



HAPPY VALENTINE'S DAY

- HEARTS »
- ROMANTIC EVENINGS »
- SWEET TREATS »





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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Leah from Customer Service rocking safety goggles while helping to fill your orders!

This past December was a busy one for Wholesale Supplies Plus! We all worked incredibly hard to maintain turnaround times and get your orders out with the timeliness you are used to from our company. That meant some long hours, weekend work, and even some help from the front office staff to keep us on track.

Thanks to this extra effort, we were able to get out all of the scheduled orders before we left for our Christmas break and came back full force after a few days off to get out what we could before the New Year's holiday! We know how important it is to get your supplies on time and were happy to get as many staffers on the job as possible. In early December, we had as many available front office employees in the back that we could spare. Their extra hands helped to make that extremely busy week manageable.

As always, however, the real stars were our warehouse staff. They put in the extra hours and days to ensure your orders were in your hands when you needed them. This whole holiday season has been wonderfully busy and without this dedicated group of employees, we couldn't have made it happen. We hope that this extra effort was felt by our customers and helped to make your holiday season that much better!

Employee Trivia

As we got our first blizzard of the year here in Northeast Ohio over the holiday break, we wanted to share with you how we at Wholesale Supplies Plus enjoy the winter. Check out a few of our answers below!

What is your favorite wintry comfort food?

- *Anything that can be delivered.* - Steve S.
- *Homemade Mac & Cheese* - Sue B., Leah P. & Anne B.
- *Polish homemade nut roll & pirogies* - Karen S.
- *Soup or Chili* - Rita C., Cayla T., Kathy C. & Kacey S.

What is your favorite winter activity?

- *Snow Tubing* - Hanna K.
- *Shopping* - Rita C.
- *Boarding an airplane headed to warm weather* - Anne B.
- *Walking at night while it's snowing* - Renee T.



How do you spend the day if you're snowed in?

- *Watching movies or TV* - Sue B., Steve S., Kacey S., Hanna K., Marissa T., Kathy C. & Cayla T.
- *Reading a good book* - Renee T. & Marissa T.
- *Cleaning my kitchen cupboards and throwing away all the junk that has accumulated over 20 years.* - Karen S.
- *Knitting & Crafts* - Marissa T. & Leah P.



Love's Eternal Symbol: the Heart

The expression of love is a thing of beauty. More often than not, that expression is made in the shape of a heart. When Valentine's Day comes around, hearts abound and have been the symbol of the holiday for centuries.

The history behind how this shape came to be or how it became the moniker for love is not the clearest. Some think that the heart shape was created in the 17th century when Saint Margaret Mary Alcoque had a vision of it surrounded by thorns. This specific symbol becoming known as the Sacred Heart of Jesus

which was associated with love and devotion. The Catholic Church then embraced this symbol and avidly started to depict it in stained glass windows, creating a popularity around the shape. Another theory is that it simply came from a poorly executed artistic rendition of the human heart.* While most agree that the human heart only vaguely represents the symbol, it is not hard to imagine a poorly executed version turning out like the symbol we now embrace. Since the human heart was once believed to hold the soul and be the center of all emotion and love, it is easy to see how the symbol became ubiquitous with love and affection.

Once Valentine's Day became the annual holiday devoted to love, the heart was quickly established as the symbol for the holiday. Hearts can be found in abundance on any product designed for or contributing to Valentine's Day. People who would otherwise scoff at such a common symbol of love embrace it openly. Every piece of Valentine's paraphernalia is littered with hearts. So it's a smart assumption that you should have loads of products dedicated to this powerful symbol. Whether it be products aimed at children or adults, you're sure to find customers clamoring for heart-shaped products to give their loved ones.

The fact that hearts are a shape that easily lends itself to many products makes it that much easier to produce for the holiday. Hearts are especially conducive to our industry. A guest soap in the shape of a heart fits perfectly in your hand, a floral lotion packaged with a wrap covered in playful hearts would be perfect for teenagers, and heart-shaped candle will help set the mood for this love inducing holiday. Whatever you create, you know you can count on it being popular seller during this time.

Much like big-name retailers, you are primed to sell heart-shaped products or products with heart-covered packaging in abundance from the New Year's straight until the holiday itself. So be prepared and get your ingredients ready to create heart-shaped masterpieces! We've provided all you'll need to get yourself ready for your customers' Valentine's needs this season. Take a look at the following pages and **Wholesale Supplies Plus** for great ideas and the products you need to create them.

*Source http://www.slate.com/articles/news_and_politics/recycled/2007/02/the_shape_of_my_heart.html?GT1=9129

Romantic Evenings - the Best Way to Celebrate Valentine's Day

The fully reserved restaurants on any given Valentine's Day shows everyone's first inclination as to how to celebrate this day of romance. A little candlelight, a good meal, perhaps some champagne and you've got a memorable night dedicated to the one you love.

Some people go another route by preparing a night in. An intimate night of relaxation and fun can be created in your home with all of the same feelings you can express if you spend the night out and about. Relaxing by a fireplace with a nice glass of wine can be the perfect way to celebrate this night of romance.



Whether you stay in or go out, the gesture is the same. A night to put aside all of your worries and distractions and focus on the object of your affection. A dedicated time to reconnect in a world full of issues that can easily draw you apart.

As this day holds such a special spot in everyone's thoughts, Americans tend to spend big celebrating this romantic evening. It has been predicted that Americans have spent about \$3.4 billion on dinners alone on Valentine's Day in years past. Add in the \$3.5 billion dollars on jewelry, \$1.1 billion on cards and \$1.7 billion on flowers and you've got close to a \$10 billion dollar industry for this one day alone.*

What does that mean to you? Well, somewhere in those billions being spent is a big portion of consumers who wish to get something personal and meaningful. Consumers who rebuke the normal flowers, jewelry, and cards. Consumers who want to take care and pamper the ones they love. What better way to do that than by creating products ideal for those needs? Why not shower your love with affection by giving a luxurious bubble bath? Or offering a soothing massage with handmade massage oils? These consumers provide a huge opportunity for those of us in this industry. We create gifts that help contribute to the mood of the romantic evening. Products that help relax and allow you to connect that much more with the one you love.

Wholesale Supplies Plus has the scents, products, and inspiration that are sure to ignite that spark of romance. Take a look at all we have to offer and get started on making the creations that are sure to fly off the shelves. Market to those customers by playing into their ideals of finding *the* perfect and unique gift. Showcase your wares specifically for Valentine's Day by creating a campaign around the best products to be given as gifts of love. And, finally, make sure to check out what we have provided within these pages as inspiration and assistance to make this Valentine's Day the best for you and your customers!

* <http://www.marshallparthenon.com/americans-spend-too-much-money-on-valentine-s-day-1.2700388#.UMJWIDlgMZM>



Sweet Presents for the One You Love

When one thinks of Valentine's Day, presents of sweet treats are sure to be close to follow. Whether it be boxes of gourmet chocolate, handmade cookies, or sugary candy, people love to shower their loved ones with gifts that appeal to the sweet tooth in all of us.

Legend has it that this tradition might go back to when doctors would prescribe chocolate for their heartbroken patients. The thought was that the effects of chocolate were hoped to soothe their emotions. Chocolate has also been used as an aphrodisiac for centuries. While there is no concrete evidence to this fact, it was probably some savvy chocolate marketer who connected this tasty aphrodisiac with this holiday dedicated to love.

Valentine's Day is one of the biggest holidays, coming in 4th overall, for sugary purchases. Sales are in the billions for chocolate and candy alone sold for Valentine's Day. Over 5% of total chocolate candy sales for the year are sold for Valentine's Day. In pure volume, Valentine's Day sees more than 58 million pounds of chocolate candy sold during that week.* Add in the cakes, cookies, and other various baked goods and you can understand just how profitable sweets can be during this time.

Here are a few more interesting facts about Valentine's Day treats:

- Richard Cadbury was the first to package chocolates in a red heart shaped box in the 1800s**
- At least ten new sayings are introduced each year for the candy conversation heart.**
- Children receive the majority of the Valentine's Day candy with 39% of sales going to them.***
- Hershey's Kisses are named because of the noise the machines make while depositing the chocolate during manufacturing.***

With sweets being so popular during this time of year, it's an easy connection to try and get in on this profitable trend! So you don't make candy, but the recreation of yummy goodies is a very popular trend within our industry. Using the delicious scents of these types of treats, you can entice your customers with soap cookies, cupcakes, and even pies! Create a bubble bath or luxurious lotion with the decadent scent of Chocolate Devils Food Cake or Fudge Brownie. Make a product that mimics these scents identically and see your customers go crazy. The other great thing about these types of treats is that you can enjoy them without the caloric guilt!

Check out the following pages and see what **Wholesale Supplies Plus** offers to get you ready to make these deliciously creative products for your customers. Whether you create a product scented to sugary perfection or a product that mimics the look of your favorite Valentine treat, we have what you need to get you ready to satisfy the sweet cravings of your customers.

* <http://thecnnfreedomproject.blogs.cnn.com/2012/01/17/who-consumes-the-most-chocolate>

** <http://facts.randomhistory.com/facts-about-valentines-day.html>

*** <http://www.jamesbeard.org/education/eat-q-test-valentines-day-candy-answers>

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Bath Fizzie Kit - Pink Sugar

This kit has been designed to make 45 heart fizzies that are packaged into 15 gift sets. Recommended pricing is \$7.95 per set or 2 sets for \$15.

This kit includes the following items:

- (15) 1 piece - Organza Bag - White (6.5" x 5")
- (1) 1 mold(s) - Heart - Guest - GLOSSY Silicone Mold 1612
- (1) 2 fl oz - Pink Sugar Type Fragrance Oil 538
- (1) 1 lb - Citric Acid Powder
- (2) 1 lb - Baking Soda (Sodium Bicarbonate)
- (1) 0.25 oz (1 TBSP) - Neon Tutti Frutti Dye Powder
- (1) 1 piece - Mask - Basic Procedures
- (1) 1 piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (2) 0.125 lb (2 oz) - Kaolin Clay - White
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



You Save \$17.59 by purchasing this kit rather than buying the items separately!



Pink Chiffon Heart Bath Melts

This kit has been designed to make 48 bath melts. Recommended pricing is \$7.95 per box of 3 melts.

This kit includes the following items:

- (1) 1 lb - Acai Butter Blend
- (1) 1 lb - Tucuma Butter
- (1) 1 mold(s) - Heart - Guest - GLOSSY Silicone Mold 1612
- (1) 2 fl oz - Pink Chiffon Fragrance Oil 750
- (16) 1 piece - Soap Box - Oval Window (WHITE COLOR)
- (1) 1 lb - Citric Acid Powder
- (16) 1 piece - Premium Crystal Cello Bags (3.5" x 2" x 7.5")
- (2) 1 lb - Baking Soda (Sodium Bicarbonate)
- (1) 0.25 oz (1 TBSP) - Bath Bomb Red Powder Color
- (1) 1 piece - Mask - Basic Procedures
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (2) 0.125 lb (2 oz) - Kaolin Clay - White
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet

You Save \$4.03 by purchasing this kit rather than buying the items separately!

MP Soap: Be My Valentine Kit

This kit has been designed to make 7 bars of soap. If you are making this product for sale, we recommend pricing at \$4.95 per bar.

