



WINTER WONDERLAND

- SNOW
- WARM SPICE
- DRY SKIN CARE

IN THIS ISSUE...

LEARN TO MAKE



LET IT SNOW, LET IT SNOW

Snowball MP Soap



SEASONAL SPICED DELIGHTS

Pumpkin Pie CP Soap



MOISTURIZE & REFRESH

Vanilla Mint Lip Balm

Spiced Gum Drops Sugar Scrub



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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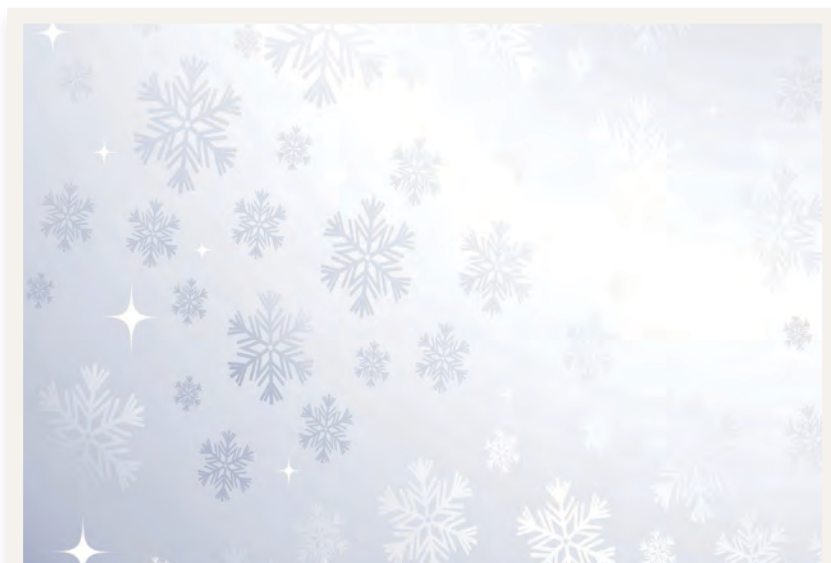
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Sensational Snow - Winter Inspiration!

Crisp, clean and sparkling - freshly fallen snow is one of the most beautiful things to behold. A blanket of white covering the brown remains of fall evokes a feeling of renewal. A definite mark of the changing seasons, it never truly feels like winter until you see those first flakes fall - that is, if you live in a climate where snow is possible! Just the sight of snow can help to make you feel all warm and cozy as thoughts of hibernation come to mind. Love it or hate it, you can't deny the beauty of snow.

The crisp scent of snow is another positive factor of the white, fluffy stuff. Heading out

into the snow, one can't help but sigh after taking a lungful of the clean, cold scent. It is a scent that is often heavy with memories. It can take you back to your childhood where you played for hours in the cold without thought. It makes you pull your jacket/blanket/hat closer to your body instinctual to prepare yourself for the impending chill. According to allexperts.com, "Some of the chemicals that can be in snow are: Nitrogen dioxide, formaldehyde, nitric acid, dimethyl sulphide and sulphate and methanesulphonate. All of these have distinctive odors and the combination is probably what you smell." Though, like most scents that evoke various emotional responses like campfire or fresh chocolate chip cookies, the 'smell of snow' really is tied to a more visceral response that causes the nostalgia we feel as the first days of winter roll through.

These two characteristics make it prime as inspiration for your winter collections. Producing a whole line full of crisp white, cool blue and full of sparkle products can provide a very visually interesting line that would be perfect to show off at shows, your shop or online. Using snow-based scents will allow you to further connect with your customers to provide a look and scent they are intensely in-tune with during the winter. Especially if you're in a warmer climate, pushing snow-based items will help those who associate the holidays with snow to get into the holiday spirit through your products. It also is a great way to celebrate the holiday season without paying homage to one specific holiday that occurs during this time. It's a nice neutral way to seasonalize your line by providing a type of product any culture can enjoy.

Having trouble figuring out just what to make? Look no further than the following pages for tons of inspiration. We have thought long and hard to come up with the perfect products to not only recreate the look and scent of this great element, but also bring up those feelings it conveys. We have even more recipes on our website so you can browse around for more ideas and the kits that are made for these recipes to quickly shape up your winter line. [Wholesale Supplies Plus](http://WholesaleSuppliesPlus.com) is also the place to find all of the items you'll need to buy to make these creations. So get started now and stock up to create all of the snowy products you'll need to last the whole winter long.



Crafter's Choice™
First Snow
Fragrance Oil 404



Crafter's Choice™
Sparkling Snowflake
Fragrance Oil 518



Crafter's Choice™
Frosted Snowdrops*
Fragrance Oil 405



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



Crafter's Choice™
Stained Glass Ocean Blue
Soap Color Bar



Crafter's Choice™
White Sparkle
Mica Powder



Crafter's Choice™
Matte Cobalt Blue
Liquid Pigment



Crafter's Choice™
Iridescent Super Sparkle
Glitter



Snowflake
(24 Mini)
Silicone Mold



Snowflake
2 Soap Mold
(MW 26)



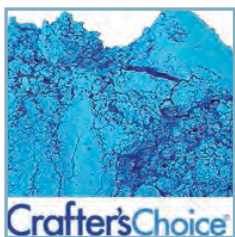
Snowman
Silicone Soap Mold
(His & Her)



Snowflake
Guest Soap Mold
(MW 17)



Crafter's Choice™
Matte White Pigment Powder
- For Water



Crafter's Choice™
Blue Oil Locking Mica
Shimmer



Crafter's Choice™
Kaolin Clay -
White



Crafter's Choice™
Caribbean Blue
Glitter



Crafter's Choice™
Jack Frost Type
Fragrance Oil 317



Crafter's Choice™
Sugared Spruce
Fragrance Oil 412



Crafter's Choice™
North Pole
Fragrance Oil 403



Crafter's Choice™
Alpine Frost
Fragrance Oil 752

PEPPERMINT CREAM MASSAGE OIL RECIPE



BUY THIS RECIPE AS A KIT!

Project Level: Easy
Estimated Time: 1/2 Hour
Yields: 16 oz.

This massage oil leaves the skin feeling moisturized and refreshed. The oils used for this give the product nice slip and glide for massaging.

INCI Ingredient List: Ternifolia (Macadamia) Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Cucurbita Pepo (Pumpkin) Seed Oil, Sesamum Indicum (Sesame) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil (and) Hydrogenated Vegetable Oil (and) Coconut (Cocosnucifera) oil (and) Tiare (Gardenia tahitensis) Flower (and) fragrance, Fragrance, Tocopherol

Ingredients

- 8 Ounces Crafter's Choice Macadamia Nut Oil¹
- 4 Ounces Crafter's Choice Sweet Almond Oil²
- 2 Ounces Crafter's Choice Pumpkin Seed Oil³
- 2 Ounces Crafter's Choice Sesame Oil⁴
- .25 Ounces Crafter's Choice Monoi Butter⁵
- 4 Milliliters Crafter's Choice Vitamin E Natural
- 4 Milliliters Crafter's Choice Peppermint Cream Fragrance Oil⁶
- 4 4 Oz. Amber Plastic Bullet Bottles
- 4 20/410 Black & Natural Yorker Twist Top⁷

Equipment

- Microwave
- Large Glass Bowl
- Digital Scale
- Mixing Spoon
- Plastic Droppers - 2

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 a large glass mixing bowl on a scale and tare to zero.
3. Add 8oz Macadamia Nut Oil, 4 oz. Sweet Almond Oil, 2 oz. of Pumpkin Seed and 2 oz. of Sesame Oil.
4. Place bowl in microwave and heat oils for about 30 seconds-1 minute.
5. Add to warmed oils, .25 oz. of the Monoi Butter. Gently stir in the butter while it melts naturally.
6. Once butter has melted in, add 4 ml. of Vitamin E and 4 ml. of Peppermint Cream fragrance oil. Mix well.
7. Pour into bottles and let product cool completely before placing caps on bottles.



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: Easy
Estimated Time: 1/2 Hour
Yields: 8 - 1" Snowballs

What to do on a snow day with kids? Make snow balls! They will be happy to wash up after playing outside in the real snow with these look-a-likes!

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Glycerin, Sodium Laureth Sulfate, Sodium Cocoyl Isethionate, Sodium Myristate, Disodium Lauryl sulfosuccinate, Sodium Laurate, Stearic Acid, Sodium Chloride, Butyrospermum Parkii (Shea Butter), Theobroma Cacao (Cocoa) Seed Butter, Mangifera Indica (Mango) Seed Butter, Fragrance Triethanolamine, Titanium Dioxide, Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate, Tetrasodium EDTA, Polyethylene Terephthalate, Acrylates Copolymer



BUY THIS RECIPE AS A KIT!

Ingredients

- 15 Ounces Crafter's Choice Foaming Bath Whip¹
- 30 Ounces Crafter's Choice Three Butter Plus MP Soap Base²
- 25 Milliliters Crafter's Choice Jack Frost Type Fragrance Oil³
- 12.5 Milliliters Crafter's Choice Vanilla Color Stabilizer - MP Soap⁴
- .1 Ounce Crafter's Choice Iridescent Super Sparkle Glitter⁵

Equipment

- Microwave
- Digital Scale
- Pyrex Measuring Cups
- Measuring Spoons
- Soap Cutter
- Cookie Sheet
- Spatula
- Plastic Beaker

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Place a cookie sheet on your work surface area.
3. Weigh 30 oz. of Three Butter Plus MP soap base. Cut up chunks and place in large pyrex cup.
4. Place a glass bowl on scale and tare to zero. Add Foaming Bath Whip until it reaches 15 oz.
5. In a plastic beaker, measure 25 mls. (5 tsps) of Jack Frost Fragrance oil. To this, add 12.5 mls (2.5tsps.) of the Vanilla Color Stabilizer. Mix well. Allow to sit for 2 minutes. Note: If stabilizer is in solid form, place in hot water to bring back to liquid state. Will solidify under 68°F.
6. Heat Three Butter Plus MP soap in microwave until soap has completely melted. Remove and stir to be sure it has all melted.
7. To the melted soap, add the Foaming Bath Whip. Stir to help the whip melt into the soap. The Foaming Bath Whip does not have to be completely melted.
8. Add the fragrance oil mixture and stir well.
9. Continue to stir mixture occasionally until it starts to harden.
10. Using gloved hands, scoop out a small size ball and roll in your hands to create a snowball. We made our snowballs about 1.75"-2" wide.
11. Set snowball on cookie sheet to harden.
12. You will want to work quickly to form the snowballs before the soap mixture hardens completely. If it does, place in microwave and heat very briefly.
13. When all snowballs have been made, let completely set up. As the tops begin to harden, turn them over so that the bottom of the ball hardens as well. Round out the snowball if it has a flat bottom.
14. Snowballs may take about 24 hours to completely harden.
15. Once they have hardened, sprinkle lightly with Iridescent Super Sparkle Glitter.
16. Packaging as desired and enjoy!

