VOL 18 · FEBRUARY 2014

HANDI ADE

INSPIRED BY INDUSTRY TRENDS FOR MEN

OATMEAL STOUT CP BEER SOAP

MADE WITH REAL BEER & SCENTED WITH BEER FO

THIS MONTH'S INSPIRATION...

MEN'S FACIAL CARE BREWS & BARS (OF SOAP) PET CARE PRODUCTS

IN THIS ISSUE...

DIY SOAP, BATH & BODY RECIPES, HANDMADE HIGHLIGHTS, BUSINESS ARTICLES, SALE CALENDAR, COUPONS & MORE.

FEATURE BUSINESS ARTICLE How To: BE A MORE INFLUENTIAL

BUSINESS OWNER

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FRAGRANCE OF THE MONTH

ON SALE IN FEBRUARY

Fifty Shades Fragrance Oil

BUY THIS FRAGRANCE »





JUMP ON THIS TREND: MEN'S FACIAL HAIRCARE PRODUCTS

Time tested and proven, facial hair will always come back in style. Recent trends in popular men's magazines show models sporting anything from a 5 o'clock shadow to a full-blown Santa beard. Perhaps the rebirth of this trend can be attributed to the charitable month of "Movember", where men grow out their mustaches to raise money to support prostate cancer research. Besides their appearance on actual faces, mustaches are springing up in pop culture. Mustache icons are printed on clothing, mugs, art prints and handmade goods.

The clean-shaven dress code of corporate America has changed to accommodate the Tom Selleck and Santa Clause wannabes of 2014. We are going to start seeing mustaches, beards and goatees more often so jump on this trend and include products for proper facial hair grooming in your product line.

DIY BATH & BODY PRODUCT SUGGESTIONS FOR YOUR MEN'S CARE LINE

- Moisturizing Face Soap
- Moisturizing Shampoo, Shampoo Bars & Conditioners
- Beard Oil and Mustache Wax
- Shaving Cream and After-Shave
- Moisturizing Face Lotion

Share these helpful tips with your customers to grow and maintain a well-groomed beard or mustache...

MOISTURIZE, MOISTURIZE, MOISTURIZE. In the first few weeks of growing facial hair skin may be irritated from the new growth. Try to resist the urge to itch. Use a gentle shampoo and regularly moisturize to calm the irritated skin. Wait to start trimming until your facial hair is at least an inch to an inch and a half long before shaping. Trimming prematurely may misshape the beard or mustache.

CLEANSE & CONDITION. Avoid using soaps that are meant for cleansing the skin, these soaps tend to dry out facial hair leaving it dull and brittle. Use a moisturizing soap such as shampoo, shampoo bars, conditioners and shaving soaps. Once there is some thickness to the facial hair start using a conditioner. Let the conditioner set in for a couple of minutes, then rinse to allow the hair to become soft to the touch.

GROOM & MAINTAIN. Once there is some thickness to a beard go to a professional. Barbershops specialize in facial hair grooming. A professional trim can do wonders to an overgrown beard. Barbers are professionally trained to give advice on the most attractive styles for each individual's face shape.



D

F









PRODUCTS FOR MEN'S FACIAL CARE

- A. Shaving Brush Boar Bristle (Green)
- B. Crafter's Choice™ Foaming Bath Whip
- C. Tobacco Caramel Type Fragrance
 Oil 543



- D. Crafter's Choice™ Gentle Face and Baby Cream
- E. Barber Shoppe Fragrance Oil 119
- F. 8 oz Blue Basic Plastic Jar 70/400
- G. Crafter's Choice™ Kaolin Clay White
- H. Mustache Soap Making Kit



J. Premium Shave & Shampoo MP Soap Base





MEN'S FACIAL HAIR CARE RECIPE: BEARD OIL & MUSTACHE WAX

This oil is formulated to sooth sensitive skin and the ingredients were chosen for their ability to absorb without being greasy. Mustache Wax can be used for beards, too, and any facial hair that needs to be tamed and textured.

BUY RECIPE AS A KIT »

Project Level: Easy

Estimated Time: 1/2 Hour

Yields: 6 Sets

BEARD OIL INCI INGREDIENT LABEL: Prunus Armeniaca (Apricot) Kernel Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopherol, Fragrance

STACHE WAX INCI INGREDIENT LABEL: Caprylic/Capric Triglyceride, Beeswax, Tocopherol, Fragrance

WHAT YOU NEED:

- 11.4 Ounce(s) Crafter's Choice Apricot Kernel Oil
- 6.0 Ounce(s) Crafter's Choice Coconut Oil-Fractionated
- 4.0 Ounce(s) Beeswax White Pastilles NF
- 0.6 Ounce(s) Crafter's Choice Jojoba Oil Golden
- 7 ml(s) Cedarwood Sage EO & FO Blend 610
- 6 ml(s) Crafter's Choice Vitamin E T-50
- 6 Piece(s) 2 oz. Amber Bullet Plastic Bottles
- 6 Piece(s) 20/410 Black & Natural Yorker Tops
- 6 Piece(s) 2 oz. Silver Shallow Metal Tins
- 6 Piece(s) Muslin Drawstring Bags 5 x 7
- Glass Measuring Cup
- Metal Pan
- Mixing Spoons
- Plastic Droppers 2
- Scale (to weigh ingredients)
- Spatula
- Stove Top

BEARD OIL

DIRECTIONS FOR BEARD OIL:

- 1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hair net, gloves and a mask. We also recommend a clean apron.
- 2. In a container with a pour spout, weigh 11.4 oz. of Apricot Kernel Oil. Place container on scale, then tare to zero and weigh 0.6 oz. of Jojoba Oil-Golden.
- 3. Stir in 3 ml. Vitamin E Oil T-50 and 4 ml. Cedarwood Sage EO/FO Blend.
- 4. Pour oil mixture into the 2 oz. Amber Bullet Bottles. Twist caps on tightly.
- 5. Here is link to a label we designed for this recipe. Feel free to use these or you can customize your own: http://www.wholesalesuppliesplus.com/PDFs/Labels/BEARD-OIL-LABEL.pdf



DIRECTIONS FOR MUSTACHE WAX:

1. On a scale, weigh Beeswax Granules in a pan. Place on stove-top over very low heat and allow to melt completely.

10. While the Beeswax is melting, weigh 6 oz. Coconut Oil-Fractionated in a separate container.

2. Once the Beeswax is fully melted, pour in the Coconut Oil. You will likely see some of the Beeswax solidify from the temperature of the added Coconut Oil. This is normal. Stir the mixture with a spatula until melted.

3. Take pan off of the heat. Stir in 2 ml. Vitamin E T-50 and 3 ml. Cedarwood Sage EO/FO Blend. Immediately pour into the 2 oz. Silver Shallow Metal Tins. Allow to cool completely before putting the lids on.

4. Here is link to a label we designed for this recipe. Feel free to use these or you can customize your own: http://www.wholesalesuppliesplus.com/PDFs/Labels/MUSTACHE-WAX-LABEL.pdf 5. Package 1 Mustache Oil and 1 Beard Balm together in each muslip has

'STACHE WAX

WHEN IT COMES TO PERSONAL CARE PRODUCTS, MEN ARE VERY LOYAL.

-Allison B. Kontur, Natural Cosmetic Formulator



PICTURED: MUSTACHE WAX & BEARD OIL

MEN'S FACIAL SKINCARE RECIPE: PRE-SHAVE OIL & AFTER-SHAVE MOISTURIZER

This shaving set will help get your man's beard ready for shaving and help soothe and moisturize it after the shave is over.

BUY RECIPE AS A KIT »

Project Level: Easy

Estimated Time: 1/2 Hour Yields: 4 Sets of Oil/Lotion

WHAT YOU NEED:

- 16 Ounce(s) Gentle Face & Baby Cream
- 7 ml(s) Botanical Extract 1 Water Soluble
- 5 ml(s) Dimethicone
- 2.5 ml(s) Oakmoss Sandalwood Fragrance Oil 199
- 4 Piece(s) 3.5 oz Natural Airless Pump, Bottle & Top Set
- 6 Ounce(s) Castor Oil
- 1.5 Ounce(s) Olive Oil-Refined A
- .5 Ounce(s) Dimethicone
- 1.25 ml(s) Botanical Extract 2 Oil Soluble
- 2 ml(s) Oakmoss Sandalwood Fragrance Oil 199
- 4 Piece(s) 2 oz. Clear Cylinder Plastic Bottles
- 4 Piece(s) 20/410 White Petite Treatment Pump Top -Clear Cap
- 4 Piece(s) Crystal Clear Cello Bags 4 x 2 x 9
- Glass Bowl
- Glass Measuring Cup
- Measuring Spoons
- Microwave
- Mixing Spoons
- Plastic Droppers 2
- Scale (to weigh ingredients)

DIRECTIONS:

