

HANDCRAFTER'S COMPANION

Create Spa-Quality Products
for Fun & Profit



THE HANDCRAFTER'S COMPANION

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CHAPTER 1: THE SPA EXPERIENCE AT HOME

A great new spa just opened in your neighborhood! But don't reach for your car keys just yet – the destination is closer than you may think.

In today's stress-filled world, a day spa visit can provide a much-needed sanctuary – offering rejuvenation for mind, body and soul. And, while there is truly no substitute for being professionally pampered, our schedules often lack the time to do so.

The good news? A great many of these products can be created at home... and for a fraction of the cost of a trendy day spa. All you need are a few good formulations, quality ingredients, time and patience.

A MUCH-NEEDED GETAWAY

The 21st century workplace is characterized by its pace, and its unrelenting demands on its workers. Stress is a great detriment to employee health and productivity. American workers work longer hours than their counterparts in many industrialized countries – and the resulting stress manifests itself in poor health, and feelings of being overwhelmed, anxious, and helpless to meet the increased demands of their workload.

The “spa experience” has become increasingly important in the mainstream culture. Wouldn't it be great to get a piece of that market?

If you enjoy making your own toiletries or craft projects, and have ever considered starting a business that you can own and operate from home, creating your own line of spa-quality personal care products may be the perfect fit for you. The ingredients are readily available, they aren't complicated to make, and they can generate large profits.

CREATING SPA TREATS AT HOME

Whether you choose to create a facial mask, hair treatment, or a batch of bath salts, you will find that it is not only simple, but fun to do!

The Handcrafter's Companion offers much more than a collection of product formulations. We'll help you lay the foundation upon which you can build a successful bath and body care business.

We'll show you how and where to select the best ingredients, teach you the —best manufacturing practices, and how to keep your work area clean and sanitized. We'll walk you through the process of conceiving your brand, and offer you tools and resources to help reflect that brand in both your products and sales materials.

If you are planning to launch a bath and body care business, you'll want to make sure that your products are labeled according to acceptable guidelines. We'll explain how to go about doing this, and provide you with a list of resources for additional reading.

Finally, we'll show you that you can be successful in offering your products for sale, even if you are working with a limited budget. We'll share some of our best-kept secrets for shoestring marketing, and we'll even suggest some specialty markets and niches that will provide the opportunity for big rewards. Now, let's get started, shall we?

CHAPTER 2: GETTING STARTED

INGREDIENTS & TOOLS

From large retail giants to internet retailers, to the corner drug store, the sources for obtaining your supplies and ingredients can vary almost as much as the list of ingredients themselves. The majority of these ingredients will be accessible from most grocery, discount, or bulk-retail stores.

If you are unable to source a particular ingredient where you live, or just wish to purchase in a larger quantity, our Recommended Resources section will provide you with plenty of suppliers for all of your needs.

To consolidate your shipping costs, look for internet retailers that offer a wide assortment of supplies and ingredients, as this will help to keep your costs down. Stores such as Sam's Club® and Costco® are great resources for items such as baking soda and olive oil, as you can purchase large containers of these ingredients at one time.

For those who are interested in crafting custom potpourri blends, we recommend using one of the large wholesale sources that are located across the US. You will enjoy a greater cost savings, which will allow you to price your products competitively. This can play an important role in your later success when you begin to sell your creations.

With respect to your tools, you can often pick up many of these items inexpensively at your local dollar or discount store. Glass bowls, measuring cups and spoons, funnels, sifters, and a scale are items that you will use regularly, and you won't want to have a set of these items that are used only for creating your body care products.

Make sure you also include a box of rubber gloves (a great asset if you are making bath bombs, for example), as well as safety goggles. Many ingredients are considered a nuisance dust, and can cause eye irritation. As you become more comfortable with making your formulations, you will find that certain tools work better than others. This is a matter of personal preference.

Be sure that you take the time to familiarize yourself with the formulations you plan to make, as well as all of the ingredients. Take all necessary safety precautions to prevent accidents, and be sure to create your formulations out of the reach of children and pets.

