

VOL 16 • DEC. 2013

HANDMADE

e-Magazine

INSPIRATION FOR A GLAMOROUS NEW YEAR

GLITTERY PARTY CUPCAKES

SOAP RECIPE THAT LOOKS
GOOD ENOUGH TO EAT...

THIS MONTH'S INSPIRATION...

PARTY IDEAS
SPARKLE & SHINE
NEW YEAR - NEW YOU

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BUSINESS ARTICLES, SALE CALENDAR, COUPONS & MORE

www.wholesalesuppliesplus.com/handmade

5 TIPS
TO BRING BALANCE
TO THE *Holidays*



RELAXING BATH SALTS PG. 17



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IMPORTANT LINKS



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FRAGRANCE OF THE MONTH

ON SALE THE MONTH OF DECEMBER 2013

Cranberry Fizz Fragrance Oil 356

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DECEMBER 2013

VOLUME 16 - GLAMOROUS NEW YEAR

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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Alimar Labs	The Template Place
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NEW YEAR'S EVE PARTY

GREAT PARTY IDEAS FOR THE
HOLIDAY SEASON.
WELCOME THE NEW YEAR WITH
CREATIVE PARTY FAVORS.

PERFECT PARTY PREP

Everyone loves a party. So much so that the most creative of themes have become popular mainstays people use just as an excuse to have a party. Arguably, there are two major times of the year where people are more apt to find the perfect excuse for a party: summer and during the winter holidays. In summer, you have Memorial Day, 4th of July and Labor Day all built in as perfect dates for your warm weather get togethers. However, you'll also find people throwing more parties via a pool party, pop-up bbq or block party. Something about the warmer weather really brings out the need to spend quality fun time together. In the winter, it was generally just those December holidays and New Year's Eve that shuttled out the end of the year in a flurry of festivity.

A NEW YEAR'S EVE PARTY IS A PERFECT CHANCE TO GET...CREATIVE

However, nowadays people are only too happy to throw together a shindig to add to the myriad of festivities built into this time of year. We've all been to a now popular 'Ugly Sweater Party', cookie exchange parties have become the norm and a new theme among individuals living far from loved ones are the holiday 'sleep overs' where you spend the night and awake to open gifts with friends who are also far from family. With the abundance of reasons to celebrate, there are even more reasons to be prepared with only the best in decor, favors and treats.

With Martha Stewart's influence all over the place, people are even more inclined to plan out their parties to fully encompass whatever theme they have chosen. For us in this industry, this means we have the ability to get creative and come up with favors and decor that will work perfectly for any theme. Making soaps perfect for holiday or New Year's Eve party bathroom decor so your customers can decorate their home top to bottom for every party they have is a great idea. By providing a few inspirational products, you could even help your customers hone in on the theme they'd like to use for their various parties.

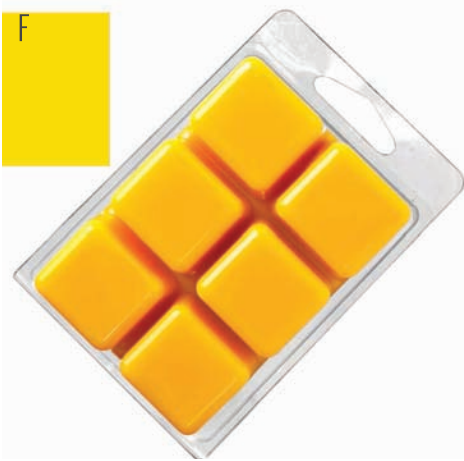
Favors are a popular way to make sure every guest feels appreciated and another way for those of us in this industry to contribute to the planning of these festive gatherings. Small bottles of bath gel that mimic champagne or guest soaps with a holiday color theme can be a great way to give party guests a parting gift. Making sure you have these available to your customers will provide them with the inspiration they may need to polish up those finishing touches!

For more inspirational ideas, browse the following pages to see all of the great party ideas WSP has come up with and get started making fun creations for this festive season. Then, take a trip to [Wholesale Supplies Plus](http://www.wholesalesuppliesplus.com) to pick up all of the ingredients you need to create whatever products catch your fancy!



PRODUCTS THAT ARE PERFECT FOR A PARTY

- A. Crafters Choice™ Confetti Cake Fragrance Oil 648
- B. Red Curling Ribbon
- C. Crafters Choice™ Pink Champagne Fragrance Oil 112
- D. 8 oz Pink Bullet Plastic Bottle - 24/410
- E. Crafters Choice™ Secret Wonderland* Fragrance Oil 458
- F. Crafters Choice™ Neon Laser Lemon Soap Color Bar
- G. Crafters Choice™ Lip Balm Base for Sticks
- H. Gold Curling Ribbon
- I. Crafters Choice™ Neon Tutti Frutti Dye Powder



ADDITIONAL PRODUCTS

[NOT PICTURED]

- Crafters Choice™ Euphoria* - EO & FO Blend 591
- Crafters Choice™ Roll on Perfume Base
- 8.5 oz Clear Table Top Bottle - Use 40mm Foamer
- Crafters Choice™ Margarita Lime Fragrance Oil 472

CHAMPAGNE TOAST AROUND THE WORLD MP SOAP RECIPE

The scent of Pink Champagne makes these the perfect party favor for your New Year's party!

BUY RECIPE AS A KIT »

Project Level: Intermediate | Estimated Time: 1 Hour | Yields: 6- Approx. 4.5 Soap Bars

INCI INGREDIENT LABEL:

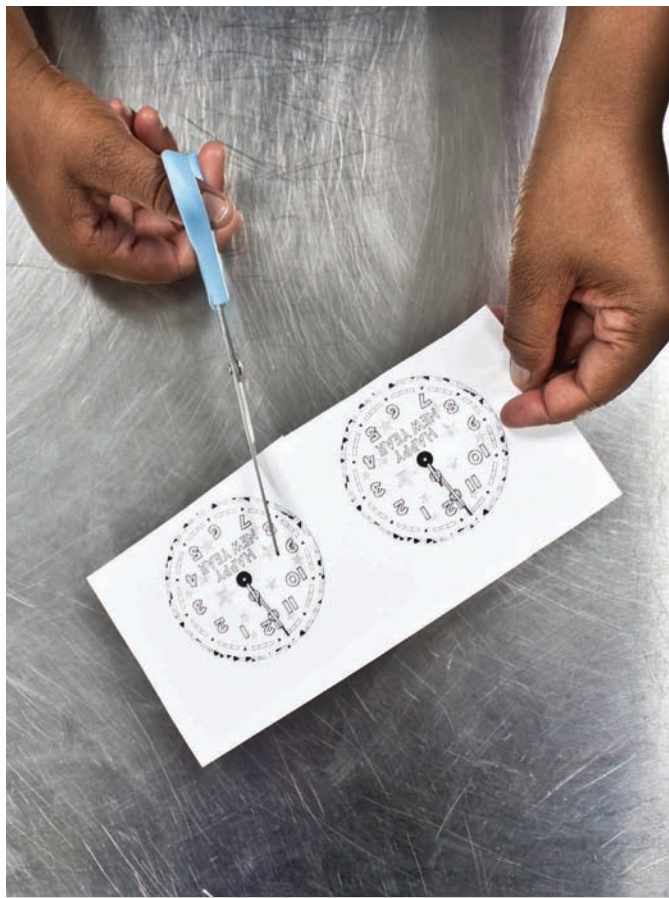
Sorbitol, Propylene Glycol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Silica, Sodium Cocoyl Isethionate, Glycerin, Triethanolamine, Titanium Dioxide, Fragrance, Mica (and) Carmine, Polyethylene Terephthalate, Acrylates Copolymer

WHAT YOU NEED:

- 21.0 oz. Crafter's Choice™ Crystal Clear MP Soap
- 10 oz. Crafter's Choice™ White Suspension Soap Bas
- 1 oz. Crafter's Choice™ Pink Champagne Fragrance Oil 112
- 1.5 ml(s) Crafter's Choice™ Pink Sparkle Mica Powder
- 2 ml(s) Crafter's Choice™ Iridescent Super Sparkle Glitter
- 1 Piece Crafter's Choice™ Embed Paper for Soap (Water Soluble Paper)
- 1 Piece Peace Globe Soap Mold (MW 127)
- 1 Piece Crafter's Choice™ Scoop - 1 ml (Micro Size)
- Microwave or Double Boiler
- Digital Scale
- Soap Cutter
- Laser Printer
- Measuring Spoons
- Glass Measuring Cups
- Thermometer
- Spray Bottle with alcohol (for spritzing)
- Mixing Spoon

*CLOCK
STRIKES
MIDNIGHT*





PINK CHAMPAGNE

DIRECTIONS:

NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.

EMBED PAPER CAN ONLY BE USED WITH LASER PRINTERS. When using embed paper in soap, the paper remains intact until soap is used to point of embed. At that time, paper dissolves in water.

Using a laser printer, print one sheet of embed paper using this link: <http://www.wholesalesuppliesplus.com/PDFs/Labels/New-Years-Eve-Labels.pdf>.

Cut out clocks and set aside.

Place plastic mold on a cookie sheet. This will give the mold stability should it need to be moved.

Weigh 8 oz. of Crystal Clear MP Soap and place in a glass measuring cup. Weigh 2 oz. of the Suspension White MP Soap and place in cup along with the clear soap.

Place in microwave and heat just until the soap has melted. Remove and stir to be sure all soap has melted.

To melted soap add 8.5 ml. Pink Champagne fragrance oil and stir well.