- 1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
- 2. For Pre-Shave Oil:
- 3. Using a scale, weigh 6 oz. of castor oil and pour into a glass measuring cup with spout.
- 4. Add 1.5 oz. of Olive Oil-Refined A and stir.
- 5. Add .5 oz. (1 Tbsp.) of Dimethicone and stir. This may not incorporate completely into the other oils. If this happens, place glass cup into microwave and heat for about 25 seconds. Remove and stir.
- 6. Add 1.25 ml. Botanical Extract 2 for Oil and 2 ml. Oakmoss Sandalwood fragrance oil. Stir well to incorporate all ingredients.
- 7. Pour into (4) 2oz. cylinder round bottles. Dip tube will need to be trimmed to fit length of bottle before placing on treatment pumps.
- 8. Directions for Use: Place a small amount of oil on your hands and rub into the beard. Be sure to wipe hands after



- cream or soap on top of the oil and shave as usual.
- 9. INCI INGREDIENTS: Ricinus Communis (Castor)Seed Oil, Olea Europaea (Olive) Fruit Oil, Dimethicone, Helianthus Annuus (Sunflower) Seed Oil (and) Calendula Officinalis Flower Extract (and) Helianthus Annuus (Sunflower)
- 10. Extract (and) Aloe Barbadensis Leaf Extract (and) Chondrus Crispus (Carrageenan) Extract (and) Althaea Officinalis Root Extract, Fragrance.
- 11. For After-Shave Moisturizer:
- 12. Empty contents of 16 oz. jar into glass bowl.13. Add 7 ml. Botanical Extract-Water Soluble and 5 ml. Dimethicone and blend into lotion.
- 14. Add 2.5 ml. Oakmoss Sandalwood fragrance and mix
- 15. Fill 3.7 oz. airless pump bottles with lotion. You will need to leave about 1/4" empty at top of tube. This is space needed when the cap is placed on top.
- 16. There will be a small amount of lotion left over. Either package as samples or use this for your personal use.
- 17. Directions for Use: Apply to face and neck after shaving.
- 18. INCI INGREDIENTS: Water, Cetearyl Alcohol (and) Ceteareth-20, Glycerin, Caprylic/Capric Triglyceride, Di C12-15 Alkyl Fumarate, Helianthus Annuus (Sunflower) Seed Oil,
- 19. Isopropyl Palmitate, DMDM Hydantoin, Triethanolamine, Carbomer, lodopropynyl Butylcarbamate, Tocopherol, Aloe Barbadenis Leaf Juice, Calendula Officinalis Flower Extract(and)Chondrus Crispus(Carrageenan) Extract(and) Althaea Officinalis Root Extract,
- 20. Sodium Benzonate, Potassium Sorbate, Citric Acid, Dimethicone, Tocopheryl Acetate, Fragrance
- 21. You can package in a clear cello bag and tie with raffia.

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MEN'S CARE MP SOAP RECIPE: CLAY & TEA TREE SOAP

Tea Tree is used in this soap for the antibacterial, anti-fungal and antiviral properties. Bentonite Clay has excellent oil absorbing properties and is thought to remove acne causing toxins from the skin.

BUY RECIPE AS A KIT »

Project Level: Easy Estimated Time: 1/2 Hour Yields: (6) Approx. 6.3 oz Bars

INCI INGREDIENT LABEL: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Avena Sativa (Oat) Kernel Meal, Bentonite, Silica, Triethanolamine, Titanium Dioxide, Carthamus tinctorius (Safflower) Seed Oil, Fragrance, Melaleuca Alternifolia (Tea Tree) Leaf Oil.

WHAT YOU NEED:

- 39 Ounce(s) Crafters Choice Oatmeal MP Soap Base
- 5 Teaspoon(s) Crafters Choice Bentonite Clay NF
- 0.5 Ounce(s) Crafters Choice Safflower Oil
- 36 ml(s) Crafters Choice London For Men Type Fragrance 296
- 6 ml(s) Crafters Choice Tea Tree EO-Certified Natural
 717
- 1 Piece(s) Crafters Choice Square-Basic-Glossy Silicone Mold 1605
- Beaker Natural Polypropylene 2
- Cookie Sheet
- Large Glass Measuring Cup
- Microwave
- Plastic Dropper 1
- Plastic Spray Bottle with Alcohol
- Scale (for weighing soap)
- Soap Cutter
- Wire Whisk

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 square silicone mold on a cookie sheet. This will give the mold stability should it need to be moved.
- 3. Weigh 39 oz. of the oatmeal soap base. Cut into

- small chunks and place in a large glass measuring cup.
- 4. Place in microwave and heat for short bursts until soap has completely melted. DO NOT BOIL. Take out and stir soap to be sure it is completely melted.
- 5. In a small beaker or container, measure 0.5 oz. Crafters Choice Safflower Oil. Add 5 tsps. of Crafters Choice Bentonite Clay to the oil. Mix or whisk well so there are no remaining clumps of clay.
- 6. In another small container, using a plastic dropper, measure 6 ml. of Crafters Choice Tea Tree EO and 36 ml. Crafters Choice London for Men fragrance oil.
- 7. While your soap is melted, add oil/clay mixture and fragrance. Stir or gently whisk until well-blended into melted soap.
- 8. Pour soap equally among all 6 cavities in the Crafters Choice Square Basic Glossy silicone mold 1605. Once poured, spritz the surface of the soap with alcohol to release any air bubbles.
- 9. Allow to set up at room temperature. Once the soap is set up, unmold, wrap immediately and label accordingly.
- 10. NOTE: Many do not like the smell of Tea Tree but London for Men is strong enough that it will mask the odor. If you like the smell of Tea Tree, the fragrance would not be necessary. You can increase the Tea Tree to 1% or 11.25 ml.

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CRAFT BREWERY & MICROPUB STYLE: BREWS & BARS... SOAP BARS, THAT IS

Since the early 1970's craft brewing has slowly worked it's way up to become a booming industry in the United States. In recent years, the impact of it's growth has been reflected in related industries. Designers have been inspired by the rogue, indie style of retro craft brewery branding. Small businesses are imitating the clean-cut, typographyheavy design style in their modern branding. Restaurants are imitating the distressed and rustic atmosphere of older micropubs. There has even been a reflection of the brewery style in the handmade, DIY bath and body industry.

In direct imitation of the brewery style, dark amber and hunter green bottles and jars are gaining popularity in men's care product lines. Simple labels wrapped around bottles imitate the clean packaging of a beer bottle. Kraft boxes for soaps wrapped with twine coordinate nicely with the retro brewery style. Increasingly popular beer fragrances are perfect in soap and bath care products for any manly man that enjoys a good brew! A beer inspired hand soap would sit nicely on a bar sink and complement any man cave.

When you are selling your beer scented lotions and hand soaps at a craft show, consider displaying the bullet bottles in an old cardboard carrier from a six pack of beer. Design your labels to imitate an old beer bottle. Maybe you could even deck out your display with old beer caps! Beer inspired bath and body products make wonderful gifts for any gentleman who enjoys his hops.

LITTLE-KNOWN FACTS ABOUT BEER AND SKINCARE

- Hops are high in antioxidants which are thought to combat the aging process for skin.
- Beer has moisturizing properties thought to be hydrating to the skin.
- A secret to the style industry, beer can be used as a conditioner for dry and unmanageable hair to moisturize and add volume.
- Beer contains vitamin B which is thought to moisturize and soften the skin.
- Beer has anti-bacterial properties that are thought to help in preventing acne.
- Dry and oily skin may benefit from the balancing effects of beer. The natural pH of your skin may be stabilized after washing with beer products.
- Alcohol is a powerful astringent, beer can help clean out your pores as well as minimize them.

DIY BATH & BODY IDEAS FOR BEER LOVERS

- Cold Process Beer Soap
- Beer Scented Soap Bars
- Oatmeal and Honey Soaps with Beer Fragrances
- Beer Scented Shower Gel and Hand Soap
- Beer Scented Hand Lotion
- Beer Scented Air Fresheners





В









- A. Crafters Choice™ Oatmeal Stout Fragrance Oil 627
- B. Crafters Choice™ Honey MP Soap Base (2 lb.Tray)
- C. Crafters Choice™ Pumpkin Lager Fragrance Oil 663





- D. 8 oz Amber Cosmo Oval Plastic Bottle - 24/410
- E. Brown Sparkle Mica Powder
- F. Crafters Choice™ Oat Scrub
- G. Crafters Choice™ Summer Ale Fragrance Oil 733
- H. Crafters Choice™ Harvest Ale Fragrance Oil 486
- I. Brown Sugar Raw Demerara Crystals





ADDITIONAL PRODUCTS [NOT PICTURED]

- Beer Soap Pop Making Kit
- Crafters Choice $^{™}$ Jingle Bell Ale Fragrance Oil 527
- Green Beer & Clover Soap Making Kit

COLD PROCESS LOAF RECIPE: OATMEAL STOUT BEER SOAP

This great smelling soap will please any beer lover. This long-lasting bar will create many luxurious bubbles as it cleans and moisturizes the skin.