SANTA'S TREE FARM MP SOAP RECIPE

Project Level: Intermediate
Estimated Time: 1 Hour
Yields: 6 - Approximately 5 oz. bars

This is the perfect snowy day setting - a forest of evergreens sitting in freshly fallen snow!

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

BUY THIS RECIPE AS A KIT!

Ingredients

- 12 Ounces Crafter's Choice Extra Clear MP Soap Base
- 34 Ounces Crafter's Choice Ultra White MP Soap Base
- 1 Piece Crafter's Choice Woodland Green Soap Color Bar
- 1 Piece Crafter's Choice Crimson Sparkle Soap Color Bar
- 1 Ounce Crafter's Choice Santa's Tree Farm Fragrance Oil
- 1 Crafter's Choice Round Basic Glossy Silicone Mold
- 1 Silicone Set 2 - Snowman & Christmas Trees Mold
- .1 Ounce Crafter's Choice Iridescent Super Sparkle Glitter

Equipment

- Microwave or Double Boiler
- Soap Cutter
- Scale to Weigh Soap
- Glass Pyrex Bowls
- Soap Thermometer
- Mixing Spoons
- Plastic Dropper
- Spray Bottle with alcohol (for spritzing)
- Grater or Potato Peeler

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 12 oz. of extra clear soap and cut up into chunks. Place in a large glass pyrex cup.
3. Cut one red soap cube in half. Place one half in bowl with clear soap.
4. Heat in microwave until soap has completely melted. Remove and stir to be sure all soap has melted.
5. Add 10 ml. (2 tsp.) of fragrance oil to red soap and stir well.
6. Pour red soap into mold dividing between the 6 round cavities. Let soap set up.
7. Weigh 6 oz. of white soap base. Cut up into chunks and place in glass pyrex cup.
8. Take one green soap color cube and cut into four pieces. Take one piece and place in glass cup with white soap.
9. Heat soap in microwave until melted and soap color block has dissolved. Remove and stir well to be sure all has melted.
10. To green soap, add 2 ml. of fragrance oil and stir well.
11. Pour into Christmas tree soap mold. It is not necessary to fill tree molds to the top. Making trees different depths allows for better placement.
12. To make 3 trees for each soap, you will need to repeat above step once the trees have hardened and have been removed from the mold.
13. If necessary, reheat green soap if hardened so it can be poured into the molds.
14. Weigh 15 oz. of white soap and cut into chunks. Place in glass pyrex cup and heat in microwave until melted.
15. Add 9 ml. of fragrance oil and blend into soap.
16. Spritz tops of red soap in round molds generously with rubbing alcohol.
17. Before pouring white soap, check that temperature of soap is no higher than 125°F so the red does not bleed into the white.
18. Pour white soap over the red until all 6 cavities are poured. Spritz top of soap with alcohol to release any air bubbles.
19. When white soap is almost firm, spritz the bottom of the trees with alcohol and push down into the white base. You may need to hold them in place for a minute or so until they can stand on their own.
20. Grate 4 oz. of white soap base using a cheese grater or potato peeler. Sprinkle white soap curls around the trees for each soap.
21. Melt about 2 oz. of clear soap and drizzle this gently over the soap curls to hold them in place. Then immediately sprinkle them with glitter.
22. When soaps have completely set up, carefully remove from mold.
23. For packaging, we suggest placing in a cello bag and tie with matching ribbons.
24. Label soap accordingly.



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Sugar, Spice and Everything Nice!

Warmth and comfort are very strong themes that emerge with the start of winter. As the outdoors gets colder, we turn inside to get relief with all things comfortable. From warm meals to woolen blankets, we stock up on all the favorites that will get us through these chilly months.

One of the most comforting things one can do is surround themselves with warm and inviting scents. When it comes to winter, more often than not, that means scents basking in the spicy warmth of cinnamon, clove, pumpkin, vanilla and the like.

These scents typically fall within the 'Oriental' scent category and more specifically the 'Gourmand' section of that category. "The Gourmand fragrances are a relatively new category, with the concept of basing fragrances on edible notes. A gourmand scent may contain notes such as spices, honey, vanilla, chocolate, amber and cinnamon. Gourmand scents are usually "comfy" and delicious and wear nicely in the cooler seasons."*

Relaxing with a large cup of spicy chai latte or a glass of mulled wine at the end of the day can be the perfect way to put the cozy back in your life during these cold months. Using the scents derived from these spices in bath, body and home products throughout the winter can be a great way to get the same effect. People turn to these scents as the temperatures drop and you can ensure that your products are the perfect thing to keep them cozy all season long.

While home scents are a very popular way to gain that feeling of warmth and comfort throughout your hibernation chamber, (a.k.a. your home) what happens when one inevitably has to venture out into that cold? How can one gain this feeling in the midst of the swirling snow and biting wind? The easiest solution would be to use bath and body products to cover yourself in your favorite warm spice scent and for those of us in this industry, that means creating a full line of products dedicated to creating that feeling for your customers with each product. A warm pumpkin spice lotion on your skin could be the perfect compliment to a chilly winter sleigh ride. A sugar and spice scent of vanilla and cinnamon added to one's hair product or perfume can help banish the biting winter temperatures faster than anything.

Want more ideas on how to best use these scents to create the perfect winter comfort products? Then look no further than the following pages for the ideas, recipes, products and more to help get you started toward a warm spice product line that will last you and your customers all chilly winter long! Remember to shop [Wholesale Supplies Plus](#) for all of the ingredients needed to produce these products and for even more inspiration within our [Recipe Library](#) and [Resource Center](#)! Get ready for winter now and ensure that your customers are well-stocked with the products that will warm and comfort them through these chilly months!

* <http://theposhpeasant.com/pages/helpfulscentguide.htm>



Crafter's Choice™
Warm Vanilla Sugar*
Fragrance Oil 310



Crafter's Choice™
Spiced Chestnut*
Fragrance Oil 554



Crafter's Choice™
Ginger Spice
Fragrance Oil 161



Crafter's Choice™
Sweet Vanilla Chai
Fragrance Oil 774



Crafter's Choice™
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Pigment Powder



Crafter's Choice™
Stained Glass Sunflower
Orange Liquid Color



Crafter's Choice™
Matte Brown
Soap Color Bar



Crafter's Choice™
Stained Glass Citrus Orange
Powder Color



Crafter's Choice™
Orange Clove
Fragrance Oil 690



Crafter's Choice™
Apple N Spice
Fragrance Oil 115



Crafter's Choice™
Sweet Pumpkin Spice
Fragrance Oil 532



Crafter's Choice™
Brown Sugar
Fragrance Oil 636



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Powder



Crafter's Choice™
Fig
Powder



Crafter's Choice™
Pumpkin
Flakes



Crafter's Choice™
Paprika
Powder



Crafter's Choice™
Coffee Bar
Fragrance Oil 751



Crafter's Choice™
Cinnamon
Fragrance Oil 129



Crafter's Choice™
Clove
Fragrance Oil 237



Crafter's Choice™
Sugar & Spice
Fragrance Oil 364

SPICED GUM DROPS SUGAR SCRUB RECIPE



BUY THIS RECIPE AS A KIT!

Project Level: Intermediate
Estimated Time: 1 Hour
Yields: 48 Sugar Scrubs

Great for the holidays! These scrubs are the perfect size to fit in your hand. Use on feet, heels, elbows...anywhere you need a little extra sugar!

INCI Ingredient List: Sugar, Butyrospermum Parkii (Shea Butter), Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Fragrance, Mica (and) Titanium Dioxide (and) Red 40 Lake (and) Hydrogenated Polyisobutene (and) Palmitic Acid (and) Phenoxyethanol (and) Benzoic Acid, Yellow 5 Lake, Blue 1 Lake

Ingredients

- 3 Pounds Sugar - White Granulated
- 2 Ounces Sugar - White Granulated
- 12 Ounces Crafter's Choice Shea Butter - Natural
- 9 Ounces Crafter's Choice Extra Clear MP Soap Base
- 6 Tablespoons Crafter's Choice Sweet Almond Oil
- 2 Ounces Crafter's Choice Goody Goody Gum Drop Fragrance Oil
- 1.8 Milliliters Crafter's Choice Coral Oil Locking Mica Shimmer
- .6 Milliliters Crafter's Choice Green Oil Locking Mica Shimmer
- .6 Milliliters Crafter's Choice Yellow Oil Locking Mica Shimmer
- 2 Cake Pop Silicone Molds
- 1 Scoop - .15 ml (micro scoop)
- 8 16 oz. Clear Basic Plastic Jars
- 8 89/40909 White Dome Top Caps

Equipment

- Digital Scale
- Saucepan
- Stove Top
- Measuring Spoons
- Mixing Spoon
- Small Bowl
- Freezer
- Cookie Sheet