This kit includes the following items:

- (1) 1 mold(s) - Rectangle - Basic - GLOSSY Silicone Mold 1601
- (1) 2 fl oz - P.S. I Love You* Fragrance Oil 626
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 1 set - Heart Shaped Cutters - Set of 3
- (1) 0.125 lb (2 oz) - Vanilla Color Stabilizer - MP Soap
- (1) 1 Bar - Matte Americana Red Soap Color Bar
- (1) 1 piece - Mask - Basic Procedures
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 piece - 20/410 Black Ribbed Sprayer Top - Clear Cap
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (1) 1 each - Hairnets - 21 inch Disposable
- (2) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



You Save \$6.19 by purchasing this kit rather than buying the items separately!



You Save \$21.23 by purchasing this kit rather than buying the items separately!

Bubble Bath Kit - Strawberries & Champagne

This kit has been designed to make 16 bottles of bubble bath. If you are making this product for sale, we recommend pricing at \$5.95.

This kit includes the following items:

- (1) 1 gallon - Liquid Suspension Soap Base
- (16) 1 Bottle - 8 oz Clear Keuka Bottle Plastic Bottle - 24/410
- (1) 2 fl oz - Strawberries & Champagne* Fragrance Oil 247
- (1) 2 oz - Stained Glass Strawberry Red Liquid Color
- (16) 1 piece - 24/410 White Smooth Basic Top Cap
- (1) 0.32 Pack (16 foils) - Foil Wrappers - Silver
- (1) 0.28 oz (1 TBSP) - Super Sparkle Iridescent Glitter
- (1) 1 piece - Mask - Basic Procedures
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet
- (1) 1 piece - Instruction Sheet

Massage and Body Oil Kit

This kit has been designed to make (8) 8 oz bottles of oil. If you are making this product for sale, we recommend a retail price of \$17.95 per container.

This kit includes the following items:

- (1) 0.03 lb (1/2 oz) - Vitamin E Natural
- (1) 2 fl oz - Wintergreen EO - Certified 100% Pure 597
- (8) 1 Bottle - 8 oz Clear Round Bullet Plastic Bottle - 24/410
- (8) 1 piece - 24/410 Black & Natural Yorker Twist Open Top
- (1) 1 lb - Avocado Oil
- (2) 1 lb - Soybean Oil
- (1) 1 lb - Sunflower Oil - Refined
- (1) 0.03 lb (1/2 oz) - Botanical Extract Blend 2 - Oil Soluble
- (1) 0.125 lb (2 oz) - Shea Butter - Natural
- (1) 1 piece - Mask - Basic Procedures
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



You Save \$13.40 by purchasing this kit rather than buying the items separately!



You Save \$13.68 by purchasing this kit rather than buying the items separately!

Romance in Bed Jar Candle Kit

This kit has been designed to make (6) jar candles. If you are making this product for sale, we recommend selling for a retail price of \$12.95 each..

This kit includes the following items:

- (1) 8 fl oz - Romance in Bed Fragrance Oil (216)
- (4) 0.02 Case (1 lb) - Soy Wax - EcoSoya™ CB Advanced
- (6) 1 piece - 70/450 Metal PRIMITIVE - BLACK
- (1) 1 each - Thermometer - High Temperature Candy Style
- (6) 1 piece - 12 oz Smooth Sided Jelly Jar - 70/450
- (1) 0.28 oz (1 TBSP) - Iridescent Sparkle Gold Mica Powder
- (1) 1 piece - Beaker - Natural Polypropylene
- (6) 1 piece - CD-10-HM Candle Wick
- (1) 1 block - Candle Color Dye Blocks - Black
- (1) 1 block - Candle Color Dye Block - Red
- (6) 1 label(s) - Container Candle Label - 2 inch (CW 2)
- (12) 1 piece - Soap Pop Sticks
- (1) 1 piece - Instruction Sheet

Chocolate Cherry Jar Candle Kit

This kit has been designed to make (6) jar candles. If you are making this product for sale, we recommend selling for a retail price of \$15.95 each.

This kit includes the following items:

- (8) 0.02 Case (1 lb) - Soy Wax - EcoSoya™ CB 135
- (6) 1 piece - 16 oz Apothecary - Standard Jar Only
- (1) 16 fl oz - Juicy Cherry Type Fragrance Oil 470
- (1) 1 mold(s) - Heart - Guest - GLOSSY Silicone Mold 1612
- (1) 1 each - Thermometer - High Temperature Candy Style
- (1) 4 fl oz - Chocolate Drizzle Fragrance Oil 106
- (1) 6.6 oz - Candy Sprinkles - Carnival Colors
- (12) 1 piece - Simple Soy Wick 3 Candle Wick
- (12) 1 label(s) - Container Candle Label - 2 inch (CW 2)
- (1) 1 block - Candle Color Dye Block - Red
- (1) 1 block - Candle Color Dye Blocks - Brown
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (12) 1 piece - Soap Pop Sticks
- (1) 1 piece - Instruction Sheet



You Save \$33.84 by purchasing this kit rather than buying the items separately!

Valentine Sugar Cookies Soap Making Kit

This kit has been designed to make (26) 1.5 oz bars of soap. If you are making this product for sale, we recommend selling for \$1.95 each.

This kit includes the following items:

- (1) 1 each - Jelly Roll Pan
- (1) 2 fl oz - Fresh Picked Strawberry* Fragrance Oil 517
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 2 lb - Goat Milk MP Soap Base (2 lb. Tray)
- (1) 2 fl oz - Sugar Cookie Gourmet Fragrance Oil 287
- (1) 1 lb - Foaming Bath Whip
- (1) 1 set - Heart Shaped Cutters - Set of 3
- (1) 2 oz - Matte Orchid Liquid Pigment
- (1) 0.125 lb (2 oz) - Vanilla Color Stabilizer - MP Soap
- (2) 0.18 lb (2 oz) - Glycerin - Natural
- (1) 1 piece - Mask - Basic Procedures
- (1) 0.125 lb (2 oz) - Soy Wax
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 1 each - Hairnets - 21 inch Disposable
- (2) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



You Save \$2.34 by purchasing this kit rather than buying the items separately!

Heart Cupcake Bath Fizzies Kit

This kit has been designed to make 20 full size bath fizzies weighing 4.0 to 4.5 oz each. Recommended pricing is \$4.95 each.

This kit includes the following items:

- (1) 1 each - Decorator Pro - Stainless Steel
- (1) 1 mold(s) - Heart Mold Silicone Mold
- (2) 1 lb - Citric Acid Powder
- (2) 1 lb - Foaming Bath Whip
- (20) 1 piece - Premium Crystal Cello Bags (4" x 2" x 9")
- (1) 2 fl oz - Bella's Kiss Fragrance Oil 645
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (3) 1 lb - Baking Soda (Sodium Bicarbonate)
- (1) 0.125 lb (2 oz) - Shea Butter - Ultra Refined
- (1) 0.25 oz (1 TBSP) - Bath Bomb Red Powder Color
- (1) 1 piece - Mask - Basic Procedures
- (1) 2 piece - Gloves Vinyl (Medium) - Low Powder
- (1) 0.125 lb (2 oz) - Soy Wax
- (1) 0.18 lb (2 oz) - Glycerin - Natural
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet
- (1) 0.008 Spool (4 Yds) - Pink Curling Ribbon •



You Save \$18.18 by purchasing this kit rather than buying the items separately!



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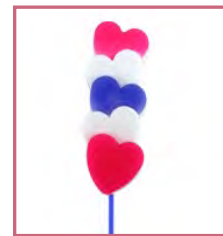
Tube Mold: Hearts (Assorted)
Silicone Mold 0902



Cupcake Heart
Silicone Molds



Crafter's Choice™
Victorian Heart Clamshell



Heart Pops
Silicone Mold



Victorian Heart Soap Mold
(MW 25)



Crafter's Choice™ Heart -
Guest - GLOSSY
Silicone Mold 1612



Crafter's Choice™ Tube Mold:
Hearts & Lips Mini
Silicone Mold 1901



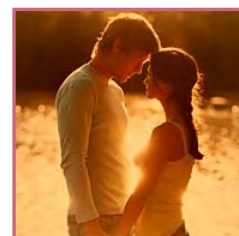
Valentine (Mini)
Duck Toys



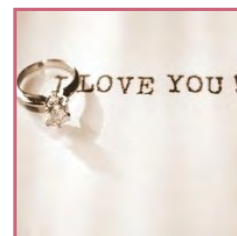
Valentine Frog Toys - Vinyl



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Amber Romance*
Fragrance Oil 110



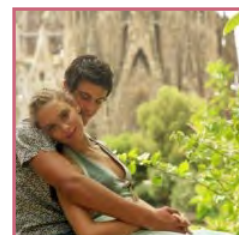
Crafter's Choice™
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Fragrance Oil 626



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Fragrance Oil 674



Crafter's Choice™
Endless Love*
Fragrance Oil 376



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Crafter's Choice™ Heart with
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Heart Blossoms
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Passionate Kisses Type
Fragrance Oil 797



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Sexy Little Things*
Fragrance Oil 249



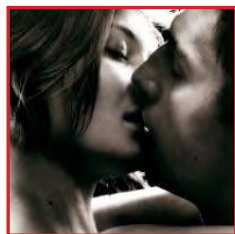
Crafter's Choice™
Sexy Sandalwood
Fragrance Oil 680



Crafter's Choice™
Very Sexy For Women*
Fragrance Oil 451



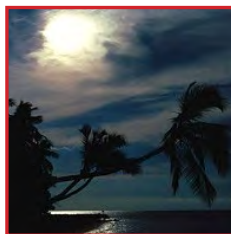
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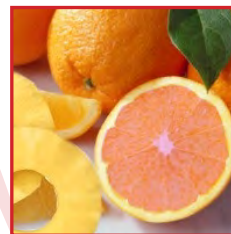
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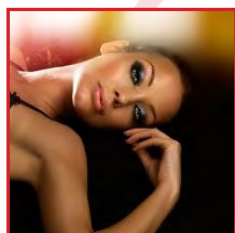
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Chocolate Devils Food Cake
Fragrance Oil 189



Crafter's Choice™
Pink Cotton Candy
Fragrance Oil 219



Crafter's Choice™
Pink Sugar Type
Fragrance Oil 538



Crafter's Choice™ Caribbean
Chocolate Fragrance Oil 167



Crafter's Choice™
Cupcake
Fragrance Oil 360



Crafter's Choice™ Double
Chocolate Walnut Brownies
Fragrance Oil 775



Crafter's Choice™
Neapolitan Ice Cream
Fragrance Oil 641



Crafter's Choice™
Vanilla Swirl
Fragrance Oil 420



Crafter's Choice™
Cookie & Cream Pie
Fragrance Oil 501



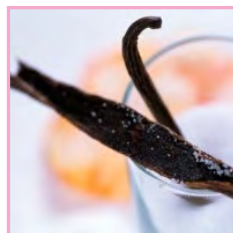
Crafter's Choice™
Cake Batter Ice Cream
Fragrance Oil 457



Cake Pop
Silicone Mold



Crafter's Choice™
Vanilla Almond
Fragrance Oil 624



Crafter's Choice™
Vanilla Bean
Fragrance Oil 240



Crafter's Choice™
Fudge Brownie
Fragrance Oil 299



Brownie Bite
(24 Mini Squares)
Silicone Mold



Crafter's Choice™
Strawberry Jam
Fragrance Oil 156



Crafter's Choice™
Strawberries & Cream
Fragrance Oil 286



Crafter's Choice™
Raspberry Cream Type
Fragrance Oil 479

Join Today and Help Make a Difference!