The formulations provided in the Handcrafter's Companion can easily be changed by substituting ingredients such as essential or fragrance oils, or exchanging cocoa butter for mango butter. Likewise, the additions of ground herbs, flower petals, milk powders, or sea salt can dramatically change your formulations. Once you've perfected your technique, you can easily change your formulation to tailor it for specific markets, clients, or applications.

The recipes provided in this eBook are only provided as a guide -- feel free to "tweak" them however you wish!

***NOTE:** You should NEVER create a product for sale that you have not tested on yourself first. In addition, you should be sure that you have addressed all of the potential liability issues involved with offering personal care products for sale before you ever attempt going into business. This is a necessary step that will protect both your business, as well as your family.*

KEEP YOUR MATERIALS CLEAN

Always keep your work area clean and sanitized. This is important for protecting both yourself and your clients using your products. Ensuring a clean and sanitary product is essential for building a high-quality reputation and maintaining good business practice.

One of the most important steps in reducing the spread of germs and bacteria is to be sure that your work surface, as well as all supplies are both clean and sanitized. A household bleach and water mixture, provides both an effective and economical solution.

Ways In Which to Employ Sanitizer

- Spray bottle for spraying directly on surfaces
- Cloths rinsed in sanitizing solution if they will be used to wipe down equipment or surfaces
- Dipping the object into a container filled with the sanitizing solution - used for small objects/tools.

***WARNING:** NEVER mix bleach with other household cleaners -- doing so can create potentially hazardous gases, or an explosive reaction. Refer to our helpful guide to creating sanitizing solution to keep your tools and work area germ-free.*

The concentration and duration of contact of the sanitizer varies with the application and anticipated load of germs. Certainly, in instances where objects or cloths are being submerged into a solution, additional chemical will be needed -- as these releases some germs back into solution. As a general rule, it is best not to rinse off the sanitizer or wipe the object dry right away. A sanitizer must be in contact with the germs long enough kill them. Allow surfaces to dry naturally.

Proper Labeling for Safety

Label spray bottles and containers in which sanitizers have been diluted for direct application with the name of the solution (such as Bleach Sanitizer) and the dilution of the mixture. Always keep your sanitizing solution out of reach of children and pets. It is recommended that any leftover solution be properly discarded at the end of the day.

Creating a Sanitizing Solution

Household bleach with water is a simple way to create your own cleaning solution. It should, however, be used with caution on metal or metallic surfaces. If bleach is found to be corrosive on certain materials, a different sanitizer may be required. Test a small patch to avoid potentially harming any surfaces.

A recipe for a spray application on surfaces that have been detergent-cleaned and rinsed (minimum contact time = 2 minutes):

- 4 tsp bleach
- 1 quart of cool water

SAFETY CONSIDERATIONS

Use common sense precautions such as gloves, safety glasses, and dust mask at all times. Items such as citric acid or SLSA are considered to be a nuisance dust, as well as an eye irritant. Always work in a well-ventilated area.

Avoid exposing children or pets to your ingredients during the formulation process. If you have "little hands" that want to help, be sure to use the same common sense safety precautions with them as you would yourself.

Normal safety precautions should be taken when working with bath bombs such as safety goggles, dust mask and gloves. This should be done when you make your bath bombs regardless of what ingredients you are using.

Citric Acid can be an eye irritant. Use of SLSA in the appropriate usage levels should cause minimal to no eye irritation, and is considered safe for children's bath products. Direct contact with the concentrated product (100%), however, has been known to cause moderate skin irritation.

Other Considerations

Store all of your ingredients in a cool, dry location, such as a pantry. Be sure to keep items sealed tightly, and make note of any/all expiration dates. Always request MSDS sheets for all of your raw materials. Your supplier should be able to provide you with this with no difficulty.

Maintain a binder with this information for each batch of product that you make -- noting the lot numbers of each raw material used to create the batch. Should you ever run into a problem, you will be able to immediately track the ingredients in the subject batch. This information may also be required in order to prove insurability with your carrier. To do some MSDS research, you can visit: <http://www.msdsolutions.com>.

ESSENTIAL & FRAGRANCE OIL SAFETY

You have a wide variety to select from when it comes to scenting your creations. In addition to the proper storage, handling, and usage considerations, you should also familiarize yourself with whether or not a specific oil (essential oils or fragrance oils) is considered safe for bath and body products.

