

SPRING HOLIDAYS

- ST. PATRICK'S DAY »
- NATURE'S POT O' GOLD-HONEY »
- EASTER »



IN THIS ISSUE...

LEARN TO MAKE



• Green Beer & Clover
MP Soap »



• Leprechaun's Gold
MP Soap »



• Easter Eggs - Embed Paper
MP Soap »





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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Celebrate St. Patrick's Day!

St. Patrick's Day has been celebrated in Ireland since the ninth century as an observation the Catholic feast day of St. Patrick. This was held on March 17th to commemorate the anniversary of his death on March 17th, 461 AD. When Irish settlers made their way to America, the tradition continued and grew to become one of the most heavily celebrated annual holidays and the unofficial kick-off to spring. With '34.7 million U.S. residents claiming Irish ancestry'*, it's easy to see how the popularity of this holiday grew to be the highly celebrated phenomenon it is today.

When one thinks of St. Patrick's Day, a number of things instantly come to mind: clover, leprechauns, gold, rainbows, beer, and, of course, everything green! These items have become universal symbols of St. Patrick's Day and they are rampant during this season. Everywhere you go, you'll see products dedicated to this holiday.

While not quite as profitable as Halloween or Valentine's Day, St. Patrick's Day is still a holiday where an estimated \$3.76 billion is spent by Americans in celebration of the day.** While beer, corned beef, and cabbage are definitely some of the top items Americans buy during this holiday, a number of novelty items can always be found as key items used to celebrate the holiday. We've all seen the clover-shaped eyeglasses, glittery green top hats, green feather boas, and any number of fun and GREEN items people don as they revel in all things Irish.

As with almost all holidays, St. Patrick's Day has found its niche in the retail market. People are all too eager to show their Irish-pride (regardless of whether they are Irish or not) during this fun holiday by buying items that show off those perennial St. Patrick's Day symbols. As a handmade craftsman, why not capitalize on this market just like any of the other widely-celebrated holidays? With everything from soap created with beer to items scented with fresh, clean fragrances evoking a green, Irish hill to adorable clover-shaped soaps, our industry is ripe to reap the benefits of selling items dedicated to St. Patrick's Day.

Here at **Wholesale Supplies Plus**, we take the products perfect for this holiday and show you how to make the creations that are sure to sell with your Irish-minded customers. Take a look at the products, recipes, and kits on our website and in the pages below to get inspired to make a number of items to compliment your spring line.

* <http://www.history.com/topics/st-patricks-day-facts>

** http://www.researchamerica.org/research_cents

Nature's Pot O' Gold: Honey!

While one might go in search of fortune by hunting for the rainbow's mythical pot o' gold, we in this industry know that honey is nature's equivalent. Honey is 'nature's energy booster, a great immunity system builder and a natural remedy for many ailments.'* These features combined with a few other beneficial properties and its deliciously sweet taste makes honey a very popular product across the board.

Honey has been popular remedy for many ailments for thousands of years. 'Its antiseptic properties inhibits the growth of certain bacteria and helps keep external wounds clean and free from infection.'* From burns to wounds and cuts, its ability to absorb moisture from the air helps heal and moisturize these wounds to allow for better healing. It is often used in tea to help soothe a sore throat and has been said to cure sleeplessness when combined with milk.



Some of the most beneficial properties of honey lend themselves nicely to products within our industry. The hygroscopic properties (naturally absorbs moisture from the air) of honey make it a great ingredient for cosmetic products. It helps keep skin and hair hydrated, soft, and healthy. Honey also prohibits the growth of certain bacteria, making it a natural antibiotic. It is a great ingredient to help treat minor acne in skin products as it kills the bacteria that causes the outbreak while moisturizing to help heal. Honey is also a strong source of antioxidants. It helps to eliminate free radicals in the body and also helps aid in the growth of new tissue. It helps protect the skin from sun and helps to treat damaged or dry skin.* With all of these great properties, its almost a given for those in our industry to create products that use this beneficial ingredient.

In addition to honey's benefits, the sweet smell is a perfect complement to skin care products. It is subtle and lends itself nicely to lotions and soap. It is also great to combine with a number of other fragrances to create the perfect blend for your products. Plus, the golden amber color is gorgeous in soaps. From teenagers to the elderly, products can be created for all age groups touting the benefits of honey. From lotions to masks to antibacterial soap, one could create a full line of honey-products that are sure to sell. Ensure your customers know the benefits of this wonderful ingredient and watch these products fly off the shelves.

Look to **Wholesale Supplies Plus** to find all of the honey ingredients ready for your use. We have a number of fragrances, bases, and ideas to start that honey-based line for your collection. With a number of recipes and kits that include this ingredient, you can get a great base of products ready to go for your customers. Be sure to check out our website and the pages below for all the information you need on the honey-based products Wholesale Supplies Plus provides.

* <http://www.benefits-of-honey.com>



Egg-cellent Inspiration - Easter!

Easter is one of the most significant holidays within the Christian religion. Though the specific Easter holiday dates back to the beginnings of Christianity, some traditions celebrated today can be tied back to much older celebrations of the vernal equinox. The Easter Bunny and Easter eggs have no relation to the religious holiday, yet are firmly ensconced in our modern day celebrations. Both of these symbols represent the beginning of life. As all holidays during this time of year are celebrations of renewal, rejuvenation,

and rebirth that coincide with the beginning of Spring, it's easy to see how they have survived to become symbols of this holiday. The German story of an egg-laying hare called 'Osterhase' is said to be where the Easter Bunny story stems and some of the earliest stories of Easter eggs. Children would make nests where the Osterhase would lay its colored eggs to be found in the morning.

Oh, how the times have changed and the holiday with it. The commercial side of the holiday is now quite apparent and grows every year based off of this Easter Bunny myth. Those nests became our decorated baskets and the eggs became the Easter candy we place for our children in these baskets each Easter morning.* In fact, we fill those baskets with such an assortment of Easter candy that Easter is "the second best-selling candy holiday in America, after Halloween."* The demand has increased to the point that more and more Easter-specific candy is being produced each year. We are all familiar with Peeps and jelly beans, but now almost every major candy manufacturer has some type of Easter-themed variety of their candy.

Combine the candy sales with the extra profitability Easter decor, egg decorating kits, baskets, and additional gifts brings and you have a large market clamoring for products centered around Easter. With the adorable nature of Easter symbols such as bunnies, lambs, chicks, and, of course, eggs, it is easy to create products that will sell for this holiday. We here at Wholesale Supplies Plus are always looking for opportunities to help our customers gain that bit of market share and we know that the Easter season can be profitable for you.

So, take a look at the inspiration and products in the pages below and at **Wholesale Supplies Plus** to get the ideas you'll need to take advantage of this season. We've got a number of recipes and ready-to-make kits to help you quickly add items to your product line. Easter is March 31st, so get started today to ensure you have the Easter-themed products your customers want!

* <http://www.history.com/topics/easter-symbols>

** <http://www.infoplease.com/spot/eastercandy1.html>



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Green Beer and Clover Soap Loaf Kit

This kit has been designed to make 8 bars of soap. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

This kit includes the following items:

- (1) 1 Mold(s) - Tube Mold: Hearts (Assorted) Silicone Mold 0902
- (1) 1 Mold(s) - Loaf - Regular - Clear Silicone Mold 1501
- (2) 2 lb - Detergent Free LOW SWEAT Clear 2 lb Tray
- (1) 2 fl oz - Green Aloe & Clover* Fragrance Oil 450
- (1) 2 fl oz - Matte Woodland Green Liquid Pigment
- (1) 2 lb - Detergent Free LOW SWEAT White 2 lb Tray
- (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 Piece - Droppers - Plastic
- (1) 1 Piece - Instruction Sheet



You Save \$4.59 by purchasing this kit rather than buying the items separately!



You Save \$1.81 by purchasing this kit rather than buying the items separately!

Clamshell Soap Making Kit - Celtic Rectangle

This kit has been designed to make 16 bars of soap. Labels sold separately. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

This kit includes the following items:

- (16) 1 set - Celtic Rectangle Clamshell
- (2) 2 lb - Shea Butter MP Soap Base (2 lb. Tray)
- (1) 2 fl oz - Green Aloe & Clover* Fragrance Oil 450
- (1) 1 set - Mini Mixer - Cordless
- (1) 0.6 oz (1 TBSP) - Matte Woodland Green Pigment Powder
- (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) 0.18 lb (2 oz) - Glycerin - Natural
- (1) 1 Bottle - 2 oz Clear Round Bullet Plastic Bottle 20/410
- (2) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet

Hearts and Clovers Soap Loaf Kit

This kit has been designed to make 24 bars of soap. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

This kit includes the following items:

- (1) 1 Mold(s) - Tube Mold: Hearts (Assorted) Silicone Mold 0902
- (1) 1 Mold(s) - Loaf - Regular - Clear Silicone Mold 1501
- (3) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 2 fl oz - Strawberries & Champagne* Fragrance Oil 247
- (1) 2 fl oz - Double Mint Fragrance Oil 550
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 1 Bar - Matte Woodland Green Soap Color Bar
- (1) 1 Piece - Stained Glass Santa 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 \$4.93 by purchasing this kit rather than buying the items separately!



You Save \$4.30 by purchasing this kit rather than buying the items separately!

Leprechaun's Gold Soap Loaf Kit

This kit has been designed to make 8 bars of soap. If you are making this product for sale, we recommend pricing at \$6.95 per bar.

This kit includes the following items:

- (1) 1 Mold(s) - Loaf - Regular - Clear Silicone Mold 1501
- (2) 2 lb - Honey MP Soap Base (2 lb. Tray)
- (1) 2 fl oz - Mayan Gold Fragrance Oil 347
- (1) 0.26 oz (1 TBSP) - Sparkle 24 Karat Gold Mica Powder
- (1) 0.2 oz (1 TBSP) - Sparkle Bronze Mica Powder
- (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 Piece - Instruction Sheet

Goat Milk and Honey Lotion Kit

This kit has been designed to make (10) 8 oz jars, (5) 4 oz jars and (5) 2 oz jars of lotion. Suggested retail pricing is: 8 oz - \$12.95, 4 oz - \$9.95, 2 oz - \$7.95.

This kit includes the following items:

- (1) 1 gallon - Goat Milk & Honey Lotion
- (10) 1 Jars - 8 oz Clear Heavy Wall Plastic Jar - 89/400
- (1) 2 fl oz - Mayan Gold Fragrance Oil 347
- (10) 1 piece - 89/400 White Straight Top Cap - F217 Liner
- (5) 1 Jars - 4 oz Clear Heavy Wall Plastic Jar - 70/400
- (5) 1 Jars - 2 oz Clear Heavy Wall Plastic Jar - 58/400
- (1) 2 fl oz - Stained Glass Sunflower Orange Liquid Color
- (5) 1 piece - 70/400 White Straight Top Cap - F217 Liner
- (5) 1 piece - 58/400 White Straight Top Cap - F217 Liner
- (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 \$20.10 by purchasing this kit rather than buying the items separately!