Add 3/4 scoop of Pink Sparkle Mica Powder and 1/2 scoop of White Glitter and mix in well. Add more pink sparkle if a darker shade is desired.

Let soap cool slightly. Stir to incorporate the glitters and then pour into 3 mold cavities. Start with the single one on the bottom so the mold does not tip. Pour to about 1/4 inch from top of cavity.

Spritz top of soap with rubbing alcohol to release any surface bubbles. Let soap harden.

Weigh 3.5 oz. of White Suspension soap and cut up into chunks. Place chunks in glass measuring cup. Place in microwave and heat until melted.

Add 3 ml of Pink Champagne Fragrance Oil and gently stir.

Check that the temperature of the soap is at or below 125°F. If soap is too hot, gently stir until soap is cool enough to pour.

When soap is ready, spritz each soap cavity with rubbing alcohol. This will ensure the layers of soap stick together when unmolded.

Divide the white soap between the 3 soap cavities. Spritz again with alcohol. Let soap completely set up.

Weigh and cut up 3.5 oz. of Crystal Clear soap. Heat in microwave until it has completely melted.

Spritz the top of the white soap with alcohol. Pour a very thin layer of clear soap over the white and immediately place a clock embed into the soap. It will soak up the soap. Pour a little more clear soap over this to make the top of the soap even.

Sprinkle a small amount of white glitter over the top and spritz again with alcohol.

Continue with remaining 2 soap cavities. Let soap set up.

When soap has completely hardened, carefully remove from mold. Wrap soap so it is airtight. We recommend clear plastic wrap, cello bags or shrink wrap.

Repeat above steps to make the remaining 3 soaps.

If selling, label according to FDA guidelines.

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GLITTERY PARTY CUPCAKES RECIPE

Project Level: Intermediate
 Estimated Time: 1 Hour
 Yields: 12 Cupcakes

BUY RECIPE AS A KIT »

INCI INGREDIENT LABEL: Glycerin, Water, Sodium Cocoyl Isethionate, Sodium Cocoate, Sorbitol, Propylene Glycol, Sodium Stearate, Disodium Lauryl Sulfosuccinate, Goats Milk, Stearic Acid, Sodium Chloride, Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate, Tetrasodium EDTA, Titanium Dioxide, Polyethylene Terephthalate, Polyurethane 33, Acrylates Copolymer

WHAT YOU NEED:

- 2lbs. Crafter's Choice™ Clear Suspension Soap Base
- 0.84 oz(s) Crafter's Choice™ Champagne Kisses Fragrance Oil
- 1 oz(s) Crafter's Choice™ Iridescent Super Sparkle Glitter
- 1 oz(s) Crafter's Choice™ Stained Glass Strawberry Red Liquid Color
- 1 oz(s) Crafter's Choice™ Stained Glass Strawberry Red Liquid Color
- 1 oz(s) Crafter's Choice™ Stained Glass Brilliant Lemon Lime Clear Color
- 1 oz Crafter's Choice™ Stained Glass Ocean Blue Liquid Color
- 1 oz Crafter's Choice™ Stained Glass Forest Green Liquid Color
- 1 Piece Crafter's Choice™ Round-Basic-Glossy Silicone Mold 1602
- 4 Piece Crafter's Choice™ Beaker - Natural Polypropylene
- 1 Crafter's Choice™ Scoop - 1 ml (Micro Size)
- Microwave or Double Boiler
- Soap Cutter
- Digital Scale
- Mixing Spoons
- Large Glass Pyrex Cup
- Spray Bottle with Alcohol (for spritzing)

DIRECTIONS:

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron
 2. Lay out 12 silicone cupcake liners on a cookie sheet. Or, if available, place in a regular metal cupcake tin to give the silicone molds more stability when pouring.
 3. Weigh 3 lb. of Extra Clear soap base. Cut up into chunks and place in large glass measuring cup.
 4. Place in microwave and heat until soap has melted. Start at 1 minute. Remove and stir. Then continue heating at 30 second intervals until all the soap has melted.
 5. Measure out 1 teaspoon of 24K Gold Mica Powder and mix into the melted clear soap. Stir until the color is completely blended in.
 6. Place a small glass container on your scale and tare. Weigh 1.5 oz. of fragrance oil and add to melted soap. Stir well.
 7. Pour soap into all 12 cupcake liners. Let soap set up.
 8. When soap has completely hardened, carefully remove from cupcake molds. Place soap cupcakes on a cookie sheet and set aside.
 9. Remelt remaining soap used earlier and pour a thin layer into the bottom of each cupcake mold. These will be used to cut out the stars for the top of the cupcakes.
 10. When these have hardened, remove from molds. Using the middle-sized star cutter, cut out one star per mold. Set these aside.
- FOR FROSTING:**
1. Weigh and cut up 1 lb. of Detergent Free Goat Milk soap base. Place in glass measuring cup.
 2. Place in microwave and heat until soap has melted. Remove and stir to be sure there are no unmelted soap chunks.
 3. Weigh the 3 oz. of shea butter and place in a bowl. On half power, melt butter in microwave until completely liquid.
 4. Pour melted shea butter into the melted soap and stir.
 5. Add the entire 1 lb. container of the Foaming Bath Whip. Gently stir bath whip in the warm liquid. It will start to soften up slightly.
 6. If the shea butter starts to harden up, place back in microwave and heat until it melts again. If shea butter is not completely melted, the frosting will not harden properly.
 7. Using a hand mixer, begin to mix the entire mixture. Continue until mixture just starts to thicken slightly.
 8. Add 2 oz. of glycerin and 1 oz. of fragrance oil.
 9. Continue to mix until frosting becomes thicker, but not like marshmallow.
 10. Immediately put frosting in a pastry bag with decorating tip, a Decorator Pro or other type of cake decorating tube.
 11. Pipe frosting onto cupcakes. Sprinkle glitter of choice onto frosting and top with a star. Continue until all 12 cupcakes are finished.
 12. Frosting will take about 24 hours to completely harden up so it can be packaged.
 13. If selling, be sure to label soap according to FDA and made eMagazine 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.

BLACK TIE MP SOAP RECIPE

Give this "formal" soap to a special guy for Father's Day or any special occasion.

Project Level: Intermediate

Estimated Time: 1/2 Hour

Yields: 6 Bars

Soap RECIPE »

INCI INGREDIENT LABEL: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Titanium Dioxide, Fragrance, Iron Oxides

WHAT YOU NEED:

- 2 Pound(s) Crafter's Choice™ Ultra White MP Soap
- 2 Pound(s) Crafter's Choice™ Extra Clear MP
- 6 Ounce(s) Crafter's Choice™ Glycerin - Natural
- 1 Tablespoon(s) Crafters Choice™ Matte Black Oxide Pigment Powder
- 1 Piece(s) Crafter's Choice™ Basic Rectangle Mold 1601
- 1 Piece(s) Jewelry Deco-It Silicone Mold
- 1.5 Ounce(s) Black Tie Fragrance Oil
- Glass Measuring Cup
- Jelly Roll Pan
- Microwave
- Plastic Beaker
- Plastic Dropper
- Soap Cutter

DIRECTIONS:

1. Note: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. In plastic beaker, mix 1 oz. of glycerin with 1/4 teaspoon black pigment powder. Mix until powder is completely dissolved. Set aside.
3. Weigh 2 oz. of extra clear soap and cut into small chunks.
4. Place in glass measuring cup. Place in microwave and heat until soap is melted. Stir soap to be sure it is completely melted.
5. Add black color to clear soap to reach desired shade.
6. Place rectangle silicone mold on jelly roll pan. This helps stabilize mold if it needs to be moved.
7. Pour black soap into 2-3 cavities, dividing soap evenly, pouring about 1/4" deep. Let soap harden.
8. Once soap has completely hardened, remove from mold. Cut out enough bow ties to make six bars.
9. For buttons: melt about 1 oz of clear soap and add more black color. Using the Deco-It mold, pour into the first circle of each string of circles. You will only make 3 buttons at a time and will need to repeat until all 18 buttons are made.
10. To set up buttons quickly, place mold in freezer. They should easily release from the mold after about 5 minutes.



11. For bars, weigh out 20 ounces of ultra white soap, cut into chunks and place in glass measuring cup.
12. Heat soap in microwave until completely melted.
13. To melted soap, add .60 oz. of fragrance oil. Stir to incorporate fragrance into soap.
14. Place rectangle silicone mold on jelly roll pan. Pour melted soap into all four cavities to about 1/4 inch from top and spritz with alcohol. Let set up.
15. Melt 4 oz. of clear soap in microwave. Let soap cool down to around 125 degrees.
16. Spritz white soap generously with alcohol. Pour a very thin layer of clear soap into first cavity.
17. Immediately place bow tie pieces into clear soap, spritzing tie pieces before placing in.
18. Do the same with the 3 buttons made earlier positioning them below the tie.
19. Spritz again and pour more clear soap over shirt-just enough to cover tie/buttons.
20. Follow with next 3 cavities. It is best to do one cavity at a time so the soap does not harden up before placing in the tie and buttons.
21. Once soap has completely set up, remove from mold and wrap in tight plastic wrap or shrink wrap bags.
22. With remaining soap, make final 2 bars
23. Wrap all soap and label when all 6 bars are finished.

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THE HOLIDAY SEASON IS THE
PERFECT TIME TO MAKE YOUR
PRODUCT LINE SPARKLE & SHINE.