HANDMADE
cosmetic
ALLIANCE

"Helping Handmade Soap
and Cosmetic Businesses Survive."

We are an alliance of artisans, small business owners, and soap and cosmetic manufacturers from across the country that want to preserve the freedom to produce and sell handmade soap & cosmetics in the USA.



Handmade Cosmetic Alliance works with legislators to preserve American jobs created by the handmade soap and cosmetic industry with three simple messages:

1. Support small business exemptions for handmade cosmetic companies so that they may create local jobs and contribute to local economies.
2. Reduce regulatory paperwork that has little to no impact on cosmetic safety but drives up the cost of doing business.
3. Support financial aid as a way to foster and grow small businesses in the United States.

"Advocating Policies That Support Handmade Artisans,
Small Soap & Cosmetic Businesses, and the Communities They Serve."

For More Information and to Get Involved, visit handmadecosmeticalliance.org



Pink Chiffon Heart Bath Melts

Project Level: Intermediate

Estimated Time: 2 Hours

Yields: 48 Bath Melts

As these bath melts fizz under running water, they will release the acai and tucuma butters to moisturize and soften your skin.

INCI Ingredient List: Sodium Bicarbonate, Butyrospermum Parkii (Shea) Butter (and) Elaeis Guineensis (Palm) Butter (and) Simmondsia Chinensis (jojoba) Seed Oil (and) Euterpe Oleracea Pulp Powder, Astrocaryum Tucuma Seed Butter, Citric Acid, Kaolin, Fragrance, Red 40 Lake

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Ingredients

- 1 Pound Crafter's Choice Acai Butter
- 1 Pound Crafter's Choice Tucuma Butter
- 2 Pounds Crafter's Choice Baking Soda
- 1 Pound Crafter's Choice Citric Acid
- .25 Pounds Crafter's Choice White Kaolin Clay
- 2 Ounces Crafter's Choice Pink Chiffon Fragrance Oil
- 1 Tablespoon Crafter's Choice Bath Bomb Red Powder Color
- Crafter's Choice Heart - Guest - Glossy Silicone Mold 1612

Equipment

- 2 Glass Mixing Bowls
- Microwave
- Wire Whisk
- Spatula
- Cookie Sheet
- Waxed Paper

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 silicone mold on cookie sheet. This will help keep the mold sturdy when placing product in the freezer.
3. In a glass bowl, measure 1 cup of Baking Soda (8 oz.) and 1/2 cup (4 oz.) of Citric Acid. Mix with a wire whisk and break up any clumps with a fork.
4. Add 1 teaspoon White Kaolin Clay and 1/8 teaspoon of the Red Lake 40 Powder Dye. We found it helpful to put this mixture through a sifter to break up any clumps and also to make sure the color is completely blended into the powders. This powder dye may speckle a bit.
5. Weigh 4 oz. each of Acai Butter Blend and Tucuma Butter.
6. In a separate mixing bowl, melt the Tucuma Butter in the microwave for about 1 minute. Once melted, add 4 oz. of Acai Butter to the melted Tucuma butter and let the heat from the first butter melt the Acai Butter. If necessary, heat for additional 20 seconds
7. Add 3 ml of fragrance to the melted butters.
8. Before adding powder mixture to butters, first drop a teaspoon of powder mixture into the butters. If it starts to fizz, the butters are too hot. Let cool a little more before adding the entire mixture.
9. Add powders to melted butters and quickly mix with a wire whisk. Immediately start to pour into mold. After filling 3 or 4 cavities, stir with whisk to keep mixture blended. Continue in this manner until all the cavities are filled.
10. Place cookie sheet with mold into freezer for about 15 minutes. If mixture does start to fizz slightly, the freezer will quickly stop the product from fizzing any further.
11. Remove bath melts from mold and place on waxed paper. If left in freezer too long, hearts will sweat. Leave out overnight and they will be fine the next day.
12. Packaging Suggestions: Large opening plastic jars, candy box with window on top.
13. REPEAT Steps 2-11 to make next batch. Each batch makes 12 so recipe needs to be repeated 4 times.
14. NOTE: This product will be slightly soft. The Tucuma Butter combined with the Acai Butter helps keep the product harder. If making this during the summer months, a butter with a higher melt point, such as cocoa butter, can be a good substitute for the butters.
15. USE: Place 1-2 melts under running water. Be sure to use a bathtub mat as this product can make tub slippery.

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MP Soap: Be My Valentine

Project Level: Intermediate

Estimated Time: 1 hour

Yields: 4 - approx. 5 oz.

“Mail” this soap to your favorite valentine.

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Glycerin, Iron Oxides



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Ingredients

- 18 Ounces Crafter's Choice Extra Clear MP Soap Base
- 5 Ounces Crafter's Choice Ultra White MP Soap Base
- 21 Milliliters Crafter's Choice P.S. I Love You Fragrance Oil
- 1 Crafter's Choice Matte Americana Soap Color Block
- 1 Crafter's Choice Rectangle Silicone Mold
- 1 Heart Shaped Soap Cutters - Set of 3
- 11 Milliliters Crafter's Choice Vanilla Color Stabilizer for MP Soap

Equipment

- Microwave or Double Boiler
- Glass Measuring Cups - Large and Small
- Mixing Spoons
- Plastic Droppers - 2
- Soap Cutter
- Scale (to weigh soap)
- Plastic Spray Bottle with Alcohol

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Weigh 2 oz. of white soap base and cut into chunks. Place in glass measuring cup and heat in microwave until melted.
3. In small glass container, mix 1.5 ml of fragrance and .5 ml of Vanilla Color Stabilizer.
4. Add fragrance mixture to melted soap and mix. Pour soap equally between 2 of the rectangle soap cavities. Spritz with alcohol to dissolve surface bubbles and allow to set up.
5. In separate glass container, weigh and melt 1 oz. of Extra Clear Soap. Chop up small slivers of the Matte Americana Red Color Bar and add to melted soap. For a darker color, add more color bar. Stir until color has completely blended in.
6. Pour red soap into 1 mold cavity and spritz with alcohol. Allow soap to set up.
7. Once soap has set up, unmold all pieces. Using a straight soap cutter, cut horizontally to opposite corners across the white rectangles. Make 2 cuts creating an “x” shape. That will give you 2 flaps for the envelopes. Repeat on the other piece of white soap as well.
8. Using the smallest heart cookie cutter, cut out hearts from the red piece of soap. You should be able to get about 12 hearts.
9. Using the hearts and envelope pieces, line them up in the bottom of the cavities until they are in the desired position. Remove envelope flap and leave just the heart.
10. Measure and melt 4 oz. of the Extra Clear MP soap. While melting, mix 3 ml of fragrance and 1 ml of Vanilla Color Stabilizer.
11. Once soap has melted, add the fragrance mixture. Spritz the hearts with alcohol and pour the clear soap evenly between all cavities. Spritz the envelope pieces with alcohol and place in the cavities along the top. Spritz again with alcohol to dissolve any surface bubbles. Allow to set up.
12. Weigh 16 oz. of white soap and place in glass measuring cup. Heat in microwave until melted.
13. In separate glass container, mix 12 ml of fragrance and 1 ml of color stabilizer.
14. Add fragrance mixture to melted soap. Spritz the soap in the cavities with alcohol and then pour melted soap evenly between all cavities. Once soap is poured, spritz with alcohol to release air bubbles.
15. Once soap has set up, remove from cavities. Wrap and label soap accordingly.

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Debbie's 'Perfect Everytime' Bath Fizzies

Project Level: Beginner

Estimated Time: 1 Hour

Yields: 15 sets of 3 fizzies/bag

This recipe makes the best fizzies ever. They are very easy to make and become hard quickly. The aroma released during use provides for a very relaxing bath experience.

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Ingredients

- 1 Pound(s) Crafter's Choice Citric Acid
- 2 Pound(s) Crafter's Choice Baking Soda
- 4 Ounce(s) Crafter's Choice Kaolin Clay
- 2 Ounce(s) Crafter's Choice Pink Sugar Fragrance Oil
- 1 Tablespoon(s) Crafter's Choice™ Neon Tutti Frutti Dye Powder
- 15 Piece(s) White Organza Bags
- 1 Plastic Dropper

Equipment

- Cookie Sheet
- Crafter Choice Guest Heart Silicone Mold
- Dropper
- Fork or Whisk
- Mixing Bowl
- Rubber or Vinyl Gloves
- Sifter (optional)
- Spray Bottle filled with Rubbing Alcohol

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. Prepare work space.
3. Set mold on a cookie sheet for stability. This will also allow for an easier clean up. Set aside until ready to use.
4. Measure the baking soda, citric acid and clay. Place into mixing bowl and mix well. If you find these have clumps, a sifter will allow you to break up the clumps and better blend the two ingredients.
5. If you wish to add color, add it now. Mix well.
6. Using a plastic dropper, add fragrance oil by drizzling into different locations of the mixture. Do not pour all of fragrance into one location of the bowl.
7. Using a whisk or fork, mix well by breaking up lumps of fragrance oil.
8. Once mixture is free of clumps, begin to spray with rubbing alcohol. Using gloved hands, toss the mixture while it is being sprayed.
9. Once mixture is just moist enough to stay together when pressed, it is ready to be molded. Note: This step is easy to check by taking a tablespoon of the mixture and squeezing it in the hand. If it falls apart, then you need to continue to spray and mix. Make sure you are wearing gloves for this part of the recipe.
10. Once the mixture is the correct consistency, press a few tablespoons of the mix into the mold cavity. Press firmly. Fill all of the mold cavities.
11. Wait 15 minutes and remove fizzies from the mold. Allow to sit for 1 hour before packaging. You will know the fizzies are ready to package because they will be hard.
12. If you are planning on selling this product, you will need to apply the appropriate labels at this time

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Bubble Bath - Strawberries and Champagne

Estimated Retail Price: \$9.95

Project Level: Beginner
 Estimated Time: 1 Hour
 Yields: 16 Bottles



What says romance more than a strawberries and champagne?
 Make this as a romantic present for a special someone!

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Ingredient

- 1 Gallon(s) Crafter's Choice Suspension Shower Gel
- 2 Ounce(s) Crafter's Choice Strawberries Champagne FO
- 2 Ounce(s) Crafter's Choice Red 33 Liquid Dye
- 2 Tablespoon(s) Crafter's Choice Super Sparkle Glitter
- 16 Clear Keuka Bottles
- 16 White Tops
- 16 Silver Candy Foils
- 1 Plastic Dropper

Equipment

- Bath Puff (optional)
- Dropper
- Pyrex Cup with Pour Spout
- Spoon

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Prepare work space.
3. Pour 16 oz of Crafter's Choice Suspension Soap Base into pyrex cup.
4. Add 1 teaspoon of glitter.
5. Add drops of color to reach desired shade.
6. Add 10 ml of fragrance oil. Stir well.
7. Carefully pour into bottles and apply top.
8. Place silver candy foil over the top. This will resemble a champagne foil.
9. Repeat above steps until all bottles are filled.
10. OPTIONAL: Package with a color coordinating nylon puff and place in a 5" x 3" x 11.5" cello bag and tie with matching ribbon.
11. If you are not using these sets for personal use, label according to FDA labeling guidelines.

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Jar Candle: Romance in Bed

Project Level: Intermediate

Estimated Time: Under 6 Hours

Yields: 6 Jar Candles

This layered candle will add a little glow to any romantic evening!

