients

- 7 oz. Coconut Oil
- 5.6 oz. Castor Oil
- 5.6 oz. Rice Bran Oil
- 2.8 oz. Safflower Oil
- 7 oz. Infused Olive Oil
- 3.7 oz./105 grams Sodium Hydroxide
- 0.45 oz. Tea Tree Essential Oil
- 0.45 oz. Lavender Essential Oil
- ¼ cup Lavender
- ¼ cup Chamomile
- 1/8 cup ground Nettle
- Cheesecloth
- Sieve or colander
- 3 inch PVC Pipe
- 6 oz. Distilled Water



### Directions

1. One or two weeks prior to making this recipe, create an herbal infusion by adding the lavender and chamomile to 10 oz. of olive oil. This is more than you will need for the recipe as the herbs will hold on to some of the oil when you strain the infusion. If you'd like to speed up the process, simply heat the olive oil to 100F and remove from heat. Add the herbs and let infuse for 24 hours in a covered container. After you've completed your herbal infusion, strain the herbs by lining a sieve or colander with cheesecloth and pouring the oil through it. (Note: the remaining herbs in the cheesecloth can be used as a poultice on either dry skin or used in the shower on wet skin.) Weigh out olive oil and set aside.
2. Next, prepare the PVC pipe by "sealing" the end so the soap will not run out. Cover liberally with plastic wrap and hold in place with tight rubber bands. Or try sealing the end by pouring a thin layer of melt and pour soap base into a container and standing the PVC pipe in it until the melt and pour hardens and creates a seal.
3. Melt coconut then add room temperature oils, including the infused olive oil. Next add lye to water and stir until dissolved. Let cool.
4. At desired temperature for oils and water (between room temperature and 115F recommended), add lye water to oils and bring to light trace. Due to the high castor oil content, this soap will begin to set up fast. Quickly stir in fragrance and nettle. Pour into PVC pipe and tap several times firmly to remove any air bubbles.
5. Let sit overnight and cover with plastic wrap to prevent any soda ash. Release and unmold from the PVC by pushing one end of the soap. Cut into bars. Cure for 4 weeks before use.
6. This recipe is superfatted at 8 percent to create a conditioning shampoo bar. Try formulating at 5% for comparison in hair results. In addition, consider other herbal infusions such as rosemary or comfrey.



*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.*

## Local Spring Showers Rain Soap



### Ingredients

- 7 oz. Coconut Oil
- 5.6 oz. Castor Oil
- 1.96 oz. Murumuru Butter
- 2.24 oz. Kokum Butter
- 7 oz. Olive Oil
- 4.2 oz. Sweet Almond Oil
- 6.4 oz. Filtered Rain Water or Distilled Water
- 3.96 oz./112 grams Sodium Hydroxide
- 1 oz. WSP Seaglass Fragrance Oil
- 2 WSP 4-cavity Rectangular Basic Glossy Silicone Soap Molds
- Plastic Cups, Spoons and Wooden Craft Sticks for Mixing and Swirling Colors
- Frother for Blending Colors
- 2 tsp. Blue Ultramarine
- ½ tsp. Chromium Green
- 1 tsp. Titanium Dioxide
- 2 tsp. Distilled water
- Reserve 2 tsp. from melted base oils

### Directions

1. This is a great soap to market and sell as using local rainwater. If using rainwater, be sure to collect it in an area away from debris such as downspouts and gutters. It's also a good idea to filter the rainwater through cheesecloth and boil for 20 minutes to remove any impurities.
2. Melt solid oils and butters, then add room temperature oils. Next add lye to water and stir until dissolved. Let cool.
3. Next, let's prepare our colorants. First, reserve 2 tsp. of melted oil from batch and mix in plastic cup with 1 tsp. ultramarine blue until smooth. Set aside. Second, mix titanium dioxide with 2 tsp. distilled water in a plastic cup and set aside. Third, reserve another 2 tsp. of melted oil from batch and mix in plastic cup with 1 tsp. ultramarine blue and ½ tsp. chromium green.
4. At desired temperature for oils and water (between room temperature and 115F recommended), add lye water to oils and bring to very light trace. Stir in fragrance.
5. Working quickly (this recipe tends to set up quickly), pour off approximately one cup of soap and mix well with titanium dioxide. Set aside.
6. Divide the remaining soap into two containers. Mix one container with the ultramarine blue colorant and the other container with the ultramarine blue/chromium green colorants.
7. Pour or spoon the blue and blue/green soap into mold cavities along with a few dollops of white soap. Using a wooden craft stick, create in-the-mold swirls by making "S" formations lengthwise and widthwise until achieving desired effect. Tap mold several times to release any air bubbles.
8. Let sit overnight and cover with plastic wrap to prevent any soda ash. Unmold and cut into bars. 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.*



Presenting...

# 2013 WSPY Award Winners!

## Best Fragrance - Go - To

### Crafter's Choice Oatmeal, Milk and Honey Fragrance Oil

A good for you blend of oatmeal, milk, honey and almond.



## Best Fragrance - Men's

### Crafter's Choice Cool Water for Men Type\* Fragrance Oil

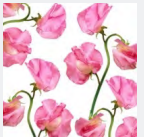
A sophisticated blend of marine and green notes with cooling mint contrasted with rich cedarwood and musk.