Project Level: Advanced Estimated Time: 2 Hours Yields: 44 Ounce Loaf

INCI INGREDIENT LABEL: Beer, Cocos Nucifera (Coconut) Oil, Helianthus Annuus (Sunflower) Seed Oil, Elaeis Guineensis (Palm) Oil, Sodium Hydroxide, Olea Europaea (Olive) Fruit Oil, Butyrospermum Parkii (Shea Butter), Fragrance, Ricinus Communis (Castor) Seed Oil, Avena Sativa (Oat) Kernel Meal, Titanium Dioxide

WHAT YOU NEED:

- 10.64 Ounce(s) Beer/Water
- 3.96 Ounce(s) Crafters Choice Sodium Hydroxide Flakes
- 1.12 Ounce(s) Crafters Choice Castor Oil
- 7.84 Ounce(s) Crafters Choice Coconut Oil 76° Oil
- 3.36 Ounce(s) Crafters Choice Olive Oil-Extra Virgin
- 5.6 Ounce(s) Crafters Choice Palm Oil
- 2.4 Ounce(s) Crafters Choice Shea Butter Natural
- 7.84 Ounce(s) Crafters Choice Sunflower Oil Refined
- 1.75 Ounce(s) Crafters Choice Oatmeal Stout Fragrance
- 2 Tablespoon(s) Crafters Choice Oat Scrub
- 1 ml(s) Matte White Pigment Powder Oil
- Digital Thermometer
- Glass Pyrex Bowls (2)
- Large Mixing Bowl
- Microwave

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. Pour beer into a pot and put over a low heat stirring occasionally. Leave cooking for about 30 minutes.

- 5. After the beer is flat, pour into an ice cube tray and place in freezer. Let the beer harden.
- 6. Weigh beer cubes and place in a large container. If beer does not reach the weight of 10.64 ounces, substitute water until this weight is reached.
- 7. Weigh lye flakes and place in separate container.
- 8. Very carefully, pour lye into water/beer and stir until lye is dissolved.
- 9. Weigh oils and butter and place in microwave-safe glass bowl. Microwave on high until butters are melted.
- 10. Some of the harder oils as well as the shea butter may not melt as quickly. You may have to start microwaving those before you add your other oils.
- 11. Prepare your white colorant by taking about 2 tablespoons of oils and placing in a beaker. Add the Crafters Choice Matte White Pigment Powder-for Oil and stir well. The Mini Mixer works great for this.
- 12. You will want the oils and Iye water to be close to the same temperature when you pour them. At around 100°F, you can start soaping.
- 13. Place your blender in the oils and tap it on the bottom of the bowl to "burp" it and release any air bubbles.
- 14. 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.
- 15. Slowly, add your fragrance oil while stirring the soap with a spatula.
- 16. NOTE: The Oatmeal Stout fragrance oil causes the soap to turn brown. 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.
- 17. In a separate measuring cup, pour about 1 cup of traced soap. 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.
- 18. Pour into your mold the soap that is not colored and tap on the counter to release any air bubbles.
- 19. Carefully pour the white soap along the top of your loaf. You can now play with texture on the top, making it look like whipped cream, if you like. Sprinkle the Oat Scrub along the middle of the soap.
- 20. Carefully insulate the sides of the loaf with a towel.
- Allow to sit overnight, uncovered.

 21. The next morning, carefully unmold the loaf and slice into 8 one-inch slices. Allow the bars to sit on a cooling rack for 4-6 weeks to cure fully.

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We had fun bringing beer into the creative lab to make this soap! It got us thinking, so we asked:

ARE YOU A BEER DRINKER, AND DO YOU PREFER LIGHT OR DARK BEER?

46% No, not a beer drinker.

Yes, I like my beer like I like my men... Tall, dark and strong!



MEN'S SKINCARE RECIPE: HYDRATING BEER LOTION

This creamy lotion is perfect for your manly man. He won't mind using a beer scented lotion that will leave his skin moisturized and non-greasy.

BUY RECIPE AS A KIT »

Project Level: Intermediate Estimated Time: 1.2 Hour Yields: (8) 8oz Bottles

INCI INGREDIENT LABEL: Beer, Water, Prunus Amygdalus Dulcis (Sweet Almond) Oil (and) Chamaemelum nobile extract (and) Hydrogenated Vegetable Oil, Cetearyl Alcohol (and) Ceteareth-20,Orbignya Oleifera Seed Oil, Stearic Acid, Cucurbita Pepo (Pumpkin) Seed Oil, Hydrogenated Soybean Oil, Phenoxyethanol (and) Caprylyl Glycol (and) Sorbic Acid, Fragrance, **Tocopherol**



WHAT YOU NFFD:

- 72 Ounce(s) Liquid *see note in directions.
- 1.6 Ounce(s) Crafters Choice Soy Butter Blend
- 3.80 Ounce(s) Crafters Choice Chamomile Butter
- 3.0 Ounce(s) Crafters Choice Babassu Oil
- 2.0 Ounce(s) Crafters Choice Pumpkin Seed Butter
- 3.2 Ounce(s) Emulsifiying Wax (Soft & Silky)
 2.60 Ounce(s) Crafters Choice Stearic Acid
- 0.5 Ounce(s) Crafters Choice Vitamin E T-50
- 1.08 Ounce(s) Crafters Choice Optiphen Plus
- 1.0 Ounce(s) Summer Ale Fragrance Oil 773
- 8 Piece(s) 8 oz. Amber Cosmo Oval Plastic Bottles
- 8 Piece(s) 24/410 Black Ribbed Elite Pumps
- Large Glass Mixing Bowl/Measuring Cup
- Microwave
- Plastic Bag for filling bottles
- Plastic Droppers 3
- Scale (to measure ingredients)
- Spatula
- Spoons for mixing
- Stick Blender

DIRECTIONS:

- 1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hair net, gloves and a mask. We also recommend a clean apron.
- 2. *We used 64 ounces of beer and 8 oz. of water to make this recipe. You can use more water and less beer if you choose. If batch is too large to make all at once, cut recipe in half to make 4 - 8 oz. bottles.
- 3. Measure beer and water and add to a large glass mixing bowl.
- 4. Heat in microwave for 2-3 minutes.
- 5. Add stearic acid and emulsifying wax to heated beer/ water. Stir to incorporate.
- 6. Heat beer/water/wax/acid mix for another 2-3 minutes until temperature reaches 150°-175°.
- 7. Add butter and oil and stir until butters have melted completely.
- 8. Stick blend mix for 1-2 minutes.
- 9. Set aside and allow mixture to cool to 115 °-120°. This will also allow mixture to thicken. You can stir mixture occasionally if you desire. This may take 30-45 minutes.
- 10. Add Vitamin E and Optiphen Plus to lotion mix and stir well to incorporate. (*If the mixture develops a cottage cheese texture you can stick blend for 30 seconds to 1
- 11. Add fragrance and stir with spatula to incorporate. You may stick blend if you prefer.
- 12. Scoop lotion into a plastic bag and pipe the lotion into your bottles. Allow them to sit open for up to 1 hour to ensure the lotion is completely cooled.
- 13. Add your pump closure and label as desired.

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ROOM SCENTING RECIPE: BEER AIR FRESHENER

These Harvest Ale air fresheners will fragrance your car, home, drawers, etc. Use anywhere there is a need to freshen up the air.

BUY RECIPE AS A KIT »

Project Level: Easy

Estimated Time: 1/2 Hour

Yields: Approx 33 Air Fresheners

INCI INGREDIENT LABEL: Beeswax, Elaeis Guineensis (Palm) Kernel Oil, Fragrance

WHAT YOU NEED:

- 6 Ounce(s) Crafters Choice White Beeswax Pastilles
- 6 Ounce(s) Crafters Choice Palm Kernel Flakes
- .96 Ounce(s) Crafters Choice Harvest Ale Fragrance Oil 486
- 1 Piece(s) Celtic Guest Soap Mold or Wax Tart Mold
- 8 Piece(s) Muslin Drawstring Bags Traditional 4 x 6
- Digital Scale
- Freezer
- Metal Melting Pot
- Plastic Dropper
- Spoon for mixing
- Stove Top

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 metal pan, place 2 oz. each of White Beeswax and Palm Kernel Flakes.
- 3. Over low heat on stove, heat until completely melted.
- 4. Remove from heat and stir to make sure everything is completely melted.
- 5. Add 10 ml. or 2 teaspoons of fragrance and mix well. This is at 8%. To make stronger scented tarts, you can add 10% or 12 ml. of fragrance oil.
- 6. Pour into each cavity of plastic mold. Once wax begins to set up, place in freezer for about 10 minutes.
- 7. Remove from freezer and turn mold over. Tarts should pop right out of mold.
- 8. If necessary, remelt remaining wax in pan. Pour wax in mold cavities and place in freezer to set up.
- 9. Repeat above steps 2-6 to make another 11 tarts.
- 10. The directions are designed to make 3 batches of tarts rather than 1 large batch because the wax will need to be reheated too many times.
- 11. We placed 4 Harvest Ale tarts in a drawstring muslin bag. These can be used in a car, locker, drawer, closet... anywhere the air needs a little freshening up.
- 12. Caution should be used to not leave in hot cars over 80° F. Scents should last for about 30 days.