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Ingredients

- 4 Pounds EcoSoya CB Advanced Soy Wax
- 6 Ounces Crafter's Choice Romance in Bed Fragrance Oil
- 1 Piece Crafter's Choice Black Candle Dye Block
- 1 Piece Crafter's Choice Red Candle Dye Block
- 1 Tablespoon Crafter's Choice Super Sparkle Iridescent Glitter
- 6 Pieces 12 oz Smooth Sided Jelly Jar - 70/450
- 6 Pieces CD-10-HM Wicks
- 6 Pieces CW 2 Container Candle Warning Labels

Equipment

- Wax Melter, Melting Pot or Double Boiler
- Digital Scale
- Candy Thermometer
- Wooden Skewer or Dowel for stirring
- Drinking Straw
- Hot Glue Gun
- Cookie Sheet
- Popsicle Sticks
- Marker or Tape to mark layers
- Paper Plate

Directions

1. Making a candle can be dangerous if you do not follow the directions. Please read all of these instructions prior to making the candle.
2. Place glass jars on cookie sheet to protect work area.
3. Plug in hot glue gun to warm up glue. Once glue is ready, thread one wick thru a short drinking straw. Holding the wick at one end, place glue on the bottom of the wick tab. Place wick down into middle of jar, hold til set, then remove straw from wick.
4. Continue until all 6 jars are wicked
5. Wax should always be melted in a wax melter or double boiler. Never melt wax directly on open flame. Wax will catch fire if heated too high. NEVER LEAVE WAX ALONE WHEN MELTING.
6. On each jar, determine where your three layers will be poured to. Taking a pen or magic marker, make a small mark at each pouring line.
7. Using a digital scale, weigh 20 oz. of wax. Add to the wax melter and heat until completely melted. Wax should be around 135° F.
8. Cut up entire black dye block (both sides) and add to melted wax. Stir well until color is completely dissolved.
9. We recommend using wooden skewers to stir wax. They are longer to use in taller melting pots and can then be thrown away.
10. Add 2 oz. of fragrance and stir well.
11. When wax cools down to 120°F, divide wax into 6 jars pouring to the line previously marked.
12. Using popsicle sticks, place wick between two sticks to hold straight while wax hardens.
13. Let candle completely cool.
14. For second layer, weigh another 20 oz. of wax and melt in wax melter until wax reaches temperature of 135°F. Remove from heat.
15. Taking red dye block, cut in half at the scored line. Take one piece and cut that in half. Slice or shave this part of the dye block and add to melted wax. Stir well.
16. To check wax color, take a few drops of wax and place on a paper plate. Wax will quickly dry to color candle will be. If a darker color is desired, add more dye block.
17. Before pouring, be sure to check temperature. If wax is too hot, it will bleed into other layer. Wax should be at 125°F or less.
18. Pour red wax into jars up to the line marked for second layer.
19. Using popsicle sticks, place wick between two sticks to hold straight while wax hardens.
20. Let second layer completely harden.
21. For last layer, weigh 20 oz. of wax and place in melting pot. Heat until wax completely melted - about 125°F.
22. Add 2 oz. of fragrance and stir. No color will be added to this layer.
23. Check that the wax temperature is at 120°F or below. Remove sticks and slowly pour final layer into jars.
24. Place popsicle sticks on top to keep wicks straight and let wax completely harden.
25. Once candles have set overnight, place warning labels on bottom of each jar.
26. Sprinkle iridescent glitter on top of each candle and trim wick to about 1/4 inch.

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Massage & Body Oil

Project Level: Easy

Estimated Time: 1/2 Hour

Yields: 8 (8 oz.) Bottles

Estimated Retail Price: \$17.95



This product is loved because it leaves the skin feeling moisturized and refreshed. Therapists like it because the slip and glide lasts during treatment sessions.

INCI Ingredient List: Glycine Soja (Soybean) Oil, Helianthus Annuus (Sunflower) Seed Oil, Persea Gratissima (Avocado) Oil, Butyrospermum Parkii (Shea Butter), Helianthus Annuus (Sunflower) Seed Oil (and) Calendula Officinalis Flower Extract (and) Helianthus Annuus (Sunflower) Extract (and) Aloe Barbadensis Leaf Extract (and) Chondrus Crispus (Carrageenan) Extract (and) Althaea Officinalis Root Extract, Gaultheria Procumbens (Wintergreen) Leaf Oil.

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Ingredients

- 16 Ounce(s) Crafter's Choice Avocado Oil
- .5 Ounce(s) Crafter's Choice Shea Butter Natural
- 32 Ounce(s) Crafter's Choice Soybean Oil
- .5 Ounce(s) Crafter's Choice Vitamin E Natural
- .5 Ounce(s) Crafter's Choice Botanical Extract Blend for Oil
- 16 Ounce(s) Crafter's Choice Sunflower Oil
- 15 ml(s) Crafter's Choice Wintergreen Essential Oil Blend
- 8 8 oz. Clear PET Bullet Bottles
- 8 24/410 Black & Natural Yorker Twist Tops

Equipment

- Digital Scale
- Microwave
- Mixing Bowl - 64 oz or larger
- Mixing Spoon

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. In a microwaveable glass container, place .5 oz of the shea butter and 8 oz of the avocado oil.
3. Heat for 60 seconds on high heat or until shea butter is fully melted.
4. Add remaining ingredients (including the remaining 8oz. of avocado oil). Add only 15 ml of the Wintergreen EO.
5. Pour into bottles and apply top. Label according to FDA Cosmetic Labeling Guidelines.

*Please note that a small amount of oil goes a VERY long way. Making this product one of the most cost effective oil blends on the market. We do not recommend coloring this product but do feel free to change the scent. For those catering to the spa industry, double the recipe and fill in a 1 gallon "back bar" jug with pump that therapists can economically use as a refill.

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Jar Candle: Chocolate Cherry

Project Level: Advance

Estimated Time: 1/2 Hour

Yields: 6 - 16 oz. candles

These chocolate cherry candles will make you crave chocolate!
Perfect for Valentine's Day gifts!

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Ingredients

- 8 Pound(s) EcoSoya CB 135 Soy Wax
- 16 Ounce(s) Crafter's Choice Juicy Cherry Fragrance Oil
- 4 Ounce(s) Crafter's Choice Chocolate Drizzle
- 1 Piece(s) Crafter's Choice Candle Dye Block - Red
- 1 Piece(s) Crafter's Choice Candle Dye Block - Brown
- 6 Piece(s) 16 oz. Apothecary Jars
- 12 Piece(s) Crafter's Choice Simple Soy Wick 3
- 1 Piece(s) Crafter's Choice Heart-Guest-Silicone Mold
- 2 Ounce(s) Carnival Colors Candy Sprinkles
- 6 Piece(s) Crafter's Choice Candle Warning Labels-2" (CW2)

Equipment

- Candy Thermometer
- Cookie Sheet
- Digital Scale
- Hand Mixer
- Hot Glue Gun
- Paper Plate
- Pastry Bag or Decorator Pro
- Plastic Drinking Straw
- Popsicle Sticks
- Small Glass Cup for Fragrance
- Wax Melter
- Wooden Stirrers

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. PLEASE READ DIRECTIONS THOROUGHLY BEFORE MAKING ANY CANDLE.
3. To melt wax, we recommend the double boiler method, crock pot or a wax melter. Do not melt over open flame.
4. To make hearts for top of candle: Place silicone mold on cookie sheet. This will keep mold sturdy and also protect work area.
5. Weigh 6 oz. of wax on scale. Place wax in melting pot. Melt wax until temperature reaches 140 degrees.
6. Shave off some of the red dye block and add to wax until desired shade is reached. TIP: Place a few drops of colored wax on white paper plate. When dry, this is the color your candle will be.
7. Add .72 oz. of Crafter's Choice Juicy Cherry fragrance Oil to melted wax and mix well. Fill each heart cavity half way. Set aside to set up.
8. Prepare jars by fastening wicks to bottom. For this step, you will need a drinking straw that has been cut in half (about 5.5") and a hot glue gun.
9. This candle requires 2 wicks to burn correctly. Place wicks evenly spaced but not too close to edge of jar.
10. Take one wick and thread through the drinking straw. Holding the wick in one hand, place a large drop of hot glue on the bottom of the tab and place the straw/wick down into the jar. Hold until set, then remove straw.
11. Repeat for all jars. Unplug the hot glue gun and remove from the work area.
12. Set jars on jelly roll pan and set in a secure area that will not be disturbed while candles are cooling. Newspaper will prevent any damage to counter tops.
13. You now have hearts and 6 Wick jars to make your candles. The actual recipe will make 2 candles at a time. If you have a larger melting pot, you can adjust the recipe accordingly.
14. Weigh 28 oz. of EcoSoya CB 135 wax and place in melting pot. Place pot over heat source and melt to around 140 degrees. Remove from heat.
15. Add red color block shavings until desired shade is achieved. TIP: Place a few drops of colored wax on white paper plate. When dry, this is the color your candle will be.
16. Add 3.88 oz. of Crafter's Choice Juicy Cherry fragrance oil and mix well.
17. When wax cools down to 120-125 degrees, pour wax into jars up to about the shoulder.
18. To keep wicks straight while wax hardens, place wicks between two popsicle sticks and pull wick gently to straighten.
19. When wax is almost hardened, prepare whipped topping.
20. Weigh 8 oz. of wax and melt in melter. This does not have to reach a certain temperature. Remove from heat when all wax has melted.
21. Shave off some of the brown candle dye block and add to wax until desired shade is achieved. Add .96 oz. of Crafter's Choice Chocolate Drizzle Fragrance Oil. Gently mix well.
22. When wax starts to cool and thicken slightly, begin to whip with hand mixer. We used the whisk attachment but a regular beater will also work. Using only 1 beater will help lessen the splatter.
23. Continue to whip until wax starts to look like pudding.
24. Taking prepared pastry bag with tip or Decorator Pro, fill with wax.
25. Pipe wax onto top of candle. Place heart on top of whipped wax and sprinkle with Carnival Candy sprinkles to finish off your candle.
26. Let candle completely set up for at least 24 hours. Then, trim wick and place warning label on bottom of jar.
27. To use the extra wax, make more hearts and top with whipped wax. You can sell these as wax tart melts.

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Heart Cupcake Bath Fizzies

Project Level: Advanced

Estimated Time: 2 Hours

Yields: 20 Bath Fizzies

These cupcakes will make great Valentine's gifts for girls of all ages. The shea butter makes these extra moisturizing.