## Best Fragrance - Floral

### Crafter's Choice Sweet Pea Fragrance Oil

Sweet pea petals and watery pear entwine with sheer freesia, fresh berry, and soft, delicate musk.



## Best Fragrance - Kid's

### Crafter's Choice Monkey Farts Fragrance Oil

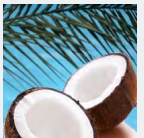
Fresh banana blended with sweet grapefruit, mandarin orange, kiwi, coconut cream, pink raspberries, strawberries and apples.



## Best Fragrance - Beach & Tropical

### Crafter's Choice Caribbean Coconut Fragrance Oil

A tropical twist of coconut milk and cool vanilla that's the perfect summer escape.



## Best Fragrance - Fresh Citrus

### Crafter's Choice Pink Grapefruit Fragrance Oil

This seductively tangy fragrance blends fresh pink grapefruit with sweet valencia orange, mouth-watering clementine, and soft florals.



## Best Fragrance - Amber & Sexy

### Crafter's Choice Twilight Woods\* Fragrance Oil

Precious woods and sensual amber are blended with soft mimosa, vanilla musk, apricot nectar and juicy berry.



## Best Fragrance - Fruit

### Crafter's Choice Black Raspberry Vanilla\* Fragrance Oil

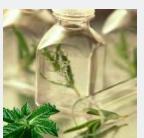
Ripe black raspberries are mixed with dark plum and warm vanilla.



## Best Fragrance - Spa

### Crafter's Choice Revitalizing Rosemary Mint Fragrance Oil

A revitalizing blend of rosemary, fresh garden herbs and mint.



\* Compare to like fragrance. Wholesale Supplies Plus is not affiliated with Davidoff or Bath and Body Works.

# 2013 WSPY Award Contest Winners!

Thank you to everyone who participated in our 2013 WSPY Awards! We received many responses and chose a winner for each category. Each category had a number of people that voted for the winning fragrance and we picked the winner, at random, from that group. Each winner will get a 16 oz. bottle of the winning fragrance in their respective categories!\*

## Best Fragrance - Go - To Winner

**Joann Gosen** from  
Joanne's Simply Soap out of Pioneertown, CA!

## Best Fragrance - Men's Winner

**Stephanie Flanders** from  
Baxter's Beautannicals out of Contoocook, NH!

## Best Fragrance - Floral Winner

**Autumn Nehus** from  
Apothecary Soap Co. out of New Kensington, PA!

## Best Fragrance - Kid's Winner

**Sharon Jones** from  
New Braunfels, TX!

## Best Fragrance - Beach & Tropical Winner

**Ursula Leverette** from  
Hammond, IN!

## Best Fragrance - Fresh Citrus Winner

**Sheri Malone** from  
Sheri's Soap Opera out of Jenison, MI!

## Best Fragrance - Amber & Sexy Winner

**Amy Mantooth** from  
Bath Fusion Company out of Castle Rock, CO!

## Best Fragrance - Fruit Winner

**Michele Plante** from  
Rochester, MI!

## Best Fragrance - Spa Winner

**Karin Rasmussen** from  
Herb n' Renewal out of Lancaster, KY!

\* We will contact the winners personally to notify them of their prize and finalize prize details.

Use code **WSP-2845** to get:

**15% off Cool Water For Men Type\* FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-1128** to get:

**15% off Sweet Pea FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-7894** to get:

**15% off Monkey Farts FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-612** to get:

**15% off Pink Grapefruit FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-551** to get:

**15% off Caribbean Coconut FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-7989** to get:

**15% off Twilight Woods\* FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-3905** to get:

**15% off Black Raspberry Vanilla\* FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-617** to get:

**15% off Revitalizing Rosemary Mint FO**



Coupon Expires Mar. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

\* Compare to like fragrance. Wholesale Supplies Plus is not affiliated with Davidoff or Bath and Body Works.

# WSP Fragrance of the Month

## Crafter's Choice Oatmeal, Milk & Honey



And the WSPY Award Winner for Best Go-To Fragrance!

A good for you blend of oatmeal, milk, honey and almond.

**Aromatic Notes:** Blend of Oatmeal, Milk, Honey and Almond

**Flashpoint:** 200° **Vanilla Content:** 1.00%

**Country Of Origin:** United States

**Phthalate Free:** Yes

### Customer Reviews



Tricia  
Used in Soap Products

**Best Seller!**

Fantastic, best seller in my oatmeal & honey soap. Men especially love this. By far the best OMH out of numerous suppliers. Does discolor to tan.



Katherine  
Used in Soap Products

**Good Oatmeal Smell**

Works well in CP. Smells great in the shower. A nice clean yet sweet oatmeal smell.



Jackie  
Used in Soap Products

**Scrumptious!**

Delectable fragrance, the almond is a perfect touch, performs beautifully in my hand milled soaps, I use .7 ounces per pound. long lasting non fading scent.



Angela  
Used in Soap Products

**Still my Fave!**

This has been a long time fave of mine. always on the re-order list. Everyone i give soap to with this fragrance asks for more.



Kay  
Used in Soap Products

**Love it!!!**

This is the best oatmeal, milk & honey fo that I've ever smelled! I have used many from different suppliers but WSP will be my only choice from now on!



Wendy  
Used in Soap Products

**Love it, Love it, Love it!!!**

This is one of my FAVORITE fragrances ever! It is awesome for kids and adults that wants something mild, clean and pure smelling. It is wonderful. PLEASE don't ever change it!

