



THERE'S NO BUSINESS LIKE SOAP BUSINESS

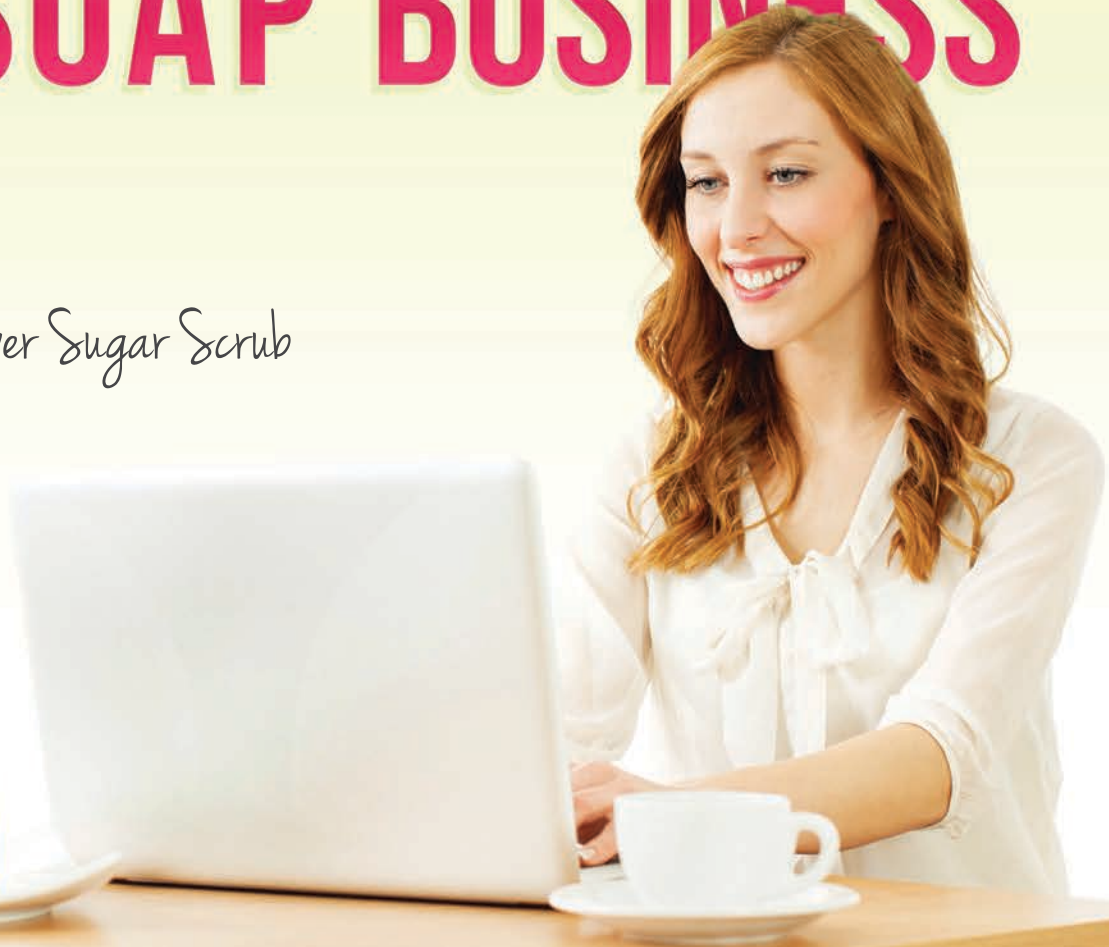
IN THIS ISSUE...

LEARN TO MAKE

Best Ever Sugar Scrub



Debbie May's Personal Recipe



- **PRICING STRATEGY**
Wholesale, Retail & Show Pricing >>
- **SOCIAL MEDIA HELP**
Establish a Social Media Presence >>
- **TIPS & TRICKS**
Get Your Business to the Next Level >>



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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TABLE OF CONTENTS

Theme Article

Special Edition - There's No Business Like Soap Business	4
--	---

Featured Kits

Most Popular Kits from WSP	5
----------------------------	---

Featured Recipes

Most Popular Recipes from Wholesale Supplies Plus	6 - 14
Cold Process Recipes: Carrot & Aloe CP Soap & Iced Vanilla Lavender CP Soap	16 - 17

New Products

New Products for July	18
-----------------------	----

Business Articles

Wholesale Pricing Is Laying Your Foundation	20 - 21
Effective Retail Pricing Strategies	22 - 23
Craft Show Pricing Tips	24 - 25
How to Build and Manage Your Online Reputation	26
Why Pinterest Works for the Handmade Soap & Cosmetics Industry	27
Protecting Confidential Information	28
Naturally Minded: Trends in Men's Skincare	29
3 Reasons That Too Many Home Businesses Fail	30
Keeping Batch Records	31

WSP Savings Center

WSP Coupons	32
WSP Loyalty Rewards	33
WSP Sale Calendar - 6 Week Planner	34
Fragrance of the Month: Sunflower Type	35

WSP News

Social Media Contest Information & Winners	36 - 37
Show & Tell	38
Around the Water Cooler & Employee Trivia	39

Past Issues

See What You Might Have Missed!	46
---------------------------------	----

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Wholesale Supplies Plus is dedicated to providing quality products and quality service to all of our customers. Part of the quality service we wish to provide is to aid our customers in their varied journeys within this industry. As many start off as hobbyists and quickly realize they can take this fun hobby a little further, WSP looks to provide the information and tips needed to make whatever steps our customers wish to make. Through our continued efforts within Handmade and both the DebbieMay.com and WSP blog websites, we provide unique and compelling information to get our customers from one milestone to another on their journey through this rewarding industry.

As such, we decided to dedicate an entire issue of Handmade to the business side of our industry. We have brought back the popular series of articles we debuted a few years ago on DebbyMay.com that deal with pricing for Wholesale, Retail and Craft Show products that was extremely helpful to all of our customers. We also geared our new business articles this month to help provide even more relevant information to those of us in this industry. Plus, we created a few specific articles from within WSP that we're sure will help customers out dealing with questions we hear often.

In addition to all of the great business advice we put in, we decided to still provide some of the popular features of Handmade. We are providing 9 recipes and kits that are WSP's most popular. We know that these are great sellers for us and want to share them with our customers so they can create them and reap the same benefits we do! There is a variety of products to make a strong series of products for anyone looking to get started in our business selling their products. You can have a complete line of popular products just by following these recipes. Plus, purchasing each recipe as a kit will save you money!

We have a new batch of savings coming your way in our WSP Savings Center. We hope you're enjoying our new simplified WSP Loyalty Rewards program and have been able to take advantage of the more immediate savings you receive. We also have new coupons, a new fragrance of the month and a new 6-week Monday sale calendar so you can plan.

We also changed up our Show & Tell for this month to showcase what soapers all over the industry do to display their products for sale. Some visual reference to what other successful soapers do can be JUST what you need to plan your display for the upcoming show season! There are some really great ideas out there and we knew that it would be incredibly helpful to know what others do to inspire your own projects.

We hope you enjoy this special edition and can use all of the information provided for years to come! Next month we'll return to the regular format with three new themes perfect for planning your projects for August and beyond!

OATMEAL SCRUBBY MP SOAP KIT

This kit has been designed to make 28 guest size bars of soap, perfect for cleansing acne prone skin! If you are making this product for sale, we recommend pricing at set of (2) for \$6.95.

Save \$9.69 by purchasing this kit rather than buying the items separately!

CRANBERRY LIP SCRUB AND BODY BUTTERKIT

This kit has been designed to make (10) lip tubes of scrub and (5) jars of body butter. Recommended retail price is \$7.95 per tube and jar.

Save \$8.82 by purchasing this kit rather than buying the items separately!

DEBBIE'S BEST EVER SUGAR SCRUB KIT - VANILLA

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

Save \$7.82 by purchasing this kit rather than buying the items separately!

MY TEEN'S FAVORITE BAR SOAP MAKING KIT

This ALL NATURAL kit has been designed to make 28 guest size bars of soap, perfect for cleansing acne prone skin! If you are making this product for sale, we recommend pricing at set of (2) for \$6.95.

Save \$9.38 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.

Save \$8.82 by purchasing this kit rather than buying the items separately!

PEPPERMINT SALT SCRUB CUBE KIT

This kit has been designed to make (96) cubes that fill 12 jars. If you are making this product for sale, we recommend a retail price of \$8.95 per jar.

Save \$0.81 by purchasing this kit rather than buying the items separately!

BASIC LOTION MAKING KIT

This kit has been designed to make (10) 8 oz bottles, (5) 4 oz bottles and (5) 2 oz bottles of lotion. Suggested retail pricing is: 8 oz - \$10.95, 4 oz - \$7.95, 2 oz - \$5.95.

Save \$15.75 by purchasing this kit rather than buying the items separately!

SALT SCRUB KIT - PERFECT PUMPKIN

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

Save \$24.48 by purchasing this kit rather than buying the items separately!

GOAT MILK & HONEY LOTION KIT

This kit has been designed to make (10) 8 oz jars, (5) 4 oz jars and (5) 2 oz jars of lotion. Suggested retail pricing is: 8 oz - \$12.95, 4 oz - \$9.95, 2 oz - \$7.95.

Save \$27.93 by purchasing this kit rather than buying the items separately!



OATMEAL SCRUBBY MP SOAP RECIPE



Project Level: Beginner
Estimated Time: 1 Hour
Yields: 14 sets of 2 bars

Estimated Retail Price: \$6.95

This soap is a proven best seller at shows and markets!

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Avena Sativa (Oat) Kernel Meal, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Titanium Dioxide, Fragrance

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

Ingredients

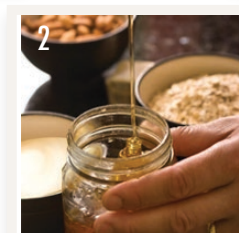
- 4 Pound(s) Crafter's Choice Ultra White Soap¹
- 2 Ounce(s) Crafter's Choice Oatmeal Milk Honey FO²
- 1 Pound(s) Crafter's Choice Oat Scrub³
- 14 Cello Bags 2.5" x 2" x 6"⁴
- 1 Raffia - Rolled Bunch⁵
- 1 Oval-Guest-Silicone Mold⁶

Equipment

- Blender (Optional)
- Crafter's Choice Guest Oval Silicone Mold
- Gloves⁷
- Jelly Roll Pan
- Measuring Spoons
- Microwave
- Spoon

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Cut 1 pound of soap into 2" squares. Place in a 32 oz microwave safe container and carefully melt.
3. While the soap is melting, place 1 cup of oat scrub into a blender and quickly chop for 5-10 seconds. You do not want to turn the scrub into a powder but you do want it to be a finer texture.
4. Remove soap from microwave and add 1/2 oz (1 Tablespoon) of fragrance.
5. Place silicone mold on jelly roll pan.
6. Add oatmeal to melted soap and gently stir to incorporate.
7. Immediately pour soap into mold. It should be fairly hot. This will allow the oatmeal to settle to the bottom of the mold.
8. When soap returns to room temperature, carefully unmold the soap.
9. Repeat above steps until all 4 pounds of soap is made.
10. Place two bars of soap in a cello bag and tie with stands of raffia.
11. If you are selling this soap, label according to FDA label guidelines.