You Save \$4.33 by purchasing this kit rather than buying the items separately!

Pot o' Gold Soap Making Kit

This kit has been designed to make 16 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:

- (2) 2 lb - Honey MP Soap Base (2 lb. Tray)
- (1) 1 Piece - Cake Pop Silicone Mold
- (2) 0.26 oz (1 TBSP) - Sparkle 24 Karat Gold Mica Powder
- (1) 2 fl oz - Honey & Shea Type Fragrance Oil 572
- (2) 1 Bar - Sparkle Black Soap Color Bar
- (1) 1 Piece - Straight Soap Cutter
- (1) 1 Piece - Beaker - Natural Polypropylene
- (1) 1 Piece - Mask - Basic Procedures
- (16) 1 Piece - Metallic Black Tin Tie - 4"
- (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 Piece - Droppers - Plastic
- (1) 1 Piece - Instruction Sheet

Easter Eggs with Embed Paper Soap Making Kit

This kit has been designed to make 18 bars of soap. If you are making this product for sale, we recommend pricing at \$4.95 per bar. Embed paper with this kit includes one blank piece and one piece printed as pictured.

This kit includes the following items:

- (1) 1 mold(s) - Oval - Guest - GLOSSY Silicone Mold 1608
- (2) 2 lb - Shea Butter MP Soap Base (2 lb. Tray)
- (1) 2 fl oz - Butterfly Flower* Fragrance Oil 290
- (1) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 1 piece - Mask - Basic Procedures
- (2) 1 piece - Embed Paper for Soap (Water Soluble Paper)
- (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 Cylinder Round Plastic Bottle 20/410
- (1) 1 each - Hairnets - 21 inch Disposable
- (1) 1 piece - Droppers - Plastic
- (1) 1 piece - Instruction Sheet



You Save \$1.76 by purchasing this kit rather than buying the items separately!



You Save \$47.54 by purchasing this kit rather than buying the items separately!

Striped Candy Lip Balm Kit

This kit has been designed to make 32 lip pots. If you are making this product for sale, we recommend pricing at \$3.95 each.

This kit includes the following items:

- (32) 1 Set - 1/2 oz Clear Pot & Clear Screw Top
- (1) 1 lb - Lip Balm Base for Sticks
- (1) 2 fl oz - Pink Lemonade - Sweetened Flavor Oil 814
- (3) 1 Piece - Beaker - Natural Polypropylene
- (1) 2 fl oz - Sugared Strawberry - Sweetened Flavor Oil 812
- (1) 2 fl oz - Double Bubble Gum - Sweetened Flavor Oil 808
- (1) 0.25 oz (1 TBSP) - Bath Bomb Red Powder Color
- (1) 0.25 oz (1 TBSP) - Neon Tutti Frutti Dye Powder
- (1) 0.25 oz (1 TBSP) - Neon Laser Lemon Dye Powder
- (1) 1 Piece - Mask - Basic Procedures
- (1) 2 Piece - Gloves Vinyl (Medium) - Low Powder
- (3) 1 Piece - Droppers - Plastic
- (1) 1 Piece - Instruction Sheet

Bunny Duck and Egg in Basket Soap Making Kit

This kit has been designed to make 8 bars of soap (7.25 oz each). If you are making this product for sale, we recommend pricing at \$10.95 per bar.

This kit includes the following items:

- (8) 1 piece - Beaker - Natural Polypropylene
- (8) 1 piece - Easter Duck Toys
- (1) 1 mold(s) - Rectangle - Basic - GLOSSY Silicone Mold 1601
- (2) 2 lb - Extra Clear MP Soap Base - 2 lb Tray
- (1) 1 piece - Cake Pop Silicone Mold
- (1) 0.3 oz (1 TBSP) - Matte Teal Green Pigment Powder
- (1) 2 lb - Ultra White MP Soap Base - 2 lb Tray
- (1) 1 set - Mini Mixer - Cordless
- (1) 2 fl oz - Dewberry Fragrance Oil 378
- (8) 1 piece - Premium Crystal Cello Bags (4" x 2.5" x 10.25")
- (1) 1.4 lb - Glycerin - Natural
- (1) 0.25 oz (1 TBSP) - Neon Tutti Frutti Dye Powder
- (1) 0.25 oz (1 TBSP) - Neon Laser Lemon Dye Powder
- (1) 0.4 oz (1 TBSP) - Matte Cobalt Blue Pigment Powder
- (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
- (1) 0.008 Spool (4 Yds) - Purple Curling Ribbon
- (1) 1 piece - Instruction Sheet
- (1) 0.008 Spool (4 Yds) - Pink Curling Ribbon



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Mica Shimmer



Crafter's Choice™
Matte Teal Green
Pigment Powder



Crafter's Choice™
Matte Teal Green
Liquid Pigment



Crafter's Choice™
Stained Glass Forest Green
Liquid Color



Crafter's Choice™
Jojoba Beads
- Green



Crafter's Choice™
Matte Woodland Green
Soap Color Bar



8 oz Green Bullet
Plastic Bottle - 24/410



4 oz Green Basic
Plastic Jar - 58/400



Crinkled Paper Filler
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Fragrance Oil 268



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Oatmeal, Milk and Honey
Fragrance Oil 114



Crafter's Choice™
Honey Bear
Fragrance Oil 198



Crafter's Choice™
Goat Milk & Honey
Fragrance Oil 255



Crafter's Choice™
Sparkle Gold
Mica Powder



Crafter's Choice™
Sparkle 24 Karat Gold
Mica Powder



Crafter's Choice™
Sparkle 24 K Gold
Soap Color Bar



Crafter's Choice™
Sparkle Gold
Soap Color Bar



Crafter's Choice™
Mayan Gold
Fragrance Oil 347



Crafter's Choice™
Pure Amber
Fragrance Oil 637



Crafter's Choice™
Mystical Woods
Fragrance Oil 763



Crafter's Choice™
Honey & Shea Type
Fragrance Oil 572



Crafter's Choice™
Honey MP Soap
Base (2 lb. Tray)



Honeyquat



Crafter's Choice™
Detergent Free LOW SWEAT
Honey 2 lb Tray



Crafter's Choice™
Beeswax -
Yellow Pastilles NF



Organza Bag -
Gold
(6.5" x 5")



Gold
Curling
Ribbon



Crafter's Choice™
Goat Milk & Honey
Lotion



Handcrafted
Seal/Label -
Gold Embossed



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Bunny Basket
Fragrance Oil 792



Crafter's Choice™
Blooming Tulips
Fragrance Oil 120



Crafter's Choice™
Sweet Rain
Fragrance Oil 561



Crafter's Choice™
Hyacinth
Fragrance Oil (242)



Easter Egg (Petite)
Silicone Mold



Easter
Duck Toys



Crafter's Choice™
Basket Weave Clamshell



Crafter's Choice™
Cross Soap Mold (CC 181)



Crafter's Choice™
Lily of the Valley
Fragrance Oil 175



Crafter's Choice™
Gardenia Lily*
Fragrance Oil 197



Crafter's Choice™
Cherry Blossom*
Fragrance Oil 192



Dogwood Type
Fragrance Oil 796



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Stained Glass Violet
Purple Liquid Color



Crafter's Choice™
Stained Glass Lemon Yellow
Soap Color Bar



Crafter's Choice™
Matte Orchid
Liquid Pigment



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Butterfly Flower*
Fragrance Oil 290



Butterfly Soap
Mold
(MW 31)



Crafter's Choice™
Butterfly Orchid
Fragrance Oil 623



Flower
Silicone
Mold



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Basic MP Soap Base -
Goat Milk
24 lb. Block



Crafter'sChoice

Basic MP Soap Base -
Goat Milk
2 lb. Trays



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Fragrance Oil 579



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Cashmere Glow*
Fragrance Oil 596



MP Soap: Green Beer & Clover Leaf

Project Level: Advanced

Estimated Time: 2 Hours

Yields: 44 oz. loaf

Now you can drink your green beer and wash with it too!
Sure to please any Irishman on St. Patrick's Day!

INCI Ingredient List: Sodium Cocoate, Propylene Glycol, Sodium Stearate, Glycerin, Water, Sorbitol, Titanium Dioxide, Fragrance, Chromium Oxide.

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Ingredients

- 3 Pound(s) Crafter's Choice Low Sweat Detergent Free Clear MP Soap Base
- 4 Ounce(s) Crafter's Choice Low Sweat Detergent Free White MP Soap Base
- 1 1/4 Teaspoon(s) Crafter's Choice Matte Woodland Green Liquid Pigment
- 2 Ounce(s) Crafter's Choice Green Aloe & Clover Fragrance Oil
- 1 Piece(s) Crafter's Choice Loaf - Regular - Silicone Mold 1501
- 1 Piece(s) Crafter's Choice Heart Tube Silicone Mold

Equipment

- Cookie Sheet
- Glass Measuring Cup
- Hand Mixer
- Microwave or Double Boiler
- Plastic Droppers
- Scale to Weigh Soap
- Soap Cutter

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. CLOVER TUBE: Weigh 1 lb. clear soap and cut up into chunks. Place in glass measuring cup. Heat in microwave or double boiler until melted. Stir soap to make sure it is completely melted.
3. Add about 1 tsp. of matte green liquid color to melted soap. Stir well. If darker shade is desired, add more liquid color.
4. Add .5 oz of fragrance to melted green soap and stir.
5. Place heart silicone mold on cookie sheet. This will give the mold stability should it need to be moved.
6. Pour soap into small heart cavities. Spritz tops of cavities with alcohol to dissolve any air bubbles. Set aside and let soap harden at room temperature.
7. Once soap has hardened, gently press on bottom of cavity. You will see soap start to release and pull away from sides. Once soap is pushed up far enough, grab hold and gently pull remaining soap out of cavity.
8. Continue until all hearts are removed.
9. Connect small tube heart soaps by dipping one end in heated soap of the same color. Hold the dipped ends of 2 heart tubes together until the soap solidifies. This binds them into one long tube. In total, you will need 4 double long tubes.
10. Hold two long heart tubes side by side and using a dropper, drop some of the melted green soap between the two halves holding them until the soap solidifies.
11. Repeat step 7 with the remaining two long heart tubes. Then place the two double soap tubes together to form a four leaf clover and drop some of the melted green soap between the two halves holding them until the soap solidifies.
12. LOAF: Weigh 2 lbs. clear soap and cut up into chunks. Place in glass measuring cup, place in microwave or double boiler and heat until melted.
13. Add matte green liquid color to the melted soap until desired shade is achieved (about 1/4 tsp).
14. Add 1 oz. of fragrance to the melted soap. Stir well.
15. Place loaf mold on cookie sheet. Pour about 1 inch of melted soap into loaf.
16. Spritz clover leaf tube heavily with alcohol and place in loaf.
17. Spritz again with alcohol and pour remaining soap over the clover leaving 1/4 inch of room in the loaf mold.
18. Place in the freezer for about 15 minutes to harden.
19. FOAM: Weigh 4 oz. of white soap, cut up into chunks and place in glass measuring cup. Heat in microwave until melted.
20. Add 3 ml. of fragrance to melted soap and stir.
21. Using hand mixer, whip soap until it doubles in size (about 1 min).
22. Spritz loaf top heavily with alcohol. Pour whipped soap on top of loaf until it is just overflowing.
23. Let soap set up at room temperature, about 30 minutes.
24. When completely set, gently pull sides of the mold away from soap. Turn mold over and gently push from bottom until loaf releases.
25. Place loaf in mitre box, if available, and cut into 1 inch slices. Wrap soap and label accordingly.