# WSP Sale & Event Planner: 6-Week Preview

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

**W** MONDAY  
means...



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!**

			March <span style="color: red;">→</span>		
				1	2
3	4 <i>Hand &amp; Body Wash Sale!</i>	5	6	7	8
10	11 <i>Bubble Wash Thickener Sale!</i>	12	13	14	15
17	18 <i>All Packaging Sale!</i>	19	20	21	22
24	25 <i>Shampoo &amp; Hair Conditioner Sale!</i>	26	27	28	29
31	1 <i>Fragrances with 'Rain' in the Title Sale!</i>	2	3	4	5
April <span style="color: red;">→</span>					
7	8 <i>Shower Gel Sale!</i>	9	10	11	12



**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!



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!

## What is Your Money Story?

Do you resent “rich people”? You may be surprised to know that could be the reason that your business isn’t flourishing and profitable.

I recently had the honor of interviewing one of America’s leading entrepreneurs on Million Dollar Mindset



Radio. **Larry Broughton** grew up in a rural mining town, joined U.S. Army’s elite Special Forces (commonly known as the Green Berets), and spent eight years jumping out of airplanes, engaging in military conflicts and working hard to maintain peak condition 365 days a year.

Since then Larry has become a serial entrepreneur, advisor, and author. He has been named Ernst & Young’s prestigious Entrepreneur of the Year, and made Entrepreneur Magazine’s Hot 500 List of the country’s fastest growing companies. One of Broughton’s companies, **BROUGHTON Advisory**, boasts clients from entrepreneurial start-ups to Turner Broadcasting and The Pentagon.

Whew! Sounds like a pretty tough guy, doesn’t he? And in many ways he is. I would describe Larry as disciplined, focused, creative, and spiritual. Yes, spiritual. It may surprise some people to know that this former Green Beret spends time each day in solitude; meditating, reciting affirmations, and visualizing the future that he most desires. He also dedicated many hours to his humanitarian efforts and to mentoring promising entrepreneurs. When Larry Broughton leaves his home each day he takes more out the door than his ego.

This certainly defies the common misconception that highly successful and wealthy business people are self-absorbed and would go to any lengths to get what they want. This stereotype does not include kindness, thoughtfulness, or generosity. Yet, Larry Broughton is all of these things. In fact, of all of the top-flight entrepreneurs who I have interviewed I can only think of a handful who actually fit into the former stereotype.

So why do so many people equate success and wealth with greed and ego? It’s usually not from first-hand experience that we make those judgments, but from a negative portrait that has been crafted throughout our entire life. From the images seeded by our well-meaning parents or other influencers to the stereotyping that we see in reality television, the idea of wealth has become warped and negative for many.

So what does this negative perception cost those who possess it? The cost is high; very high. As long as an individual holds on to resentment and negativity about those who are wealthy and successful they are not likely to achieve success themselves. Instead they tend to get stuck in a life of unhappiness, negative thinking, lack, disappointment and even anger.

What is your money story? Do you see wealth in a negative light? Do you see “rich” people as arrogant snobs? If so, take notice of how you feel when you step into these belief systems. Do you feel good, or do you feel bad? Does your body tense; your shoulders sag? Do you clench your jaw or feel emotions like anger or resentment?

Now I ask you: How can you attract something into your own life that you view as so ugly in another’s life? Remember, your subconscious is a clever little rascal. It knows that you don’t approve of wealth; therefore it will do anything within its power to push it away. This is better known as self-sabotage.

So how do you rid of these negative impressions? There are so many ways. The Emotional Freedom Techniques are powerful in getting to the bottom of your beliefs to reduce or eliminate them altogether. Affirmations, visualization and meditation are practices that can easily be embraced on a daily basis. Too many people claim that they don’t have the time to do these things, but that’s not really true. Larry Broughton spends only 14-minutes a day in his routine and look how well it’s worked for him.

Here’s a little process that should get you on your way without taking a huge chunk of time out of your day:

- As soon as you awake in the morning think about three things that you are truly grateful for. Spend a minute or two in the energy of gratitude, feel the positive effects of that energy.
- While you are in the shower or blow drying your hair recite several empowering affirmations. I keep affirmation cards in a lovely frame on my bathroom wall to make it easy.
- Before you begin your day spend about 3-5 minutes in a quiet place. Imagine yourself paying your bills with ease, joy and even gratitude. Feel freedom from your financial burdens and allow feelings of success to take over. Even if you don’t typically view yourself as successful, allow confidence to seep in. Bask in the pleasure of success and prosperity. These few minutes will change your energy and send positive signals to your subconscious mind. This will help to retrain your subconscious to allow opportunities for wealth into your life.

Repeat before bedtime. You will sleep like a baby and soon you will see signs of change. Let me know how it goes!

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

## How a Handwritten Note Can Get Your Business Noticed

Social media has become a go-to marketing tactic for businesses to reach a broad audience, and develop dialogue with them. In this years Super Bowl, for example, #Hashtags were used by more than half of advertisers to generate audience response to commercials on Twitter. In October 2012, comScore data revealed that Pinterest had cracked the list of the Top 50 websites in the U.S., attracting more than 25 million visitors a month. However, that also means there is a staggering amount of marketing clutter. To get your small business noticed, you need to be a different, and returning to “old school” handwritten notes can be the secret to standing out. Author, columnist and corporate trainer Cindy Zimmermann says the simple (and dying) art form of the handwritten note has gotten her into the White House, and in touch with icons like Michael Jordan. Zimmermann, the founder of Writing in Style, offers these tips to craft a handwritten note that conveys professionalism, and gets your business noticed.