INCI Ingredient Label: Sodium Bicarbonate, Citric Acid, Butyrospermum Parkii (Shea Butter), Fragrance, Red 40



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Ingredients

- 3 Cups Crafter's Choice Citric Acid
- 6 Cups Crafter's Choice Baking Soda
- 2 Teaspoons Crafter's Choice Shea Butter - Ultra Refined
- 2 Ounces Crafter's Choice Bella's Kiss Fragrance Oil
- 1 Tablespoon Crafter's Choice Bath Bomb Red Powder Color
- 1 Piece Crafter's Choice Heart - Guest - Glossy Silicone Mold 1612
- 1 Pound Crafter's Choice Ultra White MP Soap
- 1 Pound Crafter's Choice Foaming Bath Whip
- 1.5 Ounces Crafter's Choice Glycerin - Natural
- 2 Tablespoons Crafter's Choice Soy Wax

Equipment

- Large Glass Bowl
- Measuring Cups
- Wire Whisk
- Small Glass Bowl
- Microwave
- Plastic Dropper - 1
- Plastic Gloves
- Cookie Sheet
- Soap Cutter
- Decorator Pro or Piping Bag
- Digital Scale
- Hand Mixer
- Spatula

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. We recommend making this recipe in 2 batches. If bath fizzy mixture sits too long, it will start to harden up.
3. Place silicone mold on cookie sheet. This will help keep work area clean and catch any excess bath fizzy mixture.
4. In large glass bowl, measure out 1 1/2 cups of citric acid and 3 cups of baking soda. Mix together with wire whisk.
5. In small glass bowl, add 1 teaspoon of shea butter. Place in microwave and heat on medium heat until melted.
6. Drizzle shea butter over powder mixture. Add 6 ml of fragrance and gently mix with wire whisk.
7. With gloved hands, start to spritz mixture with alcohol. Spray with one hand and mix with other.
8. Continue to spritz until mixture sticks together in palm of hand like wet sand.
9. Immediately start to fill mold cavities, packing mixture down as they are filled.
10. There will be mixture left over after the 6 cavities are filled.
11. Once mixture has hardened, about 1.5 hours, gently remove from mold. Whisk leftover mixture in bowl and spritz a little more alcohol if mixture has dried out.
12. Fill cavities with remaining mixture.
13. Once first batch is finished, repeat directions above with remaining product. You can choose to make cupcakes all pink or make half pink and half white (no added color).
14. Once all cupcakes are made, follow recipe to make soap frosting. The Bella's Kiss can be substituted for the Vanilla Almond fragrance oil. Frosting can be kept white or add a little Bath Bomb Red to give it a pink color.
15. Using a piping bag or Decorator Pro, pipe frosting onto each cupcake fizzy. Embellish with candy sprinkles.
16. Any extra frosting can be stored in a tupperware container. When ready to use, heat slightly and whip with hand mixer.
17. We recommend packaging 1 bath fizzy per bag or use shrink wrap to package.

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MP Soap: Valentine Sugar Cookies

Project Level: Intermediate.

Estimated Time: 2 Hours

Yields: Approx. 26 cookies

These will be irresistible on your craft table or website.
They smell just like a sugar cookie with strawberry filling.

INCI Ingredient List: Propylene Glycol, Sorbitol, Glycerin, Sodium Laureth Sulfate, Sodium Stearate, Sodium Myristate, Goats Milk, Sodium Laurate, Sodium Cocoyl Isethionate, Water, Disodium Lauryl Sulfosuccinate, Stearic Acid, Sodium Chloride, Diazolidinyl Urea(and) Iodopropynyl Butylcarbamate, Tetrasodium EDTA, Triethanolamine, Titanium Dioxide, Glycine Soja(Soy)Wax, Titanium Dioxide, Yellow 5, Fragrance, Methylparaben, Propylparaben, Red 33, Red 40.

Ingredients

- 2 Pound(s) Crafter's Choice Goat Milk MP Soap
- 2.5 Ounce(s) Glycerin - Natural
- 2 Tablespoon(s) Crafter's Choice Sugar Cookie Gourmet Fragrance Oil
- 2 Tablespoon(s) Crafter's Choice Vanilla Color Stabilizer - MP Soap
- 1 Pound(s) Crafter's Choice Ultra White MP Soap
- 1 Pound(s) Crafter's Choice Foaming Bath Whip
- 2 Tablespoon(s) Crafter's Choice Soy Wax
- 2 Ounce(s) Crafter's Choice Matte Orchid Liquid Pigment
- 1 Ounce(s) Crafter's Choice Fresh Picked Strawberry Fragrance Oil

Equipment

- Glass Measuring Cup - Large
- Glass Measuring Cup - Small
- Hand Mixer
- Heart Shaped Cutters - Set of 3
- Jelly Roll Pan
- Measuring Spoons
- Microwave Oven
- Mixing Spoon
- Soap Cutter
- Spatula

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Remove soap from 2 lb. plastic tray. Cut off 1/2 of soap or approximately 1 lb.
3. Cut soap into chunks and place in glass measuring cup. Heat in microwave until completely melted.
4. In a beaker, mix 1 Tablespoon Crafter's Choice Sugar Cookie Gourmet with 1 Tablespoon Vanilla Color Stabilizer. Mix well and set aside.
5. To melted soap, add 1 Tablespoon of glycerin. Mix well.
6. Add Crafter's Choice Sugar Cookie Gourmet Fragrance Oil that has been mixed with the Vanilla Stabilizer and mix well.
7. Pour melted soap into a 11" x 15" jelly roll pan. Spritz top with alcohol to release any surface bubbles.
8. Test soap to check if set up. If you touch the soap and there is no indentation, soap is ready
9. Taking largest heart cutter, cut out heart shapes from soap. You should get around 26 large hearts. You will have 13 soap cookie hearts when you sandwich them together.
10. Taking one corner of soap, pull the excess away from the cut-outs. This can be put back into plastic tray and saved for another batch.
11. Using the second largest heart cutter, cut middle out of 13 of the hearts. This will be the top of your soap cookie.
12. Repeat the recipe to make the second set of 26 soap cookies (which will make 13 sandwich cookies).
13. Prepare soap frosting for filling.
14. Soap Frosting: See recipe for Soap Frosting in WSP Recipe Box. <http://www.wholesalesuppliesplus.com/RecipeDetail.aspx?RecipeID=203>
15. After the soap frosting is made, add the Crafter's Choice Matte Orchid Liquid Dye to make the frosting pink.
16. Add 1 oz. of Crafter's Choice Fresh Picked Strawberry Fragrance Oil and mix well.
17. Once the frosting is made, take one solid soap heart and spread frosting over it. Take one of the hearts with a cut out and press that over the top of the frosting. Scrape the sides of any excess.
18. Continue in this manner until all cookies have been filled. You should have 26 filled cookies.
19. OPTIONAL: Sprinkle Crafter's Choice™ Carnival Colors Candy Sprinkles over frosting.
20. For stained glass look, melt 8 oz. of clear soap and add red liquid dye. Pour into the same jelly roll pan. Once soap has set, use middle heart cutter to cut out heart. Place this in middle over frosting.
21. Wrap cookies in clear wrap and package as desired. Label soap accordingly

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.

The Handcrafted Soapmakers Guild

Benefits of Membership

The Handcrafted Soapmakers Guild is a non-profit trade association, supported by membership dues. As a trade association, the main goal of the Handcrafted Soapmakers Guild is to keep an eye on the big picture and promote, improve, protect and defend the handcrafted soap industry. So the first benefit of membership for all members is knowing that the dues paid are supporting the only non-profit association that is actively involved in education, promotion and legislative advocacy for the handcrafted soap industry as a whole.



There are also more direct membership benefits. Since there are different levels of soapmakers and vendors and their needs differ, membership benefits and dues are tailored to both the type of membership and the level.

Membership in the Handcrafted Soapmakers Guild is open to:

- Soapmakers who make handcrafted soap
- Private labelers who purchase handcrafted soap and sell under their own label
- Vendors who provide products and/or services to the handcrafted soap industry



Membership Benefits

(Certain membership benefits are applicable based on the type of membership: Associate Soapmaker, Professional Soapmaker, Vendors & Suppliers, and Private Label)

- **General & Product Liability Insurance**
- Free Webstore at SoapGuildStores.com
- Merchant Services
- Office Depot Discounts
- Renaissance Online Business Planning Classes
- Discount on eCommerce Site
- CraftMaster News
- Online Soapmaker Listing
- Soap Gallery
- Store Locator
- Inclusion in the Handcrafted Soap Calendar
- Public Info Requests
- Special Promotional Opportunities
- Use of Why Handcrafted Soap Brochure
- Use of Member Logo
- Soapmaker Certification Program
- HSMG Teacher Program
- Conference Registration Discount
- Advanced Lye Calculator
- Discount on SoapMaker software
- Journal Back Issues Library
- Regular Association Updates via HSMG eNews
- Vendor Specials eNews
- Referral Program

As a vendor Member, Wholesale Supplies Plus offers 2% off at www.wholesalesuppliesplus.com to members!

Join today and start saving!

Winter Wonderland Swirl Soap

Approx. 44 oz.

Ingredients

- 6.44 oz. Coconut Oil (reserve 3 tsp. for coloring)
- 12.6 oz. Olive Oil
- 2.8 oz. Cocoa Butter
- 4.76 oz. Apricot Kernel Oil
- 1.4 oz. Castor Oil
- 10.64 oz. Distilled Water
- 3.91 Sodium Hydroxide
- .65 oz. WSP Lavandin Essential Oil
- .65 oz. WSP Peppermint Essential Oil
- 3 tsp. WSP Ultramarine Blue
- 1-2 tsp. WSP Sparkle Iridescent glitter (optional)
- Sugar pearl sprinkles (found in baking section of grocery stores)
- Frother (for mixing colors)
- Plastic cups or small mixing containers
- Wooden skewers or spoons for swirling
- Extra bowl or container for swirl color
- WSP Silicone Loaf Mold



Directions

1. Melt coconut oil and cocoa butter then add to room temperature oils. Next add lye to water and stir until dissolved.
2. Mix ultramarine blue in a plastic cup with 3 tsp. reserved olive oil with frother to incorporate fully. Have these colorants, fragrance and glitter nearby and ready for use.
3. At desired temperatures, add lye solution to oils and butters. Bring to light trace and add essential oils. Stir until incorporated completely.
4. Next, pour off one-quarter of the soap into a spare container. Add the ultramarine blue colorant and mix the soap well. (Tip: To help get all the colorant out of the plastic cup, take a few spoonfuls of raw soap and mix it back into the cup. Stir until the colorant incorporates into the raw soap. Then add this soap back to the rest of the blue swirl base.) Ensure that the blue colorant is fully incorporated into the soap.
5. Grab your mold and fill three-fourths with the plain soap base. If you've remained at a light-trace consistency you can get some great swirls in right now by holding the container of blue soap about a foot above the mold and pouring in linear zig-zags back and forth along the length of the mold. Reserve one to two cups of the blue soaps and set aside. Insert your spoon or wooden skewer completely to the bottom of the mold and make circular motions up and down the length of mold to make beautiful swirls.
6. Finally, pour the remaining blue on the top of the soap and using the back of a plastic spoon create waves on the surface of the soap as desired.
7. If your soap has become thick, no worries! Pour the blue soap on top of the cream-colored layer. Using the back of a plastic spoon, push the blue down into the cream-colored soap. Do this throughout the mold. Tap your mold to release any air bubbles.
8. Bang mold several times throughout this process. Complete the project with Iridescent Glitter and sugar pearls for a winter sparkle effect.
9. Let sit overnight and cover with plastic wrap to prevent any soda ash. Unmold and slice. Let cure for 4 weeks before use.

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

Super Creamy Avocado Babassu Soap

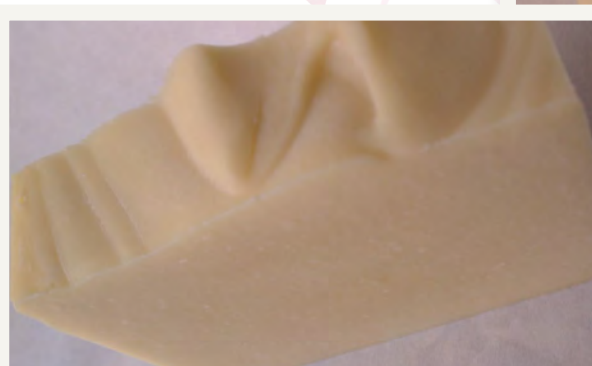
Approx. 44 oz.

