

# *Wholesale Supplies Plus*

Soap & Candle Making Materials

## **Fragrance Oil Marketing Guide: First Show Suggestions**



**This guide includes 22 suggestions of fragrance oils that will help make your first show a success! All of the Crafter's Choice Fragrance Oils mentioned in this guide can be purchased at Wholesale Supplies Plus.**




**Scents included in this guide have been chosen because they have experienced excellent sales in years past. We have added a few new fragrances based on trend forecasts. We recommend having at least two of these scents in your First Show.**

# Table of Contents



## **Basic Fragrances**




4

-  Oatmeal, Milk & Honey
-  Vanilla Butter Cream
-  Mayan Gold



## **Floral Fragrances**






6

-  True Lilac
-  Sweet Pea
-  Gardenia



## **Fruit Fragrances**





8

-  Pearberry
-  Sweet Strawberry
-  Mulberry
-  Georgia Peach
-  Yuzu



## **Specialty Fragrances**

11





-  Revitalizing Rosemary Mint
-  Lavender Fields
-  Aqua Spa
-  Masculine Musk

# Table of Contents



## **Holiday Fragrances**




14

-  Gingerbread
-  Peppermint Candy
-  Beneath the Stars
-  O'Christmas Tree



## **Fall Fragrances**

17

-  Perfect Pumpkin
-  Orange Clove
-  Spiced Cranberry

# Basic Scents



**It is always good to have a fine selection of “staple” or “basic” fragrances available to your customers. You will never go wrong with these scents. They appeal to both men and women.**



[Visit Fragrance Page](#)

## Crafter's Choice Oatmeal, Milk, & Honey

### Fragrance Description

Oatmeal, Milk, Honey, Almond

### Alternative Product Names

Natural Luxury, Nut N' Honey, Sweet Oatmeal

### Additional Information

Vanilla Content: 1%, Flashpoint 200

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Vanilla Buttercream

### Fragrance Description

Buttery Vanilla

### Alternative Product Names

Cream Cheese, Vanilla Cream, Sweet Sensations, Dessert

### Additional Information

Vanilla Content: 15%, Flashpoint 180

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Mayan Gold

### Fragrance Description

Patchouli, Plumeria, Sweet Orange

### Alternative Product Names

Moon Dust, Sundance, Desert Bloom

### Additional Information

Vanilla Content: 1%, Flashpoint 172

Country of Origin: United States

# Floral Scents



**It is always good to have a good cross section of floral scents that appeal to the general public. You will never go wrong with these scents. They appeal to women of all ages.**



[Visit Fragrance Page](#)

## **Crafter's Choice True Lilac**

### **Fragrance Description**

Lilac Flower

### **Alternative Product Names**

Lilac Blossom, Lady Lilac, Lilac & Lavender

### **Additional Information**

Vanilla Content: 1%, Flashpoint 200

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice Sweet Pea**

### **Fragrance Description**

Sweet Pea Flower

### **Alternative Product Names**

Pink Hibiscus, Simply Sweet Pea, Honey-suckle

### **Additional Information**

Vanilla Content: 0%, Flashpoint 200

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice Gardenia**

### **Fragrance Description**

Gardenia Flower

### **Alternative Product Names**

Gardens of Gardenia, Purely Gardenia

### **Additional Information**

Vanilla Content: 0%, Flashpoint 200

Country of Origin: United States

# Fruit Scents



**It is always good to have a good cross section of fruit scents that appeal to the general public. You will never go wrong with these scents. They appeal to men, women and kids. I always try to offer a few more fruit scents because they sell so well at shows.**



[Visit Fragrance Page](#)

## Crafter's Choice Pearberry

### Fragrance Description

Pear, Boysenberry, Raspberry, Blackberry

### Alternative Product Names

Berry Burst, Perfect Pear, Wild Berry Blend

### Additional Information

Vanilla Content: 0%, Flashpoint 192

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Sweet Strawberry

### Fragrance Description

Sweet Strawberries on the Vine

### Alternative Product Names

Strawberry Shortcake, Strawberry Patch,  
Sugar Covered Strawberries

### Additional Information

Vanilla Content: 1.5%, Flashpoint 200

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Mulberry

### Fragrance Description

Strawberry, Cherry, Tangerine, Orange,  
Mango

### Alternative Product Names

Mulberry Splash, Cherry Popsicle, Tangerine  
Tart, Mulberry Mango

### Additional Information

Vanilla Content: 0%, Flashpoint 147

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Georgia Peach

### **Fragrance Description**

Sweet, Syrupy Georgia Peach

### **Alternative Product Names**

Candied Peaches, Sweet Peach Pie, Peach  
Cobbler

### **Additional Information**

Vanilla Content: 0%, Flashpoint 176

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Yuzu

### **Fragrance Description**

Grapefruit, Citrus

### **Alternative Product Names**

Citrus Splash, Twist of Citrus, Pink Grapefruit

### **Additional Information**

Vanilla Content: 1%, Flashpoint 160

Country of Origin: United States

# Specialty Scents



**There are some fragrance that are popular sellers and well received by many different consumers. These scents are classified as specialty scents because we have found that this “special” notation increases sales even higher!**