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Place 2 cake pop molds on a cookie sheet. This will give the molds stability and will also help keep the counter top clean. You will use 2 molds per batch.
3. Weigh 4 oz. of Shea Butter-Natural and place in a saucepan on your stove over low heat.
4. While the Shea Butter is melting, weigh 3 oz. of Extra Clear soap base and heat in a heat safe bowl in the microwave until fully melted.
5. Once the Shea Butter is completely melted, remove from the heat and stir in the melted Extra Clear soap base.
6. Stir 2 tablespoons of Sweet Almond Oil and 20 ml. (a little over 0.5 fl. oz.) Goody Goody Gum Drops fragrance oil into the melted shea butter and clear soap base.
7. Combine a 1 lb. bag of Granulated Sugar in a bowl with the other melted ingredients. Stir to fully incorporate.
8. Measure 4 scoops of Green Oil-Locking Mica Powder using the 0.15 ml. scoop and mix until color is blended.
9. Carefully spoon the mixture into your Cake Pop Silicone Molds, evenly distributing between all the cavities. Place molds in the freezer and allow to completely set up.
10. Once the gum drops have set up, carefully loosen the edges and unmold them. They will feel a bit sticky, this is normal.
11. Pour the 2 oz. bag of sugar in a bowl and roll the gum drops in the sugar until completely coated. Set aside to dry.
12. Repeat steps 1-4, using the Yellow Oil-Locking Mica Powder in place of the green. When repeating the third time with the Coral Oil-Locking Mica Powder, use 1.8 ml of the colorant (12 scoops of the 0.15 ml. scoop).
13. Once all gum drops have been made, place 3 colors on the bottom, then place the remaining 3 on top, nesting them between the gum drops on the bottom.
14. Repeat until all 48 gum drops have been packaged. If you would like, you may purchase the 89 mm Press & Seal Liner to seal your jar before capping.
15. TO USE: Crush a whole gum drop in your hand or break off smaller pieces. Do not place a partially used gum drop back in jar. The moisture may affect the remaining scrubs.

PUMPKIN PIE CP SOAP LOAF RECIPE

Project Level: Advanced
Estimated Time: 1/2 Hour
Yields: 8 - 1" Soap Slices

You will never want to stop washing with this luxurious soap. The inviting blend of pumpkin and fall spices will make you think of pumpkin pie just out of the oven!

INCI Ingredient List: Elaeis Guineensis (Palm) Oil, Water, Cucurbita Pepo (Pumpkin) Seed Oil, Cocos Nucifera (Coconut) Oil, Sodium Hydroxide, Ricinus Communis (Castor) Seed Oil, Theobroma Cacao (Cocoa) Seed Butter, Fragrance, Titanium Dioxide, Iron Oxides



BUY THIS RECIPE AS A KIT!

Ingredients

- 10.64 Ounce(s) Water
- 3.98 Ounce(s) Crafter's Choice Sodium Hydroxide Flakes
- 12 Ounce(s) Crafter's Choice Palm Oil
- 8 Ounce(s) Crafter's Choice Pumpkin Seed Oil
- 6 Ounce(s) Crafter's Choice Coconut 76 Oil
- 2 Ounce(s) Crafter's Choice Cocoa Butter - Natural
- 1 Ounce(s) Crafter's Choice Spiced Pumpkin Fragrance Oil 776
- .5 Ounce(s) Crafter's Choice Vanilla Color Stabilizer-CP
- 0.01 Pound(s) Crafter's Choice Matte White Pigment Powder-For Oil
- 0.6 ml(s) Crafter's Choice Matte Yellow Pigment Powder
- 0.15 ml(s) Crafter's Choice Americana Red Pigment Powder

Equipment

- Digital Thermometer
- Glass Pyrex Bowls (2)
- Large Mixing Bowl
- Microwave
- Mini-Mixer
- Mixing Utensils
- Plastic Beaker
- Safety Equipment(glasses,gloves,sleeves)
- Scale (to measure ingredients)
- Spatula
- Stick Blender

Directions

1. This project and these instructions have been written for someone who has experience making soap and knows the potential dangers due to working with sodium hydroxide. It will not outline safety methods of working with dangerous chemicals, it is simply a soap recipe for advanced soapmakers.
2. Put on your protective gear. This is very important since you will be working with an extremely caustic base that can and will burn you if you touch it. Noxious fumes are also released from the exothermic reaction that occurs when you mix the sodium hydroxide with water.
3. Wear a face mask or leave the vicinity quickly after stirring the sodium hydroxide into the water. If you get any lye on your skin just wash it off quickly with copious amounts of cool water
4. Measure water and lye in separate containers. Very carefully, pour lye into water and stir until lye is dissolved.
5. Weigh oils and butter and place in microwave safe glass bowl. Microwave on high until butters are melted.
6. (Our oil was getting too hot and the cocoa butter was still not melting, so we scooped out the cocoa butter into a cup and heated until it was melted before adding back to the rest of the oils.)
7. Prepare your orange colorant by taking about 2 tablespoons of oils and placing in a beaker. Add the Matte Yellow and Matte Red Pigment Powders and stir well. The Mini Mixer works great for this.
8. Prepare your fragrance oil in a beaker by measuring the FO and then adding the Vanilla Color Stabilizer. Stir very well.
9. You will want the oils and lye water to be close to the same temperature when you pour them. At around 100°F, you can start soaping.
10. Place your blender in the oils and tap it on the bottom of the bowl to "burp" it and release any air bubbles.
11. Pour the lye water over the shaft of the stick blender. Carefully blend your oils and lye water until the mixture comes to a very light trace.
12. Slowly add your fragrance oil while stirring the soap with a spatula.
13. NOTE: The Spiced Pumpkin fragrance oil causes the soap to turn orange. If you want the top of your soap to be very white, then wait until after you pour some soap into another cup to add the fragrance oil.
14. In a separate measuring cup, pour about 1 cup of traced soap. To the main pot, add the reserved oil that has been colored orange and stir well. Pour this into your loaf mold and then gently lift the mold and tap on the counter to release any air bubbles.
15. Add the Matte White Pigment Powder for Oil to the reserved soap in the measuring cup. Use the stick blender to incorporate, then use the spatula to make sure the color is completely stirred in.
16. Carefully pour this along the top of your loaf. You can now play with texture on the top, making it look like whipped cream, if you like. A sprinkle of Matte Brown Pigment Powder or Brown Mica Powder down the center of the loaf can look like sprinkled cinnamon.
17. Carefully insulate the sides of the loaf with a towel. Allow to sit overnight, uncovered.
18. The next morning, carefully unmold the loaf and slice into 8 one-inch pieces. Allow the bars to sit on a cooling rack for 4-6 weeks to cure fully.

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BEER SAMPLER SOAP POPS MP SOAP RECIPE



BUY THIS RECIPE AS A KIT!

Project Level: Easy
Estimated Time: 1 Hour
Yields: 10 - 3 oz. Bars

A pale lager or a stout? You can have both with this beer sampler soap pop. The beer lover will just love these!

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Honey, Sodium Laurate, Butyrospermum Parkii (Shea Butter), Theobroma Cacao (Cocoa) Seed Butter, Mangifera Indica (Mango) Seed Butter, Triethanolamine, Titanium Dioxide, Fragrance, Mica

Ingredients

- 2 Pounds Crafter's Choice Honey MP Soap Base
- 10 Ounces Crafter's Choice Three Butter Plus MP Soap Base
- 3 Milliliters Crafter's Choice Brown Sparkle Mica Powder
- 20 Milliliters Crafter's Choice Jingle Bell Ale Fragrance Oil
- 6 Milliliters Crafter's Choice Vanilla Color Stabilizer for MP Soap
- 1 Crafter's Choice Soap Pop Silicone Mold
- 10 Soap Pop Sticks

Equipment

- Microwave or Double Boiler
- Digital Scale
- Soap Cutter
- Mix & Pour Funnel Pitcher
- Pyrex Measuring Cups - 2
- Scoop - 1 ml (Micro Size)
- Plastic Droppers - 2
- Beakers - 2
- Thermometer
- Spray Bottle with Alcohol
- Cookie Sheet

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Place the Soap Pop Mold on a cookie sheet to give mold stability if it needs to be moved.
3. Weigh 10 oz. of Three Butter soap. Cut up into chunks and place in Mix & Pour Funnel Pitcher.
4. Heat in microwave until soap has melted.
5. Carefully pour about 1 oz. of soap into each soap pop cavity. NOTE: It is very important to pour directly into the middle of soap cavity. If the soap gets on the sides of the mold, you will have white streaks on the side of the soap pop. The small spout on the funnel pitcher is perfect for this.
6. Spritz the inside of the cavities with alcohol to dissolve any surface bubbles. Let soap harden.
7. Weigh and separate the Honey Soap in equal halves. Place 16 oz. each in glass pyrex cups.
8. Taking the 2 plastic beakers, place 10 ml. of fragrance in each.
9. Since this fragrance has a vanilla content, it must be blended with the Vanilla Color Stabilizer to reduce darkening of the soap.
10. NOTE: Stabilizer will solidify in colder temperatures. If this happens, place bottle in hot water to liquefy.
11. To each beaker, add 5 ml. of Vanilla Color Stabilizer and mix. Allow mixture to sit for 5 minutes.
12. Melt Honey Soap in one of the glass cups. Add one beaker of fragrance/stabilizer mixture to soap and stir well.
13. Spritz the soap in 5 of the soap cavities with alcohol. Check the temperature of the melted soap to be sure it is no hotter than 125°F.
14. Stir the soap in the cup to create bubbles (as you would see in beer). Then carefully pour the soap into the 5 cavities filling to the top. Spritz the tops with alcohol.
15. Melt the remaining soap in the microwave. Add the other beaker of fragrance mixture and stir well.
16. Using the 1 ml (micro size) scoop, add 3 ml of the Brown Sparkle Mica Powder. Stir well.
17. Spritz the remaining cavities in the mold again with alcohol. Once the soap is at or below 125°F, pour into the last 5 cavities filling right to the top. Spritz, again, with alcohol.
18. Place the soap pop cover over the soap mold positioning so the slats in the top cover each soap cavity.
19. Carefully place a stick down into each cavity keeping it as straight as possible.
20. Allow soaps to complete set up and harden.
21. To unmold, do not pull on the sticks to pull out of the mold. Carefully pull the mold slightly away from the soap. Then, gently push up from the bottom until they are free from the mold or are pushed up far enough to grab hold of and pull the rest of the way out.
22. Package your soaps and enjoy!