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CRANBERRY LIP SCRUB AND BODY BUTTER

Project Level: Intermediate
Estimated Time: 1/2 Hour
Yields: 10 Lip Tubes, 5 Jars of Butter

Estimated Retail Price: \$7.95



Luscious lip scrub gently exfoliates lips and leaves them feeling soft and moisturized. Remaining Cranberry Butter Blend makes a scrumptious moisturizer for your skin.

INCI Ingredient List: Sugar, Butyrospermum Parkii (Shea) Butter (and) Elaeis Guineensis (Palm) Butter (and) Simmondsia Chinensis (jojoba) Seed Oil (and) Vaccinium Macrocarpon (Cranberry) Fruit

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Ingredients

- 1 Pound(s) Crafter's Choice Cranberry Butter Blend¹
- 1.5 Ounce(s) White Cane Sugar²
- 10 Oval Lip Tubes - Natural³
- 5 3 oz. Low Profile Natural Jars/Lids⁴
- 1 Plastic Dropper⁵
- 1 Beaker

Equipment

- Droppers
- Measuring Spoons
- Microwave
- Plastic Beaker
- Spoons for mixing

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Measure 1.25 ounces of Cranberry Butter Blend and place in plastic beaker.
3. Microwave for 30 seconds. If not completely melted, put in for additional 10-20 seconds. Remove and stir small pieces until completely dissolved.
4. Add 1.5 ounces or 3 tablespoons of white sugar. Stir well.
5. Let mixture sit for few minutes until it starts to thicken slightly. This will help prevent sugar from settling to bottom.
6. Stir mixture well then begin filling lip tubes. Fill tubes about half full. Tap bottom on counter to get product down into bottom of tube. Fill tubes with remaining product.
7. Once cooled, add tops and label.
8. To make the cranberry body butter, place the remaining cranberry butter blend and place in glass pyrex bowl.
9. Heat in microwave until blend is almost completely liquid. Remove and stir until butter is completely melted.
10. Divide product into 5 jars and let cool. Add lid and label accordingly.
11. HOW TO USE: Gently rub lip scrub over lips to help remove dead skin. Rinse off with warm water and follow with a moisturizing lip balm.



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DEBBIE'S 'BESTEVER' VANILLA SUGAR SCRUB RECIPE

Project Level: Beginner
Estimated Time: 1 Hour
Yields: 8 - 8 oz. jars

Estimated Retail Price: \$12.95

This scrub has been a proven best seller for private label customers and now she has made it available to YOU! Feel free to change the fragrance and color.

INCI Ingredient List: Sucrose, Glycerin, Water, Sodium Cocoyl Isethionate, Sorbitol, Propylene glycol, Disodium Lauryl sulfosuccinate, Sorbitol, Sodium Laureth Sulfate, Sodium Stearate, Sodium Myristate, Stearic Acid, Sodium Chloride, Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate, Triethanolamine, Tetrasodium EDTA, Benzophenone-4, Methylparaben, Propylparaben, Fragrance, Yellow 5.

Ingredients

- 1 Pound(s) Crafter's Choice Foaming Bath Whip¹
- 10 Ounce(s) Crafter's Choice Extra Clear Soap²
- 1 Ounce(s) Crafter's Choice Liquid Glycerin³
- 1 Ounce(s) Crafter's Choice Vanilla Almond Fragrance Oil⁴
- 10-20 Drop(s) Crafter's Choice Stained Glass Lemon Yellow⁵ Liquid Color
- 5 Cup(s) Granulated Sugar - White
- 8 8 oz Clear Heavy Wall Plastic Jar - 89/400
- 8 89/400 Black Straight Top Cap - F217 Liner

Equipment

- Digital Scale
- Droppers - 2
- Electric Mixer (Kitchen Aid is ideal)
- Metal Mixer Bowl & Cake Mixing Blades
- Microwave
- Microwave Safe Glass Cup
- 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. Using a soap cutter (never a knife) cut soap into 1" pieces.
3. Place microwave safe bowl on scale and tare to zero. Set scale to measure in ounces. Add 10 oz of soap to bowl.
4. Heat soap for 1.5 minutes or until fully melted. Do not over heat. Remove from microwave.
5. Place bowl with soap on scale and tare to zero. Add 1 oz. liquid glycerin to melted soap.
6. Place soap in metal mixing bowl and attach bowl to kitchen aid mixer. Begin to mix on slow.
7. While soap is mixing, weigh 16 oz of foaming bath whip and add to mixing bowl.
8. Turn speed to high for 1-2 minutes. Mixture will become creamy and look like marshmallow cream.
9. Turn mixer to medium speed and add 1 cup of sugar every 15 seconds until all 5 cups of sugar have been added.
10. While mixer is on medium speed, add a few drops of color and 1 oz. fragrance.
11. Continue to mix on medium speed until fully blended (about 60 seconds).
12. Remove mixing bowl from mixer clips.
13. Using a spatula, place mixture in plastic containers.
14. If you wish to use this product as an "ice cream style" sugar scrub, place batch in a 86 oz Clarified Spa Tub and allow to sit for 24 hours. You may then use an ice cream scoop to scoop scrub from tub into plastic jars.
15. If making this scrub as an ice cream theme, it should be noted that some fragrances will thin the base so that the scoops are not perfect. If this is your case, add an additional 1-2 cups of sugar. Ice Cream Scent ideas include: Strawberry, Chocolate, Pineapple, Orange/Vanilla, Lemon, Bubble Gum.
16. If selling this product, label according to the FDA Cosmetic Labeling Guidelines.



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MY TEEN'S FAVORITE FACE SOAP MP SOAP RECIPE

Project Level: Beginner
Estimated Time: 1 Hour
Yields: 14 sets of 2 bars

Estimated Retail Price: \$6.95



This kit has been designed to make 28 guest size bars of soap, perfect for cleansing acne prone skin! The oatmeal acts as a gentle exfoliant, best results when used morning and night.

INCI Ingredient List: Sodium Cocoate, Propylene Glycol, Sodium Stearate, Glycerin, Water, Sorbitol, Butyrospermum Parkii (Shea) Seed Butter, Avena Sativa (Oat) Kernel Meal, Titanium Dioxide, Fragrance, Kaolin.

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

Ingredients

- 4 Pound(s) Crafter's Choice Low Sweat Detergent Free Shea Butter Soap¹
- 2 Ounce(s) Crafter's Choice Honey Almond EO/FO Blend 741²
- 2 Cup(s) Crafter's Choice Oat Scrub³
- 2 Tablespoon(s) Crafter's Choice Kaolin Clay - White⁴
- 14 Piece(s) Cello Bags 2.5" x 2" x 6"
- 1 Raffia
- 1 Piece(s) Oval - Guest Silicone Mold⁵
- 1 Piece(s) Plastic Dropper

Equipment

- Blender (Optional)
- Crafter's Choice Guest Oval Silicone Mold
- Dropper
- Gloves
- Jelly Roll Pan
- Measuring Cup - 1/2 Cup Size
- Microwave
- Spoon

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Cut 1 pound of soap into 2" squares. Place in a 32 oz microwave safe container and carefully melt.
3. While the soap is melting, place 1/2 cup of oat scrub into a blender and quickly chop for 5-10 seconds. You do not want to turn the scrub into a powder but you do want it to be a finer texture.
4. Remove soap from microwave and add 1/2 oz (15 ml) of fragrance.
5. Stir oatmeal scrub and 1/2 Tablespoon of the clay into soap.
6. Place silicone mold on jelly roll pan.
7. Immediately pour soap into mold. It should be fairly hot. This will allow the oatmeal to settle to the bottom of the mold.
8. When soap returns to room temperature, carefully unmold the soap.
9. Repeat above steps until all 4 pounds of soap is made.
10. Place two bars of soap in a cello bag and tie with stands of raffia.
11. If you are selling this soap, label according to FDA label guidelines.



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WHIPPED SHEA BUTTER MOISTURIZER RECIPE



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

Estimated Retail Price: \$13.95

At shows this recipe 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.

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

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

Ingredients

- 1 Pound(s) Crafter's Choice Shea Butter - Refined¹
- 1 Ounce(s) Crafter's Choice Vitamin E²
- 10 ml(s) Crafter's Choice Grapefruit (Pink) EO³
- 2 Tablespoon(s) Crafter's Choice Tapioca Starch Modified⁴
- 8 Piece(s) 4 oz. Natural Classic Plastic Jars⁵
- 8 Piece(s) Natural Jar Lids - 71 mm⁶
- 2 Plastic Droppers⁷

Equipment

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

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Place shea butter in mixing bowl. Allow it to sit until room temperature.
3. Using a hand mixer, whip shea butter until smooth like cake frosting.
4. Using a dropper, add 1 oz. or 30 ml. of Vitamin E.
5. Using a clean dropper, measure 10 ml. and add the essential oil.
6. Whip until liquid ingredients are fully blended.
7. Fold in 2 tablespoons tapioca starch and then whip with hand mixer for 60 seconds or until fully blended.
8. Using a spoon and spatula, fill jars.
9. Apply plastic disc and lid.
10. If you are planning to sell this product, label according to FDA Cosmetic Label Guidelines.



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PEPPERMINT SALT SCRUB CUBES RECIPE

Project Level: Beginner
Estimated Time: 1/2 Hour
Yields: 96 Salt Cubes

These yummy peppermint salt cubes are perfect for getting your feet ready for summer. The medium grain salts are perfect for exfoliating heels and elbows.



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

INCI Ingredient List: Sea Salt, Propylene Glycol, Sorbitol, Glycerin, Sodium Laureth Sulfate, Sodium Stearate, Sodium Myristate, Sodium Laurate, Theobroma Cacao (Cocoa) Seed Butter, Water, Disodium Lauryl Sulfosuccinate, Stearic Acid, Sodium Chloride, Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate, Tetrasodium EDTA, Triethanolamine, Titanium Dioxide, Fragrance, Benzophenone-4, Methylparaben, Propylparaben, Red 33.