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MP Soap: Celtic Rectangle Clamshell

Project Level: Easy

Estimated Time: 1/2 hour

Yields: (16) - 3.5 oz. Bars

These Celtic soaps will be a great seller any time of the year. The Green Aloe and Clover Fragrance gives the soap a nice, clean scent.

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Laurate, Butyrospermum Parkii (Shea Butter), Triethanolamine, Titanium Dioxide, Fragrance, Glycerin, Chromium Oxide



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Ingredients

- 57 Ounce(s) Crafter's Choice Shea Butter MP Soap
- 1 Ounce(s) Glycerin - Natural
- .25 Teaspoon(s) Crafter's Choice™ Matte Woodland Green Pigment Powder
- 1.50 Ounce(s) Crafter's Choice Green Aloe and Clover Fragrance Oil
- 16 Piece(s) Crafter's Choice Celtic Rectangle Clamshells

Equipment

- Cup of Warm Water
- Digital Scale
- Digital Thermometer
- Dropper-Plastic
- Large Glass Pyrex Bowl - 64 oz.
- Measuring Spoon
- Microwave
- Mini-Mixer-Cordless
- Mixing Spoon
- Plastic Disposable Cup
- Plastic Spray Bottle of Alcohol
- Small Glass Bowl
- Soap Cutter

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. In deep plastic disposable cup, mix 1 oz. glycerin with 1/4 teaspoon of Matte Woodland Green Pigment Powder.
3. Using a mini-mixer or frother, mix until powder is completely blended in.
4. Weigh 1 oz. of soap and place in glass bowl.
5. Place glass container in microwave and heat until soap is completely melted.
6. Add green color to melted soap until desired shade is achieved.
7. Using a plastic dropper, fill in details of Celtic design with the green soap. If bubbles appear while filling, spritz lightly with alcohol.
8. To prevent soap from hardening in dropper, place in cup of warm water when dropper is not in use. Be sure any soap is squeezed out before doing this.
9. Continue until all clamshells are done. If soap starts to harden, heat in microwave for about 5-8 seconds. Let soap harden in clamshells.
10. Weigh out 56 oz. of soap. This would be one 2 lb tray plus 3-8oz squares from second tray. Cut into small chunks and place in glass measuring cup.
11. Place in microwave and heat until all soap is melted.
12. To melted soap, add 1.5 oz. of Green Aloe & Clover fragrance oil. Mix well.
13. Let soap cool down to about 125 degrees. If you do not have a candy or digital thermometer, let a skin form on top of the soap. Stir into the soap, you do not have to throw it away. Let a second skin form, stir in again and your soap should now be cool enough to pour.
14. Spritz green soap in each cavity generously with alcohol. This will ensure the second pour (white soap) sticks to the first pour.
15. Carefully pour soap into each cavity. Do not over pour or the back lid will not fit when it is placed on the clamshell.
16. Allow soaps to completely harden before placing backing on.
17. Label soap accordingly.

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MP Soap: Hearts & Clovers

Project Level: Intermediate
 Estimated Time: Under 12 Hours
 Yields: 15 sets of 3 fizzes/bag

This recipe shows you how to make 2 different GREAT spring soaps!!!

INCI Ingredient Label: (Heart Soap) Propylene Glycol, Sorbitol, Glycerin, Sodium Laureth Sulfate, Sodium Stearate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Water, Red 30, Red 40, Fragrance. (Clover Soap) Propylene Glycol, Sorbitol, Glycerin, Sodium Laureth Sulfate, Sodium Stearate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Water, Chromium Oxide Green, Fragrance.

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Ingredients

- 6 Pound(s) Crafter's Choice Ultra White Soap Base
- 2 Pound(s) Crafter's Choice Extra Clear Soap Base
- 1 Crafter's Choice™ Stained Glass Santa Red Soap Color Bar
- 1 Crafter's Choice™ Matte Woodland Green Soap Color Bar
- 2 Ounce(s) Crafter's Choice Strawberries & Champagne Fragrance
- 2 Ounce(s) Crafter's Choice Double Mint Fragrance
- 1 Assorted Hearts Tube Mold
- 1 Rectangle Silicone Loaf Mold
- 2 Plastic Dropper

Equipment

- Digital Scale
- Digital Thermometer
- Dropper
- Glass Bowl/Cup - Microwave Safe (2)
- Microwave
- Mitre Box
- Mixing Spoons
- Soap Cutter
- Spray Bottle of 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. Using a soap cutter (not a sharp knife), carefully cut white and clear soap into 1-2" cubes. Place back into trays for future use.
3. Slowly melt 1 lb of clear soap in the microwave.
4. While soap is melting, cut 1/4 to 1/2 a green color cube from the soap color block. Do the same with the red soap color block.
5. When soap is fully melted, remove from the microwave and divide it into two cups. Add 7.5 ml of mint fragrance to one cup of soap. Add 7.5 ml of strawberry fragrance to the second cup of soap. Mix well. Note: 7.5 ml is about 1/4 ounce.
6. Add the green color to mint cup of soap and mix until it melts and mixes into the soap. Do the same with the red colored soap (using the strawberry scent).
7. Place the silicone mold on a sturdy surface that can be moved (such as cookie tray). This will allow you to move the mold while the soap is cooling.
8. Pour the green soap into the small heart cavities of the tube mold.
9. Pour the red soap into 2 of the large heart cavity of the tube mold.
10. If you have extra colored soap, hang onto it. It is good to add to the white soap going into the loaf. Sometimes this adds a slight tint to the loaf color and makes a great compliment to your design!
11. Allow soap to cool and return to room temperature. Approximately 2 hours. You may speed this process by placing the mold and soap in the refrigerator.
12. Once your soap tubes have been unmolded, take 4 of the hearts and stand them up straight to form a clover.
13. Melt 1 oz of clear soap until barely melted. You are going to use the soap as "glue" to hold the hearts into the clover shape. You can paint the soap onto the hearts or pour it down the middle. Using your hands hold the hearts in position until the clear soap has hardened.
14. Heat 1 pound of white soap in microwave.
15. When fully melted add 15 ml of mint fragrance to the soap and mix well. Note: 15 ml is about 1 Tablespoon.
16. Pour the soap into the rectangle loaf and allow it to cool to 130° F.
17. Using rubbing alcohol, apply a mist of rubbing alcohol on 4 of the unmolded green hearts.
18. Set them in the loaf so that they form a clover.
19. Unmold any extra green hearts and cut them length wide to make long shapes. These will be decorate accents around the clover.
20. Allow the white soap to harden to room temperature.
21. Melt 1 1/2 pounds of white soap in the microwave.
22. Add 22 ml of mint fragrance. Mix well. Note 22 ml of fragrance is approximately 3/4 oz.
23. When the white soap reaches 130° F, spritz the exposed clover pieces with rubbing alcohol and pour the white soap into the loaf. It is best to slowly pour into the corner of the loaf and allow the loaf to fill slowly. This helps release any trapped air bubbles.
24. Allow the soap to cool for 4 hours and slice into 8 slices. Wrap with plastic wrap and label according to FDA Cosmetic Labeling Guidelines.
25. To make the heart loaf, follow the above steps but use the red color and strawberry fragrance.
26. Contents of this recipe will allow you to make 1 additional loaf of your choice.

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MP Soap: Leprechaun's Gold Loaf

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

Create your own fortune without having to chase down a leprechaun! This beautiful soap is the perfect addition to your spring collection and could also be used as a wedding or shower favor.

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Honey, Sodium Laurate, Triethanolamine, Fragrance, Mica (and) Titanium Dioxide (and) Iron Oxides



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Ingredient

- 3 Pound(s) Crafter's Choice Honey MP Soap Base
- .5 Ounce(s) Crafter's Choice Sparkle 24K Gold Mica Powder
- .5 Ounce(s) Crafter's Choice Sparkle Bronze Mica Powder
- 2 Ounce(s) Crafter's Choice Mayan Gold Fragrance Oil
- 1 Piece(s) Crafter's Choice Regular Silicone Loaf Mold

Equipment

- Cookie Sheet
- Glass Measuring Cup - Large
- Glass Mixing Bowls - 2
- Latex Gloves
- Microwave or Double Boiler
- Straight Soap Cutter

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Weigh 24 oz. of Honey Soap. Cut up into small chunks and place in glass measuring cup. Heat in microwave or in double boiler until soap has melted.
3. Add .75 oz. (1.5 Tablespoons) of fragrance oil and mix well.
4. Add 24K Gold Mica Powder (about 1/2 tsp) until desired color is reached.
5. Place loaf mold on a cookie sheet for added stability.
6. Pour gold soap into the loaf mold. Spritz with alcohol to pop any surface bubbles. Set aside to allow soap to solidify.
7. Remove soap from mold and chop into medium irregular shapes (cutting at an angle works the best). Set chunks aside.
8. Measure 1 Tablespoon of Sparkle Bronze Mica powder and place in one of the glass mixing bowls.
9. Measure 1 Tablespoon of 24K Gold Mica powder and place in the second glass mixing bowl.
10. Wearing gloves, place half of the soap chunks into the bronze mica bowl and toss to coat.
11. Place the other half of the soap chunks in the gold mica bowl and toss to coat. Set aside.
12. Cut remaining 24 oz. of Honey Soap into small chunks. Place in glass measuring cup and heat in microwave at 30 second intervals until all soap is melted.
13. Add .75 oz. (1.5 Tbsp) of fragrance oil and mix in well.
14. Pour a 1 inch layer of soap into the loaf mold.
15. Spritz the mica covered chunks with alcohol and begin placing them into the loaf mold. Alternate colors to create a varied look.
16. Pour more honey soap into the loaf mold creating another 1 inch layer of honey soap above the mica covered chunks.
17. Continue to alternate layers pouring honey soap and placing mica covered soap chunks until the loaf is completely filled.
18. It is important to pack the chunks tightly into the loaf after each layer so there are no air pockets.
19. Mist the top of the loaf with alcohol to remove any bubbles on the surface.
20. Allow the soap to completely cool for 4-6 hours. Remove the soap from the mold.
21. Cut loaf into slices. Feel free to cut into unusual shapes, such as chunks or triangles.
22. Wrap soap and label accordingly.