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- Mica Sparkles in Color Bars, Powders & Powders for Oil Bases
- Natural Colorants
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- Tray Molds
- Lip Tube Boxes
- Plastic Bar Designs

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Banish Dry Winter Skin!

Many agree that winter has a number of annoying qualities. The cold temperatures, the shorter days, or the scary snow storms can all be top contenders. However, many women will agree, the dry skin that comes with winter can be one of the more frustrating things to deal with during this time. Chapped lips, cracking hands, and itchy skin are not just annoying, but oftentimes painful symptoms of dry winter skin. Many search just about anywhere to get the relief they need to properly moisturize during these dry months.

Winter dry skin is often caused by a few different factors. The main one being increased time indoors with dry, indoor heat that strips the moisture from your skin. Another strong contender is hot baths or showers that are taken a few moments longer in the winter to help banish the cold from our bones. Frequent washing, in any season, will wash away the skin's protective layer of oil which will cause it to become dry. Plus, as water evaporates from your skin, it takes even more moisture with it. Combine these factors with the low humidity of winter and cold, whipping winds and you have the perfect formula for a season of constant dry skin.

Replacing the moisture in your skin is a necessity to relieve the itchy, rough skin you might gain if you leave it be. This is a particularly good season to break out the heavy-duty lotions and moisture-rich shower gels if you don't keep them within your line year-round. If you don't already have these types of products in your line, now is the perfect time to add them in! Use a luxurious shea-butter base, eliminate further irritants by going with our detergent-free ingredients or create glycerin rich products to get yourself started. Market these products specifically for this issue and you'll be sure to see them flying off the shelves as customers search for the answer to their specific dry skin issues.

You may wish to go one step further and cater to your chronic dry skin customers. While some only experience dry skin during these cold months, it just simply gets worse for those with chronic dry skin. Those customers who can slather on effective products 3/4ths of the year are now having the hardest time finding something that will work properly for them as winter wears on. Eliminating surfactants in your products and focusing on ingredients naturally strong in humectants and skin-loving oils can be great first steps. Feel free to test out new formulas on existing customers as samples so that you can gauge the effectiveness before producing en masse. This can be a great way to show your customers that you really care about their individual issues while producing a line that can cater to many.

[Wholesale Supplies Plus](#) is the perfect place to shop for the ingredients you need to make the perfect dry skin product line and the pages that follow are another great resource for product inspiration. Take a look today and get started on creating or tweaking your products so that you're able to be ready for the slew of customers itching their way to your shop!



Crafter's Choice™
Shea Aloe
Butter



Crafter's Choice™
Chamomile
Butter Blend



Crafter's Choice™
Cupuacu
Butter



Crafter's Choice™
Shea Butter -
Natural



Crafter's Choice™
Glycerin -
Natural



Crafter's Choice™
Hemp Seed Oil -
Natural



Crafter's Choice™
Soybean
Oil



Crafter's Choice™
Apricot Kernel
Oil



Crafter's Choice™
Shea Butter & Aloe
Lotion



Crafter's Choice™
Basic
Lotion Base



Crafter's Choice™
Goat Milk & Honey
Lotion



Crafter's Choice™
Luxury Hand and Body
Cream



Crafter's Choice™
Three Butter Plus
MP Soap Base - 2 lb Tray



Crafter's Choice™
Shea Butter
MP Soap Base (24 lb. Block)



Crafter's Choice™
Goat Milk
MP Soap Base (24 lb. Block)



Crafter's Choice™
Detergent Free Baby Buttermilk
MP Soap - 2 lb Tray



Crafter's Choice™
Kokum
Butter



Crafter's Choice™
Avocado Butter
Blend



Crafter's Choice™
Almond Butter
Blend



Crafter's Choice™
Aloe Butter
Blend

VANILLA MINT LIP BALM RECIPE



BUY THIS RECIPE AS A KIT!

Project Level: Easy
Estimated Time: 1/2 Hour
Yields: 5 - .75 Lip Tubes

Perfect size for kids and adults to use when wearing gloves or mittens. Contains moisturizing ingredients of olive butter, shea butter, castor oil and to help keep lips protected from the elements.

INCI Ingredient List: Olea europaea (Olive) Fruit Oil (and) Hydrogenated Vegetable Oil, Olea Europaea (Olive) Fruit Oil, Polyglycerol-3 Beeswax, Butyrospermum Parkii (Shea Butter), Fragrance, Tocopherol, Mica (and) Titanium Dioxide (and) Blue 1 Lake (and) Hydrogenated Polyisobuene (and) Palmitic Acid (and) Phenoxyethanol (and) Benzoic Acid

Ingredients

- 2 Ounces Crafter's Choice Olive Butter Blend¹
- 1 Ounce Crafter's Choice Castor Oil²
- 1 Ounce Crafter's Choice Olive Oil - Pomace
- 1 Ounce Crafter's Choice Smooth & Creamy Lotion Bar Additive³
- .25 Ounces Crafter's Choice Shea Butter - Liquid⁴
- 2 Milliliters Crafter's Choice Vanilla Mint - Sweetened Flavor Oil⁵
- 1.5 Milliliters Vitamin E - Natural⁶
- 1/8 Teaspoon Crafter's Choice Blue Oil Locking Mica Shimmer⁷
- 5 .75 Oz. Natural Twist-up Tube & Top

Equipment

- Microwave or Double Boiler
- Scale for Weighing Ingredients
- Mixing Spoon
- Plastic Droppers - 2
- Glass Bowl
- Measuring Spoons

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Place a glass bowl on a scale and tare to zero. Add 1 oz. of Castor Oil, 1 oz. of Olive Oil-Pomace and 1 oz. of Smooth & Creamy Lotion Bar Additive.
3. Heat in microwave in 30 second increments until the lotion bar additive has completely melted.
4. Add 2 oz. of Olive Butter and stir in until it has melted.
5. Add .25 oz. of Shea Butter - Liquid. Mixture may need to be heated a little more so it is entirely liquid.
6. Add 1/4 teaspoon (1.5 ml) of Vitamin E and 2 ml. of fragrance oil. Mix well.
7. Add a scant 1/8 teaspoon of Blue Oil Locking Mica Shimmer to the mixture and stir until completely blended. Color should be a very pale green.
8. Immediately pour into the .75 oz. lotion bar tubes pouring completely to the top leaving a rounded bubble of liquid. This will flatten out as the product hardens and shrinks slightly.
9. When product has completely cooled, place cap on top and label accordingly.



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SPICED PUMPKIN LATTE SCRUB

Project Level: Easy
Estimated Time: 1 Hour
Yields: 4 - 4 oz. Jars

Pamper yourself with this yummy smelling scrub. Sugar and coffee grounds gently exfoliate while the coffee and pumpkin butters leave your skin smooth and moisturized.

INCI Ingredient List: Coffea Arabica Seed Oil (and) Hydrogenated Vegetable Oil, Cucurbita Pepo (Pumpkin) Seed Oil (and) Hydrogenated Vegetable Oil, Coffee Caprylic/Capric Triglyceride, Cetearyl Alcohol (and) Cetareth-20, Phenoxyethanol (and) Caprylyl Glycol (and) Sorbic Acid



[BUY THIS RECIPE AS A KIT!](#)

Ingredients

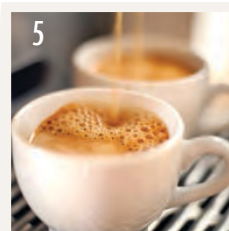
- 4 Ounces Crafter's Choice Sugar - White Granulated¹
- 4 Ounces Crafter's Choice Coffee Butter Blend²
- 4 Ounces Crafter's Choice Pumpkin Seed Butter³
- 4 Ounces Crafter's Choice Coconut Oil - Fractionated⁴
- 3 Milliliters Crafter's Choice Spiced Pumpkin Fragrance Oil⁵
- 2 Milliliters Crafter's Choice Coffee Bar Fragrance Oil⁶
- 1 Teaspoon Optiphen Plus (preservative)
- 1.5 Ounces Crafter's Choice Emulsifying Wax - Soft & Silky
- 1 Teaspoon Crafter's Choice Poppy Seeds
- 4 4 oz. Clear Heavy Wall Plastic Jar - 70/400
- 4 70/400 Black Dome Lids⁷

Equipment

- Stove Top or Double Boiler
- Mixing Spoon
- Refrigerator/Freezer
- Hand Mixer with Whisk Attachment
- Plastic Dropper
- Metal Pan
- Scale
- Measuring Spoons

Directions

1. On a burner over low heat or in a double boiler, heat the emulsifying wax, butters and oil until completely melted.
2. Remove pan from heat source. Stir to incorporate any solid pieces not fully melted.
3. Add vitamin E and fragrance oils. Stir well.
4. Before adding Optiphen Plus preservative, be sure temperature of mixture is below 176°F. Add liquid to scrub mixture and stir.
5. Place pan in fridge or freezer until the edges start to harden against the pan and a layer forms on top.
6. Add sugar and poppy seeds to mixture. Using a hand mixer with a whisk attachment, whisk mixture until it turns creamy and opaque and all ingredients are fully blended.
7. NOTE: Should you wish, you can substitute ground coffee for the poppy seeds.
8. Divide mixture into 4 jars. Label product accordingly.



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SILKY SOUFFLE LOTION RECIPE



BUY THIS RECIPE AS A KIT!

Project Level: Intermediate
Estimated Time: 1/2 Hour
Yields: 48 Hours

This lotion whips up light and fluffy and is packed full of moisturizing butters and oils to soak into your skin.