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For this recipe we recommend... HARVEST ALE FRAGRANCE OIL





TREND WATCH FOR ANIMAL LOVERS: MAN'S BEST FRIEND

Whether you are a dog person or a cat lover, chances are good that from time to time you pamper your pet. It is reported that in 2013 Americans spent an estimated \$4.54 billion on grooming and boarding their 'fur babies.' What does this trend mean for the bath and body care industry? It means there is a huge market for pet shampoos, soaps, and spritzes. It also means that there is a market for pet theme products that will tug at any animal lover's heartstrings.

In recent years, holidays and birthdays became occasions to buy a toy or treat for a pet. Seasonal pet wardrobes change with fashion trends, don't believe us? Simply search pet clothes on Pinterest. Most recently, stores like Moochie & Co. and Pet Land are banking off the new monogram trend in the pet care industry. Customized monogrammed collars, leashes, bed cushions, food dishes, and clothing for pets are popping up all over the industry and customers are eating them up. Consider banking off this trend by customizing your packaging for Fido.

It is good to note that, as customers become more conscience of the dangers of some chemicals and ingredients they are purchasing all natural products for themselves and their pets. When developing your ideas for your new pet grooming product line, consider the trend of going all-natural. A good way to do this is to incorporate essential oils into your products.

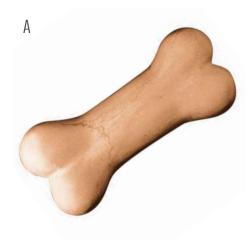
TIPS FOR PET CARE & GROOMING PRODUCTS

- Dogs have a higher pH level than humans, which means their skin can't always handle the same types of soap that we use on our own. Make sure that you check the pH level of your soap before you use it on your pup. Soaps with a pH level of seven are usually pet friendly.
- Keep your recipes simple. Fewer ingredients are best.
- Pets have a much stronger sense of smell than we do, so it's important to use a skin-safe percentage of fragrance or essential oil. You can confirm the skin safety percentage under the IFRA listing on each product at WholesaleSuppliesPlus.com
- Popular scents for pets shampoos and spritzes are Peppermint, Lemongrass and Baby Powder.
- Citronella essential oil may help keep away insects from biting your pet during the summer months.

DIY PRODUCT IDEAS FOR PET LOVERS

There is a growing market for pet care products and grooming supplies. Here are some product suggestions on how you can join in on this trend.

- Pet Shampoo and Shampoo Bars
- Pet Spritz
- Pet Paw Balms and Moisturizers
- Animal-Theme Soaps for Pet Lovers







C















PRODUCTS FOR PETS & THEIR PARENTS

- A. Dog Bone Mold (MW 19)
- B. Crafters Choice™ Pampering Pet Spray
- C. Pet Spritz Kit
- D. Crafters Choice™ Pet Shampoo Base
- E. Dog Sitting Soap Mold (MW 95)
- F. Tray Soap Mold: Paw Prints (MW 37)
- G. Crafters Choice™ Baby Powder Fragrance Oil 108
- H. Pet Shampoo Kit
- I. Paw Prints Soap Mold (MW 14)

ADDITIONAL PRODUCTS

[NOT PICTURED]

- Crafters Choice™ Peppermint (Natural) EO - Certified 100% Pure 712
- Crafters Choice™ Lavender 30/32 EO- Certified 100% Pure 640

PET CARE RECIPE: NOSE & PAWS LOTION BAR

BUY RECIPE AS A KIT »

Our four-legged best friend gets dry skin too! So why not pamper their paws and nose with some moisturizing lotion. This wonderful bar will moisturize and soften dryness while also protecting their skin from environmental elements. Also great for humans!

Project Level: Easy Estimated Time: 1/2 Hour Yields: (9) 4oz Bars INCI INGREDIENT LABEL: Theobroma Cacao (Cocoa) Seed Butter, Butyrospermum Parkii (Shea Butter), Beeswax, Olea europaea (Olive) Fruit Oil (and) Hydrogenated Vegetable Oil, Persea Gratissima Oil, Melia Azadirachta Seed Oil, Oat Flour



PICTURED: NOSE & PAWS LOTION BAR RECIPE FOR PETS
SEE FULL RECIPE ON PG. 19

WHAT YOU NEED:

- 6 Ounce(s) Cocoa Butter Natural
- 6 Ounce(s) Shea Butter Natural
- 6 Ounce(s) Beeswax-Yellow Pastilles NF
- 6 Ounce(s) Olive Butter Blend
- 6 Ounce(s) Avocado Oil
- .75 Ounce(s) Neem Oil
- .5 Ounce(s) Oatmeal-Colloidal NF
- 1 Piece(s) 1 Tray Mold: Paw Prints (MW 37)
- Cookie Sheet
- Digital Scale
- Metal Melting Pot
- Mixing Spoon
- Stove Top

DIRECTIONS:

- 1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
- 2. In a dedicated pot and on direct heat, melt the Beeswax. As that is melting, add the Cocoa Butter and Olive Butter. Stir occasionally.
- 3. Remove from heat and add the Shea Butter. Let this melt naturally in the pot. Stir and mix well.
- 4. Add Avocado and Neem Oils. Stir. If necessary, you may return the pot to low heat until fully melted again.
- Add Colloidal Oatmeal. Stir until dissolved.
- 6. OPTIONAL: If scenting, add 1% Essential Oil. This bar will have a natural aroma, mostly from the shea and cocoa butter. So it is not necessary to fragrance.
- 7. Place plastic mold on a cookie sheet. Once temperature of liquid is between 135-140°F, pour into mold.
- 8. Once hardened, unmold and cut.
- 9. These will be soft after cutting. Let sit out to harden overnight for ease of packaging.
- 10. To Package: Wrap each bar in clear plastic wrap, then place in a glassine bag. Add label and/or use pawprint stamp to decorate bag.

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For this recipe we recommend... NATURAL COCOA BUTTER



BENEFITS OF USING NATURAL COCOA BUTTER

- Cocoa Butter is high in fatty acids which are thought to help as a refreshing boost of hydration to dry skin.
- Cocoa Butter is perfect for use in lotion bars because it remains solid at room temperature but will melt upon skin contact.
- The moisturizing benefits of Cocoa Butter are thought to help create a barrier for protecting the skin against the elements, which makes it a perfect ingredient to protect chapped puppy noses and paws against the cold winter.



MELT & POUR SOAP RECIPE: DOG BONE PET SHAMPOO BAR

These soaps are a nice size to hold in your hand and lather up your dog. The oatmeal and coconut oils help soothe dry and itchy skin.

BUY RECIPE AS A KIT »

Project Level: Easy

Estimated Time: 1/2 Hour Yields: (5) 6oz Bars of Soap

INCI INGREDIENT LABEL: Sodium Cocoate, Propylene Glycol, Sodium Stearate, Glycerin, Water, Sorbitol, Avena Sativa (Oat) Kernel Flour, Butyris Lac (Buttermilk) Powder, Honey, Caprylic/Capric Triglyceride, Calendula Officinalis (Calendula) Flower Extract, Titanium Dioxide, Fragrance.

WHAT YOU NEED:

- 30 Ounce(s) Crafters Choice Detergent Free Baby Buttermilk MP Soap
- 2.5 Ounce(s) Crafters Choice Oat Scrub
- 17.5 ml(s) Crafters Choice Coconut Oil Fractionated
- 17.5 ml(s) Crafters Choice Lathanol Powder
- 6.25 ml(s) Crafters Choice Lemongrass Essential Oil
- 1 Piece(s) Dog Bone Soap Mold (MW 19)
- Food Processor
- Large Glass Measuring Cup
- Measuring Spoons
- Microwave
- Mixing Spoon
- Plastic Dropper
- Scale for Weighing Ingredients
- Small Bowl
- Soap Cutter
- Spatula
- Spray Bottle for spritzing with alcohol
- Wire Whisk

DIRECTIONS:

- 1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
- 2. Measure 2 tablespoons of oat scrub and place in a food processor. Grind up oats until they are a powdery consistency. Some oats may not be completely ground up. This is fine. Set aside.
- 3. Weigh 12 oz. of Detergent Free Baby Buttermilk soap. Cut up into chunks and place in large glass measuring cup.
- 4. Place in microwave and heat until soap has completely melted. Remove and stir to be sure all the soap has melted.
- 5. In a small bowl, mix 7 ml. (1.5 tsp.) of coconut oil and 7 ml. (1.5 tsp.) lathanol powder together. (We suggest using a mask for this step as the lathanol powder is very fine.)
- 6. Using a wire whisk, mix ingredients until lathanol powder has completely blended in and there are no clumps.
- 7. To the melted soap, add lathanol/coconut oil mixture and blend in.
- 8. When soap starts to thicken slightly, add oat scrub and 2.5 ml. of Lemongrass Essential Oil. Gently blend to incorporate ingredients.
- 9. Let soap thicken a little longer so the oat scrub will suspend in the soap.
- 10. Mix one more time before pouring into mold. Spritz the top of the soap with alcohol to release any air bubbles.
- 11. After about 5 minutes, place mold in the freezer for about 15 minutes. This will help the soap unmold easier from the plastic soap tray.
- 12. Repeat above steps 1.5 times to make remaining 3 bars of soap.
- 13. To package, place in cello bag and tie with raffia or with paw print ribbon from your local craft store.