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Goat Milk & Honey Lotion

Project Level: Beginner

Estimated Time: 1/2 Hour

Yields: 10 - 8 oz. jars, 5 - 4 oz. jars, 5 - 2 oz. jars

Simple lotion kit for beginners or for Crafter's who need a quick and easy addition to their product line.

INCI Ingredient Label: Water, Glyceryl Stearate, Isopropyl Myristate, Caprylic/Capric Glyceride, Stearic Acid, Stearyl Alcohol, Cetearyl Alcohol, Ceteareth 20, Soybean Oil, Shea Butter, Dimethicone, Sunflower Oil, Aloe Barbadensis, Goat Milk Extract, Hydroxypropyl Trimonium Honey, Benzophenone, Methylparaben, Propylparabaen, DMDM Hydantoin, Triethanolamine Disodium EDTA, Fragrance, Propylene Glycol, Benzophenone-4, Tetrasodium EDTA, Yellow 6.

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Ingredients

- 1 Gallon(s) Crafter's Choice Goat Milk & Honey Lotion
- 2 Ounce(s) Crafter's Choice Mayan Gold Fragrance
- 2 Ounce(s) Crafter's Choice Liquid Dye Yellow 6
- 10 Clear Heavy Wall PET Jars - 8 oz.
- 5 Clear Heavy Wall PET Jars - 4 oz.
- 5 Clear Heavy Wall PET Jars - 2 oz.
- 5 58/400 White Straight Lids
- 5 70/400 White Straight Lids
- 10 89/400 White Straight Lids
- 2 Piece(s) Latex Gloves
- 1 Plastic Dropper

Equipment

- Large Glass Bowl
- Large Mixing Spoon or Wooden Paint Stick
- 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. Carefully remove lid from lotion bucket.
3. Scoop out about half of lotion and put into a large glass bowl. This is to make it easier to add fragrance and color to the entire bucket.
4. To the lotion in the bucket add the entire bottle of fragrance oil. Mix well.
5. Then, add drops of color to reach the shade you want to achieve. Keep in mind this color will lighten when you add the rest of the lotion base back into the bucket.
6. Begin adding the unscented lotion back into the bucket a little at a time until all the lotion is completely blended.
7. Your lotion is now ready for packaging or, if you prefer, you can put the lid tightly back on the bucket and save for future use.

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MP Soap: Pot o' Gold

Project Level: Advanced

Estimated Time: 2 Hours

Yields: 8 (8 oz.) Bottles

This adorable soap is almost as great as finding an actual pot o' gold at the end of the rainbow. Perfect for St. Patrick's Day!

INCI Ingredient List: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Honey, Sodium Laurate, Triethanolamine, Fragrance.



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Ingredients

- 22 Ounces Crafter's Choice Honey Soap Base
- 18 milliliters Crafter's Choice Honey & Shea Fragrance Oil
- .5 Teaspoons Crafter's Choice 24K Gold Mica Powder
- .25 Teaspoons Crafter's Choice Matte Black Powder Pigment
- 1 Piece Cake Pop Silicone Mold
- 8 Pieces Metallic Black Tin Ties - 4"

Equipment

- Microwave or Double Boiler
- Straight Soap Cutter
- Plastic Beaker - 1
- Plastic Dropper
- Digital Scale (for weighing soap)
- Cookie Sheet
- Glass Measuring Cup
- Measuring Spoons
- Plastic Spray Bottle with Alcohol
- Black Tin Ties

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. On a digital scale, weigh 6 oz. of Honey Soap. Cut up into small chunks. Place in glass measuring cup and heat in microwave at 30 sec. intervals until all soap is melted.
3. Add 5 ml. of fragrance. Stir well.
4. Add 24 K Gold Mica powder (about 1/2 tsp.) until desired color is reached.
5. Place cake pop mold on a cookie sheet for added stability.
6. Pour gold soap evenly between 3 cake pop cavities. Spritz with alcohol to pop any surface bubbles. Set aside and allow soap to solidify.
7. Remove soap from mold once it has hardened. Chop soap into fine irregular shapes (cutting at an angle works the best). Set pieces aside for later.
8. Weigh 14 oz of Honey Soap. Cut up into chunks and place in glass measuring cup. Heat until soap has melted. Remove and stir soap to be sure completely melted.
9. Add 13 ml. of fragrance oil and stir well.
10. Add Matte Black Oxide Powder (about 1/2 tsp) until desired color is reached.
11. Pour black soap into all 8 cake pop mold cavities, filling up to the first line. Spritz top with alcohol to pop any surface bubbles. Set aside and allow to set up.
12. Reheat the remaining black soap in microwave at 15 second intervals until soap is melted.
13. Heavily spritz the gold soap chunks with alcohol. Toss and spritz again.
14. Spritz the tops of each soap-filled cake pop mold cavity. Pour the heated black soap into each cavity filling almost to the top.
15. Drop some gold soap chunks into each cavity to create heaping piles of gold in each "pot".
16. Measure 2 oz. of Honey Soap and place in small beaker. Microwave at 10 second intervals until all the soap is melted.
17. Spritz the tops of each soap-filled cavity. Drizzle the melted honey soap on top to secure any loose gold soap chunks. Set aside and allow soap to solidify (about 30 minutes).
18. Remove soap from mold. Using a soap cutter, cut a small amount off the bottom of each soap to create a flat bottomed "pot".
19. Gently but firmly push one end of a black tin tie into each soap. Then gently bend the tin tie and push the tin tie into the other side of the soap creating a handle on each soap.
20. Package as desired and label.
21. NOTE: WSP suggests putting a note on your soap to remove soap "handle" before use

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MP Soap: Easter Ducks

Project Level: Intermediate

Estimated Time: 2 Hours

Yields: (24) 4 oz. bars

Estimated Retail Price: \$7.95

Estimated Wholesale Price: \$5.00

Will make a nice addition to your spring line and is a great basket stuffer, too!

INCI Ingredient Label: Propylene Glycol, Sorbitol, Water, Sodium Stearate, Sodium Laureth Sulfate, Sodium Myristate, Sodium Cocoyl Isethionate, Triethanolamine, Fragrance, Glycerin, Titanium Dioxide, Ultramarines.

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Ingredients

- 4 Pound(s) Crafter's Choice Ultra White Soap
- 4 Pound(s) Crafter's Choice Extra Clear Soap
- 4 Ounce(s) Crafter's Choice Calla Lily Fragrance Oil
- 1 Crafter's Choice Matte Lavender Soap Color Bar
- 2 Tablespoon(s) Crafter's Choice Super Sparkle Glitter
- 24 Easter Duck Toys
- 24 Cello Bags - 4x2x9
- 24 12" Tin Tie - Silver
- 12 12" Tin Ties - Cerise
- 12 12" Tin Ties - Green
- 1 Plastic Beaker

Equipment

- Crafter's Choice Round Silicone Mold
- Grater
- Microwave
- Mixing Spoons
- Plastic Dropper
- Pyrex Cup - 64 oz
- Rubbing Alcohol in Bottle with Sprayer
- Soap Cutter

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. Cut off 1 # or 1/2 of clear soap tray and set aside. This will be used later in the recipe.
3. In a pyrex cup, melt 16 oz of clear soap (1/2 of 2# tray). Microwave for 1 minute. Stir. Repeat for 30 seconds. Stir. Repeat until fully melted.
4. Add 1/2 to 1 cube of the color block into hot soap. Stir in until fully dissolved. Heat in microwave a little longer if not dissolving.
5. Add 1/2 oz (1 Tablespoon or 15 ml) of fragrance and stir well.
6. Pour 2 oz of soap (about 1/3 high) into each mold cavity. You will have 4 oz. of soap left over in the pyrex cup. Set aside.
7. Allow to naturally return to room temperature.
8. While the soap is cooling in the mold, cut a 1 lb. block of soap from tray (1/2 of tray). Using a cheese grater, grate or shred the 1 pound of white soap. Set aside.
9. Using the remaining tray of white soap and a second clean pyrex cup, melt 1 lb of white soap in the microwave. Microwave for 1 minute. Stir. Repeat for 30 second. Stir. Repeat until fully melted.
10. Add 1/2 oz (1 Tablespoon or 15 ml) of fragrance and stir well.
11. Before you can pour the second layer of soap, the soap in the mold must be hard and the heated white soap must be at or below 135° F.
12. TIP: If you do not have a thermometer, allow the soap to cool until a light skin forms on the soap. Stir the skin into the soap. Wait until a second skin forms. Stir the skin into the soap and now you should be ready to pour.
13. Spritz colored layer of soap (in mold) with a fine mist of rubbing alcohol. This will allow your different soap layers to adhere to each other.
14. Pour 2 oz. of melted white soap on top of the colored soap. You will want to leave 1/4 inch of space from the top of the mold cavity. You will have 4 oz. of soap left in your pyrex cup. Set aside.
15. Gently place the duck in the middle of the white soap. DO NOT SPRITZ DUCK WITH ALCOHOL.
16. Immediately, sprinkle soap shreds over the top of each soap. The melted soap will hold the shreds in place until it hardens.
17. Sprinkle with glitter.
18. Allow the soap to harden (approx. 30 min).
19. Earlier you set aside 1 lb of clear soap. Cut 1-2 oz from that soap, place in the plastic beaker and melt for 15 seconds in the microwave or until melted.
20. Add a teaspoon of glitter to the melted soap. Mix well. Lightly drizzle this clear glitter soap over the soap shreds. This will hold shreds together and fill in any open spaces.
21. Once glitter soap is hard, remove bar from mold, place in bag and tie with 2 different colored tin ties. To curl ties, wrap around a pencil to curl.
22. Repeat process until all of the soap has been used.
23. Label according to the FDA labeling guidelines.