INCI Ingredient List: Water, Shorea (Sal) Butter, Astrocaryum Tucuma Seed Butter, Limnanthes Alba (Meadowfoam) Seed Oil, Cetearyl Alcohol (and) Polysorbate 60, Stearic Acid, Fragrance, Phenoxyethanol (and) Caprylyl Glycol (and) Sorbic Acid, Tocopherol

Ingredients

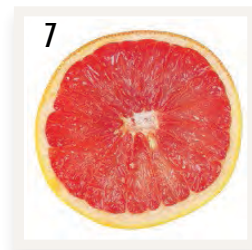
- 28.80 Ounce(s) Water
- 6.0 Ounce(s) Crafter's Choice Shorea (Sal) Butter¹
- 5.76 Ounce(s) Crafter's Choice Tucuma Butter²
- 2.4 Ounce(s) Crafter's Choice Meadowfoam Seed Oil³
- 2.4 Ounce(s) Crafter's Choice Emulsifying Wax-Traditional⁴
- 1.44 Ounce(s) Crafter's Choice Stearic Acid⁵
- 0.24 Ounce(s) Crafter's Choice Vitamin E-Natural⁶
- .48 Ounce(s) Crafter's Choice Optiphen Plus
- .96 Ounce(s) Crafter's Choice Pink Grapefruit Fragrance⁷

Equipment

- Digital Scale
- Large Glass Mixing Bowl
- Microwave
- Stick Blender or Hand Mixer
- Water

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, measure water.
3. Add emulsifying wax and stearic acid to water.
4. Place in microwave and heat until wax is completely melted (about 4 minutes).
5. Add Shorea and Tucuma butters. Let melt in heated water/wax mixture. If butters do not completely melt, place briefly in microwave.
6. Add meadowfoam seed oil, Vitamin E, fragrance and preservative.
7. Using a stick blender or hand mixer, begin to blend mixture. Continue until mixture starts to emulsify and thicken. This could take about 5 minutes or longer.
8. Once lotion has thickened, cover with plastic wrap and let sit overnight. Lotion will "rise" like a souffle.
9. The next day, remove wrap. Lotion will have increased in volume. Scoop out into jars and label accordingly.



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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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HANDMADE COSMETIC ALLIANCE

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

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



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

The HCA has four simple messages for legislators:

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



5 Snow
& Gingerbread Man
Soap Mold



Happy
Holidays
Soap Mold



5
Hanukkah
Soap Mold



Gift Box
2
Soap Mold



Holly
Soap
Mold



Ornaments
Soap
Mold



Cow
Soap
Mold



5
Snowflakes
Soap Mold



Candies
Soap
Mold



5
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SUGGESTIONS TODAY!**](#)

CREAMY PUMPKIN & RHASSOUL CLAY SOAP



This recipe fills one WSP silicone loaf mold or 2.5 WSP silicone bar cavity molds.

Ingredients

- 8.4 oz. Coconut Oil
- 4.2 oz. Sunflower Oil
- 5.6 oz. Rice Bran Oil
- 8.4 oz. Olive Oil
- 1.4 oz. Castor Oil
- 7 oz. Distilled Water
- 3.9 oz. Sodium Hydroxide
- 2 tsp. Rhassoul Clay
- 1.3 oz. Crafter's Choice Perfect Pumpkin Fragrance Oil
- 1 tsp. Ground Clove
- .28 oz. Sodium Lactate (optional)

Directions

1. Melt coconut then add room temperature oils. Add clay to oils and stir/stickblend until well incorporated and lumps are gone. Add lye to water and stir until dissolved. Let cool. Once cool, stir in sodium lactate.
2. At desired temperature for oils and water (between room temperature and 115F recommended), add lye solution to oils and bring to light trace. Put stickblender aside and stir in fragrance oil. Pour into mold. Sprinkle on ground clove if desired. Tip: Use tea strainer to release clove evenly onto soap. Simply tap gently to control the distribution.
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.



Rhassoul Clay



Sunflower Oil



Crafter's Choice Perfect Pumpkin Fragrance Oil

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FIR NEEDLE & ICED LAVENDIN HOLIDAY BAR

This recipe fills one WSP silicone loaf mold or 2.5 WSP silicone bar cavity molds!

Ingredients

- 8.4 oz. Coconut Oil
- 4.2 oz. Shea Butter
- 2.8 oz. Avocado Oil
- 12.6 oz. Olive Oil
- 7 oz. Distilled Water
- 3.9 oz. Sodium Hydroxide
- .13 oz. Fir Needle Essential Oil
- 1.2 oz. Lavandin Essential Oil
- .28 oz. Sodium Lactate (optional)
- Lavender Buds (optional)



Directions

1. Melt coconut and shea butter, then add room temperature oils.
2. In another container, add lye to water and stir well. Let cool. Add sodium lactate to cooled lye water and stir.
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 stickblender aside and stir in essential oils.
4. Pour into mold and sprinkle top with lavender buds if desired. Let sit overnight covered with plastic wrap to prevent any soda ash. Release and unmold. Cut into bars. Cure for 4 weeks before use.



Shea Butter



Crafter's Choice Fir
Needle Essential Oil



Avocado Oil



Crafter's Choice
Lavandin Essential Oil



Lavender Buds

These recipes are authored and contributed by Marla Bosworth. Marla 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.



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FROSTED CRANBERRY SCENTED COCONUT MILK CP SOAP RECIPE

Fits in a WSP Silicone Soap Mold!

Ingredients

- 1.4 oz. Refined Cocoa Butter
- 1.4 oz. Refined Shea Butter
- 8.4 oz. Palm Kernel Flakes
- 4.2 oz. Palm Oil
- 5.6 oz. Rice Bran Oil
- 7 oz. Pomace Olive Oil
- 3.8 oz. Sodium Hydroxide/Lye
- 9 fluid oz. Distilled Water
- 1.5 oz. Frosted Cranberry Fragrance Oil
- 1.4 oz. Coconut Milk Powder
- 1/4 teaspoon Matte Americana Red Oxide Pigment Powder
- White Sparkle Mica Powder to suit

This seasonal Frosted Cranberry scented soap is formulated to help keep even dry, winter skin happy. It's creamy lather contains shea butter, cocoa butter and coconut milk powder that gives it a soothing lotion feel in the shower and skin that's not stripped of its natural oils out of the shower.



Directions

1. Measure out the distilled water and place in a pitcher or large glass measuring cup. Then weigh out the lye and pour into the water, stirring until dissolved. Set aside to cool.
2. Weigh out the cocoa butter, shea butter, palm kernel flakes, palm oil, rice bran oil and olive oil and place in a large non-aluminum pot on the stove over medium heat until melted. Then remove from heat and allow to cool to around 100 to 110 degrees F.
3. Once the soapmaking oils and lye-water have cooled, weigh out the coconut milk powder and mix into the soapmaking oils using a stick blender.
4. Now slowly pour the lye-water into the oils and mix until you reach a light trace. Add the fragrance oil and mix to thoroughly incorporate.
5. Pour 1/3 of the soap into the mold. Then add 1/4 teaspoon of red pigment powder to the remaining soap, mix well, then layer on top of the first layer of soap in the mold.
6. Lightly dust the top of the soap with the white sparkle mica to suit.
7. Now cover the mold and insulate for a 24 hour period. Unmold and cut into bars. Allow to cure 3-6 weeks before use.
8. Estimated time to actually make soap from start to when it is poured into the mold: 1 - 1 1/2 hours.



Sodium Hydroxide
Flakes



Matte Americana Red
Oxide Pigment Powder



Crafter's Choice
Frosted Cranberry
Fragrance Oil



White Sparkle
Mica Powder



Cocoa Butter -
Refined & Deodorized

This recipe was formulated and contributed by Rebecca D. Dillon of Rebecca's Soap Delicatessen who has been making soap for over a decade and crafting since she was old enough to hold a crayon. In addition to making soap, Rebecca also blogs for Soap Deli News where she shares her other DIY projects, inspirations and fabulous handmade finds with her readers.



AFFORDABLE WAYS TO KEEP CUSTOMERS COMING BACK

Looking for cost effective ways to build your business while maximizing a small marketing budget? Find ways to keep the customers who've already purchased from you coming back for more. Here are some affordable ways to do just that.

Offer convenient payment options.

Accepting credit cards isn't just an added convenience for you and your customers, it can help you compete with larger retailers, and boost your own upsell potential. In the study ["Do Payment Mechanisms Change the Way Consumers Perceive Products?"](#) published in the Journal of Consumer Research, researchers found that the intention to pay with either cash or credit can determine whether a consumer concentrates on a product's benefits or its cost

— to the extent that they even choose different products when they know paying with credit is an option.

Customer loyalty programs.

Understanding more about what your customers want, when, why—and for what price point is the to keeping them. While obtaining and analyzing customer data in order to develop customer retention management (CRM) programs was once reserved for larger companies with big budgets and dedicated marketing resources, appealing to your customer's true wants and needs and promoting to them based on that knowledge is no longer cost prohibitive for small business owners. [Swipely](#), for example, acts as a credit card payment processor and CRM tool in one so you can message, thank and reward customers accordingly. If you already have a payment processing system, Swipely promises to "price match" whatever you currently pay that vendor. [Belly](#) is another affordable program that allows small businesses to execute customer loyalty and rewards programs, either by giving customer's a physical card, or encouraging them to download the app. (Not sure you're equipped to manage a loyalty program? You can try Belly for free!)

Top of the line customer service.

Offering first-rate customer service doesn't require that you work around the clock or have a large staff—but it can certainly lead to lasting, and invaluable customer relationships. For less than \$12 a month, [Zopim](#) is a real-time customer-support tool that equips you and your team to communicate with customers via instant messenger, on a smartphone with the Zopim mobile iOS app, while customers browse on your site, or while they're perusing your social media pages. (It also allows you to set hours for when support is available so you don't annoy customers).

Make your messages newsworthy.

The value of how you communicate with customers is less about how much you say, and everything you do with how relevant it is to them at any given time. Instead of sending a blanket email marketing message or promotion every week simply for the sake of sending it, take advantage of the customer data you obtain from the tools mentioned above to target your messages, appropriately—even if it means tweaking language, and even offers, for different segments of your audience to understand more about what they want. For the customers you haven't yet obtained insight about, a tool like [CrazyEgg](#) offers look into what customers find of interest on your site, with analytics and site "heat maps." For less than \$10 a month, such insight can serve as the foundation for what information you provide on your site, and help you understand where you might elaborate, or focus on certain products, features, and trends in your social media and marketing messages in order to spark more customer conversations, and build relationships.