Ingredients

- 16 Ounce(s) Crafter's Choice Foaming Bath Whip¹
- 24 Ounce(s) Crafter's Choice Shea Butter MP Soap²
- 32 Ounce(s) Crafter's Choice European Spa Salts-Medium³
- 2 Ounce(s) Crafter's Choice Peppermint Stick Fragrance Oil⁴
- 2 Ounce(s) Crafter's Choice Stained Glass⁵
Strawberry Red Liquid Color
- 12 Piece(s) Crafter's Choice 8 oz. Basic Plastic Jar
- 12 Piece(s) 70/400 Silver Metal Basic Top Cap

Equipment

- Dull Knife or Spatula for Cutting Cubes
- Jelly Roll Pan
- Large Glass Mixing Bowl
- Large Mixing Spoon
- Microwave
- Plastic Bottle with Alcohol (spritzing)
- Ruler
- Soap Cutter

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. In large glass mixing bowl, place entire contents of Foaming Bath Whip.
3. Unmold entire 2 lb. tray of shea butter soap base. Cut off 3 of the 4 rectangle soap bars. This should weigh approximately 24 ounces.
4. Cut soap up into smaller cubes and place in mixing bowl with Foaming Bath Whip.
5. Place bowl into microwave and heat until soap is completely melted.
6. To melted soap, add a few drops of Stained Glass Strawberry Red Liquid Dye to reach desired shade of pink.
7. Add entire 2 oz. bottle of Peppermint Stick fragrance oil and mix.
8. Add 2 lbs. of European Spa Salts and blend.
9. Let entire mixture sit for no longer than 5 minutes. Any longer, the mixture will become too hard to mix.
10. Mix entire salt mixture well before pouring into the jelly roll pan. Should the mixture become too hard, place in microwave for about 10-15 seconds to heat up.
11. After pouring, spread out mixture evenly in pan and then spritz lightly with alcohol to release any surface bubbles.
12. Pan can either be placed in freezer for about 30 minutes or let set out at room temperature to harden.
13. When ready to cut, decide on how many cubes you want to make. We cut our pieces into 1.25" cubes using a ruler to draw the lines on top. This will yield 96 cubes.
14. Place 8 cubes in each jar and screw on lids. Label accordingly.
15. To Use: Take 1 cube, add water to make lather and gently scrub on rough areas.



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BASIC LOTION BASE RECIPE

Project Level: Beginner

Estimated Time: 1/2 Hour

Yields: 10 - 8 oz. bottles, 5 - 4 oz. bottles and 5 - 2 oz. bottles

Simple lotion kit for beginners or for crafters who need a quick and easy addition to their product line.

INCI Ingredient List: Water, Glyceryl Stearate, Cetearyl Alcohol, Proysorbate-60, Stearyl Alcohol, Sunflower Oil, Allantoin, Propylene Glycol, Isopropyl Palmitate, Petrolatum, Diazolidinyl Urea, Methylparaben, Propylparaben, BHT, Disodium EDTA, Carbomer, Benzophenone-4, Stearic Acid, Fragrance, Triethanolamine, Tetrasodium EDTA, Green 5, Yellow 5

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

Ingredients

- 1 Gallon(s) Crafter's Choice Basic Lotion¹
- 2 Ounce(s) Crafter's Choice Lemongrass Verbena Fragrance²
- 2 Ounce(s) Crafter's Choice Liquid Dye Green 5 and Yellow 5³
- 10 Clear PET Boston Round Bottles - 8 oz.⁴
- 5 Clear PET Boston Round Bottles - 4 oz.
- 5 Clear PET Boston Round Bottles - 2 oz.
- 10 24/410 White Smooth Disc Top Cap⁵
- 10 20/410 White Smooth Disc Top Cap
- 1 38/400 Gallon Jug Pump
- 2 Piece(s) Latex Gloves

Equipment

- Large Glass Mixing Bowl
- Large Spoon
- Microwave
- Plastic Funnel
- 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. Remove cap from gallon jug of lotion. Pour approximately 1/2 of lotion into a 64 oz. glass pyrex bowl.
3. Put bowl into microwave and heat for 1 minute. Take out and stir. Lotion should be heated until almost completely liquid. (DO NOT BOIL).
4. Continue to heat at 20 second intervals until a liquid consistency. Stir well.
5. Add 2 oz. of fragrance oil and mix well.
6. Add a few drops of color to lotion until a light green color is achieved. (You will be adding this lotion back into the gallon jug so the color you make the lotion will lighten once mixed with the other half of lotion base.)
7. White lotion is still in a liquid form, quickly pour back into the gallon jug (a funnel might be helpful when doing this).
8. Screw cap back onto gallon jug and shake well until all product is thoroughly incorporated.
9. Take original cap off jug and insert gallon pump.
10. Begin pumping lotion into each bottle until they are all filled.
11. Let lotion cool completely before capping bottles to avoid condensation forming on inside of bottles.
12. Once cooled, apply caps and label product accordingly.



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FOAMING PUMPKIN SALT SCRUB RECIPE

Project Level: Beginner
Estimated Time: 1/2 Hour
Yields: 64 oz. of product

Estimated Retail Price: \$15.95



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

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

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

Ingredients

- 2 Pound(s) Crafter's Choice Foaming Bath Whip¹
- 4 Cup(s) European Spa Salts-Fine Grain²
- 4 Ounce(s) Pumpkin Seed Oil³
- 8 Ounce(s) Castor Oil⁴
- 2 Ounce(s) Glycerin⁵
- 8 Tablespoon(s) Pumpkin Flakes⁶
- 4 Teaspoon(s) Phenonip
- 2 Teaspoon(s) Crafter's Choice Perfect Pumpkin Fragrance Oil⁷
- 10 Piece(s) 4 oz. Clear Heavy Wall Plastic Jars
- 10 Piece(s) 70/400 White Straight Tops

Equipment

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

Directions

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



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

Project Level: Beginner
 Estimated Time: 1/2 Hour
 Yields: 10 - 8 oz. jars, 5 - 4 oz. jars, 5 - 2 oz. jars



Simple lotion kit for beginners or for crafters who need a quick and easy addition to their product line.

INCI Ingredient List: Water, Glyceryl Stearate, Isopropyl Myristate, Caprylic/Capric Glyceride, Stearic Acid, Stearyl Alcohol, Cetearyl Alcohol, Ceteareth 20, Soybean Oil, Shea Butter, Dimethicone, Sunflower Oil, Aloe Barbadensis, Goat Milk Extract, Hydroxypropyl Trimonium Honey, Benzophenone, Methylparaben, Propylparaben, DMDM Hydantoin, Triethanolamine Disodium EDTA, Fragrance, Propylene Glycol, Benzophenone-4, Tetrasodium EDTA, Yellow 6.

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Ingredients

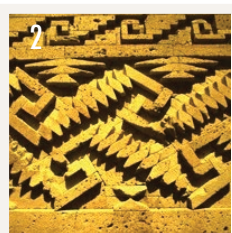
- 1 Gallon(s) Crafter's Choice Goat Milk & Honey Lotion¹
- 2 Ounce(s) Crafter's Choice Mayan Gold Fragrance²
- 2 Ounce(s) Crafter's Choice Liquid Dye Yellow 6³
- 10 Clear Heavy Wall PET Jars - 8 oz.⁴
- 5 Clear Heavy Wall PET Jars - 4 oz.
- 5 Clear Heavy Wall PET Jars - 2 oz.
- 5 58/400 White Straight Lids⁵
- 5 70/400 White Straight Lids
- 10 89/400 White Straight Lids
- 2 Piece(s) Latex Gloves⁶
- 1 Plastic Dropper⁷

Equipment

- Large Glass Bowl
- Large Mixing Spoon or Wooden Paint Stick
- 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. Carefully remove lid from lotion bucket.
3. Scoop out about half of lotion and put into a large glass bowl. This is to make it easier to add fragrance and color to the entire bucket.
4. To the lotion in the bucket add the entire bottle of fragrance oil. Mix well.
5. Then, add drops of color to reach the shade you want to achieve. Keep in mind this color will lighten when you add the rest of the lotion base back into the bucket.
6. Begin adding the unscented lotion back into the bucket a little at a time until all the lotion is completely blended.
7. Your lotion is now ready for packaging or, if you prefer, you can put the lid tightly back on the bucket and save for future use.



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.



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CARROT AND ALOE CP SOAP RECIPE



Makes 40 oz.

Ingredients

9.8 oz.	Coconut Oil
5.6 oz.	Rice Bran Oil
2.8 oz.	Hemp Oil
9.8 oz.	Olive Oil
6.6 oz.	Carrot Juice
4 oz. or 113 grams	Sodium Hydroxide
1.3 oz.	Lemongrass Essential Oil
1 tsp.	100x Aloe Vera

*Fills a WSP Silicone Loaf Mold!

Directions

1. Melt coconut then add room temperature oils. Next add aloe vera to carrot juice. Let sit for 5-10 minutes to hydrate and stir occasionally. Next add lye to carrot juice solution and stir until dissolved. Let cool .
2. At desired temperature for oils and water (between room temperature and 115F recommended), add lye/juice solution to oils and bring to light trace. Put stick blender aside and stir in lemongrass essential oil.
3. Let sit overnight covered with plastic wrap to prevent any soda ash. Release and unmold. Cut into bars. Cure for 4 weeks before use.



Crafter'sChoice

Coconut Oil

Lemongrass EO

Crafter'sChoice

Aloe Vera Powder - 100x

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ICED VANILLA LAVENDER CP SOAP RECIPE

Makes 40 oz.

Ingredients

9.8 oz.	Coconut Oil
1.4 oz.	Castor Oil
4.2 oz.	Shea Butter
12.6 oz.	Olive Oil
4 oz. or 114 grams	Sodium Hydroxide
6.5 oz.	Distilled Water
1 oz.	WSP Vanilla Noir Fragrance
0.5 oz.	WSP Lavender Essential Oil
1 tsp.	Matte Lavender Pigment Powder
	Lavender Buds

*Reserve 2 tsp. from melted base oils



Directions

1. Melt coconut and shea butter, then add room temperature oils. Reserve 2 tsp. melted oils in small cup. In another container, add lye to water and stir well. Let cool.
2. Take cup of reserved oils and add 1 tsp. purple ultramarine. Mix well with latte frother to break up any lumps. Continue to mix until smooth and no lumps appear.
3. At desired temperature for oils and water (between room temperature and 115F recommended), add lye water to oils and bring to very light trace. Put stick blender aside and stir in purple color. Next add fragrance and stir well until entirely blended.
4. Pour into mold and sprinkle top with lavender buds. Let sit overnight covered with plastic wrap to prevent any soda ash. Release and unmold. Cut into bars. Cure for 4 weeks before use.

Tip: When cutting this loaf, place upside down. This way lavender buds will not make marks through your soap slices.



Castor Oil



Shea Butter



Olive Oil



Lavender EO



Matte Lavender
Pigment Powder

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.