**Ingredients**

- 6.44 oz. Coconut Oil
- 7.56 oz. Olive Oil
- 4.2 oz. Avocado Oil
- 2.8 oz. Sweet Almond
- 2.8 oz. Babassu
- 4.2 oz. Shea Butter
- 10.64 oz. Distilled Water
- 3.96 Sodium Hydroxide
- 1 oz. WSP Lemongrass Essential Oil
- .25 oz. WSP Fir Needle Essential Oil
- WSP Silicone Loaf Mold
- Optional :Valentine red heart soap embeds (premade with melt and pour or cold process soap)

Directions

1. Melt coconut oil, babassu and shea butter then add to room temperature oils. Next add lye to water and stir until dissolved. At desired temperatures, add lye solution to oils and butters. Bring to light trace and add essential oils. Stir until incorporated completely.
2. Grab your mold and fill. Bang mold several times to release any trapped air bubbles.
3. If you're using red heart embeds, insert them into the top of the loaf. If you push them in the soap entirely, they will reveal themselves as the soap is used. Or, embed vertically slightly so they stick out and can be recognized as red hearts.
4. Let sit overnight and cover with plastic wrap to prevent any soda ash. Unmold and slice. Let cure for 4 weeks before use.



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

Use code **WSP-8548** to get:

**15% off
Heart & Lips
Silicone Tube
Mold!**



Coupon Expires Jan. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-4509** to get:

**15% off
Stained Glass
Strawberry Red
Liquid Color!**



Coupon Expires Jan. 31, 2013 During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-8380** to get:

**15% off
Neon Tutti Frutti
Soap Color Bar!**



Coupon Expires Jan. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-6262** to get:

**15% off
Organza Bag -
Pink (9" x 5.5")!**



Coupon Expires Jan. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-931** to get:

**15% off
Rose Petals - Red
Buds & Leaves!**



Coupon Expires Jan. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-2986** to get:

**15% off
Fresh Cut Roses
Fragrance Oil!**



Coupon Expires Jan. 31, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

WSP Fragrance of the Month



ON SALE!

Strawberries & Champagne

An intoxicating blend of strawberry, champagne and bright cassis.

Aromatic Notes: Blend of Strawberries, Grape, and Sparkling Wine Compared to: Victoria Secret

Flashpoint: 200°

Vanilla Content: 0.00%

Country Of Origin: United States

Phthalate Free: Yes

*Compare our fragrance to Victoria Secret. Wholesale Supplies Plus is not affiliated or associated with Victoria Secret.

Customer Reviews



Doug from Ocala
Used in Soap Products

Strawberries & Champagne FO

Dead on dupe! Have used in M&P soap, moisturizing body mist, foaming body scrub, and shower gel. Excellent fragrance - two thumbs up WSP!



Beverly from Shreveport
Used in Bath Products

Really Nice

This was a very un-expected and pleasurable fragrance, I'm not sure what I expected but I will definitely be carrying this year round! A light floral with hints of fruit.



Sharon from Lindenhurst
Used in Bath Products

Makes Your Mouth Water

This smells exactly like Strawberry Champagne!



Marie from Louisville
Used in Bath Products

Great FO

This is an excellent dupe!! Keep up the GREAT work WSP!!!!



Amanda from Ft. Sam Houston
Used in Bath Products

Great Duplicate!

This is a very strong fo. You don't need quite as much as others. A great seller in lotions. Scents nicely in candles as well. Can't tell the difference from the real Strawberries & Champagne.



Cassandra from McKinney
Used in Soap Products

Great in CP

I really love this one! Very true dupe and does very well in CP. I live in a dry country, so I've got to come up with a name that doesn't include champagne so that the locals will actually buy it, but it's a definite keeper!

WSP Sale & Event Planner: 6-Week Preview

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

MONDAY MEANS SALE

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

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

January →

1

2

3

4

5

6

7

Hydrosol
Essential
Waters
Sale!

8

9

10

11

12

13

14

Palm Kernel
Flakes
Sale!

15

16

17

18

19

20

21

Extra Clear
Soap Base
Sale!

22

23

24

25

26

27

28

Keuka
Bottle
Sale!

29

30

31

1

2

February →

3

4

Coconut Oil
76° Melt
Sale!

5

6

7

8

9

10

11

Vanilla Color
Stabilizer for
MP Soap
Sale!

12

13

14

15

16

We Reward You for Shopping With Us! The More You Buy The More You Save! The Best Reward Program Out There!



Buy Up to \$500 Annually

Receive 1% WSP Dollar Rebates

Earn 1 Loyalty Point for \$1 Spent



Buy \$501 - \$2,999 Annually

Receive 2% WSP Dollar Rebates

Earn 1.5 Loyalty Points for \$1 Spent



Buy \$3,000 Annually

Receive 4% WSP Dollar Rebates

Earn 2 Loyalty Points for \$1 Spent

Frequent Shopper Expedited Order Processing

WSP REBATE DOLLARS

**Earn WSP Dollar Rebates With Every Purchase
Use Rebates As Payment On Future Orders!**

Earn back quarterly WSP Dollar Rebates equal to 1%, 2% or 4% of your orders. WSP Dollars Rebates can be used as payment for a maximum of 50% of an order.

WSP Dollar Rebates are deposited once a quarter and expire the first day of the next quarter. See below for the schedule of when your rebates will be deposited and when they expire:

SCHEDULE FOR REBATES

Purchases	Rebates Awarded	Rebates Expire
January to March	April 1st	June 30th
April to June	July 1st	August 31st
July to September	October 1st	December 31st
October to December	January 1st	March 31st

WSP LOYALTY POINTS FOR DISCOUNTS

**Earn Points With Every Purchase
Use Points For Discounts On Future Orders!**

Earn 1, 1.5, or 2.0 Loyalty Points for every \$1 purchased. Loyalty points can be redeemed for up to \$1 to \$350 off a future order. Loyalty points are good for 1 year from time of original order.

REDEEM LOYALTY POINTS

Loyalty Points	Order Size	Discount
100 points	\$50	\$1.00 off an order
250 points	\$100	\$5.00 off an order
1,000 points	\$250	\$20.00 off an order
2,500 points	\$450	\$45.00 off an order
5,000 points	\$825	\$100 off an order
10,000 points	\$2,500	\$350 off an order

**BEST PRICE
GUARANTEE!**

Are you looking to make a purchase but have found the identical product nationally advertised for less by one of our competitors? We would like the opportunity to match this product price and keep you as a satisfied customer!
Call us for details!



Wholesale Supplies Plus is pleased to offer free shipping on all orders \$30 and over sold online and by phone. We offer this program as a way to help you maintain long term control of your cost, thus helping you succeed in business!



How to Make Change Manageable

It seems that with every New Year celebration comes a promise to change, create and grow. Unfortunately, too many people set themselves up for failure with promises for a new reality when the true reality is that their goals are simply too lofty. After being in this pattern for too many years we tend to resist change and stop trying to improve our lives.

Yesterday I had a conversation with a friend who said, "If I ever get cancer I would exercise a lot more, eat nothing but greens and other healthy foods, and meditate every single day." After her proclamation we both broke out in laughter. Why wait until you get cancer to develop a healthy lifestyle?

For some, the only significant change in life comes at a time of crisis. We are amazing beings with the ability to adapt to just about anything. But somehow it seems easier to wallow in misery, or place blame elsewhere, than it does to be proactive in creating positive change.

Today I spoke with a client who said she was tired of the lack of money getting in the way of achieving her goals and dreams. She recited a litany of things that she would like to do, accompanied by all of the financial reasons that she could not get them done. Many of her goals were achievable with a lot of creativity and no money at all. So I asked her, "Are those true statements or are they excuses?" Again, laughter.

When we list our excuses out loud they often sound ridiculous. What are your excuses? Let's examine your goals for the New Year. How can you set yourself up for success, rather than revisit failure?

Begin by creating a short list of things you'd like to change or achieve in this New Year. Keep it at 2 or 3 goals, don't overdo it!

A common goal is to start working out on a regular basis, so let's use that as an example.

Goal: I will work out at my new health club 4 times a week!

Now ask yourself this question: **Is that realistic?**

Consider your schedule, current physical condition, and any other challenges that may interfere with your commitment. List them. Include any reasons you have used in the past to move away from this or a similar goal. They may include things like:

I can't afford the health club; I have too many more important things to do; I have no one to watch the kids, or I'm just too tired all of the time.

If your goal isn't realistic and manageable over a long period of time, consider revising it. It is better to achieve less than fail altogether. So our workout goal may become:

Revised goal: I will take a 30 minute power walk 3 times a week.

Now we have eliminated the cost of the health club, addressed the time issue and made the goal totally doable. But what's really important about this revision is that you can step up the goal as you become accustomed to the benefits and routine of your workout. As you begin to gain energy from a sustained workout regime you may be motivated to start saving for your new health club membership, or cut back on something else so you can join soon. Your increased energy will also help you to be more productive so time becomes less of an issue.

Build on your smaller goals rather than fail at the overly ambitious goals. This way you will be more inclined to create ongoing change and improve your life!

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.

3 New Years' Resolutions That Will Transform Your Business in 2013

The New Year isn't just about making resolutions in your personal life; it presents a prime opportunity to focus on simple goals that will streamline the way your business functions for the entire year. Here are three simple New Years' Resolutions guaranteed to transform your business.



1. Get your financial house in order.

As if striking the balance between parenting and professional obligations doesn't keep you busy enough, work at home moms are faced with a whole new set of entrepreneurial challenges that life before self-employment didn't necessarily entail, including the legal and financial obligations of owning your own business. Though you may operate your business from the comforts of home, it is in your best interest to keep your personal and professional finances as separate as possible. Set a goal to get your businesses' financial house in order by completing the following steps before the end of February: Apply for an EIN online with the Internal Revenue Service, complete the necessary paperwork to register your business appropriately as either a limited liability corporation (specific laws and fees will depend on the state you operate in) or S corporation (if you qualify), to further protect your personal assets. If you haven't established a business checking account, or started to form a unique credit history for your business, now's the time. Likewise If you haven't yet established a retirement account intended for business owners, whether its a self-employed 401k, SEP-IRA or SIMPLE. Once you've checked those items off of your list, set a goal to educate yourself on the more complex aspects of running a business, like securing necessary insurance coverage (like short term disability), and learning how to properly plan for quarterly tax payments, to maximize small business tax breaks.

2. Plan for growth.

Of course you want your business to grow, but do you have a plan in place for how? Start the year by examining your current sources of revenue, and focusing on what you can do to work smarter, instead of harder. Are there additional decision-makers at one your current clients that you haven't reached out to, but might have a budget for your products or service? Are there high-traffic trade shows that you know are a prime source for networking in your industry but you've put off attending in the past? Maybe there are few clients that you're ready to sever ties with, due to a lack of profitability. Make a plan that details exactly the steps you'll take to move forward in business this year, and set benchmarks you'll need to hit at the end of each month in order keep yourself focused, on track, and accountable—even when your "New Year's Resolution" zest starts to wane.