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.

Is the entrepreneurial spirit calling your name? Do you dream of becoming your own boss, reporting only to yourself? Entertain fantasies of crossing the hall to go to work rather than suffering through traffic congestion and delays? Do you have a brilliant idea (or two or three or a thousand) just waiting to be born? Then this article is for you.

Based on years of [coaching entrepreneurs](#), some who had a great start and many who had a rocky beginning, I've put together this list of "musts" for anyone who is considering abandoning the day job and investing hard-earned savings into their business concept.

1. If you are still in the workforce, explore the possibility of going part time for at least one year to work on your business part time. This is the best of both worlds. If it's not possible to cut back to part time then make commitments to yourself to reach specific goals and schedule time in the evenings and on weekends to work on your concept. Realistic timelines aren't always easy for a new entrepreneur, so make sure you have someone in your life to help you with the occasional reality check.

2. Create a marketing plan. It's critical to take a realistic look at where your customers will come from, how you will reach them, and how long they are likely to remain customers. Many business owners begin with family, friends and neighbors, and that's great, but eventually everyone runs out of those. Market research will help determine whether or not you have a viable idea. Again, do this research with strangers; your mom and sisters have to love your ideas because they love you!

3. Work with an accountant or [S.C.O.R.E.](#) representative to create financial projections and a budget. Even if you're working out of your home there are always costs associated with running a business. If you can't afford an effective website and search engine optimization (SEO), as well as marketing materials, it's not the time to start your business. Look at how long you can sustain your standard of living on your savings based on a realistic financial projection. Create a best case scenario and a worst case scenario and plot your steps based closer to the worse case picture, just to be safe.

4. Put together and meet with an advisory committee. Don't feel intimidated with this; people are typically very happy to help out with a new business. This is a group of peers, friends, family, and/or mentors who each have a strong understanding in a specific area of business. You might have someone who has a creative marketing brain, someone who really knows numbers, and another person who is great with technology or social networking, etc.

5. Hire a coach. Most of the people who come to me for coaching have been in business for three or more years. Why? Because new entrepreneurs believe they know exactly what to

do and don't anticipate the costly and harmful events that lie ahead. Bad move! Some of my clients have lost hundreds of thousands of dollars due to those unanticipated events. A seasoned coach has helped many people through those nearly devastating times and can help you navigate those waters and even prevent "amateur mistakes". Save yourself a lot of time, money, and grief and work with a coach from the beginning.

6. If you are an inventor, understand that obtaining capital for manufacturing is possible but it's a really long stretch to believe that you are going to enter a bank and get a loan because your idea is the next greatest thing since chewing gum. And it may cost tens of thousands just to create your prototype. A lot of people mortgage their home or drain retirement savings to do this. Too often, that money is lost. So make sure you are working with disposable income. To offset the risk, it's probably best to have a financial investor or partner right from the beginning. I highly recommend reading Kim Lavine's book, [Mommy Millionaire](#) for a realistic picture of getting your product to market.

7. Do you have children at home? Many parents believe that they can develop a business while caring for their children all day long. They believe that they can offset the loss of a full time income by eliminating childcare. It's not impossible to juggle the needs of your children and build a business but it is very stressful and it will take much, much longer to achieve your goals. A weekly schedule is your best friend. Arrange playgroup swaps, nap time, babysitters and other opportunities for uninterrupted work time. Squeezing in phone calls, computer time, and meetings with the kids demanding your attention is one sure fire way to make yourself crazy and the children miserable. Create priorities and a realistic time frame for your business development.

8. Make sure you have the support of your spouse or significant other. This is an exciting step in your life, but now you will have other demands on your time and energy. You will need a strong shoulder and your spouse deserves to know if and how your life together may change.

As you can see, the sacrifices of owning your own business are many. But for those of us who truly possess the entrepreneurial spirit, the rewards are countless. Be kind and patient with yourself; this is the most important thing of all. You will make mistakes, we all do. Celebrate each little success and enjoy the journey!



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.



Everyone has their own way of making decisions. It's very common to agonize over important decisions that have long-term impacts. In the business world, being decisive is a critical component of success. Sometimes you'll get it right and sometimes you won't, but not making a decision can be just as bad as making the wrong one.

While it's tempting to ignore and defer problems while hoping they'll go away, they almost never do. Here are a few practical methods of attacking decisions in both structured and non-structured environments.

Reject information overload

It's reasonable to want as much information as possible before making any decision. The more data you have, the theory goes, the better the decision will be. While it may sound counterintuitive, too much information can be a bad thing. When you have too much data, you start to focus on what may be missing rather than what's in front of you. The tendency is to place more importance on things we don't know, rather than the things we do know.

Spending time researching missing data validates its necessity and usefulness, and justifies delaying a decision until we have all the answers. We don't like uncertainty when making critical decisions, but more information often creates more uncertainty. Great leaders sense the threshold where additional information becomes a liability instead of an asset. They have the ability to focus on the key facts and bottom line impacts of doing one thing versus another. Limit the information to what you absolutely need to make an informed decision.

Use a sounding board

Simply put, don't surround yourself with "yes-men," or people who will agree with you all the time. If you work alone, seek the advice of a friend who tells it like it is and share's advice openly and honestly. Bounce ideas off them and ask them to play devil's advocate even when they might agree with you. The value of this interaction can't be overstated because it will expose issues and

angles that you hadn't considered.

Embrace your contrarian

This approach is akin to an inner sounding board. If you have a history of making decisions in a repeated way, it's time to challenge yourself and your default approach. Get out of that rut by using your imagination and escaping the comfort zone that normally constrains your thought process. Confirmation of your wisdom by acting in a predisposed way only blinds you from outside-the-box solutions.

If you're about to make a decision and considering several possibilities, upset the mix by inserting a new option that contradicts what you'd habitually do under similar circumstances. Pretend that you selected the new option and imagine what the aftermath would look like. This forces you to reevaluate all the assumptions that normally would have steered you away from this decision. By reversing your assumptions, you may discover flaws resulting from your personal biases and past routines. Isolate what really matters in the grand scheme of things and reassess your available options.

Switch places

It's hard to separate emotional involvement from making sound business decisions. One way to help get around this is to approach decision-making as though you're advising someone else about what they should do. When advising a friend, your judgment is likely to be less clouded and more objective.

Go through the same process with an imaginary person who's in the exact spot you're in. Unlike the sounding board approach previously discussed, you're not looking for feedback. You're only focused on providing the best advice possible based on all the facts as you understand them.

Pros and Cons

Listing the pluses and minuses of any decision comes naturally. Whether you write them down or not, the reasons why you choose one path over another are at the front of your mind. Some people find it useful to set up a spreadsheet that identifies a decision tree they can use to walk through their evaluation process. It might contain some or all of the following elements:

- Positive and negative impacts of each decision option
- Cost and schedule associated with each option
- Qualitative ranking of all options
- Expected reaction outside your company (customers, suppliers, etc.)

- Charts or graphs of applicable data that are key to your decision

If you create a spreadsheet, keep it simple. If it gets too complicated, you'll fall into the trap of over-analyzing it to death and defeat its original purpose. The idea is to display your choices in a logical format that enables you to review each option and consistently compare it to the others.

Roadmap

Effective decision-making is a process of analysis without paralysis. If you aren't comfortable relying on your instincts and experience, here are some steps that may help:

1. Frame the decision to be made in simple terms
2. Assemble only the relevant data and facts that will be a basis for your decision
3. Set a deadline for making the decision
4. If possible, brainstorm options with people you trust
5. Evaluate options based on pros and cons, cost, and overall impacts to your company
6. Challenge your assumptions, even if you believe they're rock solid
7. Once you've reviewed the options bottom-up, look at them from top-down
8. Avoid compromise as this rarely leads to the best answer
9. Sleep on it and let it simmer; then select the optimal option

Explain your decision to those who will be impacted, and closely manage its implementation. Perform follow-up as needed to monitor the results, and learn from your mistakes.

Summary

One element of decision-making involves minimizing risk and maximizing reward. Small business owners are constantly bombarded with scenarios where they must make hard choices that could have huge consequences. The more experience you have doing this, the more confident you'll become. You'll develop your own style and methods that work best for you.

When making important decisions, there's no substitute for common sense, logic, and good instincts. Don't overburden yourself with statistics and extraneous information that may cloud your better judgment. Don't delay making the tough calls. Make the best-informed decision you can and move on.

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Natural ingredients are in high demand in cosmetic formulations. [1] As food science plays a big part in cosmetic formulation, it makes sense that food products are making a splash in cosmetics. Because of this trend, we are seeing a surge of herbal plant additives and spices in skincare products.

Although many botanical additives are filled with vitamins, minerals and antioxidants, these ingredients do not always have the same effect when applied topically as they do when taken internally as a dietary supplement. Just because an herbal supplement has a certain effect when ingested, does not mean it will react the same on the skin, much less be absorbed in the same way or at the same rate. In fact, some natural plant additives are skin irritants. Allergic reactions and skin sensitization can occur when certain herbs are applied to the skin. [2] Skin irritations can appear in the form of a rash, blotches and itching, and in some cases blisters may appear. Natural product formulators should do their due diligence when selecting herbal additives for cosmetics products. This includes choosing botanicals with a history of use in skincare applications and including warnings to avoid applying these products to open wounds, cuts and abrasions.

Sometimes, choosing a more diluted version of a botanical can help to minimize reactions. Rather than using pure essential oils or pure powdered plant material, these raw materials should be diluted to manageable levels. Most raw material suppliers offer safe usage rates and suggestions for proper use of individual raw materials. [3] Diluted versions of botanicals can include tinctures, infusions, extracts, hydrosols and nature-identical compounds. When in doubt, check it out through research and verifiable means. After all, it's your company and reputation on the line if the end user has a reaction to your product.