Crafter's Choice™
Sodium Hydroxide Flakes



Crafter's Choice™
Dimethicone



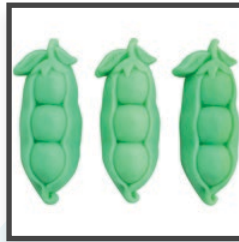
Crafter's Choice™
Pampering Pet Spray



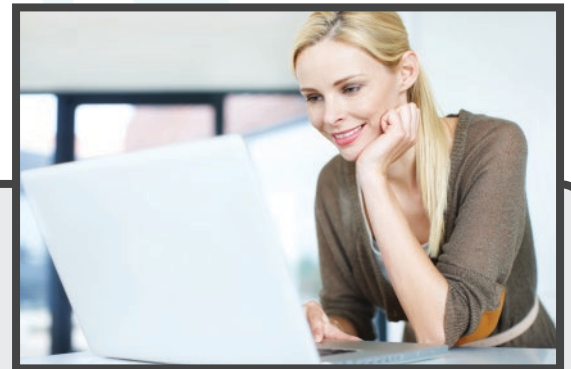
Crafter's Choice™
Pet Shampoo Base



Iris Soap Mold



Pea Pods Guest Soap Mold



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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 publicly 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



This is the first of a three-part series on how to determine pricing for your bath and body products. This first post will discuss wholesale pricing, while the second and third posts will discuss retail

pricing and craft show pricing, respectively.

Correct wholesale pricing is essential when selling to stores. Retailers depend on wholesalers to know their margins and bottom line. Wholesale pricing really is like laying your foundation.

Retailers take wholesale prices and mark them up at least 200%. This is known as “keystone.” If a soap wholesales for \$3.00, the retailer will multiply it by 2, or even by 2.2 (to offset shipping of their order or to offset their overhead). Your \$3.00 soap is now sitting on a retail shelf with a price tag of \$6.00 to \$6.60.

Why take the time to get it right? Without determining profitable wholesale markups, it won’t be long before you start to notice there isn’t enough money to keep your business running. This is a dangerous trap to fall into. Try telling retailers that prices were incorrectly set and that they need to pay 20 percent more on future orders. That would fly like a lead balloon, as word spreads quickly among retailers and you wouldn’t be losing just one customer.

Pricing is one of the most important areas of running a successful business. As much as we have a passion for what we make and do, what’s the point if we aren’t making a profit to stay in business next year? We want to be in business for years to come, so plan accordingly when it comes to profit margins. The benefits of setting correct wholesale pricing is that there will be no surprises – for you nor for the retailer.

Determining Product Markup

Let’s take a look at the cost analysis behind pricing. There are four areas of costs you must research:

- Cost of Goods (COGs)
- Overhead (The cost of doing business: heat, electricity, internet, telephone).
- Shipping (Getting COGs to you.)
- Labor

Cost of Goods

First, add your cost of goods for one product. This is the sum of your ingredients (plant oils, melt and pour base, colorants, essential or fragrance oils, additives, packaging and labeling) for one product. For example, cost of goods for one, four-ounce bar of melt and pour soap would include the melt and pour base, colorants, fragrance, additives, plastic wrap and label.

The easiest way to determine cost of goods is to break down how much it costs to make a batch of your product. If you typically produce 24 bars of soap at a time, add the ingredients and packaging pricing to determine how much it costs to make it. Then divide the total number by 24.

Example:

- 16.80 (COGs) for 24, 4 ounce bars of melt and pour soap, wrapped and labeled.
- 16.80 divided by 24 = \$0.70 per bar.

Shipping

Calculate the shipping paid to receive the cost of goods. This can get a little tricky, especially if you are using a small amount of fragrance and colorant for your batch. If your supplier offers free shipping there is no need to include this calculation.

In the sample equation we will use \$0.10 per unit for shipping.

Overhead

The overhead of your business is the ongoing expense to run it. The easy way to determine what goes into overhead is to ask whether it contributes directly to profits. If it doesn’t, then typically it goes into overhead. Included in overhead is the business portion of your mortgage or rent for the year along with insurance, electricity, supplies, telephone, heat, repairs, legal fees, advertising, and so on.

The thought process behind including overhead pricing in your products is that each item that you sell must contribute to paying for the necessary cost of running your business (not including labor).

Add up the overhead for one year and divide it by the number of units to be sold in that year. The example below shows the importance of keeping your overhead

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low. Overhead adds up quickly over the course of 12 months. In addition to COGs, it's one area for you or your accountant to keep close tabs on throughout the year – not at year-end when it's too late to pull in the reins on spending.

Example

- \$4,000 divided by 30,000 units sold = \$0.13 cost per unit
- \$20,000 divided by 30,000 units sold = \$0.67 cost per unit

Labor

Even if there are no employees at this time, plan ahead. By adding labor into your costs, you'll at least pay yourself per unit sold. This exercise will also help you understand what you could afford to pay someone to produce your products.

Remember to determine labor per product. Labor is based on time, so calculate how long it takes for you to produce a batch of product from start (prep) to finish (through cleanup and packaging/labeling).

For example, a production run of 100 bars of soaps takes five hours from start time to last bar wrapped and labeled. At \$10/hour, labor totals \$50 for 100 bars. Divide \$50 by 100 and the labor cost per bar of soap is \$0.50 per bar.

Again, this is an area that can be an eye-opener if you haven't previously calculated your labor costs. Some products require very little labor, while others are very labor-intensive.

Remember to calculate for each product that you sell (soaps, scrubs, creams, etc.).

The Formulas

Now that you've put your blood, sweat and tears into determining your COGs, Shipping, Labor and Overhead, it's time to put those numbers to work.

Here is one formula to help you determine your costs:
 (Cost of Goods + Shipping + Overhead) = Cost

Simply multiply your cost times two to start with your wholesale price minimum. Remember, this is starting point and you can pad your wholesale price if your target market will pay more.

$$\text{Cost} \times 2 + \text{Labor} = \text{Wholesale Price (minimum)}$$

This is an example based on the cost of a 4 oz. melt and pour soap bar:

- (\$0.70 COG + \$0.10 Shipping + Overhead \$0.13) = Cost \$0.93
- Cost (\$0.93) x 2 + Labor/bar \$0.50 = Wholesale \$2.36/bar

If wholesale is \$2.36/bar, profit will be \$0.93 per bar (after deducting labor). Or, to round it up, if wholesale is \$3.00/bar, the profit will be \$1.57 per bar.

Here is an easier formula to help you determine your costs. If you are a startup, and aren't sure of your overhead prices, simply figure your wholesale price based on this formula:

$$(\text{Cost of Goods} + \text{Shipping} \times 3) = \text{Wholesale}$$

Or

$$(\text{Cost of Goods} + \text{Shipping} \times 3.5) = \text{Wholesale}$$

Remember that these formulas are simply helpful guidelines. It's helpful to know that this is the minimum price for wholesale. You can always mark up your prices further. Take your target market and the perceived value of your product into consideration when it comes to determining wholesale price.

Wrapping It Up

Determining costs and putting pen to paper can definitely be a tedious task. But as we've discussed, it can show the difference between a profitable company and one that is not. Don't run your business in the dark or into the ground. Don't be afraid to shine some light on where your company stands in regards to product profitability.

Marla Bosworth is the CEO and Founder of Back Porch Soap Company, (<http://www.backporchsoap.com>) She conducts soap-making 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.



This is the second section of a three-part series on how to determine pricing for your bath and body products. In the first post we discussed wholesale pricing. This article will cover retail pricing. The final post will cover craft show pricing.

Converting Wholesale to Retail Prices

So by now you've determined your wholesale pricing. For the sake of your business' growth, you won't want to sell to everyone at wholesale prices. Why? There are several reasons you should not sell wholesale to the masses. First, you are cheating yourself and your business out of retail pricing profit.

Secondly, should you later decide to wholesale your products, retailers will not carry your line if you are retailing at wholesale prices. Third, by selling at retail prices, you will have enough margins to have an occasional sales promotion and still make money. Lastly, you'll be perceived as more professional if you price correctly.

To mark up to retail, take your wholesale and multiply it by at least 2 times (known as "keystone") or up to 3 times. Be sure to allow for the allotted research to determine how much your fixed wholesale price should be set. Retailers are going to take your wholesale price and mark it up by 2.2 - 2.5 to cover the shipping costs of your products.

Example

- Wholesale 8 oz. Body Lotion = \$5
- Suggested Retail Price at 2.2x Wholesale = \$11
- Suggested Retail Price at 2.5x Wholesale = \$12.50

If you are new to working with retailers, it may seem at first glance that they are making an incredible profit selling your product. But consider that retailers also have their own overhead as well as advertising, store theft and in-store breakage or damage to merchandise to account for their own markups. Instead of focusing on the money that retailers are making off of your product, instead think about the time it would take for you to sell the same merchandise on your show schedule or online.

Retail Competition

Retailers have challenges that impact us as wholesalers. First, there is a great deal of competition between retailers in close proximity such as the same neighborhood or small town. Each retailer spends significant time selecting merchandise that reflects the tastes of his or her customer base. As a result, for the most part, retailers want to represent lines that are not in neighboring and competing stores. For that matter, you'll want to offer exclusivity on your line to one retailer per town (if it's small) or section/neighborhood if it's located in a city.

Second, retailers do not like to compete with crafters in such venues as craft fairs or online sales. It is not favorable for a crafter to undercut retail prices at a nearby craft show when a store in the same town just purchased \$500 to carry your line. Suddenly you've become additional competition for the retailer.

Another challenge for retailers is crafters who also sell online at their business website or other websites such as Etsy or Artfire for less than the suggested retail price. Pick up most products in a retail store and you'll see

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a price tag placed prominently over the manufacturer's website address. Retailers don't really like the idea that their vendors sell online as they view it as tough competition.

Most store owners are concerned about savvy retail shoppers who purchase a product in their shop and then visit the website shown prominently on the label. Shoppers will be the first to let retailers know if they feel as if they were overcharged for an item. Such research can be done "real time" in stores now with many smart phone applications that allow shoppers to do a quick price comparison prior to making a purchase. A shop owner who is reprimanded by a customer for their high prices is soon-to-be a shop owner who will be upset and most likely no longer be your wholesale client.

If you choose to sell online, sell at suggested retail prices and if retailers refer to it as competition, mention that there is a vast difference from purchasing online such as shipping time and shipping charges that aren't encountered with brick and mortar store sales.

Doing the Sidestep: Offer Different Product Lines

There is the occasional situation when a crafter chooses to wholesale a line nationwide that perhaps the suggested retail pricing cannot be justified for its local market. In these cases, one option is to split a collection or create a new collection. One collection will be for wholesale only and the other for retail only. Create two lines, at two different price points, aimed at two very different customers.

For example, think of the fashion industry where a particular designer may have a couture line sold in high end boutiques and another completely different line sold through mass merchandisers or discount stores. For bath and body, incorporate unique scents or designs. Change the packaging and labeling so that the lines are completely different and non-competing. Each line must serve its own purpose.

Be sure to avoid comparisons between the two lines. Consider two brands – one for wholesale only and one for retail. Again, incorporate research into the project and carefully choose its price points and determine which products will sell best in each environment.