3. Invest in yourself.

Business investments don't relate only to money; it's just as important to dedicate the time required to grow your own knowledge. When you're self-employed and working from home, distractions abound, and you may struggle to keep the business you have built afloat, let alone introducing more complexity by learning new skills or changing your processes. But, reactionary patterns hold you back from realizing your professional potential, and can eventually lead to burn out. Kick the new year off by identifying at least one business tactic that you know you're currently lacking in, and commit to investing the time needed to learn how to use it, to fuel growth. The goal can be anything you know will benefit your business including becoming more web savvy, researching tools to simplify your order tracking and inventory management, streamlining how you ship and assemble products, brushing up on digital photography skills to better present your products, learning how to improve your billing, or mastering Twitter, Facebook, Instagram, or Pinterest.

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.

Raising Capital

The majority of small business failures are caused by insufficient capital. This article is focused on two concepts. First, it will provide various alternatives for raising capital. Second, it will highlight steps to reduce the need for outside capital.

To raise capital, you'll need a solid business plan that describes your business and provides complete financial information. Without such a plan, it's virtually impossible to secure bank loans or other investors. If you lack the expertise to prepare the plan, hire someone who does. It will definitely be worth it in the long run.



METHODS FOR RAISING CAPITAL

1. Personal assets

Many businesses start with a self-infusion of money because they can't obtain outside financing. It may come from savings or selling assets such as stocks, bonds, real estate, or personal property. Another option is to refinance your house or establish a home equity line of credit. You may also be able to borrow against the cash value of a whole life insurance policy. Be aware of the risks of all of these approaches before considering them.

2. Friends and family

This is a common way to get financing but it's loaded with risks. If your business fails, your friends and family will likely lose most or all of their investment. Are they prepared for that possibility, and are you prepared for the consequences? Since you don't want them telling you how to run your business, you're better off taking debt rather than giving them equity. If you go this route, disclose all the risks and have everyone sign a promissory note. Strictly follow accepted professional standards when structuring and documenting all such loans.

3. Credit cards

We've all heard the stories of millionaires who started their companies with a cash advance from their credit card. What we don't always hear about are the thousands who have gone bankrupt by running up debts they could never repay. The finance charges on cash advances are oppressive and will grow exponentially if you only make the minimum payments. This is a high-risk approach that could easily sink your company if you can't generate enough cash to quickly pay off the advance.

4. 401(k)

If you're still employed have an existing 401(k), you may have the option of taking a loan against it and paying yourself the principal and interest. Premature withdrawals are subject to penalties and taxation. However, it's possible to structure a transaction whereby your 401(k) from a previous job invests in your company by buying an equity stake. If you're willing to risk your retirement savings in your business, you'll need professional help to set up a tax-free investment that maintains your control over the business. The team should include an attorney, accountant, valuation specialist, and brokerage firm.

5. Traditional bank loan

It pays to have an established relationship with a local bank. If you're known and trusted, that goes a long way toward getting you money. In addition to your business plan, they'll evaluate your character, collateral, and capacity to repay the loan. They typically offer intermediate or long-term loans with a set maturity date, fixed interest rates, and a monthly repayment schedule.

6. Small Business Administration

An SBA-backed loan guarantees as much as 80 percent of the principal. The loans are targeted toward small businesses that can make payments from cash flows but may not otherwise qualify for a traditional bank loan. This is usually due to a lack of collateral or the need to extend the repayment period and lower the monthly payments.

The SBA-developed Microloan program is targeted to businesses with relatively small capital requirements. It's administered by 170 nonprofit organizations around the country which act as loan intermediaries. Business plans are not always required, and personal tax returns are often substituted for financial statements for startups.

The SBA also licenses the Small Business Investment Companies (SBIC) and Specialized Small Business Investment Companies (SSBIC). They have their own private capital and focus on entrepreneurs who have been denied the opportunity to own a business because of economic or social barriers.

(cont'd)

(Raising Capital Article cont'd)

7. Community Development Financial Institutions

CDFIs make loans to businesses that are typically "unbankable" in locales needing economic development. If your company can't meet traditional loan standards due to insufficient collateral or past credit problems, many communities have funds available to lend if you can demonstrate job creation and commitment to the community.

8. Privately-guaranteed loan

This is an option for startups that are having difficulty obtaining a traditional bank loan. It's similar to a loan backed by the SBA except that it's guaranteed by a private entity or individual. The loan comes from a commercial bank and the guarantee period is usually one year. At that point, the original loan is either paid off with new capital or a follow-on loan is created based on the current business fundamentals. This approach allows you to maintain control over your company without surrendering equity.



9. Royalty financing

This is an advance against expected sales of services or products in exchange for a percentage of the sales. Unlike a loan, this arrangement gives the investor a defined stake in the product. It's most often used where the product has high margins and easily marketable demand.

There are no scheduled payments and the advance doesn't show up as debt on your balance sheet. It's a contingent liability that may or may not ever happen. Although you're giving up a share of your expected profits, you still own 100% of your business.

10. Angel investors

Angel investors are individuals who invest in high-growth companies that are willing to relinquish some control and ownership. This can be expensive because these investors may want a significant share of equity to compensate for their risk. Some may also want a retainer as a management consultant. Most will also want an exit strategy that allows them to cash out their investment at some point, either through a buyout or public offering. To find prospective angel investors, contact the chamber of commerce, SBA, commercial banks, business attorneys, or your state economic development agency.

11. Online funding

There are many websites featuring "crowd-funding" that offer two basic models for raising financing. "All or Nothing" has a defined collection time period. Once the period has expired, pledged money is only collected from contributors if the original monetary goal is met. "Keep it All" awards all money collected to the entrepreneur regardless of the goal. Many entrepreneurs are now using these approaches to raise capital from investors around the world.

REDUCING CAPITAL NEEDS

Keep your capital requirements to a minimum by eliminating capital purchases as much as possible. In addition to saving you money upfront, this also limits your risk while you're trying to build your business.

Wherever possible, lease or rent what you need. This includes workspace, equipment, tools, and vehicles. If things don't work out, you can terminate the agreements and limit your losses. Carefully control your inventory to minimize the cost of storage and insurance.

SUMMARY

Financing options for large businesses include institutional venture capital, initial public offerings, asset-based loans and reverse mergers. These are time-consuming and require specialized assistance from finance professionals.

This article only scratches the surface of different approaches you might consider. Since all businesses are unique, do your own research or consult a financial advisor before committing yourself. It's critical that you understand the risks, total cost, and tax implications of any approach you take.

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.



De-Odorizing Skincare

The holidays bring out our love and thankfulness for each other, as well as the desire to look and smell our best. It's a great time to pamper ourselves and commit to treating our bodies and skin to healthy nurturing ingredients. The resolutions of a new year often lead consumers to simplify and detoxify their lives and beauty routines. One natural way to clean up that routine is by going odorless with skincare products.

Fragrance is the most common cause of allergic skin reactions to cosmetics. While the terms "unscented" and "fragrance-free" are used somewhat interchangeably, they are not at all the same. "Unscented" means that fragrance additives have not been added to the product. "Fragrance-free" implies that the product has no odor. However, even if the product has no scent or odor, it can still contain masking or deodorizing compounds that serve solely to block the odor of other ingredients in the formula.

Fragrance-free skin care products are in demand because of fragrance allergies. According to the American Academy of Dermatology (AAD), fragrances are the leading cause of cosmetic contact dermatitis which is a health condition affecting more than 2 million people today. [1]

The term "fragrance-free" describes a product that does not contain additional fragrances or any substances designed to mask the underlying natural odor of the product. This definition should be simple. However, a number of products with "fragrance-free" on the label actually contain artificial or natural fragrances or masking compounds, sometimes without a disclosure in the ingredients list. Currently, "fragrance-free" has no legal definition and means nothing more than a product has no perceptible odor.

It may seem that "natural" fragrance compounds and essential oils would be a feasible replacement for lab-created scents. In addition to smelling good, many essential oils and natural aroma compounds have a positive effect on our mental health and well-being. It is important, however, to understand that consumers are just as likely to have an allergic reaction to a natural compound as they are to one that is synthetic. A small proportion of people experience skin irritation, allergic reactions, or cross-sensitivity to essential oils. Cross-sensitivity is the potential for an allergic reaction to similar substances (for example, if you are allergic to ragweed, you might also be allergic to chamomile essential oil as they are related plants). [2] Some experts aren't sure if it's the aroma compound itself that is the real issue, or if it is just one part of a mix of chemicals (many lab-created fragrances can contain hundreds of aroma components) that causes sensitivity. [3]

With the increase of chemical-related problems such as Multiple Chemical Sensitivity; In the United States and Canada, an increasing number of clinics, schools, universities, churches, public buildings and meeting places, lodging, buses, and workplaces have declared their institutions fragrance-free. [4] Most of the organizations that have implemented fragrance-free zones or workplaces undertook the initial effort as a response to either a negative incident or because of an employee's complaint or request for accommodation.[5]

It's estimated that 5.72 million people in the U.S. are allergic or sensitive to fragrance. This is a huge market segment that many formulators seem to overlook. If you aren't already manufacturing products that exclude aroma compounds, you could be missing the boat.

References:

- <http://www.aad.org/media-resources/stats-and-facts/prevention-and-care/sensitive-skin>
- <http://takingcharge.csh.umn.edu/explore-healing-practices/aromatherapy/are-essential-oils-safe>
- <http://www.webmd.com/allergies/features/fragrance-allergies-a-sensory-assault>
- <http://www.access-board.gov/about/policies/fragrance.htm>
- <http://www.aabri.com/manuscripts/09244.pdf>

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.sydmonique.com).

Labeling Products for Retail Sale

Making the transition from creating products for personal and family use to selling your products to others often just “happens” without any conscious thought or planning. Often it starts out by selling “extras” to friends or at a local craft fair just clear the shelves and recoup some costs so you can make more products. When people love your products and will pay for them, it can quickly evolve into making products specifically to sell and finding ways to sell them. For many, moving from “hobby” to “business” isn’t so much of a leap as a gradual slide.

Whether you end up in the business of selling your products with forethought and business plans or you just happened to slide into it, once you start selling your products, you’re in a whole new ball game. With it comes a new set of rules; you’ve entered the realm of governmental regulation and requirements. Along with all the standard business requirements (business registrations, accounting, sales tax, licenses, etc.), products for retail sale have very specific regulations covering how they must be labeled.



CONSUMER PRODUCTS FOR RETAIL SALE

The Fair Packaging and Labeling Act (FPLA) is the basis for labeling requirements for nearly all consumer commodities (things that are consumed or expended in the household). Its purpose is to “facilitate value comparisons and to prevent unfair or deceptive packaging and labeling.” From the FPLA, the Food and Drug Administration issued regulations covering the labeling of foods, drugs and cosmetics and the Federal Trade Commission issued regulations covering other consumer commodities.

REGARDLESS OF WHAT THE PRODUCT IS, THE FOLLOWING INFORMATION IS REQUIRED ON EVERY LABEL:

- On the **FRONT** of the package (where the consumer would see it when viewing the product on a shelf or in a display):
 - **Identity:** A statement identifying what the product is (e.g. soap, lotion, cream, candle, potpourri, bath fizzle, etc.).
 - **Net Quantity of Contents:** The amount of actual product in the package (without the weight of the package or container). It must be in both the inch/pound system (ounces, pounds) and metric system (grams, liters). For fluid products it must be in terms of volume (fluid ounces, quarts, milliliters, liters) and for solid products it must be in terms of weight (ounces, pounds, grams, kilograms). It must be parallel to the bottom of the product, in the bottom 1/3 of the front and in bold text. For most soap or body care products, the text size must be 1/8” high (based on the size of a lower case letter).
- On the **BACK, SIDE** or **BOTTOM** of the package:
 - **Name and Place of Business:** The legal name of the business (as registered with your state or your personal name, if no business name is registered) and the street address (actual street address, not a PO Box), city, state and zip code. The name and place of business can be that of the manufacturer, distributor or packager. The street address may be omitted if the business name is listed in a print phone book or city directory.