An essential oil is any concentrated, hydrophobic liquid containing volatile aroma compounds from plants. They are also known as volatile or ethereal oils, or simply as the "oil of" the plant material from which they were extracted, such as oil of clove.

The term essential indicates that the oil carries distinctive scent (essence) of the plant, not that it is an especially important or fundamental substance.

Essential oils do not as a group need to have any specific chemical properties in common, beyond conveying characteristic fragrances. They are not to be confused with essential fatty acids. Essential oils are generally extracted by distillation. Other processes include expression, or solvent extraction. They are used in perfumes and cosmetics, for flavoring food and drink, and for scenting incense and household cleaning products.

Essential oils that are known to be skin irritants include: angelica root, bergamot mint, birch, bitter lemon verbena, lime, marjoram, orange peppermint, oregano, parsley seed, peppermint, pimento berry, pine, savory, spearmint, tangerine, red and wild thyme and wintergreen.

Individuals suffering from high blood pressure should avoid the following essential oils: hyssop, rosemary, sage or thyme.

Those with epilepsy should not use: sweet fennel, hyssop, sage, rosemary and wormwood.

Oils that are known to make skin more sensitive to sunlight: most concentrated citrus oils, angelica, bergamot, and lemon verbena.

Those who are pregnant should avoid use of the following essential oils: aniseed, balsam peru, bay (laurel), basil, benzoin, bergamot, bitter almond, basil, birch, cajeput, camphor, cedarwood, celery seed, chamomile (blue), cinnamon (bark and leaf), cistus, clary-sage, clove, cornmint, cypress, dill seed, douglas fir, eucalyptus, eucalyptus lemon, fennel, grapefruit, hyssop, jasmine, juniper, lavender (spike), lemon, lemongrass, lemon myrtle, lemon verbena, lime, lovage, marjoram, myrrh, myrtle, nutmeg, oakmoss, oregano, parsley seed, pennyroyal, peppermint, pine (scotch), rose, rosemary, sage, savory, spikenard, st. johns wort, sweet marjoram, tangerine, thuja, thyme, valerian, wintergreen, and yarrow.

Unlike essential oils, fragrance oils are generally believed to be a less desirable ingredient when producing a scent that is unique to an individual.

Read all label instructions carefully, and use only as directed by a physician, or other health professional. Avoid using essential oil around children and pets. Essential oils are flammable!

Keep away from heat, fire, flame, or any potential sources for ignition. Essential oils should not be applied directly on the skin. Always dilute them with a carrier oil before using topically. Do not ingest essential oils!

Fragrance oil(s), also known as aroma oils, aromatic oils, and flavor oils, are blended synthetic aroma compounds or natural essential oils that are diluted with a carrier like propylene glycol, vegetable oil, or mineral oil. Aromatic oils are used in perfumery, cosmetics, flavoring of food, and in aromatherapy.

Unlike essential oils, fragrance oils generally believed to be a less desirable ingredient when producing a scent that is unique to an individual.

If you are unsure as to whether or not a specific fragrance oil is safe for use in your formulation, be sure to contact the supplier of the material for details. The product label should also reflect whether or not the oil is considered to be "soap safe". Do not ingest fragrance oils!

CHAPTER 3: POTPOURRI

SELECTING YOUR INGREDIENTS

The combination of petals and pods that comprised traditional potpourri was well rooted in function. It was frequently used to mask the odors resulting from poor sanitation, rotting food, or unpleasant body odors.

Even the ancient Egyptians valued potpourri -- so much so that it was often buried along with the dead. Modern day potpourri is still essentially a home fragrance product, but it has also gained popularity as a decorative element as well.

While the ingredients themselves are not complex, the blending of these elements is what separates a satisfactory from a sensational blend. And, with a little time, patience and practice, you can be crafting fantastic floral blends that will rival those on any retailer's shelves.

CRAFTING YOUR BLEND

There are a few key elements that every blend should have -- dried botanicals, a fixative, and fragrance. For those who are avid gardeners, you can easily incorporate items from your garden -- both floral and herbal -- and build your blends around them. It is important that you pick your florals and herbs after the dew has evaporated from them, and while they are still colorful.