SPARKLING NEW YEAR

If there is one time a year that explodes with sparkle and shine, it is definitely right around the holidays and most specifically around New Year's Eve. Glimmer and glint are perfectly acceptable during this time of year and are often encouraged in everything from clothing and shoes to more mundane products such as holiday bake-ware and kitchen tools. Customers are happy to pay for a product to help promote this glistening theme during this time of the year that they may already have simply because the glittery appearance makes it more festive and fun - another way to get into the holiday spirit.

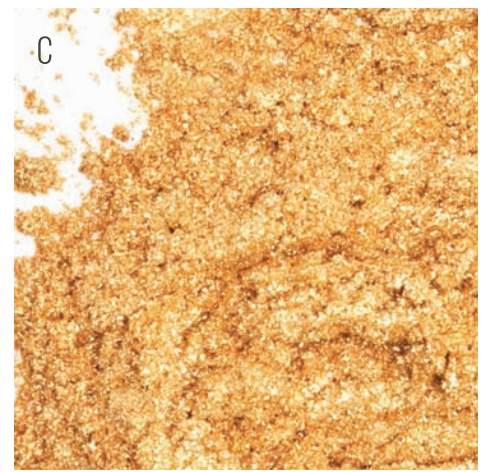
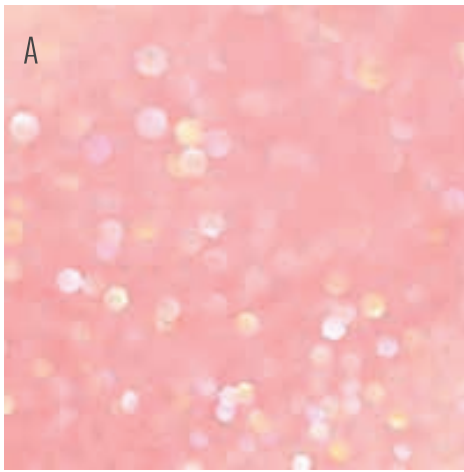
Is it the sparkling snow all glittery in the moonlight that inspires this winter holiday trend? Are we more inclined to spruce up our interior with shimmery fun to help combat the winter doldrums? Or did someone, somewhere, introduce glittery accessories during this season and it just stuck? Whatever it is, it is definitely here to stay. With retailers all too happy to provide the perfect, shiny products and consumers all too eager to snap them up, you can bet that you can join this bandwagon with success for your own business. In general, most are drawn to that sparkle and shine and this time of year gives us the perfect excuse to display it proudly. It's even more prevalent in the handmade crafting industries. Adding a little glitter to an otherwise set line of products is a bit easier for someone making smaller batch products than large manufactures that have to deal with the myriad of issues that come up with new, but limited time, sparkly products. Whipping up a new batch of shimmery soap or a wreath sprinkled with glitter or a pair of sparkly mittens

is just a matter of thinking about it and executing. With a little forethought and some preparation, you can take advantage of customers' proclivity for shine and gain a little extra profit from some shimmery products.

THIS TIME OF YEAR
EXPLODES WITH
SPARKLE & SHINE

Need a few ideas? Look no further than the following pages to glean some inspiration. Being the girly-girls we are here at WSP, we are always excited to throw a bit (or a ton!) of shimmer into our recipes and having a full month dedicated to super sparkly creations is just a tiny bit of heaven to us. So take a gander and reproduce these free recipes for your customers so you are fully prepared for this fabulous trend. Make sure to head on over to [Wholesale Supplies Plus](http://www.wholesalesuppliesplus.com) where you can easily find all of the products you need to help create these recipes and a number of others that you create from this inspiration!

HAVE A HAPPY
NEW YEAR!



PRODUCTS THAT SPARKLE & SHINE

A. Crafters Choice™ Cranberry Fizz Fragrance Oil 356

B. Crafters Choice™ Sparkling Mojito* Fragrance Oil 487

C. Crafters Choice™ 24 Karat Gold Sparkle Mica Powder

D. Crafters Choice™ Champagne Kisses Fragrance Oil 184

E. Crafters Choice™ Iridescent Super Sparkle Glitter

F. Crafters Choice™ Turquoise Green Glitter

G. Crafters Choice™ Yellow Gold Sparkle Soap Color Bar

H. Crafters Choice™ Crystal Clear Soap Base - 2 lb Tray

I. Crafters Choice™ Menthol Crystals

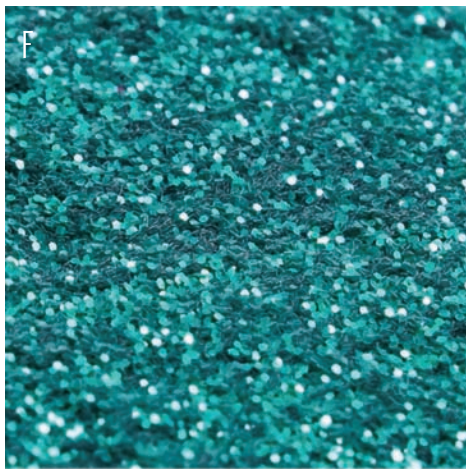
ADDITIONAL PRODUCTS

[NOT PICTURED]

- Crafters Choice™ Fairy Dust Fragrance Oil 269

- Crafters Choice™ Marigold Yellow Glitter

- Crafters Choice™ Pearlier & Foam Booster - Liquid



SHIMMERY MARSHMALLOW FLUFF LOTION RECIPE

This light and fluffy lotion will leave your skin moisturized and silky feeling. Ingredients of shea butter, coconut and safflower oils will nourish and protect the skin without any greasy feeling.

Project Level: Intermediate
Estimated Time: 1/2 Hour
Yields: 64 oz.

BUY RECIPE AS A KIT »

A SWEET, SHIMMERY TREAT ...FOR YOUR SKIN

INCI INGREDIENT LABEL:

Water, Carthamus tinctorius (Safflower) Seed Oil, Cetearyl Alcohol (and) Cetareth-20, Cocos Nucifera (Coconut) Oil, Stearic Acid, Butyrospermum Parkii (Shea Butter), Mica, Tocopherol, Fragrance, Phenoxyethanol (and) Caprylyl Glycol (and) Sorbic Acid

WHAT YOU NEED:

48 Ounce(s) Water
2 Ounce(s) Crafter's Choice™ Shea Butter - Ultra Refined
3 Ounce(s) Crafter's Choice™ Coconut Oil -76° Melt
5 Ounce(s) Crafter's Choice™ Safflower Oil
2.56 Ounce(s) Crafter's Choice™ Stearic Acid
3.2 Ounce(s) Crafter's Choice™ Emulsifying Wax - Soft & Silky
1 Tablespoon(s) Crafter's Choice™ Vitamin E Natural
.66 Ounce(s) Crafter's Choice™ Optiphen Plus
4 Teaspoon(s) Crafter's Choice™ White Sparkle
Mica Powder
19 ml(s) Crafter's Choice™ Marshmallow Fragrance
Oil 566
19 ml(s) Crafter's Choice™ Vanilla Color Stabilizer-
Lotions-Washes
6 Piece(s) 8 oz. Clear Boston Round Plastic Bottles
6 Piece(s) 24/410 White Ribbed ELITE Pumps
Digital Thermometer
Large Glass Mixing Bowl
Microwave
Mixing Spoon
Scale
Spatula
Stick Blender



WHIPPED LOTION RECIPE

DIRECTIONS:

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. In a large bowl, add 48 ounces of water.
3. Add to water, stearic acid and emulsifying wax.
4. Place the bowl in microwave and heat until the stearic acid and wax is completely melted. This could take between 3-5 minutes.
5. While waxes are melting, weigh out the butter and oils.
6. To the water mixture, add the Shea Butter, Coconut Oil and Safflower Oil. Gently stir to allow butter to soften.
7. Using a stick blender, begin to blend. Continue blending until mixture starts to thicken. This may take a few minutes. If mixture does not seem to be thickening up, let mixture cool down a little and then start to blend again.
8. Once mixture begins to thicken, turn blender off.
9. Mix 19 ml. Marshmallow Fragrance Oil with 19 ml. Vanilla Color Stabilizer. Mix well.
10. To lotion, add Vitamin E and fragrance mixture. Continue blending for 1 minute.
11. Check temperature of lotion to be sure it is under 176°F. Add Optiphen Plus preservative and blend until fully mixed.
12. Add Mica Powder. We found it best to mix in by hand and then stick blend to get rid of any clumps.
13. Pour lotion into bottles. If lotion is too thick to pour, use a pastry bag or zip lock bag (cutting off a corner) and pipe lotion into the bottles.
14. Let lotion cool completely before capping so that condensation does not form on the inside of the bottles.
15. Label product according to FDA regulations. Wholesale Supplies Plus is not responsible for the products you create from our supplies. You alone are responsible for product and recipe testing to ensure compatibility and safety.

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SHIMMER STICK RECIPE

This will add just the right amount of glitter to your skin. Glides on easily and perfect size for any purse.

BUY RECIPE AS A KIT »

Project Level: Easy
Estimated Time: 1/2 Hour
Yields: 4- 1 oz. sticks

INCI INGREDIENT LABEL: Polyglycerol-3 Beeswax, Butyrospermum Parkii (Shea Butter), Polyethylene Terephthalate Copolymer

WHAT YOU NEED:

- 2 Ounce(s) Crafter's Choice™ Smooth & Creamy Lotion Bar Additive
- 2 Ounce(s) Crafter's Choice™ Shea Butter - Ultra Refined
- 2 Tablespoon(s) Crafters Choice™ Super Sparkle Iridescent Glitter
- 4 Piece(s) 1 oz Clear Push Up Sticks
- Double Boiler or Low Heat Source
- Glass or Metal Pan
- Measuring Cups and Spoons
- Mixing Spoon
- Scale

DIRECTIONS:

1. 1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. In a double boiler or a glass or metal pan on very low heat, place 2 oz. of lotion bar additive and slowly heat until wax is liquid.
3. Add 2 oz. of Shea Butter into pan and let melt stirring gently to help butter melt quicker. Remove from heat source.
4. Add 2 Tbsp of glitter and stir into mixture. Let set for few minutes and then stir again to incorporate glitter well.
5. Pour into lotion tubes, distributing evenly between the 4 tubes.
6. Let completely cool. Screw on lid and label accordingly.
7. NOTE: This is made fragrance free so as not to interfere with other perfume being worn. If adding fragrance for this recipe: 1% - 1 ml. or 2% - 2.5 ml. for 4 oz.