1. **Begin a habitual routine.** Writing simple thank you notes doesn't have to be a time consuming business task, but you must carve out a time each day to do it, to make it a habit you'll stick to. Stock up on postage so you have no excuses not to drop your letters in the mail right away, and find a comfortable, uncluttered place to write. Zimmermann says the little things matter when it comes to handwritten communication: Invest in a quality pen you love to write with, and find heavy stock stationery that you're proud to send. Aim to write just two or three notes, at the close of each business day.

2. **Write from your heart.** Who you write to doesn't have to be supported by a business strategy; simply consider those who made an impact on your day, whether it was a particularly helpful executive assistant for one of your vendors, or a customer or local business person who graciously referred you to others. Because handwritten notes are so unexpected, they're generally not thrown in the garbage, and their meaning resonates to the recipient—provided it's from your heart. Instead of stating simply “what” inspired the note, expand into the “why.” Sincerely expressing thanks to a person can be among the most impactful long-term business moves you make.

3. **Get to the point.** Though handwritten notes add a personal touch, they're still a form business communication when sent on behalf of your brand. The image you portray in your note with spelling, clarity, and overall appearance represents your brand just as much as your product, service, or logo. Before you start writing, briefly outline what you want to say—and the most concise way to express your thought. Start with “Dear” followed by the person's first name (and always confirm that you have the correct spelling). Briefly remind the person of your interaction, and then, get to the point. Zimmermann adds that people love to see their name; insert it into the note's contents where it makes sense. End the letter with “Sincerely,” or “Best Wishes,” and sign your full name, with your business name written underneath.

4. **Be unique.** Clever additions to your note can create lasting memories about you and your business. If you sell perfumed soaps for example, scented stationery can make an impact that supports your brand personality. Zimmermann includes a sprig of fresh rosemary from her garden in her letters. Other simple “add-ons” might include a unique stamp that seals the envelope, or even, interesting postage.

*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.*

## Creating a Great Business Plan

Starting a business without a solid plan is very risky, and most banks won't give you a loan without first seeing your plan. Think of it as a detailed road map for establishing and executing your business. While banks are interested in your service or product and how you plan to sell it, it all comes down to your ability to manage the money they loan you. They want concrete evidence that you've thought everything through before committing their money. A good business plan doesn't have to be complicated, but it has to be thorough.

In today's economy, a sound business plan is more critical than ever. You need to understand the marketplace and be able to differentiate your business from the competition. This article addresses the most common elements to incorporate into your plan.



### Summary

This section provides a top-level snapshot of the business and is designed to grab the reader's attention. It includes basic information such as the business formation date, description of products or services, key personnel, number of employees, location, mission, and reasons it will be successful.

The financial information will depend on the stage of your business. An established business has historical financial data to rely on, including actual growth over time, sales, profits, and market share. It's very effective to portray such data in graph format. A startup relies on projections of future performance, but those projections should be based on realistic, defensible assumptions. Growth prospects are important for all businesses since investors focus heavily on their potential return on investment.

Outline your goals and plans for where you want to take your company in the future. Make it concise, informative, and attractive to the widest audience possible.

### Description

Explain the nature of your business, describing all the critical elements that make your business unique and contribute to your success. List and evaluate your primary and secondary target markets, and how your products or services satisfy the needs presented by those markets.

Identify the specific types of businesses or consumers you intend to serve, and what gives you a competitive advantage. Examples are premier location, efficiency and productivity, top-notch employees, superior products or services, guarantees, and dedication to delivering the best value to your customers.

### Management

If you're a sole proprietor, this section is easy. Identify the form of ownership and your personal background and education. If you have employees, describe the organizational structure and the role and qualifications of each employee. Explain the salary and benefits packages, as well as promotional opportunities. If you use contract labor or outside advisers, explain their roles and pay structures.

The ownership information should include the names of all owners, type and amount of equity stake, level of involvement with the company, background and experience, track record, notable achievements, primary responsibilities, compensation, years with the company, unique skills, and how they contribute to the overall success.

### Products/Services

Describe what your company does in detail, with emphasis on how your products or services benefit your target customer base. Discuss research activities, any new products that may be in development, and how you plan to stay ahead of the competition. Explain product lifecycles and what it takes to get them from ideas to marketable products.

List any intellectual property, trade secrets, trademarks, copyrights, and patents (whether granted or in the approval pipeline). Explain any legal agreements that you have such as sole-source provider, non-compete agreements, and nondisclosure agreements.

(cont'd)

## Creating a Great Business Plan (cont'd)

### Marketing

This section consists of market analyses and the strategies you'll use to capitalize on the markets you've identified as being the most lucrative. Include statistical data that show market size, historical growth rates, current market trends, competitive landscape, target customer demographics, purchasing trends, forecasted growth, projected market share, and pricing structure.

Your competitive analysis is a realistic assessment of your strengths and weaknesses versus the competition. It includes barriers to entry, windows of opportunity within the market, technology hurdles, regulatory restrictions, available employee pool, and the relative importance of your chosen markets to your competitors.