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ADDITIONAL FRAGRANCE SUGGESTIONS

- Peppermint Fragrance Oil
- Citronella Essential Oil
- Barber Shoppe Fragrance Oil
- Baby Powder Fragrance Oil
- Rosemary Peppermint EO & FO Blend
- Revitalizing Rosemary Mint Fragrance

Ihis shampoo base is regulated by the Consumer Product Safety Commission and is not required to have ingredients listed on the label.

RECIPE: PAMPERING PET SET

This pet shampoo will gently cleanse your dog/cat with lots of creamy bubbles. Neem oil and lavender oils naturally help keep annoying insects away.

BUY RECIPE AS A KIT »

Project Level: Easy

Estimated Time: 1/2 Hour Yields: 3 Sets of (2) 8oz Bottles

WHAT YOU NEED:

- 2 Pound(s) Crafters Choice Pet Shampoo
- 2 Pound(s) Crafters Choice Pampering Pet Spritz
- 1 Ounce(s) Crafters Choice Neem Oil
- 10 ml(s) Crafters Choice Lavender Essential Oil 30/32
- 0.66 Ounce(s) Crafters Choice EO/FO Modifier
- 1 Ounce(s) Crafters Choice Bubble Wash Thickener
- 6 Piece(s) 8 oz. Blue Bullet Plastic Bottles
- 3 Piece(s) 24/410 Black Ribbed Sprayers
 3 Piece(s) 24/410 Black Smooth Disc Tops
- Beaker Natural Polypropylene
- Large Glass Measuring Cup
- Measuring Spoons
- Plastic Droppers 2
- Wire Whisk

DIRECTIONS:

- 1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hair net, gloves and a mask. We also recommend a clean apron.
- 2. Empty contents of both 1 lb. bottles of Pet Shampoo into your measuring cup.
- 3. Add 1 oz. Neem Oil and 1 oz. of Bubble Wash Thickener to shampoo and mix well to incorporate.
- 4. Add 5 ml. Lavender EO 30/32 to shampoo mix and stir to incorporate.
- 5. Pour shampoo evenly into 3 bottles, add cap and set aside.
- 6. Clean your measuring cup and set aside.
- 7. Measure 0.66 oz. EO/FO Modifier and place in a plastic beaker.
- 8. Add 5 ml. Lavender EO 30/32 to modifier and stir. Let sit for 5 minutes.
- 9. Empty the contents of both 1 lb. bottles of Pampering Pet Spritz into your clean measuring cup.
- 10. Add modified Lavender EO to pet spritz and stir to incorporate. (Let set for 20 min. to clear up if clouded).
- 11. Pour Pet Spritz evenly into 3 bottles and add caps.
- 12. Place one bottle of shampoo and one bottle of spritz in each cello bag and tie with blue curling ribbon to finish.

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YOU WON'T BELIEVE IT'S BUTTER.



COLD PROCESS RECIPE: DOG GROOMER'S SUDSY SOAP

This recipe makes a great bar with high lather that is perfect for use on dogs. Lavender is known to repel fleas and mosquitoes. Tea Tree is known for its mild antiseptic and anti-fungal qualities. Cedarwood has also been said to repel insects. Lastly, neem oil has a distinctive smell, but it is known to be effective for flea and tick control and in aiding in a shiny, healthy coat for your dog. *Please note that this recipe is not good for use on cats.

WHAT YOU NEED:

- 1.4 oz. Castor oil
- 7.8 oz. Coconut oil
- 2.8 oz. Neem oil
- 10.36 oz. Olive oil
- 2.8 oz. Shea butter
- 2.8 oz. Sunflower oil
- 6.22 oz. Distilled water
- 3.8 oz. Sodium Hydroxide
- .28 oz. Sodium lactate (optional)
- .25 oz. Lavender essential oil (optional)
- .50 oz. Cedarwood essential oil (optional)
- .15 oz. Tea Tree Essential oil (optional)





Pamper Your Puppy With This Sudsy Soap Recipe!

DIRFCTIONS:

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

Add lye to water. Stir until dissolved. Let cool. Once cool, stir in sodium lactate.

Melt coconut and shea, then add room temperature oils. At desired temperature for oils and water (between room temperature and 115F recommended), add lye solution to oils and bring to light trace. Put stick blender aside and stir in essential oils until well incorporated. Pour into mold. Tap mold gently to release any air bubbles.

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

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Marla Bosworth is the CEO and President of Back Porch Soap Company in Jackson Hole, Wyoming. Her company retails, wholesales and offers private label bath and body products to resorts, boutiques and upscale stores worldwide. Marla conducts seminars on how to formulate soaps and natural skin care products as well as entrepreneurial classes in New York City, Boston, California and Jackson Hole, Wyoming.

COLD PROCESS RECIPE: MEN'S CEDARWOOD & **BAKING SODA SOAP**

This recipe was inspired by a local restaurant owner who was looking for a soap that would not only get him clean, but also wash away the smell of food and other odors you pick up in the service industry. This palm free soap recipe contains both odor zapping baking soda and cedarwood essential oil as well a touch of skin loving cocoa butter.



WHAT YOU NEED:

Fits into WSP Long Loaf Wood Mold 21.6 oz. Pomace Olive oil 7.2 oz. Castor oil 21.6 oz. 76 Degree melt point coconut oil

7.2 oz. Cocoa butter 14.4 oz. Sunflower oil

9.9 oz. Sodium hydroxide

23.7 oz. Distilled water

2 oz. Cedarwood essential oil

4 oz. Baking soda

2 Tablespoons Kaolin clay

1 Tablespoon Walnut shell powder

1/4 teaspoon Matte woodland green pigment powder

DIRECTIONS:

- 1. Prepare the lye-water solution by weighing out the lye and distilled water and slowly pouring the lye into the water in a pitcher. Stir until lye dissolves completely then set aside to cool.
- 2. Weigh out the cocoa butter and olive, castor, coconut, and sunflower oils and combine in a large stainless steel pot. Heat on the stove until all oils have melted then remove from heat.
- 3. Once the lye-water and soapmaking oils reach about 100 degrees F, weigh out the baking soda and clay and mix into the oils using a stick blender to fully incorporate.
- 4. Now slowly pour the lye-water into the oils and mix with a stick blender until you reach trace. Stir in 2 oz. by weight of cedarwood essential oil, then pour roughly one third of the soap into your mold.
- 5. Lightly dust the soap in the mold with walnut shell powder so that the entire surface is covered.
- 6. Now add the green pigment powder to the remaining soap in the pot and mix well using the stick blender.
- 7. Pour remaining soap in the pot into the mold and cover and insulate for 24 hours.
- 8. Once the insulation period has passed, unmold your soaps and cut into bars. Allow to cure three to six weeks before use.

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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 (http:// soapdelinews.com) where she shares her other DIY projects, inspirations and fabulous handmade finds with readers.

COLD PROCESS SOAP RECIPE: HERBAL SHAMPOO BAR

This relaxing herbal blend of lavendar, nettle, chamomile and rosemary essential oils makes the perfect shampoo bar for both men and women.

WHAT YOU NEED:

- 1.4 oz. Castor oil
- 7.8 oz. Coconut oil
- 2.24 oz. Neem oil
- 9.52 oz. Olive oil
- 1.4 oz. Shea butter
- 2.8 oz. Avocado oil
- 2.8 oz. Babassu oil
- 6.25 oz. Distilled water
- 3.83 oz. Sodium Hydroxide
- .28 oz. Sodium lactate (optional)
- 1 oz. Sssential oil
- 1 Tbsp each: Lavender, Nettle, Chamomile and Rosemary

DIRECTIONS:

(This recipe fills one WSP silicone loaf mold or 2.5 WSP silicone bar 3-cavity molds.)

First, infuse olive oil with 1 Tablespoon of each of the following herbs, noting that you'll need more oil than the recipe requires due to botanicals absorbing some of the oil: lavender, nettle, chamomile and rosemary. There are a couple ways to infuse. One way is creating a cold infusion by placing the herbs in a mason jar and letting them seep in the oil a week or two prior to use. Shake vigorously daily, then strain off the oil using a sieve lined with cheesecloth. Weigh out the olive oil after straining the herbs.