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SHIMMER STICK

A LITTLE
EXTRA SPARKLE
AT MIDNIGHT



GLITTER & GLAM MP SOAP RECIPE

Add a little glitter and glam to any occasion. The designs on each soap will be unique making each soap one-of-a-kind.

Project Level: Easy

Estimated Time: 1 Hour

Yields: 6- 5oz, Bars

BUY RECIPE AS A KIT »

INCI INGREDIENT LABEL:

Sorbitol, Propylene Glycol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Silica, Triethanolamine, Fragrance, Polyethylene Terephthalate, Acrylates Copolymer, Benzophenone-4, Tetrasodium EDTA, Methylparaben, Propylparaben, Green 8, Green 5, Yellow 5, Blue 1, Red 33.

WHAT YOU NEED:

- 2 Pound(s) Crafter's Choice™ Clear Suspension Soap Base
- 1 Ounce(s) Crafter's Choice™ Champagne Kisses Fragrance Oil 112
- 1 Ounce(s) Crafter's Choice™ Iridescent Super Sparkle Glitter
- 1 Ounce(s) Crafter's Choice™ Stained Glass Strawberry Red Liquid Color
- 1 Ounce(s) Crafter's Choice™ Stained Glass Brilliant Lemon Lime Clear Color
- 1 Ounce(s) Crafter's Choice™ Stained Glass Ocean Blue Liquid Color
- 1 Ounce(s) Crafter's Choice™ Stained Glass Forest Green Liquid Color
- 1 Piece(s) 4-In-1 Soap Mold (MW 40)
- 4 Piece(s) Crafter's Choice™ Beaker - Natural Polypropylene
- 1 Piece(s) Crafters Choice™ Scoop - 1 ml (Micro Size)
- Digital Scale
- Large Glass Pyrex Cup
- Microwave or Double Boiler
- Mixing Spoons
- Soap Cutter
- Spray Bottle with Alcohol (for spritzing)

DIRECTIONS:

NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron. Taking 4 plastic beakers, add about 1 oz. of soap to each. Place beakers in the microwave and heat for about 15-20 seconds until all soap has melted.

Place 5-6 drops of one color in each beaker. Stir until fully blended.

Weigh and cut up 13 oz. of the clear soap and place in large glass measuring cup.

Heat in microwave until soap has completely melted.

GLITTER & GLAM



Add 1 ml. of Iridescent Glitter to the 13 oz. of soap. Stir well to incorporate.

Add 10 ml. (2 tsp) of fragrance oil and stir well.

Place the plastic mold on a cookie sheet. This will give the mold stability should it need to be moved. Take 2 colors of your choice and pour 1-2 drops of each color on opposite sides of one of the cavities in the mold.

Pour the melted soap over the drops of colored soap up to the top of the soap cavity. Spritz top with rubbing alcohol to release any surface bubbles.

When you are done filling the mold (before the soap is dry), you can take the handle of a spoon, place it down into the soap, and use it to swirl the colors a little.

Spritz the top of the soap with alcohol to release any surface bubbles.

Repeat above steps with the remaining soap cavities. Let soap completely harden.

Repeat above steps to make an additional 4 glitter bars.

This mold will yield: Rectangle Bar 3.7 oz., Round Bar 2.85 oz, Square Bar 3.5 oz, Oval Bar 2.85 oz. Carefully remove from soap mold and wrap tightly.

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2014

UPDATE YOUR BATH & BODY LINE
WITH **PAMPERING PRODUCTS**.

MANY OF YOUR CUSTOMERS HAVE
NEW YEAR'S RESOLUTIONS
TO TAKE BETTER CARE OF THEMSELVES

NEW YEAR... **NEW YOU**

As each new year starts, almost everyone starts the mission of improving themselves somehow. New Year's resolutions abound and people make promises to themselves to do this thing better, achieve this goal or do this more often all in the vein of taking a bit more time to focus on themselves. This often produces a plethora of new gym memberships, refrigerators full of fresh fruits and veggies, and garbage cans full of cigarettes people swear they're going to quit smoking.

NEW YEAR'S RESOLUTIONS INFLUENCE PURCHASES AFTER HOLIDAY SHOPPING IS OVER...

Just as regularly, retailers cater to this inevitable yearly trend. You see the products everyone can use to achieve these resolutions popping up all over the place mid-December to influence purchases after the bulk of the holiday shopping is over. With the majority of consumers burnt out by the process and, generally a bit stretched in their extra income, retailers lean on their bag of tricks to incite sales and avoid a slump after a major purchasing season. As the holiday season is generally all about others - those loved ones in your life, turning the focus back on the individual is an effective way to spur some sales by introducing a new need.

In our industry, we are primed to create a line full of products that perfectly answer a good number of the resolutions made each year. Take those ingredients full of skin-indulgent properties and create some products that cater to the spa-minded customers whose resolutions could vary from taking more 'me-time' to taking better care of their skin. Make a shampoo, conditioner and shower gel package in trial sizes with an invigorating scent for those customers hitting the gym hard after the new year. It'll be the right size to throw in a gym bag and the scent can be marketed as a motivator or energizer.

With a little creative marketing, you can group existing products into this category and have a whole line without a lot of extra work. Have a line of products that tote aromatherapy properties? Group together those that are energizing or stimulating out of that line to help promote energy for exercise or those relaxation-scented products to help customers gain more sleep to promote more peace and balance in their life. Products geared toward nourishing the body in any way will also be good candidates. Simply group together a few effective products and create some spa-like beauty packages that will allow your customers to pamper themselves without the high cost of going to the spa.

With this information and some inspiration from the following pages, you'll be ready to go with a line in no time. Take a look at what we've come up with for this month and then head on over the Wholesale Supplies Plus to grab all of the ingredients you'll need to make these products for your resolution-ready customers!



A

PRODUCTS TO PAMPER THE NEW YOU

A. Crafters Choice™ Spa Tonic Fragrance Oil 384

B. Crafters Choice™ European Spa Salts - Coarse Grain

C. Crafters Choice™ Spa' taneous Fragrance Oil 789

D. Crafters Choice™ Bath Tea: Relaxation

E. Crafters Choice™ Peppermint (Natural) EO - Certified 100% Pure 712

F. Crafters Choice™ Chamomile Butter Blend

G. Crafters Choice™ Yellow Gold Sparkle Soap Color Bar

H. Crafters Choice™ Salt Blend - Dead Sea (Pure Salt)

I. Relaxing Fragrance Oil 533

ADDITIONAL PRODUCTS

[NOT PICTURED]

- Crafters Choice™ Soybean Oil

- Crafters Choice™ Anise EO - Certified 100% Pure 720

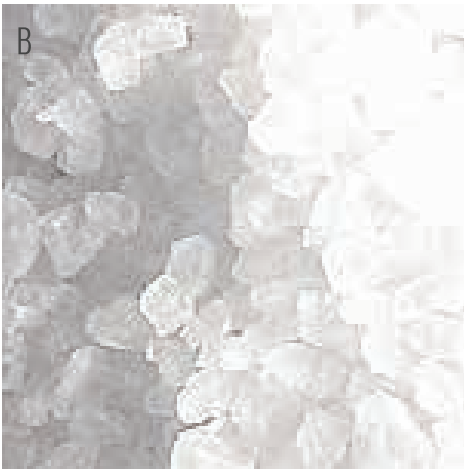
- Crafters Choice™ Bath Tea: Pampering

- Crafters Choice™ Aqua Spa Fragrance Oil 340

- Crafters Choice™ Lavender Buds - Premium Botanical

- Crafters Choice™ Green Oil Locking Mica Shimmer

- Crafters Choice™ Stained Glass Lemon Yellow Soap Color Bar



B



C



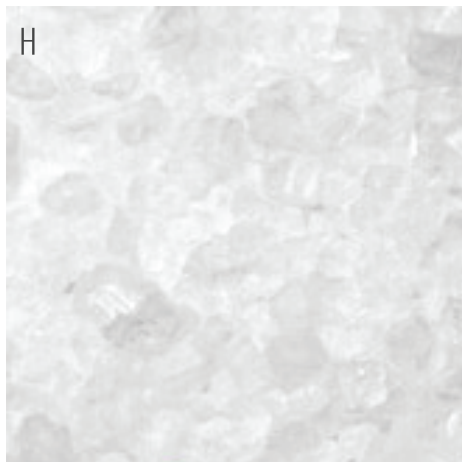
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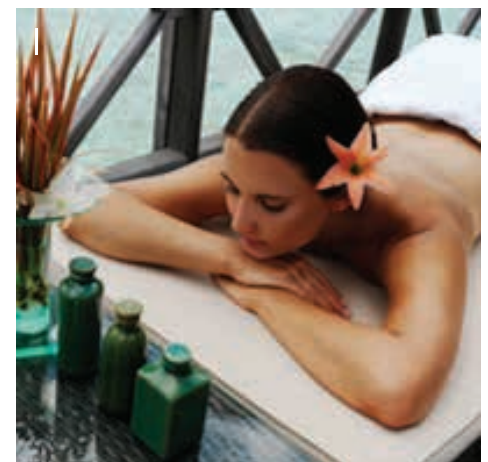
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SOFTEN YOUR SKIN BY SOAKING IN A TUB OF *LUXURIOUS BATH SALTS*

COCONUT MILK DEAD SEA SALTS & LAVENDER

Soak in a tub of these luxurious bath salts. The combination of skin softening coconut milk and the relaxing dead sea salts and lavender will leave you totally relaxed...