Based on your market analysis, identify the management and sales strategies to maximize growth and profits. This includes approaches for reaching target customers through effective communications and public relations, utilizing social media, advertising campaigns and promotions, creating an online presence, and market penetration tactics. Include any plans for acquisitions to expand your market share. Your efforts should be focused on driving sales and building customer loyalty.

Your sales strategy incorporates the marketing efforts already in place. Outline the methods you'll use to distribute and get your products to market such as retail stores, catalog, website, or personal sales force.

### Financial

This may be the most important section and where you'll spend the most time in preparation. If you have an ongoing business, you'll provide up to five years of balance sheets, cash flow data, and income statements. If you're seeking a loan, you'll include a list of assets and potential collateral. In addition, you'll include financial projections for at least the next five years, to include sales, profit margins, capital expenditures, operating income and expenses, and cash flow. Include all key assumptions for the estimates provided.

State the specific amount and timeframe of the financing you need, and make sure it's fully supported by the financial projections you've compiled. If the funding is spread over time, provide a quarterly estimate summarized by year. Explain exactly what the money will be used for and why it's necessary. If there are potential impediments to your repayment of a loan, disclose those upfront. The bank will perform an independent risk assessment anyway, so don't hide information that they're likely to find out on their own.

### Appendix

Use the appendix to include any other information you believe is important and relevant. Keep it separate so you can provide it only to those who have a need to know. It could include a variety of documents such as reference letters, key contracts, leases, credit history, photographs, resumes, licenses, magazine articles, and legal documents. Keep a record of who receives your business plan and the appendix.

### Bottom Line

A business plan is essential to your success. Most small business failures are caused by insufficient capital, and a good plan is a key ingredient to securing adequate financing early on. More than that, it's a roadmap you can use to keep things on course when the going gets rough. It's not cast in stone, and should be updated as the consumers, products, and economic conditions change. Always look 3-5 years into the future and plan your resources and expenses accordingly.

This article only scratches the surface of what's required to put together a standout business plan. If you don't have the expertise to prepare it yourself, hire someone who does. There are experts available who do this for a living and they know exactly what banks and investors want to see. A professional business plan will pay for itself many times over in the long run.

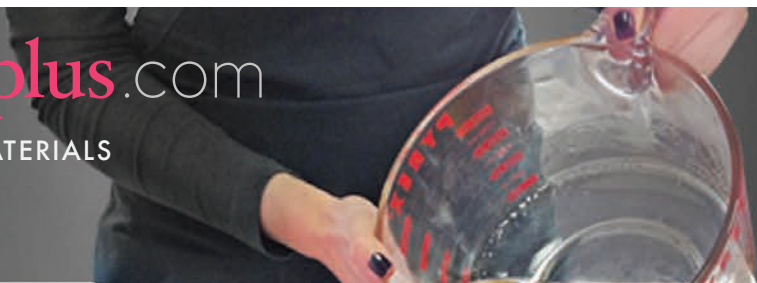


*Geoffrey Michael (www.geoffreymichael.pro) is a freelance writer specializing in business, marketing, personal finance, law, science, aviation, sports, entertainment, travel, and political analysis. He graduated from the United States Air Force Academy and is also licensed to practice law in California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



wholesale suppliesplus.com

HANDMADE COSMETIC & SOAP MAKING MATERIALS



## SUPPLIES TO MAKE:

- Soap
- Bath & Body
- Candles & Tarts



### soap

- MELT & POUR
- COLD PROCESS
- LIQUID SOAP BASES



### colors

- STAINED GLASS COLORS
- LAKES, MICAS
- NATURAL COLORS



### ready made bases

- LIQUID SOAPS & SHOWER GELS
- LOTION BASES
- FACE WASH
- PET SHAMPOO BASES



### packaging

- JARS & TINS
- BOTTLES
- BAGS & WRAP



### butters & additives

- BUTTER BLENDS
- CLAYS
- NATURAL ADDITIVES
- BATH SALTS



### candles & wax

- VOTIVES
- JAR CANDLES
- TARTS
- ROOM & LINEN SPRAY



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- Receive Up To \$350 Discount Per Order
- Receive Free Fragrances

## Formulating Made Easy: Body Splash

Body splash is a perfume product, similar to deodorant, intended to be used elsewhere on the body besides the armpits. Body splashes are lighter in strength than cologne, usually less expensive and may double as a deodorant.

Body splashes generally consist of six (6) main components:

1. Water
2. Alcohol
3. Humectant
4. Emulsifier/Solvent
5. Preservative
6. Fragrance



Determining the purpose of each ingredient helps the formulator achieve an end product with the desired result. The purpose of a body splash is to inexpensively distribute a diluted fragrance. Water is used as a “filler” in body splash. A “filler” is simply an ingredient that “fills” the gap left by the removal or reduction of more expensive ingredients within a formula. The water component of a body splash formula can be plain distilled water, botanical extracts or even hydrosols.

Alcohol is common in body splash products for multiple reasons. It may be used as a clarifying agent, preservative, filler and evaporant in the finished product. The amount of alcohol used in a formulation can cause a product to become self-preserving under certain conditions. The function of alcohol in body splash is to allow the final product to evaporate more quickly from the skin. This prevents “stickiness” in the finished product and facilitates the release of the fragrance compounds for a “burst” of scent which fades more quickly than a concentrated perfume. Cosmetic-grade alcohol may be difficult for the home-crafter to obtain and may be omitted.