The other way to infuse is to gently heat the olive oil to 100F degrees. Remove from heat and stir in herbs. Let seep overnight or for several hours. Stir occasionally. Then strain off the oil as mentioned above and weigh the required amount for this recipe. Set aside to later mix with oils. Add lye to distilled water. Stir until dissolved. Let cool. Next, stir in sodium lactate.

Melt coconut, shea and babassu. Next add room temperature oils.

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

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

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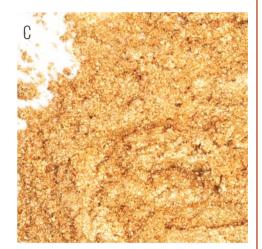




ST. PATTY'S DAY

PRODUCTS THAT MIGHT BRING YOU LUCK!

- A. Emerald Green Glitter
- B. Green Beer & Clover Leaf Soap Loaf Kit
- C. 24 Karat Gold Sparkle Mica Powder
- D. Clover Guest Soap Mold (MW 46)
- E. Leprechaun's Gold Soap Loaf Kit
- F. Matte Woodland Green Soap Color Bar
- G. Green Curling Ribbon
- H. Pot O' Gold Soap Making Kit
- Celtic Clover Soap Mold (MW 64)



ADDITIONAL PRODUCTS [NOT PICTURED]

- Celtic Rectangle Clamshell
- Celtic Heart Clamshell
- Celtic Lace Soap Mold (MW 66)
- Hearts and Clovers Soap Loaf Kit











BUSINESS ARTICLE: HOW TO BE A MORE INFLUENTIAL BUSINESS OWNER

By Stephanie Taylor Christensen

You may be a great manager, marketer, and innovator—but have you realized your power as an influencer? For small business owners, learning the small habits that lead to greater influence may prove the "secret sauce" to taking growth and awareness of your business to new heights. Here's how to be a more influential business owner.

ALWAYS BE CONNECTING. According to a research study by The Guardian influential people have many "loose" connections with a vast audience. If you run your business out of your home or from a small office, gaining influence may in fact demand that you intentionally put yourself in situations that expose you to people. Attend networking events regularly, be active within your local business community and neighborhood, share ideas on industryspecific social networks and blogs, and make "inroads" at trade shows, and during travel. If you have an office facility or storefront, arrange your workspace so that you are in nearly constant interaction with your team. If you work from home, consider renting space from a co-working facility once or twice a week to ensure that you are poised to make new connections. Set weekly goals around how many coffee or lunch dates you'll have with others. Throughout your interactions, remember that building influence is about what you can bring to, and learn, from each relationship. One of the key hallmarks to having influence, according to Ed Keller and Jon Berry, authors of <u>The Influentials</u>, is being sincere, and trustworthy.

PICK YOUR BATTLES. As an entrepreneur, you're inherently passionate about what goes on in your business, but a key trait influencers possess is the ability to identify which issues are worth fighting for, when it's necessary to soften their stance, and when it's better to back off altogether. You may be passionate about many causes, but generally, there are a handful that are truly near and dear to your heart. Identify those you are authentically passionate about championing; shelve the others for a later time.

BE A PARTNER, NOT A PROMOTER. Many small businesses use social media as a marketing tool-but not all realize a return on their time and energy investments. One key reason some social media campaigns work and others fail? They don't honor that the medium is founded on two-way communication, and connecting with others. Want more likes on your Facebook page? Try promoting the business or product of another person you believe deserves accolades. Instead of putting a picture of yourself or your team on social media, take posting snapshots of loyal customers who are deserving of recognition for some cause with which they are involved. Instead of email marketing messages about why you're products are great, interview respected partners in the industry and let them speak your praises in their own words. When developing an editorial calendar for your content, ask your customers and peers about the issues they feel are important, and write from a place of adding value for your audience, versus promoting your business.

KNOW A LITTLE ABOUT A LOT. Influencers are able to connect with so many different types of people because they seek out breadth of knowledge, allowing them to gain a more informed perspective about the world. Small changes to your daily information gathering habits can be powerful: Vow to read a section of the newspaper you tend to otherwise ignore a few times a week, or seek out the websites of interests and hobbies to which you may not naturally gravitate. The small bits of information you gain may prove critical in understanding people with whom you'd otherwise struggle to connect.



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.



BUSINESS ARTICLE: CHALLENGES IN MEN'S TOILETRIES

By Allison B. Kontur

The men's personal care products market is growing steadily. In 2013, total US retail sales for men's personal care products were \$3.9 billion, a 15% increase from 2008. As with most personal care categories, men's toiletries have proven virtually recession proof due to the desire to maintain hygiene. Products that are used daily and that have been traditionally targeted specifically at men have the largest capacity for growth. These include deodorant, shaving, and body care products. [1]

Hair care and facial care products face bigger challenges because men have traditionally used generic options. Scalp treatments in hair care as well as antibacterial and skin healing properties in facial skincare could be potential areas to boost sales. Luxury men's products show the most potential for growth, but are unlikely to overtake overall retail product sales moving forward.

The men's personal care category is expected to continue to grow steadily into 2018. Challenges facing companies include; finding ways to better engage with older men, determining how male-specific skincare and hair care products can better compete with unisex products, and improving the current shopping experience. Younger men show a preference to shop online where they can make purchases quickly and anonymously, while older men lean towards shopping in stores where they can smell and touch the product before committing to it. [2]

When it comes to personal care products, men are very loyal. More than half of all men (52%) say they tend to stick to the same brand of toiletries and grooming products, often for their lifetime. Additionally, 34% of men like to

smell their personal care products before buying them, and 20% prefer 2-in-1 products to save time. It will be a challenge for companies to expand the current market, as men don't have a strong interest in trying out new products.

Statistics show that products marketed to men are more likely than products for women to be dermatologically tested (21% vs. 14%), ethical/environmentally friendly (11% vs. 4%), and aroma therapeutic (6% vs. 3%). [3]

Men's grooming has seen dominance from Western Europe in terms of revenue generation over the last decade, but recently the market has seen a surge from Asia and India. Growth is also occurring in men's cosmetics such as cover up products and cosmetics that camouflage scars, tattoos and bruises. [4]

As with any emerging market it can seem exciting for a small business owner to want to jump right in trying to capitalize on their niche. Before jumping in, consider these three approaches to success:

PARTNERSHIPS: Grooming clubs and subscription boxes are friendly to new, never-before-seen brands. Be sure to ask for data on products similar to yours to gauge return on investment.

GOING GLOBAL: Although the market for men's skin care products is growing here in the United States, men spend more disposable income on toiletries in the United Kingdom and Asia. Selling abroad can help give your product clout on the home front.

EDUCATION: Not only are men not familiar with specialty toiletries, the concept of purchasing them in a boutique or "beauty" shop may be a hard sell for many. Online tutorials or social media tutorials can help explain a new product quickly and in the privacy of the home. [5]

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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, 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).



BUSINESS ARTICLE: WHAT YOUR DOG CAN TEACH YOU ABOUT BUSINESS

By Marla Tabaka

Dog owners truly love their little beasties. We snuggle, play, and care for them and, if you're like me, you thank the Universe for your pooch every, single day.

But do you ever stop and think about what your dog can teach you about business and life in general? These creatures may seem like simple beings but their instinctual actions hold much meaning. Here are a few of the lessons I've learned from my two lovables; they're not just darn cute, they're pretty smart!

THE ART OF LISTENING. Who listens better than your faithful pooch? Those gorgeous eyes tell you he's listening even if he may not be capable of providing feedback. But we don't always need feedback, do we? There is no more valuable quality than the ability to lend an ear. And our four-legged friends have that down.

Two-way communication is the key to a successful business, but many people don't seem to understand that skilled listening, not talking, should make up the majority of their communication. Your customers, prospects, partners, and employees have a lot to say. Do more listening than talking and experience the magic!

THOROUGH INVESTIGATION. We've all witnessed how dogs use that powerful sniffer to greet one another and how thorough they are in assessing whether or not to befriend a new acquaintance. If your dog doesn't like the other dog after a few sniffs she will have nothing to do with them. If she senses a threat she may even become aggressive, guarding her territory (and you) with a vengeance.

Sometimes in their haste to close a deal, develop a partnership, or hire a new employee entrepreneurs fail to do their due diligence. Thoroughly investigate those with whom you wish to develop a relationship. And most importantly, take a page from Fido's book and follow your instincts!

FORGIVENESS. Who can stir up feelings of guilt better than a dog who's been "abandoned" by his vacationing owner? Even though Fido's been left in good hands he can send strong signals letting you know that his feelings have been hurt by your absence. But a pat on the head and a yummy treat will get his tail wagging once again; he loves you and won't hold a grudge for long.