SOOTHING COCONUT MILK & LAVENDER BATH SALTS RECIPE

Project Level: Easy
Estimated Time: 1/2 Hour
Yields: 5 lbs.

BUY RECIPE AS A KIT »

INCI INGREDIENT LABEL: Sea Salt, Dehydrated Coconut Milk, Maltodextrin and Milk Protein, Lavandula Angustifolia (Lavender) Flower, Lavandula Angustifolia (Lavender) Oil, Ultramarines

WHAT YOU NEED:

Pound(s) Crafter's Choice™ Dead Sea Salt - Fine Grain
2 Pound(s) Crafter's Choice™ Dead Sea Salt - Coarse Grain
8 Ounce(s) Crafter's Choice™ Coconut Milk Powder
20 ml(s) Crafter's Choice™ Lavender EO 30/32
8 Tablespoon(s) Crafter's Choice™ Lavender Buds-Premium
4 ml(s) Crafter's Choice™ Matte Cobalt Blue Pigment Powder
5 Piece(s) Kraft Window Tin Tie Bag - 1/2 Pound (Medium)
5 Piece(s) Scoop - 1/2 ounce
Cookie Sheet
Digital Scale
Glass Mixing Bowl - 2
Mixing Spoon
Wax Paper
Wire Sifter
Wire Whisk



DIRECTIONS:

NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.

In a glass bowl, stir together 2 lbs. Dead Sea Salt-Fine Grain and 2 lbs. Dead Sea Salt-Coarse Grain.

Add 20 ml. Lavender Essential Oil to blended salts and stir to combine. Spread the salt/essential oil blend onto cookie sheets that are covered in wax paper. Allow them to dry overnight.

Once your salts are dry, pour them back into a glass mixing bowl.

Pour 8 oz. of Coconut Milk Powder into a wire sifter and use a wire whisk to break up any clumps.

Stir in the Coconut Milk Powder and 8 Tbsp. Lavender Buds-Premium. Stir in the blue sea salts.

Place a Kraft Window Tin Tie Bag on a scale and tare. Add spoonfuls of the salt blend to the bag until the weight reaches 16 oz. (bag will be full to the top of the window).

Before closing the bag, place a white 1/2 ounce scoop inside.

TO USE: When filling the bath tub, put in 2-4 scoops of the product under the running water and swish around with your hand to dissolve.



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HYDRATE, NOURISH, SOFTEN & REVITALIZE

REVITALIZING FACE MASK RECIPE

Relax and give yourself a facial! This mask has properties that will help tighten pores, hydrate, nourish, soften and revitalize tired skin. Especially helpful with oily skin types.

BUY RECIPE AS A KIT »

Project Level: Easy
Estimated Time: 1/2 Hour
Yields: 11 Facial Masks

INCI INGREDIENT LABEL: Bentonite, Solum Fullonum (Fullers Earth) Clay, Goat Milk, Kaolin



WHAT YOU NEED:

4 Ounce(s) Crafter's Choice™ Bentonite Clay NF
4 Ounce(s) Crafter's Choice™ Fuller's Earth Clay
2 Ounce(s) Crafter's Choice™ Kaolin Clay - Rose
2 Ounce(s) Crafter's Choice™ Goats Milk Powder
11 Piece(s) Zip Pouch: 1 oz. Clear Side & Silver Side
1 Piece(s) Scoop - 1/2 ounce
Iron to seal pouches
Large Glass Bowl
Wire Whisk

DIRECTIONS:

NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.

In a medium size mixing bowl, add contents of all ingredients pouches.

Mix with a wire whisk to blend all ingredients. If there are any clumps, try to break them up with the whisk.

Taking one zip pouch, place 4 level scoops of dry mask into pouch, then zip close. Continue until all mixture has been packaged.

These pouches can be heat sealed with an iron on medium heat to make them tamper proof.

DIRECTIONS FOR USE: Open pouch and empty dry ingredients into a small bowl.

Add 3 Tablespoons of water. Mix together to make a paste.

Spread mask on face avoiding eye area. Sit back and relax until mask dries and hardens. Wash off with warm water and pat dry. Follow with face lotion, if desired.

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HAIR SERUM RECIPE FOR SPLIT ENDS & SHINE

BUY RECIPE AS A KIT »

Project Level: Easy
Estimated Time: 1/2 Hour
Yields: 9- 20oz Bottles (18oz.)

INCI INGREDIENT LABEL: Caprylic/Capric Triglyceride, Argania spinosa (Argan) Oil, Fragrance

WHAT YOU NEED:

16 Ounce(s) Crafter's Choice™ Coconut Oil - Fractionated
1.4 Ounce(s) Crafter's Choice™ Argan Oil
0.5 Ounce(s) Crafter's Choice™ Rosemary Peppermint EO & FO Blend 739
9 Piece(s) 2 oz. Amber Cosmo Oval Plastic Bottles
9 Piece(s) 20/410 Black Petite Treatment Pumps
Measuring Cup
Mixing Spoon
Plastic Dropper - 1
Scale for Weighing Ingredients
Scissors

DIRECTIONS:

NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.

Using a bowl or cup with a pour spout, pour the 1 lb. bottle of Coconut Oil - Fractionated into the bowl.

Place the bowl on a scale and tare to zero.

Slowly pour the Argan Oil into the bowl until the weight is 1.4 oz.

Using a measuring cup or plastic dropper, measure up to 0.5 fl. oz. Rosemary Peppermint EO & FO Blend and add to the oils. Stir with a spoon to blend.

Carefully pour the oils into your Amber Cosmo Oval Plastic Bottles. Trim the dip tubes on your Black Petite Treatment Pump Tops and cap the bottles.

TO USE: Use on towel-dried hair. Can use all over for extra shine or just on the ends to help repair and prevent split ends. May touch up on fully dried hair.

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PROTECT &
MOISTURIZE
YOUR SPLIT ENDS

YOU WON'T BELIEVE IT'S BUTTER.



Crafter'sChoice®

Although these butters look good enough to eat, they are not safe for consumption. Crafter's Choice butters are cosmetic grade & safe for skin care and soapmaking. Read product details to verify that your butter is safe for lip before recipe formulation.

- A. TUCUMA BUTTER
- B. CRANBERRY BUTTER
- C. ACAI BUTTER
- D. LEMON BUTTER
- E. PUMPKIN SEED
- F. MANGO BUTTER

NATURAL EUCALYPTUS & TEA TREE CP SOAP RECIPE - FOR MEN

Even in winter many men are still prone to oily skin and break outs. Help them beat those break out blues with this natural soap recipe that gives men the lather they love and ingredients reknowned for helping to prevent acne breakouts. There's even an exfoliating strip of loofah to help remove even the toughest grime!

WHAT YOU NEED:

- 7 oz. 76 Degree Melt Point Coconut Oil
- 5 oz. Palm Oil
- 10 oz. Pomace Olive Oil
- 4.5 oz. Rice Bran Oil
- 1.5 oz. Ultra Refined Shea Butter
- 3.8 oz. Sodium Hydroxide/Lye
- 9 fluid oz. Distilled Water
- 1.2 oz. Eucalyptus Essential Oil
- .3 oz. Tea Tree Oil
- 2 teaspoons Powdered Luffa

DIRECTIONS:

1. Measure out the distilled water and place in a pitcher or large glass pyrex measuring cup. Then weigh out the lye and slowly pour into the water, stirring until dissolved. Set aside.
2. Weigh out all of the soapmaking oils and place in a large non-aluminum pot on the stove. Heat over medium heat until all the oils have melted, then remove from heat and set aside to cool.
3. Once the ingredients have cooled to between 100 and 115 degrees, slowly pour the lye-water into the soapmaking oils and mix with a stick blender until you reach trace.
4. Add the eucalyptus and tea tree oils and combine thoroughly
5. Pour about half of the soap into the mold, tap to level, then even distribute the powdered loofah on top of the soap. (You can dye yours first if you like with a tiny amount matte woodland green liquid pigment, then allow to dry. Or leave it the natural color for a dye-free bar.)
6. Now pour the remaining soap on top of the first layer with loofah and then run a knife through the soap across the entire width of the mold then down the length. This will level out your soap and ensure the two layers stick to one another.
7. Cover and insulate the mold for 24 hours, then unmold the finish soap loaf, cut into bars and allow to cure 3-6 weeks before use.

This recipe fills one WSP silicone Loaf Mold or 2.5 WSP silicone bar cavity mold.



THIS WINTER... SOOTHE TROUBLED SKIN

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This recipe was formulated and contributed by Rebecca D. Dillon of Rebecca's Soap Delicatessen (<http://www.soapdelicatessen.com>) 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.