Alcohol creates a feeling of “coolness” or “dryness” on the skin through evaporation. This issue is counteracted by the use of humectants. A humectant is a substance that helps a product retain water. Glycerin, propylene glycol and dipropylene glycol are common humectants used in cosmetics.

Fragrances are often oil-soluble. This creates an issue in body splash as the fragrance will “sit” on top of water rather than blend throughout the formula. This can create a safety issue if particles of undiluted fragrance are drawn through the sprayer and applied directly to the consumers skin. An emulsifier or solvent is often required to homogenize the mixture. This ensures that the fragrance is completely distributed throughout the product for a uniform scent in each application while ensuring that safety is maintained. Some humectants have the ability to function as a solvent. Glycerin, propylene glycol and dipropylene glycol are common humectants that are also solvents.

Perhaps the most important component of your body splash formulation is the preservative. Water-based skincare products provide a breeding ground for bacteria and microbes. It is imperative that proper preservation, with a water-soluble preservative, is utilized to ensure body splash safety and shelf-life.

### Formula: Alcohol-Free Botanical Body Splash

#### Phase A:

- 50% Distilled Water
- 35% Crafter’s Choice™ Essential Hydrosol
- 5.5% Crafter’s Choice™ Botanical Extract - Water Soluble
- 3% Crafter’s Choice™ Glycerin - Natural

1. Combine all ingredients in Phase A.
2. Premix the Polysorbate with the Fragrance Oil, then add Phase B to Phase A.
3. Add Phase C.

#### Phase B:

- 3% Crafter’s Choice™ Polysorbate 20
- 3% Crafter’s Choice™ Fragrance Oil

#### Phase C:

- 0.5% Germaben II (Preservative)

Notes: Final product may be cloudy and is best displayed in a colored package.

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

# Join Today and Help Make a Difference!

## HANDMADE COSMETIC ALLIANCE

"Supporting Over 250,000 Small Handmade Cosmetic Microbusiness and the Communities They Serve"

The Handmade Cosmetic Alliance is an alliance of artisans, business owners, cosmetic and soap makers from across the country that want to preserve the freedom to produce and sell handmade soap & cosmetics in the USA



The Handmade Cosmetic Alliance works with federal legislators to preserve handmade cosmetic and soap microbusinesses and the community based, main street jobs they support.

The HCA has four simple messages for legislators:

1. Support the creation of a federal microbusiness definition as a small business that together with affiliates, have average annual gross receipts of two million five hundred thousand dollars (\$2,500,000) or less over the previous three years, or is a manufacturer with 25 or fewer employees.
2. Support the nation's over 250,000 handmade cosmetic companies by providing microbusiness exemptions for facility registration and fees so that these companies may continue to create local jobs and contribute to local economies.
3. Support handmade cosmetic microbusinesses by providing exemptions for regulatory paperwork which drives up the cost of doing business, making it nearly impossible to operate a profitable handmade cosmetic business.
4. Support handmade cosmetic microbusinesses by providing publically accessible federal resources as a way to foster growth of these emerging companies in the United States.

**"Advocating Policies That Support Handmade Cosmetic & Soap Microbusinesses and the Communities They Serve."**

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



## Labeling: Color Additives

You've probably noticed that most cosmetics and soap bases are a pretty neutral white or cream color. Generally there are two types of ingredients that can change the color of your product: an ingredient that happens to change the color or a color additive. It's very important to understand the difference between these two things, for both product labeling and regulatory compliance.

### A Little History

The first synthetic organic dye (mauve) was discovered in 1856. By 1900, artificially-colored foods proliferated in the marketplace. In some cases, dyes were toxic or poisonous, or they were used to hide inferior or defective foods (such as "strawberry jam" that contained red dye and flavoring – but no strawberries). In 1906, Congress stepped in with the first version of the Food and Drugs Act which limited certain uses of color additives and the USDA was given enforcement authority.



In 1927, the FDA was given the responsibility for enforcing the 1906 Food and Drugs Act and by 1931 there were 15 colors listed as approved for use in food. The Federal Food, Drug and Cosmetic Act of 1938 increased the scope and authority of the FDA. Amongst other things, it required certification of certain color additives and included regulation of cosmetics and medical devices.

A 1958 Halloween health scare where many children got sick eating an orange candy containing FD&C Orange #11 brought about the Color Additive Amendments of 1960, which resulted in the FDA reviewing over 200 color additives then in use (of those, about half were subsequently "listed" and allowed for use). Later legislation and regulation established chemical specifications for allowed color additives and their specific uses.

### An Ingredient That Happens To Change The Color

An ingredient that happens to change the color is one that is included in the product for a purpose other than coloring the product, but has a "side-effect" of changing the product's final color. Herbs or extracts often change the finished product color, as do some essential or fragrance oils.

In the ingredient declaration for the product, an ingredient that happens to change the color is included with all other ingredients in descending order of predominance.

### Color Additives

Color additives, on the other hand, are ingredients that are specifically added to change the color of the product. The FDA maintains two lists of approved color additives: those that must be certified by the FDA and those that are exempt from the certification process. In order to sell a "Certified" color additive, the manufacturer of the color additive must have each batch certified by the FDA as meeting the required specifications. Certified colors are recognizable by their names, which start with "FD&C" or "D&C" followed by the color name and number. Colors that don't have to be certified are generally plant or mineral based.