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Bath Fizzies: Robin's Egg in Nest

Estimated Retail Price: \$7.95

Project Level: Intermediate

Estimated Time: 1 Hour

Yields: 16 sets of 2 bath fizzies

Watch these eggs "hatch" in your bath as they fizz and fill the water with skin softening ingredients and the sweet scent of Bird of Paradise.

INCI Ingredient Label: Sodium Bicarbonate, Citric Acid, Kaolin, Blue 1 Lake, Fragrance



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Ingredients

- 1 Pound Crafter's Choice Citric Acid
- 2 Pounds Crafter's Choice Baking Soda
- 4 Ounces Crafter's Choice Kaolin Clay
- 2 Ounces Crafter's Choice Bird of Paradise Fragrance Oil
- 1 Tablespoon Crafter's Choice Bath Bomb Blue Powder Color
- 1 Cake Pop Mold
- 16 Pieces Premium Crystal Cello Bags - (5 x 3 x 11.5)
- 2 Ounces Natural Raffia

Equipment

- Glass Mixing Bowl
- Rubber or Vinyl Gloves
- Dropper
- Spray Bottle filled with Rubbing Alcohol
- Sifter (optional)
- Fork or Whisk
- Cookie Sheet

Directions

1. NOTE: If you are making these products for sale, good manufacturing practices recommend you wear a hairnet, gloves and a mask. We also recommend a clean apron.
2. 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 8 oz. baking soda, 4 oz. citric acid and 1 oz. 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 ingredients.
5. Add 1/4 tsp. of Bath Bomb Blue Powder Color. Mix with wire whisk or fork to blend color into powders.
6. Using a plastic dropper, add 9 ml. 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. NOTE: To avoid the eggs from having a flat top you will need to place the mold between two objects to suspend it or hold the mold up while pressing the mixture down into cavities.
11. 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.
12. Wait 30 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.
13. Repeat recipe 3 more times to make all 32 blue egg bath fizzies.
14. To package, place brown crinkle paper down into bottom of cello bag. Place 2 eggs into "nest". Tie with natural raffia.
15. If you are planning on selling this product, you will need to apply the appropriate labels at this time.

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Lip Balm: Striped Candy

Project Level: Easy

Estimated Time: 1 Hour

Yields: 10 - .5 oz. Lip Pots

This lip balm will make a great addition to any Easter basket. All ages will love the fun colors and yummy flavors.

INCI Ingredient List: Ricinus Communis (Castor) Seed Oil (and) Cetearyl Alcohol (and) Lauryl Laurate (and) Olea Europaea (Olive) Fruit Oil (and) Hydrogenated Castor oil (and) Beeswax (and) Copernicia Cerifera (Carnauba) Wax (and) Hydrogenated Soybean Oil (and) Euphorbia Cerifera (Candelilla) Wax

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Ingredients

- 5 Ounces Crafter's Choice Lip Balm Base for Sticks
- .3 Milliliters Crafter's Choice Double Bubble Gum Sweetened Flavor Oil
- .3 Milliliters Crafter's Choice Pink Lemonade Sweetened Flavor Oil
- .3 Milliliters Crafter's Choice Sugared Strawberry Sweetened Flavor Oil
- Crafter's Choice Bath Bomb Red Powder Color
- Crafter's Choice Neon Tutti Frutti Dye Powder
- Crafter's Choice Neon Laser Lemon Dye Powder
- 10 Pieces 1/2 oz. Clear Pot & Clear Screw Top

Equipment

- Microwave or Double Boiler
- Plastic Beakers - 3
- Spoons for Mixing
- Plastic Droppers - 3

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 plastic beaker, add 1.5 oz. Lip Balm Base. Place in microwave and heat until melted. Or, base can also be melted in double boiler
3. Once base has completely become liquid, add 0.3 ml Sugared Strawberry Flavor Oil and a very small amount of Bath Bomb Red Powder Color.
4. Mix until color is dissolved. Divide lip balm among the 10 lip balm pots. Allow to set up.
5. Repeat Step 1 and use Pink Lemonade Flavor Oil with Neon Laser Lemon Dye Powder.
6. Repeat Step 1, again, and use Double Bubble Gum Flavor Oil with Neon Tutti Frutti Dye Powder.
7. You can mix up the layers in any order you wish. This recipe has lots of room for play.
8. Package Idea: Place 1 lip pot into cello bag. Place half way down into bag. For closed end, snip off end so bag will be open on either side. Tie each end close to pot with curling ribbon so it looks like candy.
9. If making kit which will make 30 lip balm, repeat recipe 3 times or triple the recipe to make all 30 lip balm at one time.

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)

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 |
|---|---|---|

Join today and start saving!

Wholesale Supplies Plus offers HSMG Vendor Members 2% off online orders at www.wholesalesuppliesplus.com!

Irish Sunrise 5-Layer Landscape Soap

Approx. 44 oz.

Ingredients

- 8.4 oz. Coconut Oil
- 11.2 oz. Olive Oil
- 2.8 oz. Sweet Almond
- 4.2 oz. Shea Butter
- 1.4 oz. Castor Oil
- 6.45 oz. Distilled Water
- 3.95 oz./112 grams Sodium Hydroxide
- 0.45 oz. Spearmint Essential Oil
- 0.45 oz. Peppermint Essential Oil
- 1/4 tsp. Yellow Oxide
- 1 tsp. Chromium Green Oxide
- 1 1/2 tsp. Water-dispersible Titanium Dioxide
- WSP Loaf Mold



Directions

1. Melt coconut and cocoa butters then add room temperature oils. Next add lye to water and stir until dissolved. Let cool.
2. Next, let's prepare our colorants. First, reserve 1 1/2 tsp. of melted oil from batch and mix in plastic cup with green and yellow oxides until smooth. Set aside. Second, mix titanium dioxide with 2 tsp. distilled water in a container large enough to hold 1 1/2 cups, and set aside.
3. At desired temperature for oils and water (between room temperature and 115F recommended), add lye water to oils and bring to medium trace. Stir in fragrance.
4. We're working with five color layers, so we'll be working in 1/5ths for each layer. To start, pour 1/5 of the soap into a separate container and mix in titanium dioxide. Set aside. This will be the top layer or final pour.
5. Now we have four-fifths left. Pour half of the plain soap into separate container (this is half of what is in the main pot). Keep the remaining plain soap in the pot. Add mixed colorant to the soap in the container and stir until all the color is evenly incorporated.
6. Next, pour half of this colored soap into the mold (again, this is 1/5th of the soap). Spread slightly unevenly for an interesting effect. Important: When you get to your next layers make sure your first layer is thick so that the next layer being poured doesn't go through it. To prevent this, hold a spatula near the soap and pour onto it, letting the soap dribble onto the layer. Don't let the spatula touch the soap in the mold. Use it only as a surface to slow down the pouring.
7. Back to the uncolored soap pot: pour off half of the uncolored soap into the remaining colored soap. (By doing this we will get lighter colors in each pour). Mix well and pour half into soap mold (again, this is another 1/5th of the entire soap). Your second layer is done.
8. Add another 1/5 to the colored soap, stir well and add half of that soap to the mold. This is your third layer.
9. Fourth layer: Repeat. Each of your layers are becoming a lighter shade as you add more of the uncolored soap to the colored soap.
10. Fifth layer: This is where you titanium dioxide reserved soap is used. Use as completely white, or combine it with just 2 tsp. of the remaining colored soap, mix well and add as your final layer. Keep in mind that this is the lightest colored layer.
11. Tap your mold several times between layers to release air bubbles.
12. Let sit overnight and cover with plastic wrap to prevent any soda ash. Unmold. Let cure for 4 weeks before use.

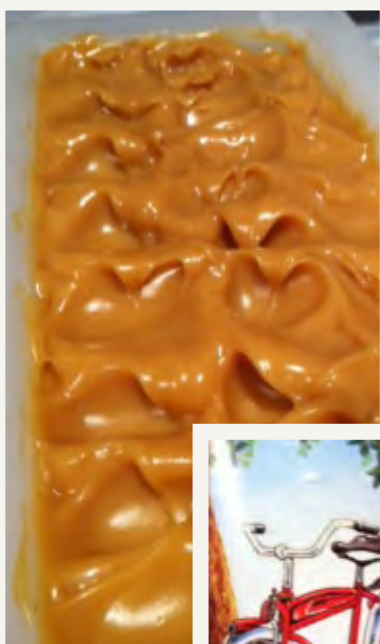
These recipes and authored and contributed by Marla Bosworth is the CEO and Founder of Back Porch Soap Company, (<http://www.backporchsoap.com>) She conducts soapmaking workshops, natural skincare courses, and beauty entrepreneur throughout the U.S. In addition, Ms. Bosworth also provides product, brand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

Luck O' the Irish Beer Soap

Approx. 40 oz.

Ingredients

- 8.4 oz. Coconut Oil
- 14 oz. Olive Oil
- 4.2 oz. Cocoa Butter
- 1.4 oz. Castor Oil
- 6.5 oz. Beer of Choice (see important instructions below)
- 4 oz./113 grams Sodium Hydroxide
- .33 oz Ginger essential oil
- .33 oz. Cedarwood essential oil
- .33 oz. Sweet Orange essential oil
- WSP Loaf Mold

**Directions**

1. Prior to making soap, boil beer for 20 minutes. You'll want to boil more than the required amount to compensate for evaporated loss. Let cool. Refrigerate for at least two hours to chill.
2. Melt coconut and cocoa butters then add room temperature oils. Next add lye to beer and stir until dissolved. Let cool.
3. At desired temperature for oils and lye beer/water (between room temperature and 115F recommended), add lye beer/water to oils and bring to light trace.
4. At trace, stir in fragrance and pour into mold. Create an interesting texture on the top of the soap by using the back of a spoon.
5. Let sit overnight and cover with plastic wrap to prevent any soda ash. Unmold. 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-3012** to get:

**15% off Green
Aloe & Clover
Fragrance Oil**



Coupon Expires Feb. 28, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-2739** to get:

**15% off
Sparkle Gold
Soap Color Bar**



Coupon Expires Feb. 28, 2013 During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-438** to get:

**15% off Matte
Teal Green
Pigment Powder**



Coupon Expires Feb. 28, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-9203** to get:

**15% off Soap Dish
- Premium White
Oak, Large Square**



Coupon Expires Feb. 28, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-6907** to get:

**15% off 4 oz.
Green Basic
Plastic Jar**



Coupon Expires Feb. 28, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

Use code **WSP-6903** to get:

**15% off 4 oz.
Green Bullet
Plastic Bottle**



Coupon Expires Feb. 28, 2013. During checkout, enter code on coupon page. Good for in stock, internet orders only. No Rainchecks.