SHIMMERING SOAP INSPIRED BY FRESH SNOWFALL

FRESHLY FALLEN SNOW COLD PROCESS SOAP RECIPE

WHAT YOU NEED:

- 5.6 oz. Coconut Oil
- 2.8 oz. Babassu Oil
- 2.8 oz. Cocoa Butter
- 8.4 oz. Rice Bran
- 2.8 oz. Avocado
- 5.6 oz. Olive Oil
- 7 oz. Melted Snow or Distilled Water
- 3.9 oz. Sodium Hydroxide
- 3 tsp. WSP Water Dispersible Titanium Dioxide mixed with 1 oz. distilled water
- 1 oz. WSP First Snow Fragrance Oil
- .33 oz. WSP Vanilla Stabilizer
- Iridescent Sparkle

DIRECTIONS:

If choosing to use snow in this recipe, make sure that it is clean and free of debris. Allow snow to melt. Add lye. Stir until dissolved. Let cool. Once cool, stir in sodium lactate. Melt coconut and cocoa butter. Next add room temperature oils.

Mix titanium dioxide with water in a separate cup and set aside.

Weigh fragrance and add stabilizer. (Note: If stabilizer is not used this fragrance's vanilla content will turn the soap brown.)

Mix well and allow to sit 2 minutes. Do not store. Use within 15 minutes from mixing. Stabilizer will turn solid in temps below 68°F. If needed, place bottle in warm water to return to liquid state.

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 titanium dioxide mixture. Next add fragrance/stabilizer and stir until well incorporated. Pour into mold. Tap mold gently to release any air bubbles. (Optional: Using a wooden spatula or similar tool, create an interesting texture on top of the



soap. Sprinkle top of soap with iridescent sparkle to achieve a festive effect.

Let sit overnight covered with plastic wrap to prevent any soda ash. Release and unmold. Cut into bars. Cure for 4 weeks before use.

This recipe fills one WSP silicone Loaf Mold or 2.5 WSP silicone bar cavity mold.

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



CELEBRATING THE NEW YEAR WITH “A LITTLE BUBBLY” ... LITERALLY!

CELEBRATION CHAMPAGNE COLD PROCESS SOAP RECIPE

WHAT YOU NEED:

- 8.4 oz. Coconut Oil
- 2.8 oz. Sweet Almond Oil
- 8.4 oz. Olive Oil
- 4.2 oz. Rice Bran Oil
- 1.4 oz. Castor Oil
- 2.8 oz. Shea Butter
- 3.5 oz. water
- 3.5 oz. boiled and chilled champagne (read important safety directions below)
- 4 oz. Sodium Hydroxide
- 1 tsp. WSP Water Dispersible Titanium Dioxide mixed with 0.5 oz. distilled water
- 1 oz. WSP Champagne Kisses Fragrance Iridescent Sparkle
- .28 oz. sodium lactate (optional)
- (This recipe fills one WSP silicone loaf mold or 2.5 WSP silicone bar cavity molds.)

DIRECTIONS:

Prior to making soap, set champagne out for 24 hours to release bubbles.

Next, boil champagne for 30 minutes and cool. You'll want to boil more than the required amount to compensate for evaporated loss.

Weigh the required amount after boiling (it's a good idea to start with double the amount that the recipe requires.)

Refrigerate for at least two hours to chill. Combine water and champagne. Before adding lye, put pitcher of water/champagne in the sink in case the lye bubbles out due to any alcohol that didn't get boiled out. It's important to very slowly add lye to water/champagne to prevent spillage. Stir until dissolved. Let cool.

Once cool, stir in sodium lactate.

Melt coconut and shea, then add room temperature oils.

Mix titanium dioxide with water in a separate cup and set aside. Weigh fragrance and set aside.

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 titanium dioxide mixture.

Next add fragrance and stir until well incorporated. Pour into mold. Tap mold gently to release any air bubbles.

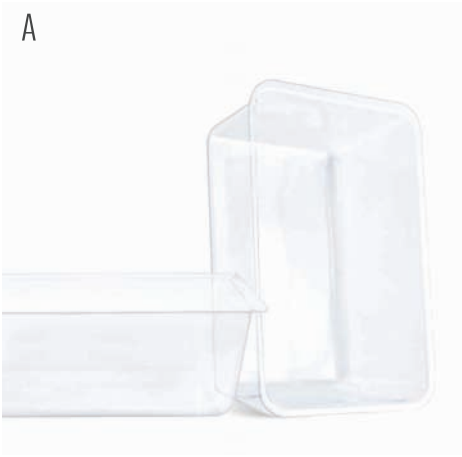
(Optional: Using a wooden spatula or similar tool, create an interesting texture on top of the soap. Sprinkle top of soap with iridescent sparkle to achieve a festive effect.)

Let sit overnight covered with plastic wrap to prevent any soda ash. Release and unmold. Cut into bars. Cure for 4 weeks before use.

This recipe fills one WSP silicone Loaf Mold or 2.5 WSP silicone bar cavity mold.

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A



E



F



B

NEW PRODUCTS

A. Crafters Choice™ Soap Cup - Rectangle

B. 24/410 Pink Metal Sprayer SURPLUS

C. 5 Hanukkah Soap Mold (MW 46)

D. Buy Handmade Pink Sweatshirt

E. 24/410 Green Metal Sprayer SURPLUS

F. 5.5 Clear Bell Round & Red Sprayer (SURPLUS)

G. Soap Cup - Round

H. Sleigh Soap Mold

I. Buy Handmade Black T-Shirt

ADDITIONAL PRODUCTS
[NOT PICTURED]

- 24/410 Red Metal Sprayer (SURPLUS)
- 24/410 Magenta Metal Sprayer SURPLUS
- Gift Box 2 Soap Mold
- 4 oz Clear Cylinder & Red Sprayer (SURPLUS)



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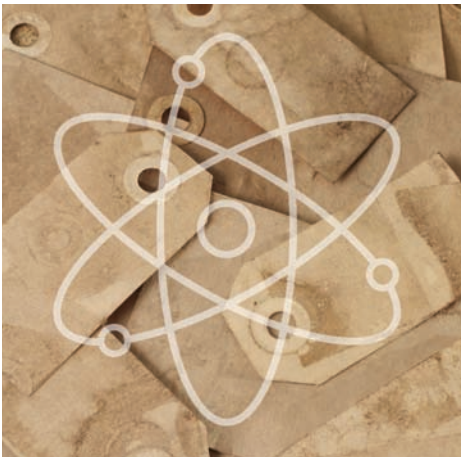
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APPLY A LITTLE SCIENCE TO YOUR PRICING STRATEGY:

DRIVE MORE SALES

Stephanie Taylor Christensen

Wondering if you could sell more of your products by experimenting with different pricing offers, or perhaps capture more sales by presenting your existing pricing promotions differently? Here's consumer psychology you can use to structure your pricing in a way to will boost website conversion and response to your marketing pieces, and tempt the customers you've already won to buy more.

Comparative pricing. There's a reason that major retailers reference how their price compares to their competitors; it works! According to the study "An examination into the Effectiveness of Two-Sided Comparative Price Appeals," the "two-sided" nature of the comparative price approach makes consumers feel as though they've been given the "whole story" behind their purchase decision, reducing their need to price compare on their own. Because the study also indicates that making a comparison to a leading brand creates a perceived similarity to the market leader in the customers' mind, the strategy is particularly effective for small business owners.

The key to effective comparative pricing, however, is to ensure that your claims are both factual and believable. Researchers in the study also found that there is a point at which the savings you demonstrate can be too great, leading consumers to either not believe the information, or conclude that your product is a lower quality than the competitors, to explain the significant price difference. How do you know which "price spread" is too much? Test it out! Email, targeted social media campaigns and even custom landing pages can help you explore different price savings comparisons to analyze which generate the most email opens, online "clicks" activity, and web store conversions.

Percentage discounts. Percentage discounts to promote products isn't a new idea, but did you know that the format you use to describe the offer can have a major impact on response? In the same study noted above, scientists found that research participants indicated the greatest likelihood of purchase intent after viewing advertising that included a products' original price, the sale price AND the percentage off, versus marketing efforts that promoted only a percentage discount.

"ENSURE THAT YOUR CLAIMS ARE FACTUAL & BELIEVABLE"

End the need to price compare. Technology has empowered customers to verify the pricing of your products (and potentially find it for a lower price elsewhere) in a matter of seconds. You can do the "heavy lifting" for them and reduce shopping cart abandonment by including a reference of the price a few of your competitors sell the product for on your site—especially if your price isn't always the lowest. (Your honest acknowledgment builds credibility).

When that is the case, offset the potential deterrent by reinforcing the other benefits buying from your business entails, and possibly, offering to match any competitor's price. (This strategy helped Best Buy reclaim sales it was

losing to Amazon and other lower-priced web stores who were selling the same product for less).

"THERE'S A REASON THAT MAJOR RETAILERS REFERENCE HOW THEIR PRICE COMPARES TO THEIR COMPETITORS... IT WORKS!!!"

Lead with the number when packaging offers. Package pricing (like 2 soaps for \$10) can boost your average order value, give you compelling reasons to market to customers via email and social media, and offset the costs of other value-added benefits (like free shipping), but a 2011 Virginia Tech study revealed that how you structure the offer actually has more impact to response than the offer itself. Researchers in the study found that placing the quantity of the promotion before the dollar amount (as shown in the example above) has more consumer appeal than leading with price. They found that information to be especially relevant when the structure of the offer makes it difficult for the buyer to calculate the price of one item. (For example, three soaps, lotions or candles for \$22).

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.



5 TIPS TO BRING BALANCE TO THE HOLIDAYS

Marla Tabaka

Busy entrepreneurs struggle with life balance all year long, but when the holiday's role around the challenge can feel insurmountable. How can you maintain your business, fulfill family obligations, and actually enjoy the season? It seems like a lot to ask, doesn't it?