The only caveat is that you'll need to keep up with production and inventory on two lines, which can be a daunting task. It may be easier for an established business to launch a new line rather than a new business launching two lines simultaneously.

As you are pricing your product for retail, remember to:

- Make sure you mark up your wholesale prices to retail prices
- Make sure you are not putting yourself in a position of being direct competition for the retailer you are selling to
- If you find yourself in that situation, if possible, create two different product lines so that one can be sold at wholesale and one can be sold at retail so that your retailer does not feel threatened

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This is the final part of a three-part series on how to determine pricing for your bath and body products. The first post discussed wholesale pricing, while the second post reviewed retail pricing. In this post, we'll take a look at craft show pricing.

So to review the past posts, wholesale pricing is laying your pricing foundation. Determining correct wholesale pricing is essential when selling to stores. Retailers depend on wholesalers to know their margins and bottom line. Also, when retailing, remember it's imperative to sell retail on your website and shows at twice your wholesale pricing. For example, if your soap is wholesaling for \$3.00, then you are selling at \$6.00 retail.

Pricing Products To Sell At Craftshows

The challenge of selling at craft shows is that pricing tends to be in \$5 increments and oftentimes other vendors are selling below retail. So if a product typically retails for \$6.95, the craft show price is often \$5 or 2 for \$10. Those buyers expect a "deal" from craft shows. Don't feel pressured to mark your products down in price, or sell at wholesale prices at a craft show.

If you are selling the same line of products at a craft show that you are also wholesaling to retailers, there are a few ways to price your products a bit lower than regular retail. First, you can offer a "show special."

Example: 8 oz. shea butter body cream

- Suggested Retail: \$18
- Wholesale: \$9
- Show Special (Limited Time Offer): 2 for \$30 – save \$6

This price is not available on your website. It is offered as a one-day or two-day special price. Rotate the offers on your products at each show.

A second way to sell at slightly lower than suggested retail is to combine products. For example, pair products together that, if sold separately, would individually be priced a little higher. This can be offered through gift sets and baskets. Let your customers know that if the items are sold together, the price is lower. Gift sets often sell because customers feel they have received great value for their purchase.

Selling A Different Line at Craft Shows

Creating a new line of candles or bath and body products is one way to get around competing with wholesale accounts in terms of pricing and playing it safe at craft fairs. If you're not wholesaling the products, then you are free to price the items however you would like.

If going this route, ensure that you've covered your cost of materials and the associated shipping costs, overhead for running your business and labor costs. For labor costs, set an hourly rate and multiply it by the time it takes to produce each product.

More Craft Show Pricing Ideas

Try a promotional "Buy One, Get One 50% Off" limited time sale. Again, make sure your margins are there to make a profit as it will take an average of 25% off each item. Rotate your specials so you aren't underselling your retailers.

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Why not offer a price incentive sale? For example, if a customer purchases \$75 they receive a free gift or 10% off an order.

Another idea is to give personalization on soaps or products over a minimum order. Customers shopping at craft and art shows are looking for unique items. An example would be to sell personalized melt and pour soaps using dissolvable paper to print names or photos, then embedding into the soap. Customers can order at the craft show and email a graphic to be placed in the bars. This would be a profitable way to sell shower or wedding favor soaps. Be sure to add in the extra labor that goes into creating personalized products. With personalized soaps, if they retail for \$6 each, then consider offering them at \$5 each if customers order 20 bars or more. Take a deposit on the order or have the customer pre-pay and ensure a timely delivery to fit their needs.

A Few Other Tips

Remember that the cost of the booth and any travel expenses fall into your marketing budget. These costs do not get added into the final cost of your items. That being said, you'll want to determine whether your products have enough of a markup to participate in shows with high booth fees. It's also important to know your audience and whether a show has the potential of being profitable for you. There are no hard rules here. The best you can do is research the show by speaking with other participating crafters and ask them how they would describe the average customer. Ask the other crafters what their average selling price per item is for this show, and if they don't mind sharing their average sales per customer. Some crafters will openly share how much they make in a day or weekend, but most keep that information confidential.

Walk the craft show/art fair a year prior to applying/participating if possible. If this isn't feasible, then ask the promoter if they will share contact names and phone numbers of a few crafters who attend the show for two or more years in a row.

If there is a website for the craft show with a listing of crafters, check out their websites and see if their products look like something your customers would purchase. Also take into consideration the price points of your fellow crafters. Gaining an understanding of the show this way will help you prepare for the types of buyers who will be attending. This is good way to determine whether a show is a good fit for your product line.

Conclusion

Juried shows that require an extensive application process for acceptance (typically include booth photos, product pictures and a detailed application) and art shows typically attract an audience who are willing to pay a higher price point. On the other hand, a flea market, elementary school gymnasium show and family event shows usually command a lower price point. Even after you've armed yourself with information, there is no better way to know about how you'll do at a show other than jumping in and participating. But since time is money, do as much research as you can to evaluate whether your time at the show will be profitable.

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Thanks to online maps and review sites like Google Places for Business, Yelp, and Yahoo! Local, in addition to popular social media tools like Google +, Facebook, Twitter, and FourSquare, there are many inexpensive ways to tell your prospects and customers what your business does, where you're located, and what other customers think. Need proof behind the power of online word of mouth marketing? Recent research by advertising firm MDG indicates that 70% of customers use social media each month to hear the opinions of others. If the news they read about your business is good, you could be primed to lock in new customers, simply by leveraging the positive experiences of your already-satisfied ones.

But what if you don't please every customer—and they take their frustration online? That same research indicates that 45% of those who use social media to research a company discovered things online that caused them to change their mind about the business. Though you may not be able to win every customer's referral, you can manage your brand's image and reap the benefits of an online presence, by managing your online reputation. Here's how.

Spread the positive news.

Considering that 92% of those surveyed by MDG said they trust the online opinions and reviews they read, sharing customer testimonials can boost the likelihood that prospects will give your business a try. If you receive a note of thanks via email giving your business the thumbs up, ask the customer for permission to reprint their kudos on your website and other social media outlets. If you get rave reviews from customers on Twitter, publish them directly to your website by hovering over the "Tweet" with your mouse, selecting "Embed Tweet," and copying the HTML code provided to your website. Form a template that you can send to established customers with a marketing promotion or coupon thanking them for their business, and ask them to share their experience on your Facebook, FourSquare and Yelp profiles (and include the links). The more positive news your brand has online, the less vulnerable you are to a negative one.

Get automatic notifications when you're mentioned.

Set up a Google Alert using your business name as the search term and you'll know anytime someone posts information about your business on a site that Google crawls. If you use TweetDeck or HootSuite, add your business name to the feed so you can easily spot information about your business posted on Facebook or Twitter. If you can invest in online reputation management, sites like ReviewPush (\$29/month) and Trackur (\$27/month) monitor all activity related to your business on Google, Yelp, Foursquare, Yahoo, YellowPages, and more.

Respond quickly.

If you do have an unhappy customer who makes his or her feelings known online, don't let their bad feelings fester – even if you don't think you're in the wrong. As soon as you notice the information, publicly respond to the person and apologize for the bad experience. If you have their contact information, contact them privately as well, and offer a solution that might remedy their bad experience. If you don't have their information on file, follow their negative review with a request that they contact you privately for further resolution. Though many unhappy customers won't wish to deal with you further, it shows the public that you truly make an effort to resolve issues.

Know your rights.

People can legally express their opinions, but they do not have the right to make false claims about your business or defame it. Keep tabs on what comes up in relation to your business name by doing periodic Google searches. If you find that something negative and false in regards to your business name, you can submit a formal complaint with Google, and potentially, work to at least hide the page results in a Google search so it doesn't tarnish your image beyond repair.

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.



Pinterest is a pictorial goldmine for all those who are creative, wish to be creative, or simply want a visually stunning escape. When it launched, Pinterest was everywhere and everyone was excited for it. The good news is, that fervor continues to grow. Many people are hip to join the Pinterest bandwagon, but aren't quite sure why it might be important for them to do so as a small business. Here is some information that might help you decide why it is right for you and how best to leverage its influence.

For those of you who don't know what Pinterest is all about, here's a quick tutorial:

- Pinterest works as a virtual pinboard where pictures are your link to information all across the web.
- To use and enjoy Pinterest, here are the steps:
 - Create an account (it's easy and FREE!)
 - Create boards with themes that speak to you or your business.
 - Some examples that Pinterest provides are 'My Style', 'For the Home', etc., but you can create a board about anything and name it appropriately. (e.g. 'DIY Soap', 'Soap Recipes', etc.)
 - Follow others that share your same taste in pins. Your feed will be filled with their pins.
 - Fill up your boards by searching through all of the pins out there to 'pin' information you'd like to retrieve later, is important to you or simply just appeals to you in some way.
 - You can do this by:
 - Repinning pins from within your feed or your search on Pinterest.
 - Pin original content from the web. The easiest way to do this is to download the Pinterest 'Pin It' widget that you can find on Pinterest, is free and lives in your bookmark tool bar. See something on a blog or website that you want to pin? Simply click the 'Pin It' button and work through the steps.
- Individuals use Pinterest as a great resource for projects, style tips, recipes – you name it, it's on there!
- Companies use Pinterest as a strong marketing tool to get their name and products out there to a number of new markets by pinning their products/advice to their boards.

Let's throw some figures out there for you to show you just how popular Pinterest has become and why having your business on Pinterest can get you great exposure and possible sales from customers you may never meet otherwise. Pinterest attracts 1,090 visitors per minute (Source: Soci@l Jumpstart), generates more than 1.5 billion monthly pageviews a month (Source: Business Insider), drives more referral traffic than Google +, LinkedIn and YouTube combined (Source: Media Bistro) and gets 23 million unique visitors a month. (Source: Business Insider) It is also shown that referrals from Pinterest are 10% more likely to make a purchase than those from other social networks and they'll spend 10% more. (Source: Search Engine Journal)

Along with these monster usage and activity stats, some more important statistics for our industry are just WHAT people are pinning and who's doing the pinning. The DIY & Crafts category is the second most popular category to be pinned on Pinterest with 9.6% of all pins on Pinterest being dedicated to that category (Source: Repinly) and the click-through rate for tutorial, DIY & recipe pins is 42% higher than other pins. (Source: Search Engine Journal) The audience for Pinterest is also very attractive to our industry as it mimics our demographics: 80% of Pinterest users are women with the two most popular age groups being 25-34 year olds and 35-44 year olds. (Source: Anson Alex) Click on any of the sources to find even more statistics!

The model for a small business is simple. Pin your products, and in our industry, your recipes/tips/expertise and encourage others to repin them creating virility around your pins and, by extension, your company. This exposes you to more customers within our industry, customers you never knew you could get, and creates recognition for your brand. The more exposure, the more likely you will find potential customers to click through to your site and purchase something.