Many herbal additives can impart a natural color to your formulations. Although in many cases this is a bonus, the FDA does not currently recognize all herbal additives as colorants and therefore they cannot be listed as a colorant on your product label. You may list the herbal additive by its International Nomenclature of Cosmetics Ingredients (INCI) name since the inherent function is as an additive, not a colorant. Some botanicals are so good at imparting a color, that they will dye skin when used at nominal levels. Turmeric [4] and henna are good examples of these types of colorful botanicals. When formulating with any plant materials

that affect the color of the product, be sure to test your upper and lower limits to determine if the botanical will affect product stability as well as skin color and the color of fabrics such as washcloths and towels.

Some plants, in nature, have natural antimicrobial and antibacterial activity. Novice formulators should not rely on these items to preserve their finished products without challenge testing. There are several commercial preservatives on the market that do not contain controversial ingredients and many of these are acceptable for most any formulator. It is irresponsible to assume that a specific botanical or a combination of plant materials will preserve any formulation from bacterial and microbial growth. The proof is in the herbal pudding, so to speak, so back up any claims with proof via challenge testing.

Just because an item exists in nature, does not mean it is acceptable for your cosmetics formulation. Toxicodendron radicans (poison ivy) is natural, but who wants it on their skin? It is possible to formulate a completely "botanical" product, however, compromises are required. These compromises include increased cost (due to product testing), decreased shelf-life, inconsistencies from batch to batch and other issues.

References:

1. <http://www.cosmeticsdesign.com/Market-Trends/Natural-demand-boosts-skin-care-market>
2. <http://umm.edu/health/medical/altmed/condition/dermatitis>
3. <http://www.Crafter's-choice.com/PDFs/ProductDocs/IF-RA2241AniseEO.pdf>
4. <http://www.wholesalesuppliesplus.com/Product-Detail.aspx?CatalogID=1&GroupID=11&CategoryID=2118&ProductID=6156&ProductName=Crafter's+Choice%E2%84%A2+Turmeric+Powder>



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- Guaranteed **15 day (or less)** turnaround on orders under 1000 units.
- Hundreds of stock formulas available.
- Contract manufacturing services available.
- 16 units or 160,000 units, we've got you covered!
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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).

NOVEMBER'S WSP COUPONS!

Use code **WSP-9273** to get:

**15% off
Snowflake
(24 Mini)
Silicone Mold**



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During checkout, enter code on
coupon page. Good for in stock,
internet orders only. No Rainchecks.

Use code **WSP-452** to get:

**15% off
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Choice
Clove Bud
Essential Oil**



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coupon page. Good for in stock,
internet orders only. No Rainchecks.

Use code **WSP-2824** to get:

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Crafter's
Choice
Almond
Butter
Blend**



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coupon page. Good for in stock,
internet orders only. No Rainchecks.

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Oils



Butters



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Molds



Colors

Here's How:

1. Simply log into your WSP account and go to "My Ratings".
2. Rate and review the products you have purchased.
3. Once the review is made public on the website, you will be issued a coupon good toward future purchase of that item!
4. Go to your "My Coupons" on your account page to view your unused coupons!

We encourage customers to share honest opinions, both favorable and unfavorable so that other customers can make smart buying choices. For guidelines on how to rate products, [Click Here](#).

WSP Fragrance of the Month

Crafter's Choice First Snow



A cheerful blend of fresh mint, blooming jasmine and pine needles.

Flashpoint: **Vanilla Content:**
Country Of Origin: United States
Phthalate Free: Yes

Customer Reviews



Denise from Vancouver
 Soap - Shaving & Shampoo

First snow...yep that's what it smells like

The scent lasts. It's a keeper. Very fresh, (too me) a little minty), very clean. It's a winner.



Lisa from Lisbon
 Soap Products

Wonderful...

I have used this fragrance in MP soaps and lotion. I absolutely love it! Everyone that has purchased it or received it as a gift from me has loved it as well. Especially great for snowflake MP soaps!



Angela from Hannibal
 Bath Products

Nice Wintery Scent

This does smell like a crisp winter day. Strong scent, only need to use a little. Fresh and clean.



Karen from Springfield
 Bath Products

AAAAAAAAAAAAAAAAAAAA!

For a while, this was only sold at the holidays. Thank you for making it available year round. The scent is fresh, clean, restful, and reviving, all in one. Everyone loves it.



Lisa from Commerce Township
 Soap Products

Great Scent!

I was a little trepidatious about ordering this FO, but it is a surprisingly great scent! Not at all how I thought it would be! And it is wonderful in M&P soap!



Doug from Ocala
 Soap Products

First Snow

Love, love, love this fragrance! Am planning to make many bath products with this fo. Fabulous fragrance!

WSP Sale & Event Planner: 6-Week Preview

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

W MONDAY

means...

SALE

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

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

1

2

November →

3



4

All Clear
Boston Round
Bottles
Sale!

5

6

7

8

9

10



11

Three Butter
Plus
MP Soap Base
(DF & Regular)
Sale!

12

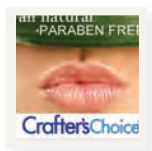
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Lip
Bases
Sale!

19

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28

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30

Sales Suspended for Thanksgiving Holiday!

WSP Closed -

Thanksgiving Day Holiday

1 WSP Closed -

2

3

4

5

6

7

Sales Suspended for Thanksgiving Holiday!

December →

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.

GET REWARDED!

- The More You Shop The More You Are Rewarded
- Receive Rewards On Every Invoice
- Reward Amounts Calculated Based On Your Account Size In 1 Rolling Year
- Rewards Automatically Deposited In Your Account 2 Weeks After Invoice Ships
- Rewards Can Be Used To Pay For 25% Of An Order
- Rewards Expire After 1 Year From Date of Issue
- Reward Membership is FREE

 <p>Bronze</p> <hr/> <p>Buy Up To \$500 Annually</p> <hr/> <p>Receive 2% Back in Loyalty Rewards</p>	 <p>Silver</p> <hr/> <p>Buy \$501 - \$2,999 Annually</p> <hr/> <p>Receive 4% Back in Loyalty Rewards</p>	 <p>Gold</p> <hr/> <p>Buy \$3,000 - \$9,999 Annually</p> <hr/> <p>Receive 6% Back in Loyalty Rewards</p> <hr/> <p>Frequent Shopper Expedited Order Processing</p>	 <p>Platinum</p> <hr/> <p>Buy Over \$10,000 Annually</p> <hr/> <p>Receive 10% Back in Loyalty Rewards</p> <hr/> <p>Frequent Shopper Expedited Order Processing</p>
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How to Redeem WSP Rebate 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.

Important WSP Rebate Rewards Program Terms & Conditions:

- Customers will earn a percent discount based on their reward level for all orders placed at Wholesale Supplies Plus. Members can accrue these discounts based on the grand total in their shopping cart at the time of order.
- WSP Rebate Rewards will NOT be earned for: (a) gift certificate purchases and items purchased with store credit, (b) exempt items.
- WSP Rebate Rewards obtained from the purchase of a product which is subsequently returned will be deducted from the Member's account.
- WSP Rebate Rewards cannot be used toward the purchase of gift certificates, have no monetary value, are not transferable, may not be redeemed for cash, may not be used in conjunction with any other rebate or discount offer and are for promotional purposes only. Members are always responsible for applicable sales taxes (if any). No cash will be given back on unused certificate amounts.
- Wholesale Supplies Plus, Inc. reserves the exclusive right to terminate and/or modify this WSP Rebate Rewards Program in any manner, at any time, without limitation, including the adjustment of percentages earned per dollar spent without prior notice to participants.
- Customers cannot combine or co-mingle WSP Rebate Rewards. WSP Rebate Rewards cannot be gifted, inherited or otherwise transferred to any company or individual. Attempts by customers to co-mingle, sell or otherwise transfer WSP Rebate Rewards not in accordance with these Terms and Conditions will result in forfeiture of WSP Rebate Rewards and Program Membership.
- The Wholesale Supplies Plus, Inc. WSP Rebate Rewards Program can be canceled at any time and upon cancellation, the customers will have 90 days to redeem their Rewards, or they will become null and void.
- If, at the sole discretion of Wholesale Supplies Plus, Inc., any customer or participant deemed to be participating in a manner not consistent with the Program's overall intent, Wholesale Supplies Plus, Inc. reserves the right to terminate the participants account without notice and without further compensation to the Member.

Winter White

With winter comes snow (unless you're one of the lucky ones who live in a sub-tropical environment!) and with snow comes the beauty of everything covered in soft white and the scents of that crisp, bright fragrance. A little sparkle and the subdued, less stark color is a great inspiration for a number of winter projects, such as those listed below!



blog.landofnod.com



www.favecrafts.com



www.onegoodthingbyjillee.com



www.freefunchristmas.com



www.madincrafts.com



www.jerinknits.com

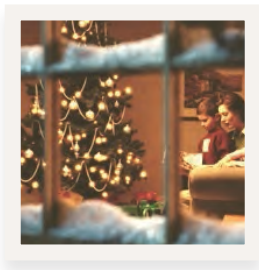
Get in on this trend by using these great products from **Wholesale Supplies Plus** listed below!



Crafter's Choice™
Ultra White
MP Soap Base



2 oz White
LOW PROFILE
Plastic Jar - 70/400



Crafter's Choice™
White Christmas Type
Fragrance Oil 569



Crafter's Choice™
White Sparkle Soap
Color Bar



Crafter's Choice™
Matte White Pigment
Powder - For Water

November Retail Trends for 2013

See what retail is preparing for this November!