Some florals are equally beautiful once they have gone to seed as well, and this can provide a nice contrast in your finished blend. No matter what you select, make sure that your botanicals are completely dried out before incorporating them into your blend.

This can be done by hanging them upside down in bunches, spreading them out in a single layer on top of newspaper to dry, or placing them into a food dehydrator.

Once your botanical materials are fully dry, you can begin to craft your blend. Visual interest is created by layering multiple sizes, shapes and textures. Berries, leaves, petals, pods, moss and herbs create exotic floral palettes that can be tailored to your preferred color scheme.

When most of us think of potpourri, a few ingredients come to mind. Lavender is among the most popular of potpourri ingredients, as are roses. Roses offer great versatility when you mix the buds, petals and rosehips into a single blend.

Other worthy additions can include angel wings, bael nuts, babu, cinnamon sticks, assorted pine cones of varying sizes, nuts, fruit slices, and peels, juniper berries, hibiscus, ginger, star anise, putka pods and milo berries. Many of these ingredients are available in varying shades, allowing for endless color possibilities.

SELECTING A SCENT

Fragrance is a matter of personal choice. Whether you opt for a fragrance or an essential oil, don't be afraid to try blending them to create your own signature fragrance. The important thing to remember is to add fragrance to the actual fixative, then add the fixative to the blend.

This will help the blend to maintain its fragrance for a longer period of time. The typical ratio is 4-6 drops of fragrance oil to a tablespoon of fixative. Fixative should be used at a ratio of 1 tablespoon to every 2 cups of potpourri you've blended.

Once you have finished adding the fragrance to the blend, package it into an airtight container and seal it. Allow the scents to blend together for 4-6 weeks, taking time to agitate the container once every 3-4 days during this infusion period.

You can use your new potpourri blend in any number of ways -- simply placing it in a decorative glass or pottery bowl or basket creates a fragrant and decorative accent for any room. You can package a small amount into a drawstring muslin bag to freshen gym lockers, hampers, or closets.

Decorative sachets filled with fragrant potpourri are thoughtful gifts for hostesses, neighbors, or as favors for bridal or baby showers.

The most important thing to remember about crafting your blend is to have fun with it. Let your imagination be your guide, and you will discover that it can be a fun and rewarding experience.

HOME FRAGRANCE, POTPOURRI & SACHETS

You can create potpourri from a number of dried botanical ingredients. Below is a list of some of the most common potpourri ingredients.

- Allspice
- Amra Pods
- Angel Wings
- Apple Dices
- Apple Slices
- Arti Pods
- Babu
- Bael Nuts
- Balsam Fir
- Birch Cones
- Buckwheat Hulls
- Calendula Petals
- Canella Berries
- Casurina Pods
- Cedar Tips
- Cedarwood Chips
- Cellulose Fiber
- Cinnamon Chips
- Coconut Tops & Flowers
- Curly Pods
- Eucalyptus Bell
- Ginger Slices
- Hemlock Cones
- Hibiscus Pods
- Hollyhock Flowers
- Jacaranda Pods
- Jasmine Petals
- Home Fragrance, Potpourri & Sachets
- Juniper Berries
- Larkspur Blue
- Lavender
- Lemon Leaf
- Lemon Verbena
- Milo Berries
- Mini Pumpkins
- Oak Moss
- Orange Peel
- Orange Ribbons
- Orange Slices
- Orchids
- Orris Root
- Pearly Everlasting
- Pine Needles
- Pomegranates
- Putka Pods
- Rhododendron Leaf
- Rose Hips
- Rose Leaves
- Rose Petals
- Rosebuds
- Sponge Mushroom
- Star Flowers
- Strawflower Yellow

POTPOURRI RECIPES

Country Store Primitive Potpourri Blend

- 1 lb. juniper berries
- 1 lb. Seedless Rosehips
- 1/2 lb. Cinnamon Sticks
- 1/2 lb. Star Anise
- 1 lb. Dried Apple dices
- 2 ounces Orange Essential Oil
- 2 ounces Cinnamon leaf Essential Oil

Mix all ingredients in large glass or ceramic bowl. Add essential oils, mix well. Seal in glass jar, and allow potpourri scents to blend for 5-7 days, agitating twice daily.