While it's important to develop keen instincts and learn from your experiences, it's also important to forgive and let go. Too many entrepreneurs fail to forgive employees who make a mistake or a customer who occasionally becomes overly demanding. These grudges will keep you from being your best self and making decisions that are in the best interest of your company. Open communication is critical, especially amongst team members. Don't let things fester, course-correct and move on.

SHARING RESOURCES. Even if dogs are rather impartial about one another like my two guys are, they will snuggle up on a chilly evening to share their warmth. They eat out of one another's bowls and share a water bowl without thinking twice about it. And they wait patiently for their turn, respecting one another's needs.

While it may seem contrary to success, people who you may consider competitors just might be willing to share a mutually beneficial relationship. I love networking with other coaches and business consultants. We learn from one another, share valuable information, and boost one another's spirit. When you come across a great tidbit of information reach out to a peer and share, using good judgement of course. Competition can be friendly and even produce the occasional lead.

TEAM WORK. Dogs share responsibility across the pack. They tune into each other's needs and emotions by observing facial expressions and body cues, just like an evolved human does. The pack knows one another as well as they know themselves because their very existence depends on it. When a stranger enters my home you bet that my two canine companions work side-by-side to make sure the "intruder" is not a threat.

Delegation is one of the most threatening tasks for many entrepreneurs. After all, no one can do the job like you can, right? You may be surprised to find that there are people who can do it even better if you let them. If you develop a culture of team work in your business you are far more likely to thrive and succeed.

So what have you learned from your pets? If you study them closely there are many bits of wisdom to be garnered—your furry friends are more worldly than you may think!



Internationally known success coach and Inc. Magazine author Marla Tabaka helps entrepreneurs get what they want-personal and financial success. Her integrative approach to coaching combines mindset management and strategic planning, delivering results that have

taken many of her clients well into the millions. If you would like to work with Marla contact her at Marla@MarlaTabaka.com



BUSINESS ARTICLE: ALL ABOUT E-COMMERCE

By Geoffrey Michael

It's hard to imagine a business these days that doesn't have a website. Even the decades-old, traditional brick-and-mortar retailers have an online presence. For a new business just getting started, it's the fastest, easiest, cheapest way to carve a product niche that you intend to capture.

This article is a brief introduction to the basics of e-commerce and what you'll need to conduct business through the internet. E-commerce is software-driven, so you might need to consult with an expert while choosing what fits best for your business. Some money spent upfront to get it right will save you more money and headaches once things are up and running.

WEBSITE

Your website will be the first thing potential customers will see, so it has to be professional and easy to navigate. But what's going on behind the scenes is just as important as what they see. It's critical that the company hosting your site has the server capability to flawlessly perform all the functions required by an online store.

Other important factors are reliability, technical support, bandwidth, and special features offered by the host. As your business grows, you need assurance that your website will continue to function seamlessly to keep your customers coming back. Going offline is like shutting and locking the door to your business.

CATALOG

impressions everything, are especially online. If a customer doesn't like what they see, you don't have an opportunity to convince them to stick around. They move quickly to the next website. Your product catalog has to quickly grab them and keep their attention. Perception is important when potential customers aren't familiar with your business and products. How your catalog is designed and the way you present your products have a tremendous impact on turning browsers into buyers.

Make sure your catalog has all the info customers need to make an informed decision: specifications, sizes, colors, materials, warranty, weight, etc. If you haven't answered all their questions in

the product descriptions, you run the risk that they won't contact you to get those answers. It takes time to produce a top-notch catalog, but it's worth it in the long run. Keep the look and feel of the catalog attractive and current. Make sure customers can easily sort and compare products with the click of a button.

IT'S HARD TO IMAGINE A BUSINESS THESE DAYS THAT DOESN'T HAVE A WEBSITE

INTERFACE

The website interface is the tool you use to control and update your online store. It facilitates all the other functions that you set up to operate and maintain your store, such as the shopping cart. You want that interface to be robust and flexible, but relatively simple to use. This is another element to consider in selecting the proper host, as you want the ability to expand

grow. You want the tools and capacity to perform complex tasks with ease and confidence.

SHOPPING CART

Once the customer chooses an item to buy, you want your shopping cart to be effortless and foolproof. This is where their order is confirmed and processed for payment, but don't give them any reason to back out of the purchase. Before providing you their payment information, customers want to know the bottom line price, including any taxes, handling and shipping. Set up the checkout procedure to show that information on the first screen. If they don't see it until the final submit screen. they may abandon the purchase before ever getting there.

FIRST IMPRESSIONS ARE EVERYTHING. **FSPFCIALLY ONLINE**.

Don't ask for more than the minimum personal information needed complete the order. Be clear about how the item will be shipped and the estimated shipping time once the destination address is known. Offer as many payment methods as practicable for your business in order to maximize customer convenience.

SFCURITY

Security is a paramount concern to customers shopping online. Stories abound of hackers stealing personal information from major retailers, and it seems to happen routinely. Before typing their credit card number into the order form, customers want to know it's going to be protected. For an online business, the first question to be answered is whether you'll store payment information on your website

and enhance your website as you or redirect it to a PCI-compliant click basis. (Payment Card Industry) gateway merchant that specializes in online payment processing. For most small businesses, outsourcing this aspect of the business is usually the best and least expensive approach.

> Beyond payment processing, there are many other aspects of website security that can't be adequately covered in this article. Consult with your hosting company or an independent expert to ensure your site incorporates necessary security measures to protect your shoppers' personal information.

SHIPPING

The cost of shipping is enough to deter some people from shopping online, especially for inexpensive products. No one wants to pay \$8 to ship a product that costs \$10. Many merchants attempt to alleviate this problem by offering reduced or free shipping for a minimum dollar order. Amazon.com has been very successful with this policy.

Offering different shipping options with different delivery speeds and costs is the most common approach. The important thing is that customers know exactly what the total cost will be before placing their order.

PROMOTION

Getting customers to your website is job number one. Fortunately there are many ways to accomplish this without spending large sums of money. There are search engine optimization (SEO) techniques that can make your website show up in organic web searches. You want to be on page one or two, or you're not likely to see clicks to your site. If you don't have the expertise to do this, hire someone who does.

Paid advertising such as Google AdWords is available on a cost-per-

Many businesses also use social media such as Facebook, YouTube, and Twitter to gain traction with potential customers. Other ways to spread the word include email newsletters, community networking, press releases, special contests, marketing videos, discount coupons, customer loyalty programs, custom calendars, public speaking, and teaming with other companies that complement your products or services.

GOING OFFLINF IS LIKE SHUTTING AND LOCKING THE DOOR TO YOUR BUSINESS

SUMMARY

A customer-centric website is invaluable in attracting customers and delivering sales. It also takes the human element that can't be duplicated in the digital world. Prompt and effective service to the customer before, during, and after their purchase will bring them back again and again. Set up well-defined and clearly stated policies regarding how you will deal with warranty, return and exchange issues. If there's anything customers don't like, it's to be surprised after the fact with an expense they didn't anticipate.

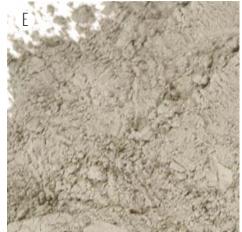
Many websites include a box to check before finalizing a purchase that requires the customer to certify that they've read and agree to your terms of service and conditions of sale. Keep them as simple as possible so that a layman can understand them.

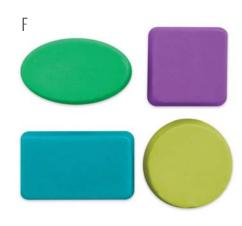
Finally, make sure everything online is backed up. When disaster strikes, you want to be back in business in a heartbeat.



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.









NEW & NOTEWORTHY

Wholesale Supplies Plus just stocked:

- Several New Milky Way Molds
- 9 New Cosmetic Clays
- Several New Crafter's Choice© Natural Silicone Molds
- Various Surplus Lip Tubes
- A. Bicycle Soap Mold (MW 53)
- B. 20/410 Blue Sprayer (Surplus)
- C. Crafters Choice™ Pumpkin Illite Clay
- D. 12 oz Amber Cylinder 24/410 Surplus
- E. Crafters Choice™ Gray Illite Clay
- F. Assorted 4 in 1 Guest Soap Mold (MW 103)
- G. Orange Illite Clay
- H. Lip Tube Natural/Yellow SURPLUS
- I. Sun and Moon Tray Mold (MW 116)











WHAT ARE YOUR FAVORITE CRAFTER'S CHOICE[©] MEN'S FRAGRANCE(S)?