The FDA color additives lists include the name of the color additive, whether it can be used in the eye area, if it can be used "generally", whether it is for "external use only", and if there are any specific limitations. For example, mica and titanium dioxide are approved for use in the eye area, for general use (including lipstick) and for external use, while ultramarines can be used around the eyes or externally, but they are not approved for general use (including lipstick). [Note: "external use" means it is "applied only to external parts of the body and not to the lips or any body surface covered by mucous membranes".]

In order to be used in a cosmetic, a color additive must:

- Be approved by the FDA for use in cosmetics; AND
- ONLY be used in products for which it has been approved; AND
- Be listed in the ingredient declaration by the approved name.

### The Product Ingredient Declaration

As noted above, ingredients which happen to change the color of a product and are included in the product for some purpose other than coloring, should be listed in the general ingredient declaration. If they are included at less than 1%, they can be listed in any order after ingredients at 1% or more.

Color additives have an alternative way of being included in the ingredient declaration. While they may be listed in the same manner as other ingredients (in descending order of predominance or, if less than 1%, listed in any order following the ingredients at 1% or more), color additives MAY be listed at the end of the ingredient declaration after all other ingredients, regardless of the amount used.

*Marie Gale (www.mariegale.com) is the author of Soap and Cosmetic Labeling; How to Follow the Rules and Regs Explained in Plain English and Good Manufacturing Practices for Soap and Cosmetic HandCrafter's. She has been actively involved in the handcrafted soap and cosmetic industry for over 10 years and is Past President (2004-2009) of the Handcrafted Soapmakers Guild (www.soapguild.org).*

### Crafting Trend for 2013 - Rainbow Colors!

One of the biggest trends for 2013 is the use of rainbow colors. Not just the colors by themselves but the whole rainbow, together, as a palette for products. Take a look at the examples below and be inspired to create your own rainbow-type products! (and kind of perfect for St. Patrick's Day!)



[megduerksen.typepad.com](http://megduerksen.typepad.com)



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



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



[www.etsy.com/shop/CuddlefishCrafts](http://www.etsy.com/shop/CuddlefishCrafts)

Use these great color products below from **Wholesale Supplies Plus** to create your own rainbow hued products!!



Crafter's Choice™  
Matte Americana  
Red Soap  
Color Bar



Crafter's Choice  
Stained Glass  
Citrus Orange  
Liquid Color



Crafter's Choice  
Yellow Oil  
Locking Mica  
Shimmer



Crafter's Choice™  
Parsley Powder



Crafter's Choice™  
Matte Cobalt Blue  
Liquid Pigment



Crafter's Choice™  
Matte Cobalt Blue  
Soap Color Bar



Crafter's Choice™  
Matte Violet  
Pigment Powder

## More Spring Trends for 2013!

While some of these trends have been predicted since October 2012, it doesn't mean you can't ensure you're on top of it by incorporating these into your products now! Check out the trends you need to know to prepare the products that are must-haves for this season!

### Tropical Scents



**Aruba Coconut Body Scrub**

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



**Coconutty Deodorizer**

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



**Escada Island Kiss Perfume**

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

### Botanical Inspiration



**White Bird Filled Candle**

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



**Lollia Mini Hand Creams**

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



**Botanical Sleeve for Anti-Bacterial Soap**

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

### New Neutrals



**Sweet Pea Soap Dish**

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



**Sandalwood Vanilla CP Soap**

[www.etsy.com/shop/HiddenAcresSoapCo](http://www.etsy.com/shop/HiddenAcresSoapCo)



**First Rain Candles**

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

 [www.facebook.com/WholesaleSuppliesPlus](http://www.facebook.com/WholesaleSuppliesPlus)

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 [Pinterest.com/WSPNews](http://Pinterest.com/WSPNews)

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at checkout, and save!

<http://www.pinterest.com/WSPNews>

*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.*

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your own products/projects, and whatever else might inspire  
you on Pinterest! Inspire us with your board and  
**win a \$50 WSP Gift Certificate!\***

<http://www.pinterest.com/WSPNews>

*\*Contest will return May 2013 with a Mother's Day theme!*

 **Show & Tell Contest**

Show off your creations and enter to win a **\$25 WSP Gift Certificate!**

**SHOW**  
& tell

Email us product pictures of items you have created for Spring, Mother's Day, Graduation,  
or simply some of your best products! In your email, tell us which WSP ingredients you  
used to make your product and you will be entered to win a \$25 WSP gift certificate!  
We'll pick three winners each month and showcase them here in *Handmade!*

Email Us At: [WSPshowandtell@wholesalesuppliesplus.com](mailto:WSPshowandtell@wholesalesuppliesplus.com)

**f Facebook Fans of the Week!**



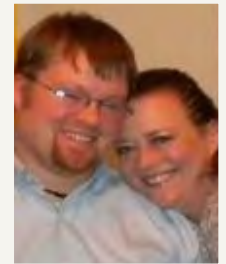
Dana Callahan  
Salem, MA  
2/1/2013



Heather Walls  
Colorado Springs, CO  
2/8/2013



Amber Benike  
Elgin, MN  
2/15/2013



Stephy Weaver  
Denver, CO  
2/22/2013

**P Handmade Board of the Month - Returning May 2013**

**We'll be bringing back  
the Handmade Board of the Month  
for May 2013 with a Mother's Day theme!**

[Join Pinterest Now and Start Pinning Today!](#)