INGREDIENT DECLARATION ON COSMETIC LABELS

Cosmetics are defined as products that are “applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance.” Cosmetics include lotions, creams, bath melts, bubble bath, scrubs, cream soap, bath fizzies, lotion bars, perfume, lip products, body butters, lotion candles, etc. Note that candles and room scent products, which are not applied to the body, are not considered cosmetics. Soap is a cosmetic if cosmetic claims are made (other than cleansing) OR if it isn’t made primarily of fats/oils, lye and water (e.g. it contains detergents).

- **Ingredient Declaration:** Cosmetic products require that the ingredients are declared on the package (not on the front, but on some other surface of the package). The ingredients should be in “descending order of predominance,” which means that the highest percentage ingredient goes first, then the second highest, etc. Ingredients that are in the product at less than 1% can be listed in any order after all the other ingredients that are 1% or more.

When you’ve made the transition to selling your products, nothing is more exciting than the first sale. There’s a reason why businesses often frame that first dollar – it’s a sign that the leap (or slide) is made and you’re actually in business.

Labeling your products correctly is part of staying in business. Yes, it’s part of following the rules and regulations, but it also – and maybe more importantly – provides your customers with the information they need and expect in order to make an informed decision to buy your product. When your customers trust you and your products, they will return to buy again and again.

Marie Gale (www.mariegale.com) is the author of Soap and Cosmetic Labeling; How to Follow the Rules and Regs Explained in Plain English and Good Manufacturing Practices for Soap and Cosmetic Handcrafters. She has been actively involved in the handcrafted soap and cosmetic industry for over 10 years and is Past President (2004-2009) of the Handcrafted Soapmakers Guild (www.soapguild.org).



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Crafter's Choice™ Heart -
Guest - GLOSSY
Silicone Mold 1612



Crafter's Choice™ Tube Mold:
Hearts & Lips Mini
Silicone Mold 1901



Heart Mold
Silicone Mold

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Mica Powder



Crafter's Choice™
Neon Tutti Frutti
Soap Color Bar



Crafter's Choice™
Bath Bomb Red
Powder Color



Crafter's Choice™
Stained Glass Santa
Red Liquid Color

Kits



Valentine Ducks
Soap Making Kit



Valentine Kiss Me
Frogs Soap
Making Kit



Valentine Mini
Ducks Soap
Making Kit

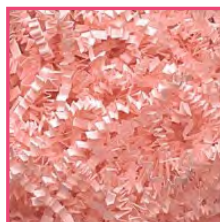


Champagne Kisses
Body Wash Kit

Packaging



Organza Bag -
Pink (6.5" x 5")



Crinkled Paper Filler -
Pink (Light)



Lip Tube Round Top -
Bright Pink



24/410 Metallic
Pink Sprayer (Surplus)

Fashion Color Report Spring 2013

Pantone released the fashion color report in December 2012. These reports forecast color trends for fashion and design throughout the year. Check out below to see the hot colors for Spring 2013! They've already influenced the top names in fashion - do any of these spark your interest for your 2013 products?



Dusk Blue



Monaco Blue



Grayed Jade



Tender Shoots



Nectarine



Lemon Zest



Poppy Red



African Violet



Linen



Emerald

Color of the Year 2013!



designer:
Charlotte Ronson



designer:
Ella Moss

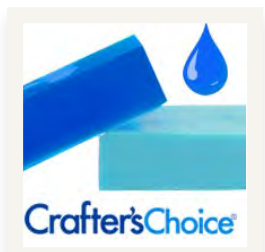


designer:
Pamela Roland

Recreate these colors with these dyes from **Wholesale Supplies Plus** listed below!
Be inspired to create products that'll keep you up to date with the fashion colors for 2013!



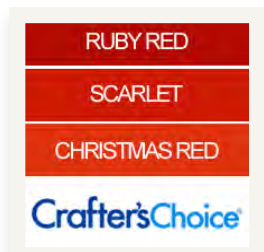
Crafter's Choice
Stained Glass Lemon
Yellow Powder Color



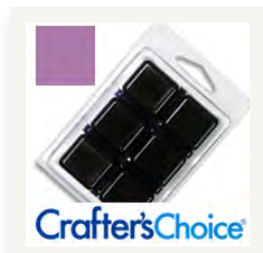
Crafter's Choice
Stained Glass Ocean
Blue Liquid Color



Crafter's Choice
Green Oil Locking
Mica Shimmer



Crafter's Choice
Candle Color Dye
Block - Red



Crafter's Choice
Stained Glass Violet
Purple Soap Color Bar

Valentine Trends for 2013

Need a little Valentine inspiration from retail? Well take a look at what is trending this year for this popular and profitable holiday!

French Romance



**Paris Amour
Mini Gift Set**

www.bathandbodyworks.com

Spa & Relaxation



**Superior California
Groves Spa Set**

www.redenvelope.com

Decadence



**Fluffy Pink Candy
Soy Wax Candle**

www.etsy.com/shop/longleafsoap



**All of My Heart
French Milled
Baby Soap**

www.noodleandboo.com



**Origins Stress
Diffusing Candle**

www.macys.com



**Chocolate Ganache
Soap Bar**

www.etsy.com/shop/thenaturaldiva



**Eiffel Tower
Bubble Bath**

www.pier1.com



**Invigorating
Spa Scrub**

www.bathandbodyworks.com



**Double Choc
Lip Tint**

www.lush.com

[Pinterest.com/WSPNews](https://www.pinterest.com/WSPNews)



Hidden in WSP's various Pinterest boards are 'Pin the Code' pins. On the pins is a discount and coupon code. Use the coupon code to get the discount and save.

There are nine pins posted that correspond to the kits we feature in this month's Handmade. Make sure to search all of the boards to get a discount on all of these kits! [Pinterest.com/WSPNews](https://www.pinterest.com/WSPNews)

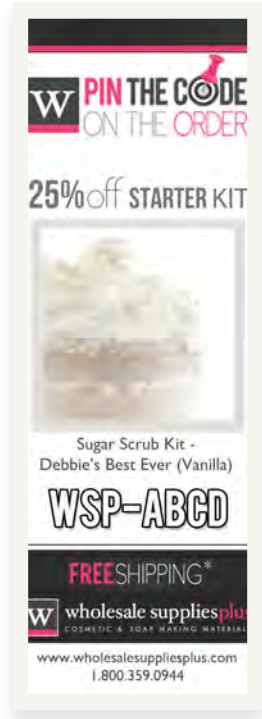
How to Play

1. Search WSP Pinterest boards.
2. Find our "Pin the Code" pins.
3. View the WSP coupon pin.
4. Click on the pin.
5. Add the item to your cart.
6. Use our 'Pin the Code' coupon at checkout and SAVE!

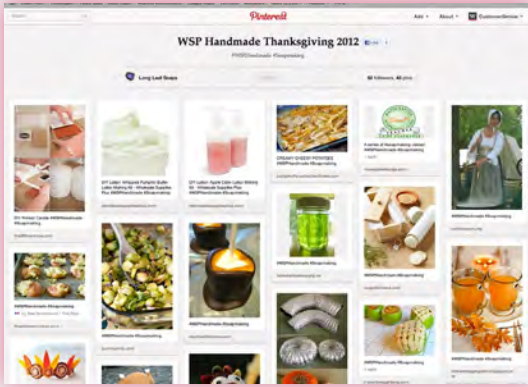
Only one code per kit per order can be used. Multiple kits can be purchased with their respective code in one order as long as they are different.

Pin codes are added to Pinterest monthly and expire at the end of the month.

Look for pins like this!



Handmade BOARD OF THE MONTH



How to Play

1. Create a new board on your own Pinterest Account.
2. Title your board **WSP Handmade Valentine 2013**
3. Pin products, kits, or recipes featured on WSP's Pinterest boards.
4. You can also REPIN products, kits, or recipes featured on WSP's Pinterest boards.
5. Pin 10 additional Valentine themed crafty pins onto this board.
6. Into each pin description, type these hashtags to be eligible.
#WSPHandmade
#SoapMaking
7. We'll pick & contact a winner at the end of the month that best matches our theme.

Additional Pinterest Contests Coming Soon...



Featured Facebook Friends from December



Aisha Lynn Al-Nizar
from Soaps by Sami
Woodstock, GA



Holly Port
from Lotion Bar Cafe
Colorado Springs, CO



Heather Blake
Wadsworth, OH



Candice Mangum
from WeeEssentials
Gladeville, TN

WSP Featured Facebook Friends receive a \$25 WSP Rebate for being our friend on Facebook. We have a new winner each week - 'Like' us on Facebook today to win!



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

Handmade Board of the Month Winner from December



Linda Bond from Ringoes, NJ!

December's winner of our Handmade Board of the Month is! Their board was a great mix of WSP products and what the Holidays mean to her from WSP's Holiday Inspired Soap Creations to some great DIY hair/skin treatments to some yummy Holiday treats!

[Click here](#) to see the winning board and get an idea of how to participate in January!

Wanna play in January?
[Click here](#) to find out how!

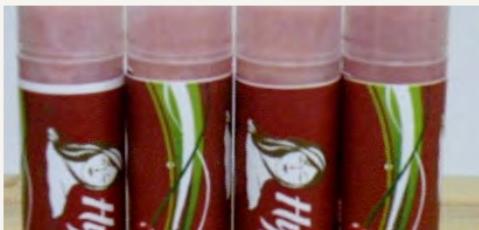
Show & Tell Contest Winners for January



Autumn Burgess from Skin Sweets & Body Treats

Neapolitan Ice Cream Soap

Process from the Soaper:
"...made with your [WSP] basic melt and pour soap [bases] and the foaming bath whip."
- Autumn Burgess



Rhonda Anderson from Hyriad Soap

Peppermint Twist Lip Balm

Products used from WSP:

- Lip tubes and caps
- Peppermint Essential oil
- Spearmint Essential oil
- Crafter's Choice Sweet almond oil
- Crafter's Choice castor oil
- Crafter's Choice beeswax and Candellila wax
- Crafter's Choice Illipe Butter
- Crafter's Choice Bath Bomb red powder color



Leah Hampshire from Skin Soap Company

Valentine's Day CP Soap

Products used from WSP:

- Oils - Olive, Palm, Coconut, Castor, Sweet Almond
- Pink kaolin clay
- White titanium dioxide

To give you the opportunity to get the most out of Handmade, we decided to share it through a flipbook format where you can easily browse, read, and share! Here's a quick guide to help you get the most out of our new Handmade format:

New View

Toolbar: Use the tools on this bar to navigate through the issue, print, save, share, search, and so much more through these buttons. See below for a breakdown of the toolbar buttons.

Pageview: Quickly jump through the pages by clicking and sliding through the page spreads.

Page Flip Arrow: Flip to the next page by clicking this arrow. Click to the beginning or end by clicking the double arrow above.



Toolbar

Page Flip Arrow

Pageview

Toolbar Key

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Table of Contents	Connect	Flip to Previous Page	Flip to End	Print	Crop/Print/Save	Help
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