WSP Fragrance of the Month

Crafter's Choice Goat Milk & Honey



The country goodness of golden honey, buttermilk, vanilla sugar and sweet amber.

Aromatic Notes: Golden Honey, Country Buttermilk, Vanilla Sugar, Sweet Amber

Flashpoint: 200° **Vanilla Content:** 8.00%

Country Of Origin: United States

Phthalate Free: Yes

Customer Reviews



Suzi from Hot Springs
Used in Soap Products

Amazing!

This is an absolutely amazing scent. Everyone, male and female, loved this scent. I can't wait to order more!



Karly from Fillmore
Used in Soap Products

Soft & Sophisticated

This is a wonderful scent! That touch of amber mixed with the creamy milk and sweet honey is just divine!



Ella from Midwest City
Used in Soap Products

Lovely

I use this in CP soap. It has a soft, clean scent. This is a staple for me. I love, love, love it.



Stephanie from Cheyenne
Used in Soap Products

Very Nice Scent!

I used this in CP soap and had no troubles with seizing. The soap turned brown of course because of the higher Vanilla content but it's Honey scented so brown works!



Stephanie from Leavittsburg
Used in Bath Products

Beautiful, soft, natural scent

LOVE this one! Used it in the Shea and aloe lotion - smells so clean and natural. Everyone who smelled it loved it. Smells like a very high end product to me. Will buy again!



Cynthia from Cincinnati
Used in Bath Products

Yum

This is a delicious scent. It's both clean and foody. I even detect a slight maple note. Works well in all applications so far. The price is winning!

WSP Sale & Event Planner: 6-Week Preview

Sunday Monday Tuesday Wednesday Thursday Friday Saturday



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!

				February →		1	2
3	4 Coconut Oil 76° Melt Sale!	5	6	7	8	9	
10	11 Vanilla Color Stabilizer - MP Soap Sale!	12	13	14	15	16	
17	18 2 oz. Natural Twist Up Lotion Bar Tube Sale!	19	20	21	22	23	
24	25 Gentle Face & Baby Cream Sale!	26	27	28	1	2	
				March →			
3	4 Hand & Body Wash Sale!	5	6	7	8	9	
10	11 Bubble Wash Thickener 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

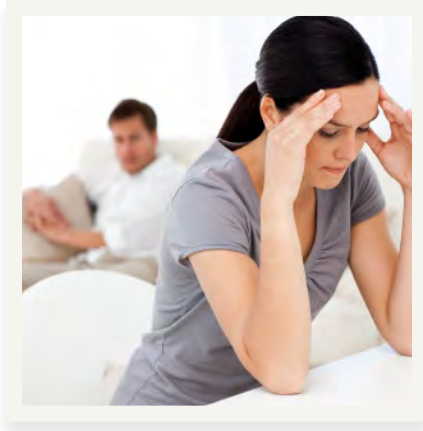
Loyalty Points	Order Size	Discount
100 points	\$50	\$1.00 off an order
250 points	\$100	\$5.00 off an order
1,000 points	\$250	\$20.00 off an order
2,500 points	\$450	\$45.00 off an order
5,000 points	\$825	\$100 off an order
10,000 points	\$2,500	\$350 off an order

**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!



Are YOU Your Top Priority?

This morning I am working at a local coffee house: my office away from home. Sitting across from me are four men enjoying a conversation about their priorities, their faith, and other meaningful life matters. Any opportunity to listen to men discuss their feelings is interesting to me, so I'll confess – I'm eavesdropping!

One of the gentlemen posed the question, "In order of importance, what are your priorities in life?" Here's his friend's response. Note the order of importance:

"My wife, my kids, my parents, our home, and lastly, work."

So where does HE fall in this list of priorities? Everyone and everything factors in, except him!

Sadly, this problem is all too familiar to me. Not only because I've been guilty of it myself, but because I see it in others all of the time. All too often busy people don't include their personal needs and desires on their list of priorities. I find this particularly true for entrepreneurs. Sure, the entrepreneurial dream is a top priority, but business owners get mired in the day-to-day muck of running a business. Soon the dream fades to nothing but a list of daily demands.

When one of my clients falls into this unhealthy pattern I say, 'Put on your oxygen mask!' Everyone knows what the flight attendants preach: if you don't put your oxygen mask on first you will be of no help to your children or anyone around you. What would happen to all of these "priorities" if you were no longer here? Think of it as a form of insurance; if you take good care of yourself you will experience happiness and joy in your daily life. The vitalizing energy of these qualities will lead to higher levels of productivity, greater patience, lowered stress levels and more success!

It doesn't have to be difficult; begin with these simple steps.

Achieve awareness

Do you feel like you're neglecting yourself, yet you tell yourself it that bad? Make a list your self-care priorities. Now note the last time you allowed each one of these priorities into your daily activities. Shocking? Maybe. But you can change your habits so don't worry.

Make a commitment

If you have five self-care priorities that haven't been a part of your routine for a while, put them in order from most to least beneficial. Now take your top two priorities and block out time on your schedule to do them. But don't set yourself up to fail.

If exercise is a top priority and you've been out of the habit of going to the health club for some time, don't expect an overnight change. Go to the health club just to acclimate to the environment once again. Enjoy the pool, hot tub, or sauna instead of pushing yourself into an hour-long workout. Gradually build up to your goals.

If your neglected priority is to see more of your close friends, don't schedule weekly outings; go for a monthly outing in the beginning. The important thing is that you have fun!

Do a review

Put a monthly reminder in your calendar to do a little review of your progress. Celebrate your successes, jot down some notes about how you feel about them. What has changed as a result? These changes don't have to be monumental; if something simply brings more laughter into your life that's a real achievement!

You can do it! You've just fallen out of practice. Take it in bite-sized chunks and enjoy being you again!

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.

Craft the Perfect Elevator Pitch

Do you find yourself struggling to tell others what makes your business so great, in a way that is succinct and clear? Perhaps you've left a networking function, luncheon, or even a social event wishing you had been able to find the words that could have helped formed a new business connection. If so, it's time to work on your elevator pitch! Though this sales tactic has been around for decades, it's still an effective business tool worth perfecting: In less than a minute, it arms you with a go-to tool that tells people what makes your business unique –and more importantly, makes them want to know more. Here's how to do it.



Identify your mission statement.

If you've ever written a formal business plan, you've probably developed a mission statement, which is a short snippet, no more than a few sentences long, that describes what your company does, and what it's all about. But the vision you had before opening your business probably differs from some of the realities you learned firsthand—about your own product, industry, and the overall marketplace. If you've already written a mission statement, consider in what ways it has evolved or changed. If you've never written one, start by asking yourself the following: Why am I in this business? Who is my customer? Why do they buy from me? What image do I want to project? Write honest answers to these questions, as briefly as possible. This will serve as the driving foundation to your elevator pitch.

Spice up your statements.

Your mission statement helps you identify the key points you want to convey in an elevator pitch, but, by nature, it's cut and dry, and won't serve as a natural conversation starter. Think about creative language that can inject into your mission statement to would add life to a conversation. When describing your customer base, are there colorful adjectives, or maybe a celebrity comparison you could use to paint a picture in the listeners mind? Likewise, if your product is easier to understand visually than verbally, try to "ground" the listener with familiar comparisons.

Make it about the listener.

Because an effective elevator pitch is less than a minute long, it needs to be an attention grabber. The best way to interest a person? Talk about them! Chris Westfall, author of *The NEW Elevator Pitch* says the secret to a pitch that is both effective and memorable is striking a personal chord in the listener. Consider the elevator pitches of politicians: Most have impressive education and professional backgrounds, but they rarely tout those accomplishments. Instead, their focus is what they'll do for the listener. Your elevator pitch is no different. Form a succinct way to describe yourself professionally and personally, but consider unexpected twists that will interest the listener, and ideally, stimulate additional conversation. Once you've delivered your pitch, ask them an open-ended question (that can't be answered "yes" or "no"), and let the conversation unfold.

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, She-Knows, 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.

Jumpstart Our Business Startups (JOBS) Act



The JOBS act signed into law in April 2012 is designed to enable businesses to raise startup and operating capital. It reduces the burden of certain securities regulations to promote equity “crowdfunding” as a viable funding source.

Overview

While the concept of crowdfunding isn’t new, the Internet has greatly expanded the capability of entrepreneurs to exploit it. Crowdfunding is broadly defined as funding a venture by raising relatively small amounts of money from a large number of non-accredited investors. Entrepreneurs that

found it difficult or impossible to raise venture capital or obtain loan financing now have a direct link to the general public as potential investors.

This act relaxes the restrictions normally associated with public equity offerings. Some of the platforms now available or preparing to enter the market to capture investors are: Kickstarter, Fundable, Crowdfunder, EarlyShares, Indiegogo, SeedInvest, GetFunded, WeFunder, RelayFund, GreenUnite, New Jelly, CircleUp, Appsfunder, and RocketHub. By using these platforms to attract investors, the door will be open to any business to accept money from family, friends, work acquaintances, as well as complete strangers. In exchange for their money, investors will receive an equity position in the company.

Preparation

The general approach to launching a crowdfunding campaign starts with the creation of an online company profile. This includes an introduction to the company and its management, the products or services it will provide, appropriate images, and a first-class video that projects a compelling message to potential investors. It’s worth the investment to have the video produced by someone who does this for a living.

A formal business plan projects a professional image that will likely attract more investors. A crucial part of this is market research that makes a strong case why the average person should invest with you. Think like a public relations expert and put together a marketing pitch that will drive your message home.

Attracting Investors

The next step is to publicize the profile to the widest audience possible, especially target demographics that might support your project. This is accomplished through traditional media outlets, email lists, professional contacts, and showcasing through social media. Ask your friends and family to help pass the word to their contacts and acquaintances. The key is creating a network that generates buzz and publicity that will spread as enthusiasm and momentum build for your product.

Getting people to part with their money isn’t easy, especially if they’ve never heard of you before. Having an outstanding profile and marketing presentation will go a long way toward convincing investors to take an interest. Beyond that, you should try to connect with them on a psychological level. Give your business a purpose that investors can relate to and believe in, and appeal to all their senses when conducting your marketing campaign.

Once your campaign gains some traction, it will feed on itself. Do it right, and people will come out of the woodwork to help you succeed. Your success eventually becomes their success.

(cont’d)

*Jumpstart Our Business Startups (JOBS) Act (cont'd)***Provisions**

The provisions of this act are somewhat complex, especially if you're not familiar with Securities and Exchange Commission (SEC) regulations. The highlights are summarized below, but you may need the assistance of a financial advisor or attorney to understand and comply with the detailed rules and requirements. This article is intended as only a starting point for you to take advantage of the act's potential benefits.