[Visit Fragrance Page](#)

## **Crafter's Choice Revitalizing Rosemary Mint**

### **Fragrance Description**

Rosemary, Garden Herbs, Mint

### **Alternative Product Names**

Invigorating Mint, Herbal Mint Garden, Rosemary Revive

### **Additional Information**

Vanilla Content: 0%, Flashpoint 200

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice Lavender Fields**

### **Fragrance Description**

Lavender

### **Alternative Product Names**

Lavender Freesia, Natural Lavender

### **Additional Information**

Vanilla Content: 1%, Flashpoint 196

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice Aqua Spa**

### **Fragrance Description**

Rose, Lily, Orange, Lime, Ozone

### **Alternative Product Names**

Beachside Retreat, Day at the Spa, Blue Lagoon

### **Additional Information**

Vanilla Content: 0%, Flashpoint 180

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice Masculine Musk**

### **Fragrance Description**

Men's Musk

### **Alternative Product Names**

Men's Mania, Desire

### **Additional Information**

Vanilla Content: 1%, Flashpoint 200

Country of Origin: United States

# Holiday Scents



**Holiday shows are a great time to increase your sales. The mood is festive and shoppers are buying! Very often, they are seeking gifts that cannot be found throughout the year. Specialty scented products fill that need!**



[Visit Fragrance Page](#)

## **Crafter's Choice Gingerbread**

### **Fragrance Description**

Nutmeg, Clove, Ginger, Cinnamon

### **Alternative Product Names**

Mrs. Claus Gingerbread, Gingerbread House

### **Additional Information**

Vanilla Content: 9%, Flashpoint 183

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice Peppermint Candy**

### **Fragrance Description**

Peppermint Candy

### **Alternative Product Names**

Candy Cane, Peppermint Twist, Claus' Peppermint Cake

### **Additional Information**

Vanilla Content: 0%, Flashpoint 183

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice O' Christmas Tree**

### **Fragrance Description**

Bayberry, Fir-Needle, Pine

### **Alternative Product Names**

Christmas Spruce, Green Garland, Lighting of the Tree

### **Additional Information**

Vanilla Content: 1%, Flashpoint 152

Country of Origin: United States



[Visit Fragrance Page](#)

## **Crafter's Choice Beneath the Stars**

### **Fragrance Description**

Grape, Peach, Citrus Plum, Rose, Musk

### **Alternative Product Names**

Twilight, Starlight, Shining Star, After Dark

### **Additional Information**

Vanilla Content: 0%, Flashpoint 156

Country of Origin: United States

# Fall Scents



**Fall scents can be tricky to select. You want select scents that will appeal to those shopping in September, October and November. We recommend the following scents because they have withstood the test of time. They are great sellers!!**



[Visit Fragrance Page](#)

## Crafter's Choice Perfect Pumpkin

### Fragrance Description

Pumpkin, White spices, Maple Syrup

### Alternative Product Names

Pumpkin, Spiced Pumpkin, Jack O' Lantern

### Additional Information

Vanilla Content: 6%, Flashpoint 196

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Orange Clove

### Fragrance Description

Orange, Ginger, Cinnamon, Clove

### Alternative Product Names

Spiced Orange, Pomander, Spiced Holiday

### Additional Information

Vanilla Content: 0, Flashpoint 145

Country of Origin: United States



[Visit Fragrance Page](#)

## Crafter's Choice Spiced Cranberry

### Fragrance Description

Cranberry & White Spices

### Alternative Product Names

Cranberry Cobbler, Christmas Cranberry,  
Cranberry Carols

### Additional Information

Vanilla Content: 1%, Flashpoint 188

Country of Origin: United States

# Wholesale Supplies Plus

## Soap & Candle Making Materials



Wholesale Supplies Plus has been stocking an extensive inventory of supplies for handcrafted items since 1998 and is proud to be one of the largest online distributors for crafters and small businesses in the USA.

- \* Superior Quality
- \* Incredible Value
- \* Friendly Support
- \* Resource to Help You Succeed

Wholesale Supplies Plus offers a complete line of soap making products including: Melt and Pour Glycerin Soap Base, Fixed Oils, Butters, Colors, Molds, Fragrance and Essential Oils. Also offered are candle making materials, lotion making materials, skincare supplies, and packaging to take your

[www.WholesaleSuppliesPlus.com](http://www.WholesaleSuppliesPlus.com) **1-800-359-0944**