It may seem as though you're lowering your expectations and standards if you put your business on auto pilot or allow it to slow down, but what you're really doing is fulfilling a dream. After all, isn't freedom one of the main reasons you became an entrepreneur in the first place? While freedom takes on varying definitions, every entrepreneur I've met values it above all. And during the holiday season, allowing yourself to indulge in a bit of freedom is a beautiful reminder of your success, no matter where you are on your journey.

Here are some of the things I've reminded my coaching clients of as we enter this magical time of the year. I hope they assist you in bringing balance and joy into your life as well.

CREATE A PLAN.

Taking time takes planning for most business owners. Will you shut down your business or have a skeleton crew in place? How will you handle incoming calls and emails? Have you scheduled social media updates? Think about critical questions to ask yourself and get a plan in place to manage every detail. Otherwise, you'll put pressure on yourself every moment of every precious day off. This is the time of year to accept that you are not superman/woman and to step back from that persona. With contingencies in place you can enjoy some time just being YOU!

SET EXPECTATIONS.

If your shipping department or offices are going to close be vocal about your schedule and what you can and cannot offer during the holidays. Setting boundaries all around will

make your time off much more enjoyable. Send email blasts to your list, display your holiday hours on your website and social media pages. If you have a team working through the holidays be clear about when and why you are willing to be disturbed by them during your personal time off. Also let them know if and when you will check your email and phone messages. And most importantly, once these guidelines are available stick with them!

DON'T APOLOGIZE.

Apologizing for taking a much needed, much deserved break is akin to apologizing for donating to a good cause. You are doing something good: for you, your family and friends, and yes, for your business. Why would you apologize for that? Be confident and give yourself permission to enjoy this reward and time with your loved ones. When others experience your confidence they will support you in your actions.

SAY NO.

People struggle with pleasing everyone in their circle of family and friends during this time of the year. But most often these are self-imposed expectations. When you feel guilt or pressure about not doing enough or spending enough time with someone, ask yourself if it's their expectation you are struggling to meet or your own. If it truly is someone else's expectation rather than your own assumptions, then follow up with this question: Is there anything you can do to fulfill this person's expectations? Ever? Chances are no matter how hard you try the answer will be no.

BE PRESENT.

Ok, you've set your boundaries, prepared as well as can be expected, and now you're off to enjoy the holidays. Now it wouldn't make much sense to be preoccupied during the whole process would it? If you're constantly checking email, text messages, and social accounts you're taking the "ho, ho, ho" right out of the holiday's! Leave the smart phone tucked away and focus on your family and friends. Easier said than done but you'll get used to it. Just remind yourself that your business may be important but without healthy and happy relationships it truly is meaningless.

Happy Holidays to You!

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.



PUT SOME PEP IN YOUR STEP WITH MINT

Alison Kontur

When most people think of mint, food and drinks usually come to mind. Mint is an often used herb in skincare products because of its unmistakably aromatic fragrance. However, the mint family has more to offer than just a great smell!

Mint is often used in skin creams, toners, body lotions and facial masks. It is helpful in treating inflammations such as acne because of its high content of salicylic acid. This acid, which is found naturally in mint, is an active ingredient used in many facial care products. The acid loosens dead skin cells, allowing them to shed easier. This helps to prevent clogged pores, resulting in fewer pimples and clearer skin.

The most popular member of the mint family is peppermint. Peppermint acts as an astringent in cleansing and toning products by shrinking skin tissue and reducing the amount of surface oil on the skin. These qualities make mint especially effective for oily skin types. Peppermint oil contains vitamins A and C, omega-3 fatty acids, and minerals including potassium, manganese, iron, magnesium, calcium, and copper.

Peppermint oil has also been used to treat stress and pain. Soaking in a bath containing some drops of peppermint oil or an infusion of dried mint can provide an uplifting respite from stress. The refreshing properties of mint make you feel energized and have been shown to increase mental alertness. The cooling properties of peppermint oil benefit by removing pain and it can be diluted and applied topically to ease tension.

Menthol, derived synthetically as well as from mint essential oil, is an ingredient in many cosmetics and some perfumes. Menthol and mint essential oil are very popular in aromatherapy. Did you know that menthol is used in

cigarettes as an additive, because it blocks out the bitter taste of tobacco and soothes the throat? Menthol is widely used in cooling products such as body sprays, foot care treatments and anti-itch creams because of its local anesthetic and counterirritant qualities.

Spearmint, another species of mint, is loaded with vitamins, antioxidants and vital nutrients. Despite having a very similar aroma to peppermint, spearmint does not contain as much menthol, but is instead rich in limonene, dihydrocarvone and cineol.

Spearmint essential oil is associated with a number of antifungal properties, according to a study presented at the 2011 International Conference on Environmental and Agriculture Engineering. More than twenty kinds of chemical compounds have been reported from essential oil extracted from spearmint. The most important compounds with antimicrobial activity are Menthol, Menthoforan, Menthon, Pipriton and Polgon. Recent studies on spearmint leaf show its effectiveness in reducing hirsutism (excess body hair) in women diagnosed with polycystic ovarian syndrome.

If you visit any spa, you'll likely find that many of the treatments there include some type of mint. Despite its countless benefits to skin health, however, spas mostly use mint for its scent, which many people find relaxing and soothing.

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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).



MAXIMIZING YOUR PRODUCTIVITY

Geoffrey Michael

For a small business, time is everything and is your most valuable asset. Anyone who's run a small business understands that effective use of your time is critical to your success.

One of the most important elements of improving productivity is being organized. This takes discipline and it applies to both your office and your mind. Beyond that, there are lots of things you can do to optimize the way you do things. Most of them are common sense, but it doesn't hurt to push them to the front of your consciousness.

HAVE A SYSTEM

Many small business owners find what works for them through trial and error. Find a routine that's as simple as possible and that you'll follow consistently. Some find it useful to batch similar tasks that mesh together for a common purpose. But unless you're good at multitasking, focus on just one or two distinct tasks at a time.

SET GOALS

Most people are motivated by goals that they've never accomplished before. Be ambitious yet realistic, and figure out the best path to achieve your objectives. Create a timeline and deadline that you can use to track your progress and reward yourself when you check off a key goal. High expectations usually lead to superior

results. Tell a close friend about your goals and ask that they help keep you accountable for them.

PREPARE

At the end of each day, take a look at what's in store for the next day and week. This helps because it will give your subconscious mind several hours to mull things over, especially potential obstacles that need to be eliminated or worked around. There's a lot of truth to the old adage that sleeping on it will actually help.

EFFECTIVE USE OF YOUR TIME IS CRITICAL TO SUCCESS.

CREATE A SCHEDULE

Manage your time wisely by organizing your day around a few milestones that have to get done that day. Prioritize tasks in a way that maintains a smooth workflow and allows an efficient transition from one milestone to the next.

Many people use a "to-do" list which is a great start, but take it a step further and create a logical sequence of events that allows the most effective use of your time. If you can knock off the simple tasks first without disrupting things, that approach works for many. The larger, more complex tasks might be broken into smaller ones that can be tackled individually.

TIME TO THINK

Set aside time every day to do nothing but think. Make it the first thing on your agenda and use the time to outline your day. If there are decisions to be made, go over your options and think them through with a clear head. You can avoid a lot of trouble by acting rather than reacting, and the way to do this is by thinking your way through different scenarios when you're not under pressure.

LIMIT INCOMING INFORMATION

Digital media and cable news both provide continuous sources of news, information, and mindless dribble. Information overload is a common problem, but it's easy to solve. Turn off the TV, unsubscribe from all those email lists, stop the endless web surfing, and cancel some magazines. You'll find that you can easily live without it. Too much information will overwhelm you and jeopardize your ability to make prudent decisions. Set up your sources to include only the information you need to enjoy life and accomplish what's important.

ELIMINATE DISTRACTIONS

This is key for those who work out of their home. Carve out a special office area that's off limits to everyone but you. Use a separate computer and telephone for business, and set aside a timeslot for checking email and making calls. Aside from that, stay off the computer unless it's an integral part of what you do.

LEARN TO SAY "NO"

It's hard to do, but it's absolutely necessary in order to control your life and run your business. Recognize your limitations and plan accordingly. There's only so much you can do effectively, and doing more will only diminish the positive aspects of your business. Don't spread yourself too thin because your customers will notice and react negatively, and that will drag you down in the long run.

DELEGATE

Many small business owners say they can't afford to hire anyone to help them. The reverse is true. If you need help, you can't afford not to hire someone. Your time as the business owner is valuable and you should be using it to perform the most important parts of running your business. Everything else that you can't fit into a normal workweek should be delegated. If you don't want to hire someone as an employee, you can use contract labor on an as-needed basis. There are plenty of outsourcing agencies that provide temporary and part-time workers.

EAT RIGHT, GET PLENTY OF REST,
EXERCISE, TAKE TIME FOR FAMILY
AND FRIENDS, AND DON'T FORGET
THAT OVERDUE VACATION.

TAKE CARE OF YOURSELF

Eat right, get plenty of rest, exercise, take time for family and friends, and don't forget that overdue vacation. The temptation for small business owners is to make it a 24-hour-a-day endeavor that completely takes over their lives. It's a common trap because they believe it's the best way to succeed, especially when they're starting out. While there may be times when that's necessary, get out of that trap as soon as humanly possible. Even a short walk and a quick nap every day will help you to focus and stay on your game.

SUMMARY

Improving productivity takes nothing more than discipline, planning, and common sense. Whenever you find yourself wasting time, stop and think about what caused you to drift into that mode. It might be easy to eliminate the source. It could be something as simple as closing your Internet browser to remove the temptation to surf the Web.