Small business owners should not be intimidated by the dollar thresholds included in these provisions. They are upper bounds, meaning any smaller business is eligible to use the crowdfunding vehicle to raise needed funding.

- You can raise money by selling shares of your company through the crowdfunding process. This process was previously restricted to business owners and artists who accepted relatively small amounts of money in exchange for rewards of nominal value (such as CDs or copies of artwork). Another significant change is that investors don't have to be accredited, which means they don't have to meet the standards of a traditional venture capital firm. There are limits to annual investments based on net worth and income.
- You can now use advertising to attract investors to a private stock offering. Such solicitations were previously banned by an SEC regulation. Sales are limited to qualifying investors.
- You can raise a lot more money, with the capital threshold now raised from \$5 million to \$50 million per one year period. Amounts above that require SEC registration.
- Under current regulations, any company with assets exceeding \$10 million and more than 500 investors must register their stock with the SEC. With the new law, the threshold is raised to 2,000 investors or 500 non-accredited investors. Investors that acquire equity under the new crowdfunding provision are excluded from this limit. This opens the door to more extensive fundraising without having to become a public company.
- Emerging growth companies with annual revenues less than \$1 billion will get temporary relief from some SEC public offering regulations and certain reporting requirements. This will make it easier and faster to raise capital.
- The act extends the compliance periods for certain requirements originating from the Sarbanes-Oxley Act, from two years to five years.
- Community banks don't have to register with the SEC unless they have at least 2,000 investors and \$10 billion in assets. This is good news for businesses seeking financing since community banks are often a primary source of small business loans.

Summary

Before the passage of this act, less than 1% of small businesses in the U.S. received angel investments. If they couldn't get a loan, they were out of luck and on their own. The JOBS Act creates portals for investment by people who have been shut out in the past.

Crowdfunding will help new entrepreneurs kick start their businesses and inject more capital into the struggling economy. If you own a company and have had difficulty obtaining financing, this may be an option to be seriously considered.



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.



Stay In Compliance: Understanding the FDA's Soap Exemption

Did you know that not all soap is exempt from FDA regulation as a cosmetic? The FDA Cosmetic exemption for soap is very, very specific and it is much more than just naming a bar of soap "soap".

The FDA states that a product meets the Soap Exemption ONLY when:

1. The bulk of the nonvolatile matter in the product consists of an alkali salt of fatty acids and the product's detergent properties are due to the alkali-fatty acid compounds.
2. The product is labeled, sold, and represented solely as soap.

In simpler terms, this means:

1. The soap part of the formula is produced by mixing oils and lye water
2. The soap has no added detergents or foam boosters
3. The soap is labeled and sold only as soap, making no other claims such as "moisturizing"

If your soap meets this exemption, it does not give you a free pass to ignore ingredient safety and manufacturing best practices. It means that the Consumer Products Safety Commission (CPSC) instead of the FDA regulates your soap. The CPSC expects the all products, including soap, to be safe for consumer use.

The CPSC expect that you need to either test your products for consumer safety or know your ingredients/formula well enough to ensure a safe consumer product. A common area of error is "soap safe only" color additives. These are often non-toxic ink dyes. "Non-toxic" sounds safe so you may assume they are indeed safe for use in soap. The problem comes in when there is a consumer allergy or injury. The CPSC will utilize the manufacturer's recommendation for use, which is typically plastics and ink dye applications. They will clearly use the FDA's studies that state the color is not skin safe for cosmetics. If there is an investigation, the CPSC will likely find that you have failed to provide a safe consumer product. This can then result in recalls, fines, brand damage and public embarrassment. It is even possible that your insurance carrier will not cover the consumer injury claim because you knowingly used an additive not approved for skin contact.

For further information on FDA Cosmetic Regulations and the soap exemption, here is a short video:



Debbie May entered the handmade soap and cosmetic industry over 18 years ago. Her determination, drive, and passion for handmade soap have guided her career from creative artisan to accomplished CEO of Wholesale Supplies Plus, a leading supplier of quality ingredients to the handmade industry. Debbie is well respected throughout the United States for her knowledge of formulation composition, good manufacturing practices, consumer trends, and handmade small business needs.

Sweet Spot: Formulating With Honey

Honey is a viscous liquid derived from the nectar of flowers and secreted by honey bees. In cosmetics and personal care products, honey is used in the formulation of a wide range of products including bath products, eye and facial makeup, fragrances, hair products, personal cleanliness products, and suntan and sunscreen products. Honey is primarily used as a food and it has long been used to sweeten and flavor other foods and beverages.

Honey bees transform saccharides into honey by a process of regurgitation and digestion. The bees perform the regurgitation and digestion as a group. Honey does not spoil because of its' high sugar content and typically consists of 38% fructose, 31% glucose and 1% sucrose. It is approximately 50% denser than water. The antibacterial properties of honey are attributed to an osmotic effect, the presence of hydrogen peroxide in honey, and acidic pH. Because of these attributes, honey has been used historically for dressing wounds, skin ulcers and burns.

Honey is added to cosmetics and personal care products as a humectant, a flavoring agent and as a skin conditioning agent. To be effective as a skin care additive, honey needs to be used in formulation at 2% or above. However, it typically is used at low levels in cosmetic products because of difficulties in formulating with it and an undesirable stickiness which can affect skin feel. [1]

Honey is primarily a saturated mixture of two monosaccharides, with a low water activity; most of the water molecules are associated with the sugars and few remain available for microorganisms, so it is a poor environment for their growth. However, if water is mixed with honey, it loses its low water activity, and therefore no longer possesses this antimicrobial property. [2]

A recent study showed that a natural combination of honey, olive oil, and beeswax can provide significant benefit to people suffering from eczema or psoriasis. More importantly, however, the study indicated the ability of the honey mixture to decrease the need for corticosteroids. [3] A specific type of honey, Manuka honey from New Zealand, has also recently shown the ability to prevent and treat chronic wound infections including meticillin-resistant *Staphylococcus aureus* (MRSA). [4]

In manufacturing, it is preferred to use honey which has been dried and transformed into a free-flowing powder. Honey Powder can be used to manufacture products such as creams, lotions, soaps, scrubs, masks, body wraps,

bath teas, milk baths, bath salts and bath bombs. Honey Powder has good solubility in water and is added to the water-phase in formulation. If you have ever tried incorporating honey into anhydrous formulations, you may find that liquid honey will ooze out of formulation unless an emulsifier is used.



In 2012, the assessments collected from just domestic honey packers exceeded \$1,200,000.00USD. According to the National Honey Board, 85% of current honey users report that honey is used at least once a month in their household. More respondents report using honey for non-food purposes; of note, women, adults over 50, non-Caucasians and parents. [5]

Honey is safe to use in formulation for most consumers, however it is important to note that like any ingredients, there are risk groups for this additive. Honey should not be used in any formulations intended for children under the age of one year, those with honeybee allergies and/or vegans. Honey has been known to contain spores of the harmful bacterium *Clostridium botulinum*, which can cause infant botulism. In young children less than 1 year old, the digestive tract lacks the protective mechanisms to prevent the growth of the *C. botulinum* spores and production of the botulism toxin. Consumers with pollen allergies, as well as those allergic to other bee-related allergens, should avoid honey consumption and honey products. [6] Lastly, vegans do not consume products derived from living beings such as honeybees.

If you are not already incorporating honey into your skincare formulations, now is the time to start. Increased usage of honey combined with the ongoing positive research regarding topical use make for one sweet combination!

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Allison B. Kontur is an inventive scientist and educator specializing in natural cosmetic formulation and short-run, private label skincare. Since 2005, she has worked as chief cosmetic formulator, business consultant and CEO of various skin care companies. Allison is the co-founder of AliMar Labs, LLC, (www.alimarlabs.com) a private label manufacturer specializing in ultra-low minimums, as well as co-founder of the Vegan skincare line, Sydni Monique (www.sydmonique.com).



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Labeling: The Ingredient Declaration

You're probably familiar with the ingredient declarations that go on all products that are intended to be consumed or applied to the body. If you're like most of us, you tend to check the ingredients before buying food or cosmetics, just to make sure they don't contain something you don't want to eat or put on your body. While they look pretty straightforward, when it comes to developing the ingredient declaration for your products, it can get a little more complicated than you might expect.

Single Component vs. Blended Ingredients

A single component ingredient is an ingredient that is just one thing. Water, olive oil, salt, kaolin clay and citric acid are examples of single component ingredients.

A blended ingredient is an ingredient that is made up of more than one component, but which used in your recipe as one item. Soap base, lotion base, aloe butter blend and most preservatives are examples of blended ingredients.

The ingredient declaration for any cosmetic product must include all the ingredients of both single components AND blended ingredient in the right order. Unlike foods, cosmetic ingredient statements can't include the single components of a blended ingredient in parentheses with "and". In foods you could use "chocolate (cocoa and butter and sugar)," but that doesn't work for cosmetics.

The Simple Ingredient Declaration

The simplest way to write your ingredient declaration is to put all the ingredients in descending order of predominance. In other words, the ingredient that has the highest percentage goes first, followed by the next highest percentage ingredient, on down to the one that has the smallest percentage.

If you have created your product with only single component ingredients, you should know all the percentages, which makes it pretty easy. If your recipe isn't in percentages, you can use a percentage calculator (such as <http://www.wholesalesuppliesplus.com/Calculators/Index.aspx>) to convert from amounts to percentages.

Ingredients Under 1%

In order to keep it easier to list ingredients that have very small percentages, you can list all the ingredients that are in the product at less than 1% in any order following the ingredients at 1% or more.

This is particularly helpful if you are using a blended preservative. If the preservative is added at .9%, then obviously all of the components of the preservative are less than 1%, so they can be added in any order, eliminating the need for the complicated math of figuring out some percent of .9% for each component of the preservative.

Color Additives

Color additives can be placed at the end of the ingredient declaration, regardless of the amount used in the product.

Keep in mind that this only applies to colors that are on the FDA List of Color Additives Permitted for Use In Cosmetics (<http://www.fda.gov/Cosmetics/GuidanceComplianceRegulatoryInformation/VoluntaryCosmeticsRegistrationProgramVCRP/OnlineRegistration/ucm109084.htm>). An ingredient that isn't an approved color additive but which happens to change the color of the product (such as powdered sage in cold process soap) must be placed in the ingredient list as a regular ingredient in descending order of predominance.

Fragrance

Fragrances tend to be blended ingredients, but there is a special exception for them – they don't require the individual components to be listed and can be included as "fragrance" on the ingredient declaration. An essential oil, or blend of essential oils may be listed as "fragrance" (that exact word), OR, if you want to include exactly which essential oils, they can be included by name.