The beauty behind Pinterest and why most experts agree as to why it has skyrocketed in popularity is the power of pictures. People are more attracted to searching via pictures than via text. Searching through thousands of pictures has a calming effect and seems less overwhelming than searching through articles to find the product or information that you seek. The ease-of-use allows pinners to simply click on a picture and repin it for later use and click-through to the source on their time, as they seem fit. Say they are looking for a fabulous new pair of shoes, but find your really adorable Valentine's Day themed soap, they can repin your soap pin for later and continue upon that voracious shoe search without missing a step.

This social media outlet provides very valuable exposure and, if trends can predict, should only continue to grow. Like all of the social media outlets out there, Pinterest is free and can provide the word-of-mouth marketing to a vast audience. Take advantage of this growing medium and get your products out there to promote not just your business but also the industry as a whole.



You may have business secrets that you want to hide from the general public and your competitors. Some of the legal mechanisms offering protection are trademarks, patents, and copyrights. All are forms of protective licenses granted by the government, but they take time and money to obtain.

Not all secrets fall neatly into a category that can get such a license. There may also be legitimate reasons for not seeking a license, but there are still ways to limit who knows about your valuable secrets. Two terms often used to identify them are “proprietary information” and “trade secrets.”

Trade Secrets

If you own your company, it's your call on what information you want to protect. Most trade secrets consist of a formula, design or process that's unique to your business. To qualify as a legally protected trade secret in most jurisdictions, the following three criteria must be met:

- The information must enable a current or future financial benefit
- The information is unknown to the general public, which makes the financial benefit possible
- The information is protected by the owner using all reasonable means

There are significant differences between patents and trade secrets, and both have advantages and disadvantages. One way to understand this is by taking a look at two of the most famous trade secrets in the United States – the formulas for Coca-Cola and Kentucky Fried Chicken.

While some assume these formulas are patented, they aren't. A patent is disclosed to the world and has an expiration date. During the effective period of the patent, you have exclusive rights to its benefits. Once the patent expires, anyone can legally copy your product and sell it. If Coke and KFC had patented their recipes, the patents would have expired long ago and there could be thousands of copycats profiting from them.

Trade secrets are never disclosed and never expire. They remain secret as long as they are protected by the holder. Unlike a patent, a trade secret carries no defined period of exclusive use. So if a trade secret is discovered through legal means, anyone can use it. In the case of Coke and KFC, their formulas could likely be discovered by chemical analysis and reproduced by other companies.

Legal Remedies

It's a federal crime to steal a commercial trade secret, and penalties apply to two types of activity:

1. Theft of a trade secret of a product in interstate or international commerce that harms the secret's owner
2. Theft of a trade secret that could benefit any foreign entity

The criminal penalties for violating the Economic Espionage Act include imprisonment and fines. A conviction also results in the forfeiture of moneys gained from the crime and all property used in committing it.

In addition, most states allow a private cause of action under the Uniform Trade Secrets Act. Possible remedies imposed for civil liability include injunctions, as well as monetary and punitive damages.

Protecting Information

Do the easy things first. Buy a heavy-duty, fireproof safe and lock up your important documents or put them in a safe deposit box. Use a shredder whenever you need to destroy them.

If you have employees, there are several things you can do:

- Exercise strict control over who has access to company keys, safe combinations, and computer passwords
- Require employees to relinquish all rights to proprietary data and intellectual property created while working for you
- Require employees to sign confidentiality agreements that prevent disclosure of company-sensitive information
- For employees that leave their job, require a non-competition agreement that restricts disclosure of company-sensitive information, subject to reasonable time and location limitations
- Meet with visitors in an area where exposure to confidential information is highly unlikely

Nondisclosure Agreements (NDA)

Sometimes you have to disclose secrets in order to do business. This often occurs when you have suppliers who need to know your proprietary product specifications in order to accurately fulfill your orders. The solution is to draft a NDA that specifies the nature and purpose of the information to be shared and how it will be protected. It's a legal contract that will remain in effect through whatever date you stipulate in the agreement.

NDAs can be implemented with suppliers, customers, and any other company or person with whom you have private business dealings. NDAs are usually one-sided or unilateral where only one party to the transaction is disclosing sensitive information, and the other party is obligated to protect it. The agreement can also be multilateral where the transaction involves multiple parties and some or all of them are disclosing information.

Bottom Line

It's important to protect the data and information that make your company unique. Many small businesses don't have the need, or don't want to spend the money and time to get patents. That doesn't mean you can't or shouldn't protect your secrets through other methods that provide legal remedies if violated.

While a patent protects you from someone duplicating what you've done and profiting from it, a trade secret does not. The key point is to protect that secret so that competitors can't figure out how you're doing what you're doing. Coke and KFC have done this successfully for several decades without the benefit of patents.

We're living in an age of digital data that's easily tracked and hacked, so protecting it is more important than ever. Be very selective of the type of information you include on your website, catalogs, brochures, and marketing materials. Secure your computers with firewalls, virus protection, and foolproof backup systems. Change your passwords like clockwork and whenever an employee leaves their job. Caution and common sense are two of your best weapons against compromise of your hard work to build your business.

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Made-for-men skin care products and cosmetics are expected to hit more than three billion dollars by 2016, a more than 15% jump from this year. If your skincare company isn't already catering to men, you're leaving money on the table.

According to a new study from The NPD Group, Inc. titled Men's Grooming Consumer Report, more than nine in 10 men (ages 18+) are using some sort of grooming product today. [1] This includes lotions, shaving products and hair care. However, only one-quarter of men are currently using facial skin care products such as facial cleansers and moisturizers, lip and eye products, and anti-aging treatments. This is attributed to a general belief that facial skincare products are not needed unless you have a specific skin problem such as acne.

Even though the interest in cosmetic products has skyrocketed, men want to remain discreet to preserve their masculinity. It is clear, however, that men today are joining women in the fight against aging. If big box stores are any indication, you can now find entire departments devoted to beauty products for men. You can even find subscription based beauty services like Birchbox that deliver the latest and greatest men's products directly to your doorstep, hassle-free. [2,3]

Although the segment appears to be growing at a steady pace, there is a learning curve. Some men still have to unlearn the concept that their body care products, such as bar soap and body lotion, work just as well for facial skin. There is still difficulty accepting products that require multiple steps such as separate cleanser, moisturizer and toner. So the trend is towards multi-functional products like blemish balms (BB creams) and dynamic do-all creams (DD creams) which are proving popular in today's market.

Women's expectations are changing too. More women expect the man in their life to take care of his skin and to be well-groomed. So there is some "peer pressure" to look good and that in turn translates into acceptance of men's grooming products intended to "boost" a man's appearance. The cosmetics market, or makeup for men, is the fastest growing segment of the beauty industry. This includes "foundation" type products that even skin tone, concealer products, tinted moisturizers, bronzers, sunless tanners and lip products. In a recent survey of men in the United Kingdom, 71% of men surveyed admitted to using concealer to hide

blemishes, dark circles and uneven skin tone. In addition, a whopping 64% used lip gloss and 49%, eyeliner to enhance their appearance. [4]

There is a huge opportunity for men with skincare, and now that so many men are already involved and engaged, it is up to brands to maintain that interest. Tips for marketing to men include more masculine or unisex product names and descriptors like "camouflage", "beard lube", "turbo wash", "power peel", "refueling wash" or "facial tonic". Packaging should have a clean, professional look in neutral colors or colors that allude to "prestige". Black, blue or grey packaging and matte metal accents translate well to differentiate your men's products from your regular product line. [5] Aim for more of an apothecary or laboratory appearance in labeling these products as men tend to lean towards products that look "clinical" in appearance. This gives the illusion of purchasing a product to "treat" skin rather than to "beautify". Men are less comfortable buying a feminine looking product or a unisex version of an overtly feminine product. [6]

If there were any lingering doubts that men's skin care products have truly gone mainstream, households in New York, Los Angeles and San Francisco received a newspaper insert comic book featuring Marvel's Captain America hawking Kiehl's new men's anti-aging moisturizer, appropriately named, "Heavy Lifting." [7]

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



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3 REASONS THAT TOO MANY HOME BUSINESSES FAIL



Many outstanding business ideas are born from a spark of passion; that moment when a daydream stretches the confines of its world to become a true possibility. When a hobbyist, or someone who creates a product out of necessity says, "Hey, I might be able to make a little money with this idea."

But even the most creative, promising ideas are nearly impossible to fully bring to life. It's true, we don't know what we don't know, but wanna-be entrepreneurs can easily get lost in the excitement and hope of building their dream and they fail (miserably) at doing their homework first.

Here are the most common mistakes that I see newbie entrepreneurs make when taking their "kitchen table idea" to the market. Go ahead, build your dream. But do it the smart way!

1. They Don't Do Real Product Research.

Come on, admit it. Your neighbor, friend—or mom—told you that your idea is the best one this side of paradise, right? And why shouldn't you believe them? Everyone you know has jumped on the bandwagon with praise and encouragement, so they must be right.

I'm going to be blunt. These folks have to tell you all of these good things. They love and care for you and want to support your dream. But they are not necessarily your ideal customer.

You must test your idea. One of the best ways to do that is to take a simpler, less expensive version of your product to market. If you have created a full line of bath products, for instance, don't wait until all of the branding, production, and packaging is done before you roll it out. Take just ONE of your products to every mini-expo, school fundraising event, and distribution opportunity you can think of. Create a dashboard that reveals trends, sales history, and any other critical information. Most importantly, get feedback from strangers! I know that's scary, but you have to do it. Offer incentives for feedback on every aspect of your product. Then adjust as necessary.

2. They Aren't Fully Informed.

I once coached, albeit briefly, an inventor who had a wonderful product ready to bring to market. Sadly, she invested her nest egg, mortgaged her house, and spent every waking moment for 2 years just to create a prototype, branding, and packaging. And her product idea was a good one. She even had purchase orders from two major retail outlets. But the days of a purchase order providing collateral for a loan are long gone. So here she was with a good invention and the interest of these mega stores, but with absolutely no funding to take her product to market.

Too many entrepreneurs believe that if they can get the interest of a major distributor or retailer that it's smooth sailing from there. But that's just the beginning. Do you have any idea what it costs to manufacture and package a product? Do you know the minimums required by most factories? Can you even grasp the reality of the landed cost of your product? Costs of customs duties, tariffs, taxes, insurance, currency conversion, crating costs, and handling fees associated with importing are enormous! These are the things you may run into if your product is promising. Do your homework before you take your first big steps.

3. They Lack Support

So you've done your planning, estimated your costs, and gotten product sales rolling. Hurray! Now you have a business, but why? Every entrepreneur I've ever spoken to is in business for themselves for one reason: freedom. Now, freedom has many definitions, but it's at the core of nearly every small business. Yet, these solopreneurs work 60-80 hours a week. What kind of freedom is that? Sure, this may be the reality in the beginning, but it has to change as your company grows.