Holiday



Hope in a Jar Ornament
Philosophy

www.philosophy.com

Tea



Sikkim Girls
Body Lotion

www.lush.com

Warm & Cozy



Toasted Vanilla Sugar
Nourishing Body Cream

www.bodycology.com



Holiday Memories Soap & Lotion Caddy

www.pier1.com



Gianna Rose Tea Leaf & Verbena Bar Soap

www.caswellmassey.com



Italian Leather
European Scented Lotion

www.restorationhardware.com



Tis the Season
Gentle Foaming Hand Soap

www.bathandbodyworks.com



Cedarwood Marine
Shave Cream

www.mistralsoap.com



Fireside
Home Fragrance

www.bathandbodyworks.com

Top Contributor Contest



We want shoppers to have access to robust product and pertinent industry information. Therefore, we have created the WSP Question & Answer Library. We encourage honest sharing of information so that everyone can learn from each other.

As a "thank you" for helping others and sharing your areas of expertise, we will be issuing 5 coupons each week to top contributors. Simply answer questions on the Wholesale Supplies Plus website, wait for an administrative review of the answer and once your answer is approved, you are entered to win! Winner online "nicknames" will be posted on our website homepage each week.

The winners will be awarded gift certificates in the following amount per top contributor:

- 1st Place: \$50 WSP Gift Certificate
- 2nd Place: \$30 WSP Gift Certificate
- 3rd Place: \$15 WSP Gift Certificate
- 4th Place: \$10 WSP Gift Certificate
- 5th Place: \$5 WSP Gift Certificate

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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.

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

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>

W Top Contributor Contest Winners

Week of 9/30 - 10/6

Rose Miller with 97 Posts
Dianne with 54 Posts
Erin with 37 Posts
Celestina with 35 Posts
Kristy with 32 Posts

Week of 10/7 - 10/13

Heather with 60 Posts
Christen with 42 Posts
Anna with 27 Posts
Laura with 26 Posts
Deborah with 26 Posts

Week of 10/14 - 10/20

Christen with 67 Posts
Liz with 22 Posts
Julia with 20 Posts
Willow with 19 Posts
Kristie with 18 Posts

Week of 10/21 - 10/28

Handmade Board of the Month Winner

Play this month and be featured here in December!

This Handmade Board of the Month is all about a Winter Wonderland! Make a Winter Wonderland Board and start pinning products from WSP, your own shops and all over Pinterest that inspire you that are all about Winter!

Wanna play in November?
[Click Here!](#)

W Show & Tell Contest Winners



Michele Truex

Blood Orange CP Soap

"I made this cold process soap using Blood Orange fragrance ..I also used your coconut oil which I get in a big tub(love it) also your avocado oil, castor oil and yummy shea butter."
- Michele Truex



Bethany Morris
143 & Me

Bag O' Bones

"Bucket includes:

Bag of Bones - Bath Melts. WSP Products: cocoa butter, citric acid, blackberry amber fragrance oil, muslin bags

Butter Me Up Bath Bomb - WSP Products: citric acid, blackberry amber/ or pumpkin spice fragrance oil, shea butter

Make Me Melt Bath Truffle - WSP Products: cocoa butter, citric acid, blackberry amber fragrance oil" - Bethany Morris



Denise Perrin
La Bella Pink

Frosted Black Raspberry & Vanilla Cream CP Soap

"All soaping oils from WSP, made with two WSP fragrance oils, powdered micas/titanium dioxide" - Denise Perrin

WSP SHOW & TELL

You've shown us your creations via Facebook and we're displaying them here, each month. Check out the creations we've gotten since the beginning of October!

Want to see your creations here next month? Simply post a picture at our [Show & Tell page!](#)



Alisha Tillman
Citrus Splash



Julia Laughlin
Reindeer Games Soap



Xplosive Cosmetics
Whipped Soaps



Sophia's Naturals
Strawberry Shortcake Soap



Irish Indulgences
Hot Cocoa Soaps



Susan Garland Foti
Peppermint Candy Soap



Heather Glen Apothecary
Black Magic Soap



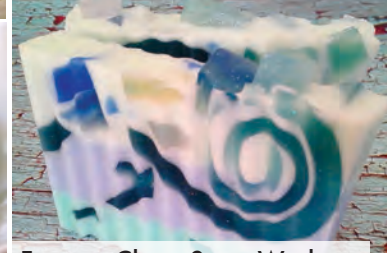
La Bella Pink
Harvest Gold CP Soap



Irish Indulgences
Strawberry Princess Cupcakes



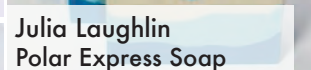
Heather Glen Apothecary
Zombie Brains Soap



Forever Clean Soap Works
Nag Champa Goat Milk Soap



Irish Indulgences
Monkey Farts Pirate Cupcakes



Julia Laughlin
Polar Express Soap



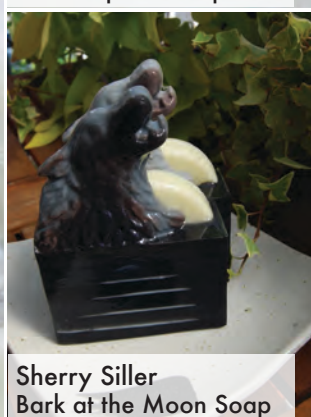
Heather Glen Apothecary
Zombie Bait Soap



Forever Clean Soap Works
Verry Berry Cranberry Soap



Irish Indulgences
Pink Sugar Rock Star Cupcakes



Sherry Siller
Bark at the Moon Soap



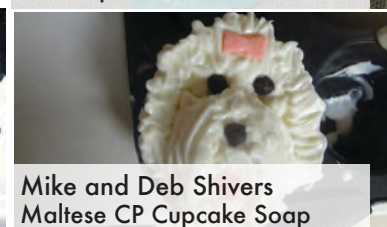
Lisa Hollis Nuckols
Christmas Wreath CP Soap



Mike and Deb Shivers
Surfs Up



Irish Indulgences
North Pole Hemp Oil Soap



Mike and Deb Shivers
Maltese CP Cupcake Soap

Thanks to Our Wonderful Customers This Thanksgiving Season!



We are always happy when Thanksgiving approaches because this time of the year gives us the opportunity to appreciate and express our gratitude to all of our loyal customers.

While we try to show our appreciation through excellent service, discounts, education and programs made especially for you, we understand that actually hearing/reading our words of gratitude can be the strongest form of recognition we can provide.

So for all of your support and loyalty throughout this year and every other year, we thank you. We hope that providing you with the best we can aids in your individual growth and the growth of this great industry as a whole.

From our family to yours...

Happy Thanksgiving!

Employee Trivia

Take a look at what the WSP employees had to share this November!

What are you most thankful for this year?

Family - Hanna K., Leslie G., Cayla T.

Family & Friends - Marissa T., Alina R., Dan R.

Family, friends and my soon-to-be born little girl - Kacey S.

All the new nieces and nephews that were born to our great family this year - Karen S.

I am thankful for my family, health and my new great-nephew, Cameron. - Sue B.

I am most thankful for the relationships I have with family, friends, and God. - Leah P.

My husband and kids - Anne B.

My 3 sons. - Lisa M.

Family & Health - Renee T.

I am thankful for my Grandparents. They are very supportive and loving. - Wanisha D.

What is your favorite traditional 'Thanksgiving' dinner type food?

Mashed Potatoes and Gravy - Hanna K., Marissa T., Alina R., Dan R., Cayla T.

Pumpkin Pie - Marissa T.

Everything, especially stuffing and green bean casserole - Leslie G.

Turkey dinner at daughter Debbie's house with all the trimmings and family of 50 people attending - Karen S.

Turkey, stuffing and all the trimmings – especially pumpkin pie! - Sue B.

Turkey, mashed potatoes, sweet potato pie, and homemade applesauce - Leah P.

Stuffing - Kacey S., Lisa M., Renee T.

Turkey w/stuffing - Anne B., Wanisha D.

How are you planning on spending your Thanksgiving break?

Movie day with a friend - Hanna K.

Black Friday Shopping with Cayla, Hanging out with friends and family, Relaxing - Marissa T.

Spending time with my new niece and friends who will be coming in town for the holiday. - Leslie G.

Everything - Thanksgiving weekend I put up my Xmas tree and all holiday decorations - Karen S.

Eating leftovers and shopping. - Sue B.

Traveling back home to see family and friends. - Alina R.

I hope that the weather is still nice so that we can go hiking or spend the day at the zoo. - Leah P.

Probably just hanging out at home - Anne B.

Spending time with my family and new baby girl - Kacey S.

Visiting Family - Dan R., Wanisha D.

I will be spending my Thanksgiving break cooking for my family including my parents and 4 sisters....It's my turn this year! - Lisa M.

Will be visiting my son, daughter and son-in-law in North Carolina for the holiday weekend. - Renee T.

I'm hoping to be visiting friends in New York - Cayla T.





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- Heat Seal Bags
- Organza Bags
- Gift Boxes
- Lip Tube Boxes
- Soap Boxes
- Soap Clamshells
- Crinkle Paper
- Raffia
- Tin Tie Curling Ribbon
- Shrink Wrap
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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.

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We have essential oils to appeal to all aspects of your product line, such as:

- Aphrodisia Essential Oils
- Relaxation Essential Oils
- Balancing Essential Oils
- Stimulating Essential Oils
- Energizing Essential Oils
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- | | | |
|-----------------------------------|--------------------------------|----------------------------------|
| • Amber & Sexy Fragrance Oils | • Fall Holiday Fragrance Oils | • Kid's Favorite Fragrance Oils |
| • Baby Fragrance Oils | • Floral Fragrance Oils | • Men's Favorites Fragrance Oils |
| • Basic Fragrance Oils | • Food & Bakery Fragrance Oils | • Rain & Ocean Fragrance Oils |
| • Beach & Tropical Fragrance Oils | • Fragrance Oils With EOs | • Spa Fragrance Oils |
| • Christmas Holiday Fragrances | • Fresh Citrus Fragrances | • Spice Fragrance Oils |
| • Christmas Pine Fragrance Oils | • Fruit Scented Fragrance Oils | • Vanilla Fragrance Oils |
| • Clean & Green Fragrance Oils | • Herbal Fragrance Oils | • Wood Fragrance Oils |



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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
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- Cocoa Butter
- Mango Butter
- And So Much More!



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