Whether you use "fragrance" or exact essential oil name(s) in your ingredient declaration, it must be placed in the correct descending order of predominance (or, if less than 1%, in any order following the ingredients at 1% or more).

Blended Ingredients

When you use a blended ingredient (such as a lotion base or soap base), you still need to list all the ingredients in the correct order. Your supplier should provide you with an ingredient list, which is normally in descending order of predominance of the single components in the base.

If you add ingredients to the blended base, you have to figure out where to place them on the final ingredient declaration:

- Fragrance or other ingredient at less than 1%: Any ingredient at less than 1% can go "in any order after ingredients at more than 1%" – so you can place the added ingredient at the end of the ingredient list (before color additives).
- Color Additives: Color additives (on the FDA approved color additives list) can go after all other ingredients – so you can place color additives at the very end, regardless of the amount used.
- Additives at more than 1%: Any ingredient at more than 1% goes in descending order of predominance, so you have to know where it fits. Many suppliers don't want to give out the exact percentages of their base formulations, but they will help you place your additives on the list correctly.

Remember that every time you add something, it changes the percentage of all the other ingredients. So before contacting your supplier to find out where to place an additive on the ingredient declaration, run your finished product through a percentage calculator (http://www.wholesalesuppliesplus.com/Calculators/Percentage_Calculator.aspx). Put in the amount of base you are using, along with all the additives you are putting in the product. That will give you the final percentages of each additive and the base. Contact the supplier with those details, and your supplier should be able to tell you where to place your additives on the final ingredient declaration.

Summary

By presenting an accurate and legal ingredient declaration on your products, you not only protect yourself, you provide the necessary information for your customers to feel confident about purchasing your products, giving both you and your customers peace of mind.



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 HandCrafter's*. 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).

Hottest Color for 2013 - Emerald

As you saw in last month's *Handmade*, Pantone came out with 2013's hottest colors. The color of the year is Emerald and you can already see it popping up all over the place. Perfect for Spring, you can readily use this color from St. Patrick's Day in March through the end of the Spring blooming period in May. Such a rich, powerful color, Emerald lends it's beauty perfectly to a number of products. Check out the inspiration below and get creative in your use of Emerald this year!



www.pantone.com



www.sephora.com



www.sephora.com



hire.girlmeetsdress.com



www.target.com



www.sephora.com



www.lecreuset.com

You can get into the Emerald trend by using these products from Wholesale Supplies Plus listed below!



Crafter's Choice™
Matte Woodland
Green Pigment Powder



8 oz Green Bullet
Plastic Bottle - 24/410



Crafter's Choice
Green Oil Locking
Mica Shimmer



Crafter's Choice™
Matte Teal Green
Pigment Powder



Crafter's Choice™
Matte Woodland Green
Soap Color Bar

Spring Trends for 2013

Spring is a time for renewal, rebirth, and new trends. Check out the trends you need to know to prepare the products that are must-haves for this season!

Lime Green



White Barn Spring Candle

www.bathandbodyworks.com

Cuddly Creatures



Chick & Turtle Bath Puffs

www.pier1.com

Clean, Fresh Scents



Barr-Co. Eau De Parfum

www.anthropologie.com



Make Up For Ever - Pearly Light Green Eyeshadow

www.sephora.com



Felted Soap Way Too Fluffy

www.etsy.com/shop/BondurantMountainArt



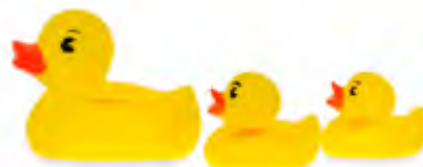
Green Grass Wallflowers Fragrance Bulb

www.bathandbodyworks.com



Savon de Marseille Hand Soap - Fresh Verbana

www.anthropologie.com



Vital Baby Play N' Splash Ducks

www.bedbathandbeyond.com



Clean Shower Fresh Bath & Body Collection

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**Contest will return May 2013 with a Mother's Day theme!*

 **Show & Tell Contest**

Show off your creations and enter to win a **\$25 WSP Gift Certificate!**

SHOW
& tell

Email us product pictures of items you have created for Spring, Mother's Day, Graduation,
or simply some of your best products! In your email, tell us which WSP ingredients you
used to make your product and you will be entered to win a \$25 WSP gift certificate!
We'll pick three winners each month and showcase them here in *Handmade!*

Email Us At: WSPshowandtell@wholesalesuppliesplus.com

f Facebook Fans of the Week!



Susan Brown Kitchin
Shrewsbury, MA
1/4/2013



Evie Smith
Ardmore, OK
1/11/2013



Leanna Ricigliano Laboy
Barnegat, NJ
1/18/2013



Ronda Ware
Piscataway, NJ
1/25/2013

P Handmade Board of the Month Winner



Tamra Kingery from Oklahoma City, OK!

This month's winner of our Handmade Board of the Month is Tamra Kingery!

Her board is an adorable flurry of Valentine's inspiration in the form of heart-shaped soap, crafts, and goodies.

Check out Tamra's website here:
<http://delightfulu.blogspot.com>

[Click here](#) to see the winning board and be inspired!

W Show & Tell Contest Winners



Karla Hartzell from New Hands Soaps

Spring Garden Bouquet Box

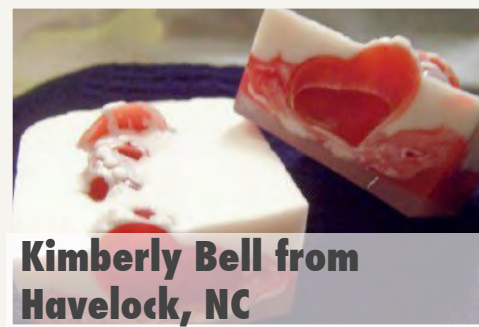
"The soap Gift Boxes area creation of my own. I love to fill them with soaps and coordinating specialty items... The soaps were made using your base oils and butters with Fragrances as well and the salts were made using salts, dried botanicals and butters from your store. Additionally I've used WSP scoops and varied containers." - Karla Hartzell



Joan Broughton from Joan's Garden

Amber Rose Soap

"Here is a valentine soap (Amber Rose) I made from your [WSP's] 'Pure Amber Fragrance Oil'" and your 'Victorian Rose Fragrance Oil'. " - Joan Broughton



Kimberly Bell from Havelock, NC

Valentine's Soap

"These I made for Valentines Day using your swirl and marble bases. I LOVE how they turned out, and they smell yummy too, Chocolate and Strawberry!" - Kimberly Bell

Join Today and Help Make a Difference!

HANDMADE COSMETIC ALLIANCE

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

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



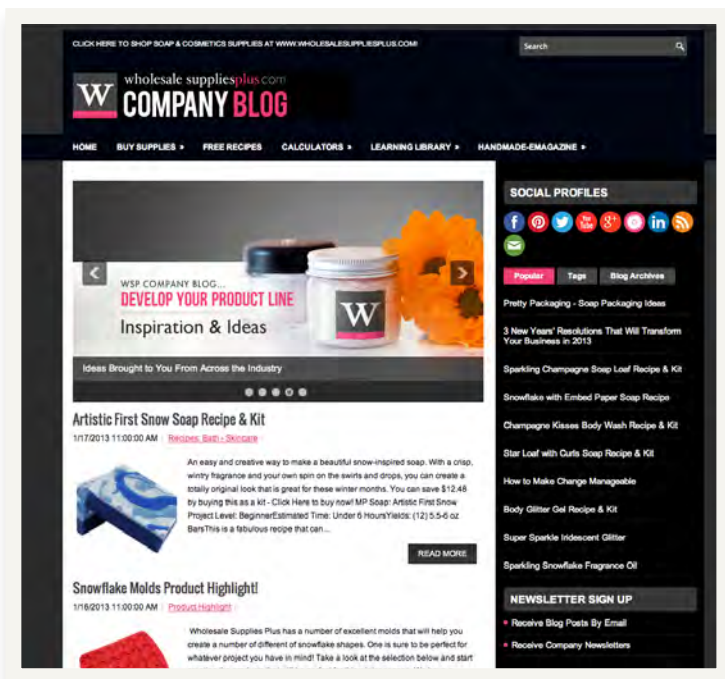
The Handmade Cosmetic Alliance works with federal legislators to preserve handmade cosmetic and soap microbusinesses and the community based, main street jobs they support.

The HCA has three simple messages for legislators:

1. Support microbusiness exemptions for facility registration and fees of handmade cosmetic companies so that they may continue to create local jobs and contribute to local economies.
2. Support microbusiness exemptions for regulatory paperwork which drives up the cost of doing business, making it nearly impossible to operate a profitable handmade cosmetic business.
3. Support publicly accessible federal microbusiness resources for handmade cosmetic companies as a way to foster growth of these emerging businesses in the United States.

"Advocating Policies That Support Handmade Cosmetic & Soap Microbusinesses and the Communities They Serve."

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



New Blog!

During this time of year, we are fortunate to continue to move along strongly while taking a little time to strategize and improve what we can to make our service to you even better.

January brought a new redesign to our blog. We launched our new and improved blog in the beginning of the month - have you seen it yet? If not, [Click Here](#) to take a look now!

We love the new look which helps to make it easier to find the articles you're looking to read. We're still tweaking the content to ensure you are getting the information you want. Watch out for more articles to come focused around 'Learn to Make'. We know how much education is an integral part of our industry and we want to make sure you have the information you need to continue growing and learning.

Is there anything you'd like to see us cover? Be sure to drop us a line! We want to provide you the information you're need and the best way to do that is to get it straight from our customers. Simply email marketing@wholesalesuppliesplus.com and let us know what you'd like to see!

Employee Trivia

We're getting closer to Spring and it's definitely on all of our minds. See below some insights into what is on our minds as we trudge through winter.

What is your favorite Spring flower?

- Easter Lily - Steve S.
- Tulips - Hanna K., Leah P., Karen S., Sue B.
- Peony - Leslie G.,
- Daffodils - Cayla T., Anne B., Marissa T.

What are you looking forward to most as we move into Spring?

- Sunshine - Hanna K., Cayla T.,
- Lighter Clothing - Steve S., Anne B., Marissa T., Kathie C.
- Longer Days & Warmer Weather - Leah P., Leslie G., Sue B., Kathie C.

Are you planning a 'Spring Break' type vacation? If so, where? If not, where would you love to go?

- Riviera Maya, Mexico or Punta Cana, DR - Leah P., Anne B.
- Traverse City, MI - Karen S.
- Someplace Beachy/Tropical - Sue B., Cayla T., Kacey S., Leslie G., Kathie C.
- Buffalo/Niagara Falls - Marissa T.



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

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