**W Show & Tell Contest Winners**



**Ginger Vee Carter  
Champ de Fleurs**

**Dried Rosebuds Goat's Milk Soap**

Wholesale Supplies Plus Products Used:

- Detergent-free goat's milk soap
- Dried rose buds
- Detergent-free clear base
- Matte red liquid color
- Rose garden fragrance



**Kim Tipton**

**Margarita Lime Shamrock Soap**

"...cold process soaps that I made using Margarita Lime fragrance oil. It smells amazing! I love all of your fragrance oils. They are great quality." - Kim Tipton



**Michelle  
Tea Time Creations**

**Sheep Cupcake**

"WSP products used: coconut oil, palm kernel flakes, castor and sweet almond oils, Crafter's Choice orange stained glass liquid color, activated charcoal & apple pie fragrance oil." - Michelle Daniel

# WSP Facebook Show & Tell: Eye Candy

You've shown and we're telling. If you've shown us your creations via Facebook, we're displaying them here, each month. Check out the creations we've gotten since the 1st of the year here.

Want to see your creations here next month? Simply post a picture to our **Show & Tell page!**



Body Natural by Nancy  
Gift Set in Pink Sugar



Desert Moon Bath & Body  
Bergamot Grapefruit Soap



Alicia Morales  
Brown Sugar Fig Soap



Simply Radiant SC  
Strawberries & Champagne



Desert Moon Bath & Body  
Citrus Blend Collection



Alicia Morales  
Verbena Soap



Simply Radiant SC  
Strawberries & Champagne



Simply Radiant Skin Care  
Baltic Bliss Soap



Desert Moon Bath & Body  
Strawberries & Champagne



Alicia Morales  
Sage & Citrus Soap



Head 2 Toe  
Spring Flowers Soap



Faith's Fruit  
Eucalyptus Lemon Chamomile



Desert Moon Bath & Body  
Freshly Cut Sweet Pea Soap



Lotion Bar Cafe  
50 Shades Bath Fizzy



Head 2 Toe  
Love Spell Soap



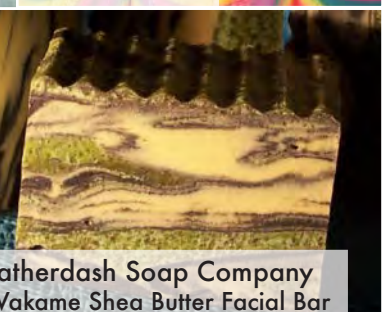
Kimika Soaps  
Sugared Spruce Soap



Balance of Nature  
Ultimate Quench Night Cream



Honu Naturals  
Mother Earth Blend Soap



Latherdash Soap Company  
Wakame Shea Butter Facial Bar



Honu Naturals  
Fifty Shades Soap



New WSP Category Page!



New WSP Product Page!

The snow is melting, the temperatures are rising and we're continuing updates to our site! We launched our new category and product pages. Along with a face lift, we created an easier, faster way to get to the product information that you want. If you're on the category page, simply click on any of the pink links below the product description to go directly to any of that information on the product pages. On the product page, click on any of the tabs to get more information instantly.

We've added in reviews and Q & A to tabs. Soon you'll be able to ask a question about that product directly on the product page and get an answer. Plus, you can use this tab as a reference to frequently asked questions about this product once the bank of questions are populated. The review process is almost done and soon you'll be able to leave a review on all products within these tabs. Until we've finalized the review portion, you'll be able to read all of the existing reviews within this tab. We hope you enjoy the changes we've made. We've also added in 'Pin it' and 'Like it' buttons on the product pages for easy social sharing! Please send us any feedback you may have to [marketing@wholesalesuppliesplus.com](mailto:marketing@wholesalesuppliesplus.com). We'd love to hear your thoughts!

## Employee Trivia

This month's questions continue the Spring theme, so enjoy another installation of WSP Employee Trivia!

### What is your favorite rainy day activity?

- Watching Movies - Steve S., Alina R., Hanna K., Kathie C.
- Napping - Leah P., Karen S., Leslie G., Kacey S.
- Reading a good book - Renee T., Alina R., Leslie G., Sue B.
- Trying out a new recipe - Marissa T.
- Shopping - Cayla T.
- Puttering around the house - Anne B.

### What is the first sign to you that Spring is here?

- Indians opening day - Steve S.
- Birds/Animals reappear - Leah P., Alina R., Marissa T., Kacey S.
- Warmer temps - Renee T., Leslie G.
- No Snow - Karen S.
- Flowers in bloom - Hanna K., Cayla T., Sue B., Anne B., Kathie C.

### What would you prefer:

#### A sunny, but freezing cold Winter day or a warm, rainy Spring day?

- Sunny, freezing cold Winter day - Karen S., Cayla T., Anne B.
- Warm, rainy Spring day - Steve S., Leah P., Alina R., Marissa T., Renee T., Hanna K., Leslie G., Sue B., Kathie C., Kacey S.



# Handmade eMagazine

INSPIRATION FOR HANDMADE SOAP & COSMETICS MAKERS

Back Issues!

Browse past issues for inspirational recipes, kits and business articles!

Handmade eMagazine  
September 2012



Handmade eMagazine  
October 2012



Handmade eMagazine  
November 2012



Handmade eMagazine  
December 2012



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