Large companies spend millions of dollars every year searching for the magic formula that will make them more productive. They often implement changes to their policies and procedures to accomplish that goal, but the human tendency is to gradually slide back into ways of doing things that are most comfortable and familiar. The real challenge is to maintain the level of discipline that it takes to sustain positive change over the long term.

“IMPROVING
PRODUCTIVITY TAKES
NOTHING MORE
THAN DISCIPLINE,
PLANNING, AND
COMMON SENSE.”



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

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AROUND THE WATER COOLER...

THE HOLIDAY SEASON IS IN FULL EFFECT

We are all getting ready for the Holiday Season, with new merchandise, hard work and of course some holiday cheer. If you haven't noticed we have a new line of Buy Handmade gear. We are very excited about this new addition. Our t-shirts and sweatshirts are the perfect addition to any soap makers closet. They come in both black and pink and have a blank front side, which allows them to be customize with your very own company logo.

It's been pretty busy these past few months at Wholesale Supplies Plus, especially with all of the extra holiday orders. We love seeing our industry thrive during the holiday craft show season.

Our staff has been working around the clock trying to get orders out to customers in a timely manner. We would like to say a special thank you to our employees who work in our warehouse. They've really shown true dedication to our customers during this busy holiday season.

EMPLOYEE TRIVIA

QUESTION NO. 1

What is your favorite winter activity?

- Sitting by a warm fire. -Cayla T.
- Snowboarding- Dan R.
- Going to hockey games, sled riding, having a wood-burning fire in the fireplace. -Leah P.
- Staying in and watching movies. Carmon G.
- Celebrating the holidays with my family and friends. -Leslie

- Snow Tubing! -Hanna K.
- Watching the snow fall. -Sue B. Karen S.
- Sitting by the heater with a blanket and a good book. -Chloe G.
- Staying warm and wearing boots. -Alina R.
- Going shopping for boots, hats and scarves. -Marissa
- Counting down the days until summer. (I hate the winter). -Renee T.
- Boarding a plane to a warm beach. -Anne B
- Playing in the snow with my 3 sons. -Lisa M.
- Snow Ball Fights with my younger brother- Wanisha D.

QUESTION NO. 2

Would you rather go sled riding or drink hot chocolate by the fire?

- Hot Chocolate by the fire. -Cayla T., Sue B. Karen S. Renee T. and Anne B. Lisa M.
- Sledding- Dan R., Alina R. and Wanisha D.
- I love Both! Depends if it is too cold and windy, then I would stay inside. -Leah P.
- Go Sledding then sit by the fire and drink hot chocolate. Carmen G. Leslie G. Hanna K. and Chloe G.
- I would rather sit by the fire and drink a chai. -Marissa

QUESTION NO. 3

What's your most memorable snow storm?

- Any one that got me out of school growing up. -Dan R.
- A few years back there was a storm in March. My husband and I packed up and went to a friends house for the whole weekend. -Leah P.
- Last year it snowed for two days straight and the snow plows couldn't keep up. We got three feet of snow and stayed inside. -Carmen G.
- Valentines Day 2006 there was a huge snow storm. It took me 2 hrs to drive home. (It typically a 20 min drive). -Leslie G.
- There was a storm in late winter/early spring. We got 8" of snow and my Dad came to dig me out and then the whole family came over to ride out the storm. -Hanna K.
- Storm of '78. -Sue B. Karen S. Anne B. and Renee T.
- My family and I got snowed in for a whole weekend. Lots of movies, games and food. -Chloe G.
- In college there was a snow storm while my friends and I were at dinner. The rugby team and a police officer helped push my car out of the snow. Alina R.
- A Few years ago we got so much snow I had the day off work. My sister and I made a giant snow dragon in my front yard. Some people would slow down when they drove by to take a picture. -Marissa T.
- When my oldest son was 2, it snowed 10 inches on Nov 10, 1997 and I bundled him up, took him outside and we built his first snowman!- Lisa M.
- My freshman year in college. We had been snowed in so most of the campus was closed. So a couple of the girls that lived on my floor. We watched movies and everyone brought food from their rooms in the main. -Wanisha D.



INDUSTRY TRENDS

A RUSTIC HOLIDAY

It doesn't take much to add a little warmth to your home during the holiday season, especially when you go with a rustic decor theme. All you need are warm colored throws, wood accessories and a little creativity to create an inviting holiday look!



- A. pocketchangeourmet.com
- B. somewhatsimple.com
- C. ohmy-creative.com
- D. kokokokids.ru
- E. carolynshomework.com
- F. findinghomeonline.com



- G. Crafter's Choice™ Very Merry Cranberry* Fragrance Oil
- H. Shredded Wood Excelsior
- I. Cranberry Butter Blend
- J. Vanilla Oak Fragrance Oil

DECEMBER 2013 RETAIL TRENDS

PEPPERMINT, VANILLA, & FROSTED FRUIT



PEPPERMINT

- A. Peppermint Stick Shower Gel
SkinStore.com
- B. Peppermint Shaped Soap
pier1.com
- C. Twisted Peppermint Lotion
bathandbodyworks.com



VANILLA

- D. Vanilla Bean Noel
bathandbodyworks.com
- E. Snowman Bath Fizzie
Lush.com
- F. Vanilla Bergamot Soapy Suds Body Wash
sephora.com



FROSTED FRUIT

- H. Cranberry Joy Body Butter
thebodyshop.com
- I. Winter Candy Apple
bathandbodyworks.com
- J. Mr. Punch Bar Soap
Lush.com



HANDMADE HIGHLIGHTS

THANK YOU FOR SHARING YOUR BEAUTIFUL RECIPES!

From Our Readers



IN THIS RECIPE...

CRAFTER'S CHOICE™
BASIC WHITE MP SOAP BASE

RORY TOWNSLEY

Under the Sea Soap

"Here is a picture of my MP Soap Creation using Crafters Choice™ Basic MP Soap Base - White 24 lb. Block."



IN THIS RECIPE...

CRAFTER'S CHOICE™
CRIMSON SPARKLE MICA POWDER

LAQUETIA GILLARD

Pomegranate Apple Soap

"Pomegranate Apple uses the following items from WSP: Avocado oil, Shea Butter, Mango Butter, Castor Oil, Crimson Sparkle Mica, Sodium Hydroxide, Pomegranate Apple Fragrance Oil"



IN THIS RECIPE...

CRAFTER'S CHOICE™
COCONUT LIME VERBENA*
FRAGRANCE OIL

SOPHENE ADAMS

Coconut Lime Verbena Soap

"This is a cold process soap using your Coconut Lime Verbena fragrance oil. Other WSP products used in the making of this soap are, coconut oil, palm oil, castor oil, avocado oil, shea butter, and apricot kernel oil, all quality products."

HANDMADE HIGHLIGHTS CONTINUED...



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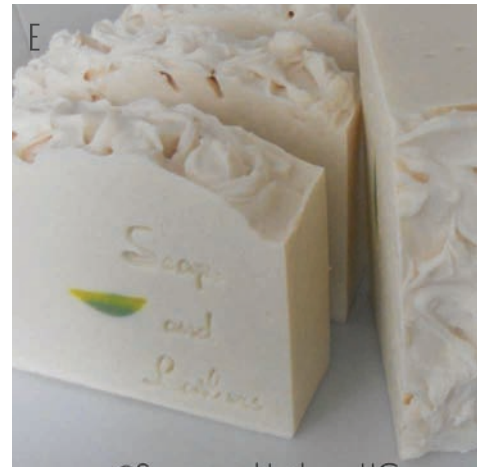
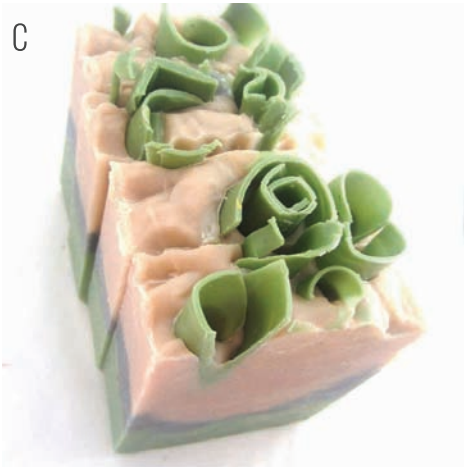
Email us product pictures of items you have created! In your email, tell us which WSP ingredients you used to make your product and you will be entered to be showed off in our next issue of Handmade! We'll pick three of our favorites each month and showcase them here in Handmade!

Want to see your creations here next month? Simply post a picture of our Show & Tell Facebook page or email.

WSPSHOWANDTELL@WHOLESALESUPPLIESPLUS.COM

FEATURED SHOW & TELL ENTRIES

- A. It's a Boy Balm , Holly Port
- B. Cranberry, Spiced Apple & Peppermint Lip Balm, Gabi de Coster
- C. Coconut Mint with Eucalyptus, Christen Maddock
- D. Sugared Spruce FO, Susan Garland Foti
- E. White Tea Bars, Holly Port
- F. Whipped Sugar Scrub, Melissa O'Brien
- G. Jingle Bell Ale Goat Milk Beer Soap, Julia Laughlin
- H. Florida Rainwater Soap, Tea Time Creations LLC



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 Kristy with 40 Posts
 Patricia with 27 Posts
 Jamie with 22 Posts
 Akiti with 21 Posts

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Lauren with 44 Posts
 Kristy with 40 Posts
 Patricia with 27 Posts
 Jamie with 22 Posts
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