How do you fill your days? Do you do your own accounting, website management, packaging and shipping, and basic administrative work? If you spend 20 hours a week doing these things imagine the opportunities for growth that you are missing. If you could "buy back" those 20 hours how long would it take you to grow your company to the next level? Most people are shocked at how quickly this could be done if they outsourced the "little stuff" or the things they are not experts at. Find your passion, highest skill level, and key growth strategies. This is where you need to spend your time.

Can't afford help? Think again. I promise that you are spending—wasting really—more money by trying to be an expert at all things, including the things you absolutely abhor doing. Stop the madness! Save every penny until you can afford one month's pay for a helper. Then get to work and increase your sales so that you can afford to keep them on.

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.



You have a terrific new recipe to make and are all set to go. Looks like the product is just what you want and the scent you've picked smells divine. Paperwork and record-keeping is probably the last thing on your mind at the moment ... but NOW is the time to get out your notebook or file!

The recipe that you are following, whether it is new or a tried-and-true favorite, is generally referred to as a Master Formula or Master Recipe. In a perfect world, it should contain not only the amounts or percentages of the ingredients, but also the exact step-by-step directions on how to make the product. It is what **should be done**.

The records you keep when actually making a batch of product from a Master Formula are called your Batch Record. It should contain the details of the batch, what ingredients were used, the amount of each, and how you made the product. It is a record of what was **actually done**.

So, what sort of information should be included in your Batch Record?

1. Batch Number

Every batch should be assigned a unique number. You could use the date or a sequential numbering system – whatever works for you, just so long as it is a unique identifier for that batch. Putting the batch number on the label of the finished product is a good idea so you can look at a finished, labeled bottle or jar and know which batch it came from. Keep in mind that while putting the batch number on the finished product is required as part of good manufacturing practices, it is not required to comply with product labeling regulations.

2. General Information

Somewhere (usually at the top) of the Batch Record, note down the general information about the batch. That should include things like the name of the product, the batch size, how the product is packaged, date the batch is being made, etc.

3. Ingredients

Since the ingredients used in your batch are a key component of the success of the product, keeping accurate information about the ingredients is very important. Several different types of information about the ingredients used should be noted:

- A. Ingredient Required.** Your Master Formula should have the name of the ingredients. Each one should be recorded on the Batch Record.
- B. Amount Required.** If your Master Formula is in terms of percentages, you'll need to calculate the amount of each ingredient and note that down (otherwise record the amount specified in the recipe).
- C. Ingredient Actually Used.** This is the place to record what ingredient was actually used. If the Master Formula called for "fragrance," this is where you note down exactly what fragrance you used. If you have details to more closely identify the ingredient used in the batch, write them down. That might include:
 - Name of the supplier.
 - Supplier's lot or product number

- Date of purchase
- The lot number that you assigned to that particular purchase of that ingredient (if any)

D. Amount Actually Used.

Write down the amount of the ingredient that was actually measured out and used in the product. Of course, it should be exactly what's called for in the Master Formula, but if it ends up being a little under or a little over (by choice or by accident), this is the place to write it down. Be honest here, even if it's hard.

4. Production Details

Record how you followed each step of the Master Formula, and keep track of any specifics. For example, if the Master Formula says to "Warm the oils to 100° - 120°," make a note of the actual temperature of the oils when the step is completed.

If anything unusual happened while you were making the batch, it's important to note that as well. If you were interrupted for some reason, or if there was anything odd about the way the product acted, record that in your Batch Record.

5. Quality Checks

The Master Formula may contain checks (or you may have developed ways to check the product) to verify quality of the finished product. For example, you might check the color, scent, texture or consistency of the product to make sure it's right. Note down what you find, so you have a record.

6. Packaging

Keep a record of what packaging was used for the batch (bottles, caps, wraps, etc). If you know where you purchased the packaging items, record it. Attaching a copy of the label to the Batch Record is often helpful when you refer back to it later, especially if you created a new or revised label for the batch.

Summary

Keeping a record of your product batches is more than just a log that lists that the product was made. It should include all of the details listed above so you have an accurate records of what was **actually done**.

If, heaven forbid, later on there is a problem with the batch, you'll be able to go back and review your batch record and see what might have gone wrong.

Maybe even more importantly, if you discover that the batch was even better than expected, you'll be able to determine why and improve your product accordingly. After all, some of the greatest discoveries were accidents ... and the only way they could be reproduced because accurate records were kept of what was **actually done**.

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).

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Wholesale Supplies Plus rewards loyal customers that choose to select us as their “one stop” shopping source. These programs are designed to give back to customers that continue to return and buy from Wholesale Supplies Plus.

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- Rewards Expire After 1 Year From Date of Issue
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Reward Program Change Notice - 05/17/2013

Wholesale Supplies Plus will be combining their Loyalty Points and WSP Rebate Rewards Programs into one single program. The new program will be called WSP Loyalty Rewards and offers the following benefits to all retail customers.

- Customers will earn a higher percentage of WSP loyalty rewards per purchase – which can be used as payment on future orders.
 - *Change: In the old program, rewards were split between future order discounts and rewards. Very often customers had to place multiple orders to accumulate enough points to obtain an order discount.*
- The entire invoice will be used to calculate loyalty rewards. This means if you need to upgrade your shipping, you will earn a reward on the expedited shipping charges.
 - *Change: In the old program, only product purchases were used to calculate rewards.*
- Rewards will be issued 2 weeks after an invoice ships.
 - *Change: In the old program, customers had to wait up to 90 days to be issued WSP rewards.*
- Rewards can be used to pay for up to 25% of an order.
 - *Change: In the old program they could be used for 50% of the order.*
- Rewards are good for 1 year after date issued.
 - *Change: In the old program rewards expired after 90 days.*

Since many people have been accumulating points for future discounts and have been trying to attain the next level, we have come up with a solution. As a promotion to launch our new program, we are automatically bumping customers points to take their account to the next usable reward level. These points, as well as any other points in your account will have an expiration date of 90 days. Starting immediately you will begin earning WSP Loyalty Rewards on all new purchases.

How to Redeem WSP Loyalty Rewards:

- You may log into your account at any time and check your rewards available This page will display your order date and reward accumulation. The page will also reflect rewards that have been removed from your account for reasons such as product refunds and reward redemption.
- When you place an order and begin the checkout process, our system will verify the order against your reward balance and program rules. If you are eligible to redeem rewards, you will be presented with the opportunity to use rewards for savings on that order. If you prefer to grow your reward bank for larger future savings, you will have the opportunity to save the rewards and not use them on this order.
- If you choose to redeem the rewards, just enter the dollar amount of rewards you wish to use. The savings will be shown on your invoice and the total dollar for products purchased is reduced.

[Click Here to See the Important WSP Loyalty Rewards Program Terms & Conditions](#)

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!

	1  Baby Buttermilk MP Soap Base Tray & Block Sale!	2	3	4 WSP July 4th	5 Closed - Holiday	6			
7	8  Palm Oil Sale!	9	10	11	12 WSP Closed - Summer Friday	13			
14	Monday Sales Suspended through Summer. Stay Tuned for Surprise Sales as They Top-Up Throughout This Season!			18	19 WSP Closed - Summer Friday	20			
21				22	23	24	25	26 WSP Closed - Summer Friday	27
28				29	30	31	1	2 WSP Closed - Summer Friday	3
4	5	6	7	8	9 WSP Closed - Summer Friday	10			

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WSP Fragrance of the Month

Crafter's Choice Sunflower Type



A charming fragrance of radiant sunshine and wistful floral accords.

Flashpoint: 200° **Vanilla Content:** 0.00%

Country Of Origin: United States

Phthalate Free: Yes

Customer Reviews



Connie From Smiths Grove
CP Soap, Lotions, Creams & Body Butters

Wow! Love this.

I just bought this scent on a whim (I love sunflowers) and it is wonderful. It behaved well in cp soaping. I had no problem with it speeding trace.



Deb from Monroeville
Soap Products

Love It...

Since I loved the sunflowers perfume....this is just about dead on....great throw in M&P...not tried in cp yet....but it smells great!



Jennifer from Littleton
Soap Products

Perfect Flower Scent

I must admit I am not a floral person. But as summer rolls around I was craving something sunny. This is a great sunflower scent. Used it in CP with no A or D and the scent is holding nicely so far.



Melissa from O'Fallon
Soap Products

Refreshing Floral

Love this scent as do my focus group of 3. Lovely refreshing summer floral without being overpowering.



Lori from North Ft. Myers
Soap Products

Absolutely Fantastic

Made soap and lotion gift sets from this fragrance for a craft fair - sold out in one hour - people love this scent and so do I. This will be a big seller for you - give it a try.



Shawntiah from Byram
Bath Products

People Love it

I personally don't like this scent, but I think I'm in the minority also. This is a very different floral from anything else I've smelled. It's a deep floral scent and my customers are addicted to it. I have to keep it stocked. Great price too.

 www.facebook.com/WholesaleSuppliesPlus

WSP Facebook Fans of the week receive a **\$25 WSP Gift Certificate!**



'Like' us on Facebook and participate in our discussions.

The more we interact with you, the better your chances of winning. 'Like' us today to get started - We have a new winner each Friday!

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

 Pinterest.com/WSPNews

Get **25% OFF** Starter Kits featured in Handmade!



There are nine pins hidden within WSP's Pinterest boards. Find them, add the kits to your cart, use the code posted on the pins 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.

Want to win a **\$50 WSP Gift Certificate?**



One month each season we'll have an opportunity for you to create a new, themed board full of inspiration from WSP, 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>

 **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! 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!*

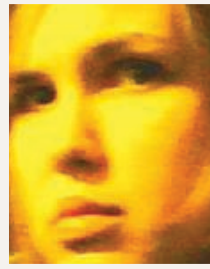
Email Us At: WSPshowandtell@wholesalesuppliesplus.com



Facebook Fans of the Week!



Venieta Brown
6/7/2013



Annie Jelinek
6/14/2013



James Troia
6/21/2013



Patricia Kemp-Day
6/28/2013



Handmade Board of the Month Winner

We'll be bringing back the Handmade Board of the Month for August 2013!

Stay Tuned to Find Out the Theme!

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



Show & Tell Contest Winners



Lauren Groves

Bumbly's Soap Works at Crafty Mart Booth

We love the chalkboard-esque signs that Lauren uses to label her products. The stacks of soap are also organized so that you can see the amount of variety her company provides without being messy!



Miriam Rivas

Craft Show Booth

What a great way to display smaller bottles of product! Miriam neatly stacks her bottles in a tiered display so each label is visible and a neat, orderly appearance is given.