Survey Sunday Results:

26% COOL WATER
18.4% BAY RUM
14.3% DRAKKAR NOIR
11.2% MASCULINE MUSK
9.7% BLACK TIE
8.7% VERY SEXY FOR MEN
8.7% BARBER SHOPPE
3.1% TOBACCO CARAMEL

WSP Office Staff Votes:

SANDS OF MORROCCO
OAKMOSS
INTUITION FOR MEN
OAKMOSS SANDALWOOD
SANDALWOOD PATCHOULI
ED HARDY FOR MEN
MASULINE MUSK
DRAKKAR
TOBACCO CARAMEL
COOL WATER FOR MEN
URBAN COWBOY
50 SHADES
BARBER SHOPPE
LONDON FOR MEN

ARE YOU A DOG OR CAT PERSON?

Survey Sunday Results:

33.87% DOGS 18% CATS **35% BOTH** 12.5% NEITHER

WSP Office Staff Votes:

78.5% DOGS7.1% CATS
7.1% BOTH
7.1% NEITHER



WHAT DO YOU DO WITH THE PRODUCTS YOU HAND PRODUCE?

Survey Sunday Results:

87.5% SELL FOR PROFIT 72.5% USE IN OWN HOUSEHOLD 70% GIVE TO FAMILY & FRIENDS

HOW MANY YEARS HAVE YOU BEEN CRAFTING?

Survey Sunday Results:

21% 25 YEARS OR MORE 12.8% 15-25 YEARS 13.9% 10-15 YEARS 12.4% 5-10 YEARS 20.3% 2-5 YEARS 19.2% 0-2 YEARS

WSP Office Staff Says:

19.2% OF OUR READERS HAVE BEEN CRAFTING FOR LESS THAN 2 YEARS... WELCOME TO THE HANDMADE INDUSTRY!

Thanks for Participating!

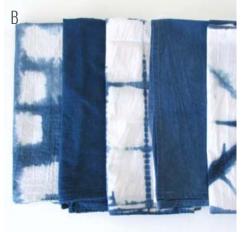


Have you visited the new Handmade eMagazine blog?

Everyday a new post will recap our most recent issue. Additional posts feature free recipes, packaging inpiration, and sales that are related to Handmade eMagazine!

VISIT HANDMADE BLOG »





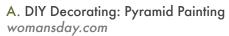




INDUSTRY TRENDS

INDIGO COLOR STORY

Contrasting whites and cremes with deep blue tones are the natural tribute to the inspiration we've found in indigo, our current industry trend.





C. Blue Cups DIY houseofearnest.com

D. Indigo Nation DIY houseofearnest.com

E. DIY Tutorial: Indigo Floral Print Wedding Invitations ohsobeautifulpaper.com

F. Rye Market Tote forthemakers.com













G. 8 oz Blue Basic Plastic Jar - 70/400

H. Bath Bomb Blue Powder Color

I. Crafter's Choice Falling In Love* Fragrance Oil 674

J. Juniper Berries (Blue) - Botancial WWW.WHOLESALESUPPLIESPLUS.COM

FEBRUARY 2014 RETAIL TRENDS

LAVENDER, SPRING, COTTON



LAVENDER

- A. Lavender Hand Cream www.pier1.com
- B. La Lavande Fleur De Cassis Soap www.worldmarket.com
- C. Perfectly Balancing Lavender
 Cream
 www.lushusa.com



C









SPRING

- D. Beautiful Day Gel Lotion bathandbodyworks.com
 - E. Dirty Springwash www.lushusa.com
- F. Spring Rain Blossom Lotion www.bodycology.com

35



COTTON

- H. Warm Cotton sephora.com
- I. Sea Island Cotton www.bathandbodyworks.com
 - J. Fresh Cotton Soap





WE HAVE THE ENTIRE RAINBOW... AND THE POT OF GOLD

24 Karat Gold Sparkle Mica Powder



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JANUARY HANDMADE HIGHLIGHTS

Want to participate?

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 shown off in our next issue of Handmade! We'll pick eight of our favorites each month and showcase them here in Handmade!

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

Share your creations & you might see them in Handmade eMagazine! Submit to:

WSPSHOWANDTELL@ WHOLESALESUPPLIESPLUS.COM

FEATURED ENTRIES

- A. Taiwan Swirls CP Soap Sweet Rain Scented, *Jodi Berg*
- B. Lemongrass Green Tea Soap, Renee Spaulding
- C. Valentine's Day Soap, Soaps & Lathers LLC
- D. Sweet Rain Scented CP Soap, Jodi Berg
- E. White Tea & Apricot Kernel Oil Soap, *Holly Port*
- F. Yuzu Glycerin Swirl, Renee Spaulding
- G. Black Raspberry Vanilla CP Soap, *Robin Vezeau*
- H. Very Sexy for Men MP Soap, Renee Spaulding

















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MORE 700 Fragrance Difs

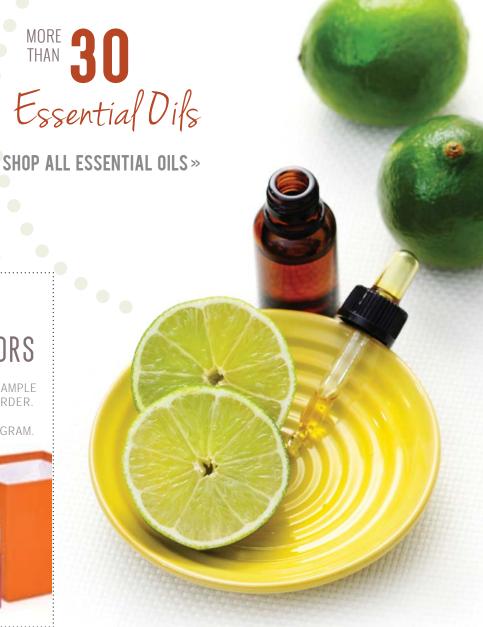
Essential Difs

RECEIVE FREE FRAGRANCE OILS & COLORS

ALL ORDERS OVER \$50 QUALIFY FOR A FREE SAMPLE SIZE COSMETIC COLOR INCLUDED IN YOUR ORDER.

VIEW MORE DETAILS ON OUR FREE GIFT PROGRAM

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FEATURED Q&A





"Is this exfoliant comparable to salt or sugar, is the coarseness the same?"



WSP Staff Answered:

'These are actual chopped oats. So each particle is larger than sugar granules or table salt. The picture for the Oat Scrub -Chopped Oats shows exactly how they look.."



CRAFTER'S CHOICE[©] FOAMING BATH WHIP



Celestina Asked:

Does this product deflate over time? I'm not referring to it being exposed to heat, I just mean sitting in the jar, on the shelf?"



A: Leslie Answered:

'I've bought many jars of the (great!) foaming bath whip. It arrives as a compacted product that needs to be whipped. I have never experienced any deflation prior to, or after, whipping.."





Mark Asked:

"I need to make an 8 ounce bottle of this pet shampoo. how much essential oil (using orange) do I use at 1%? I'm really confused on that. Thanks for your help."



Heather Answered:

"Here is a fabulous conversion chart to help with that! http:// www.wholesalesuppliesplus. com/PDFS/ConversionChart.pdf hope that helps!"

CONTEST WINNERS

WHOLESALE SUPPLIES PLUS January 2014

\$50 GIFT CERTIFICATE Jennifer - (19 Posts) | JoAnne - (54) | Pamela - (138) | Bethany - (51) \$30 GIFT CERTIFICATE Melissa - (16 Posts) | Amanda - (34) | Seeta - (27) | Pamela - (47) \$15 GIFT CERTIFICATE Jesse - (14 Posts) | Tabitha - (23) | Mariluz - (24) | Jannifer - (25) \$10 GIFT CERTIFICATE Kristin - (10 Posts) | Crissy - (23) | Emily - (22) | Janita - (17) \$5 GIFT CERTIFICATE Kana - (10 Posts) | Tracy - (20) | Holly - (17) | Deborah - (20)

FEBRUARY 2014 SALE CALENDAR

WholesaleSuppliesPlus.com

One-Day Deals				FEBRUARY 2014 SALE CALENDAR		
SUN.	MON.	TUES.	WED.	THUR.	FRI.	SAT.
CraftersChoice	FEB 3			ITZ & SHAN Y, FEB. 3RD		
	10	ALL KITS ON SALE	- MONDA	Y, FEB. 10T	Н	
CraftersChoice	17	LIQUID W.		Y, FEB. 17TI	1	
CraftersChoice	24	ALL LOTIO ON SALE		Y, FEB. 24T	Н	
	MAR 3		IC BOTTLES - MONDA	Y, MAR. 3R	D	

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Product highlights, new product announcements, sale alerts, free recipes, fun surveys about the industry, helpful business articles and so much more!

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Silicone Soap Molds in basic shapes are great for soapmaking projects and those making soap for hobby.



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BASIC ROUND
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Plastic Soap Molds are great for soapmaking projects and those making soap for hobby or personal enjoyment. There are nearly twenty different options in fun shapes and basic loafs and trays.

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INSPIRATION FROM LOVE, ROSES & CRAFTS

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LOVE & AFFECTION January 2014



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WINTER WONDERLAND November 2013



FALL SPORTS October 2013



BREAST CANCER... September 2013