Erin Evans

Sophia's Naturals Show Booth

Easy-to-make paper holders for the individual soaps show you that you do not need expensive materials to create a great display. A simple table, her gorgeous soaps and boxes made out of paper help to show off and organize this pretty show display!

You've shown us your creations via Facebook and we're displaying them here, each month. This month we're all about show displays to help everyone display their gorgeous creations and get them ready to sell!

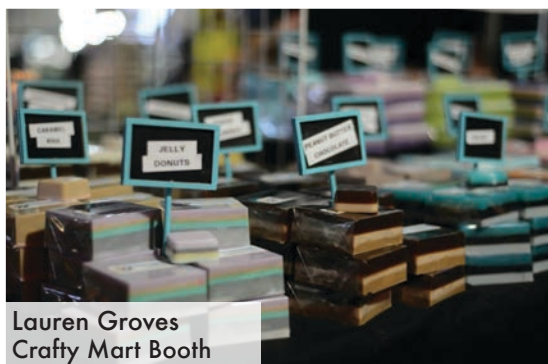
We'll return to your soap and cosmetic creations next month and if you'd like to be featured, simply post a picture at our **Show & Tell page!**



Lauren Groves
Crafty Mart Booth



Miriam Rivas
Craft Show Booth



Lauren Groves
Crafty Mart Booth



Taryn's Treasures
Festival Display



Sophia's Naturals
Show Booth



Joann Starkey
Christmas Fair





Employee Trivia

How did you find out about WSP and the job that you now have?

- I am the owners mother. She needed help, so I retired from my 20 year job with Merrill Lynch to help my daughter. - Karen S.
- Got a warehouse job through KP and worked my way to purchasing - Steve S.
- I discovered WSP through a photography job posting online. I had never heard about WSP before but after visiting the website I quickly discovered how interesting it was and the variety of products the company offered. - Alina R.
- Through a co-worker/friend/sister - Carmen G., Leah P., Cayla T., Chloe G., Hanna K.
- Applied through a job posting and was immediately impressed and excited by the opportunity when I interviewed - I was lucky enough to get the job! - Kacey S.
- One of the Team Leaders from the warehouse was a regular at the tanning salon that I was managing. We became friends and she suggested that I apply for a job pulling orders in the warehouse at Wholesale Supplies Plus. When I interviewed, to my surprise, I ended up being hired on by Debbie & Dave for the office as a customer service representative. After some time Debbie needed help in graphic design and photography, which was my desired career path, so she moved me over to the Marketing Department. It worked out really well for me! - Marissa T.
- Bought soap from Debbie May at local craft show 15 years ago - Dee D.
- I saw the job listed online. - Anne B., Samantha A.
- I found out about working at WSP through a friend, Cindy, who used to work here. She always talked about working at this "candle" place and I could not figure out what type of company this could be. - Sue B.

Did you have an interest in soap/cosmetic making prior to working at WSP and are you currently interested/making handmade soap because of your employment/exposure to the industry?

- Years ago I had an interest in making products, right now I am happy to go home and fall asleep on the couch. - Karen S.
- No - Steve S.
- I've always considered myself crafty, but I had never dabbled in soap making prior to working for WSP. However not too long after starting at WSP I placed my first order. After experimenting with some MP soap, lotion and a few fragrances I sold my first batch of lotion and custom soaps to a sorority. - Alina R.
- Yes I did. I am growing increasingly wary of all of the ingredients used to make your everyday cosmetics. Also, my sister started making her own personal items with success so I thought, why not. Working here has increased my knowledge as well as my desire to do more. - Carmen G.
- Before I started working here I did not care about making my own cosmetics, but now I love it am do it after work hours just for enjoyment. I had no idea this could be something that interested me. - Leah P.
- I have always liked DIY projects but never tried cosmetics. Now I like soap making here in the lab, and sometimes even at home. - Cayla T.
- I hadn't thought of the possibility prior to working here but it is very interesting to me and with the impending birth of my first baby, I think I'll explore it more so I can make my own products for the little one! - Kacey S.
- I have always really enjoyed doing crafts but I had never tried making my own soap or cosmetics until after I was employed at WSP. When I was hired on I learned all the basics to making and labeling my own soap, bath and body, and cosmetic products. I quickly shared my knowledge with my friends & family (some of whom now work here also). Anytime a friend moves to a new home I make soaps and lotions as housewarming gifts in their favorite scent. - Marissa T.
- Didn't know about MP soap/love making MP soap as gifts & with grandchildren - Dee D.
- I did not have an interest in the industry, though I do find it interesting now. I love seeing what people make with our products, but have not attempted it at home. I seem to lack the necessary time and creativity! - Anne B.
- I did not but so far this job has given me a profound appreciation for handmade goods. - Samantha A.
- I never had an interest in making these products before working here. I did not even know this type of craft existed. I do love making all the products and coming up with new recipes. - Sue B.
- I honestly did not know this sort of thing existed. I love making my own soap and cosmetics it's a lot of fun and I like knowing what is in the soap and cosmetic's that I use. - Chloe G.
- I didn't even know there was a craft industry for soap making before I started working here. Now that I do I am totally hooked! I have a fully stocked soap/cosmetic studio in my basement and I am itching to get into CP soap making soon! - Hanna K.

What is your favorite WSP recipe/kit?

- Iced Tea Soap Loaf - Steve S.
- Emulsified Sugar Scrub - Alina R., Cayla T.
- The Silky Soufflé Lotion - Carmen G.
- Hemp Lotion from scratch, the Emulsified Sugar Scrub, and the Iced Tea Soap Loaf - Leah P.
- Poppy Flowers MP Soap and Emulsified Sugar Scrub - Kacey S.
- Oatmeal Scrubby Soap - Marissa T., Dee D.
- I love the kits for summer - Summer Fruit Soap Pop Kit and the Watermelon and Margarita Lime Soap Loaf Kits. - Anne B.
- Any of the bath fizzies! - Samantha A.
- Hemp Lotion - Sue B.
- Debbie's "Best Ever" Vanilla Sugar Scrub - Chloe G.
- Penguin MP Soaps & Debbie's "Perfect Every time" Bath Fizzies - Hanna K.



WSP MOBILE & EMAIL ALERTS

Be The First To Know About Popular Flash Sales!

Wholesale Supplies Plus loves to provide our customers with sales and specials to help them stock up on the supplies they need at the prices they want!

Want to be the first to know when a sale is happening? Would you like to be reminded of our scheduled sales? Sign up for our mobile and email alerts! Our mobile alert list will always be the first to know about our popular Flash Sales so sign up today!

Sign Up For Mobile Alerts! [Click Here](#)

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COSMETIC COLORS

Look to Wholesale Supplies Plus for a complete line of cosmetic colors! We offer the following which are perfect for MP Soap, CP Soap, and all of your Bath and Body products:

- Soap Colors Bars
- Bath Bomb Lake Colors - Powder
- Clear Dyes in Color Bars, Liquids & Powders
- Mica Sparkles in Color Bars, Powders & Powders for Oil Bases
- Natural Colorants
- Neon Brights in Color Bars and Powders
- Pigments & Oxides in Color Bars, Liquids & Powders



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SILICONE MOLDS & MORE

Wholesale Supplies Plus offers a complete line of quality soap molds used to make melt and pour soaps, cold process, hot process, and over process soap designs. We provide a variety of shapes, sizes and materials that work for every type of soap making.

Our most popular molds include:

- Silicone Loaf Molds
- Wooden Loaf Molds
- Flexible Silicone Bar Molds
- Tray Molds
- Lip Tube Boxes
- Plastic Bar Designs



Check Out Our NEW Wooden Soap Mold Liners!!!

We have a plastic bag liner & a silicone liner that fit our wooden soap mold perfectly for all of your soap making projects!

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MELT & POUR SOAP BASES

Wholesale Supplies Plus is the leader in providing a large selection of quality melt and pour soap bases.

We provide a melt and pour base to satisfy every MP soap making need. Our selection of bases include:

- Detergent Free / SLS Free Base
- Low Sweat Glycerin Base
- Goat Milk Base
- Honey Base
- Aloe Vera Base
- Oatmeal Base
- Olive Oil Base
- Hemp Oil Base
- Shea Butter Base
- Three Butter Base
- Shampoo and Shave Base
- Baby Buttermilk Base



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We have an extensive selection of top quality cosmetic grade base oils and butters. Our selection includes:

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- Avocado Oil
- Shea Butter
- Cocoa Butter
- Mango Butter
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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!

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HANDMADE COSMETIC & SOAP MAKING MATERIALS



SUPPLIES TO MAKE:

- Soap
- Bath & Body



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
- FACEWASH
- PET SHAMPOO BASES



packaging

- JARS & TINS
- BOTTLES
- BAGS & WRAP



butters & additives

- BUTTER BLENDS
- CLAYS
- NATURAL ADDITIVES
- BATH SALTS

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Whether you need the perfect bottle, tube, jar or tin to package your product. Wholesale Supplies Plus has a vast selection to provide the perfect solution to your container needs! We offer a variety of sizes, shapes, materials and colors, so you're sure to get the container that works the best for your products.

Visit www.WholesaleSuppliesPlus.com and look through all of our packaging supplies. We make it easy for you to find what you need by categorizing our containers by color, shape, material and size!



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BOXES, BAGS & WRAPS

Looking for the perfect solution to package your products? Then take a look at all the options Wholesale Supplies Plus has to offer. We're sure you'll find quality packaging at great prices to make your products look great.

Take a look at some of the options we provide:

- Cello Bags
- Heat Seal Bags
- Organza Bags
- Gift Boxes
- Lip Tube Boxes
- Soap Boxes
- Soap Clamshells
- Crinkle Paper
- Raffia
- Tin Tie Curling Ribbon
- Shrink Wrap
- And So Much More!



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Wholesale Supplies Plus offers over 700 varieties of high quality wholesale fragrance oils that are safe for cosmetics.

Wholesale Supplies Plus provides one of the largest catalogs of fragrance oils around. Take a look at some of our most popular categories:

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- Baby Fragrance Oils
- Basic Fragrance Oils
- Beach & Tropical Fragrance Oils
- Christmas Holiday Fragrances
- Christmas Pine Fragrance Oils
- Clean & Green Fragrance Oils
- Fall Holiday Fragrance Oils
- Floral Fragrance Oils
- Food & Bakery Fragrance Oils
- Fragrance Oils With EOs
- Fresh Citrus Fragrances
- Fruit Scented Fragrance Oils
- Herbal Fragrance Oils
- Kids Favorite Fragrance Oils
- Men's Favorites Fragrance Oils
- Rain & Ocean Fragrance Oils
- Spa Fragrance Oils
- Spice Fragrance Oils
- Vanilla Fragrance Oils
- Wood Fragrance Oils



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- Balancing Essential Oils
- Energizing Essential Oils
- Relaxation Essential Oils
- Stimulating Essential Oils
- Uplifting Essential Oils

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