Package in primitive styled bags, fabric bags, or display in container.

NOTE: May stain some fabrics. Keep away from hardwoods.

Winter Simmer Blend

- 1lb. Dried Lemon Peel
- 1 lb. Dried Orange Peel
- 1/2 lb. Cinnamon Chips
- 1/2 lb. Cloves
- 1 lb. Dried Apple Dices
- 5 Bay leaves, crumbled fine

Mix all ingredients in a large container which can be sealed. Allow potpourri scents to blend for 5-7 days, agitating twice daily.

To package, add 2-3 tablespoons of potpourri to a heat and seal teabag. Iron teabag closed. Package teabags in zip top plastic bags.

To use: Simmer teabag in saucepan on stove, or in appropriate style simmer pot, taking care to make sure teabag is completely covered in water. Never leave a simmering potpourri bag unattended.

Fall Color Potpourri

- 20 Drops Ginger Essential Oil
- 20 drops Lime Essential Oil
- 5 drops Basil Essential Oil
- 5 drops Juniper Essential Oil
- 1 Tablespoon each of fresh ground pepper, fresh ground coriander
- 1 Teaspoon ground ginger

- 5 Cups botanicals - oak leaves, acorns, small cones, seed heads, Chinese lanterns, milo berries, eucalyptus bells, cinnamon sticks, etc.

Mix all of the spices and dried botanicals into a large lidded ceramic or glass container. Slowly add essential oils, stirring constantly. Seal container and allow to cure for 4-6 weeks, agitating twice daily. Package in desired method.

Summer Daze Potpourri

- 20 drops Lavender Essential Oil
- 10 drops Blood Orange Essential Oil
- 20 drops Rose Geranium Essential Oil
- 3 teaspoons ground cinnamon
- 1 Tablespoon ground orrisroot
- 1 whole nutmeg, grated
- 5 Cups botanicals - dried rose petals, rosebuds, lavender, angel wings, babu, orange peel, peonies, rosemary

Mix all of the spices and dried botanicals into a large lidded ceramic or glass container. Slowly add essential oils, stirring constantly. Seal container and allow to cure for 4-6 weeks, agitating twice daily. Package in desired method.

Spice Clay Ornaments

We've probably all tried making ornaments with the cinnamon, allspice, nutmeg, clove scented spice clay. How about trying using some slightly different herbs and woods? Rosemary would be wonderfully scented, as would ground lavender, sandalwood, juniper berries, and rose. Follow the same recipe as with the spices....

- 1-1/2 cup Herb of choice
- ½ cup Applesauce to moisten
- 1 tsp orris root
- few drops corresponding essential oil

Mix the ingredients to form a smooth firm dough. Roll out to about ¼ thickness, and cut out shapes with cookie cutters. Use a coffee stir stick to form hanging holes before laying out on waxed paper or parchment to dry for 2 or 3 days.

Frankincense and Myrrh incense cones

- 1 part powdered frankincense
- 1 part powdered myrrh
- 4 parts powdered sandalwood (or pine)
- 1 part powdered orrisroot
- 1 part salt petre
- 1 part gum tragacanth OR gum arabic powder

Using 1 teaspoon as a part works well, and will yields about 3 dozen cones. Mix the salt petre with a few tablespoons of warm water and mix well. Blend all of the other ingredients and add the water/saltpetre mixture. Mix well. Continue adding plain water until a firm, pliable dough is formed. If it becomes too wet it will still be alright, but take longer to dry. Take very small bits (1/4 tsp) of the dough and form into cones. Place on waxed paper and allow to dry for several days. Turn daily. When completely dry, light with a match and burn in a fireproof dish or incense burner.

Lemon Citrus Sachet

- 1 lb. dried lemon peel
- 1 lb. cut orrisroot
- 1/8 ounce Lemongrass Essential Oil
- 1 ounce Bergamot Essential Oil
- 1/2 ounce Lemon Essential Oil

Place dried lemon peel in a large glass jar, add orrisroot. Add each oil slowly, allowing them to seep into the botanicals. Seal jar, and allow the potpourri fragrance to blend for 3-5 days. Agitate jar twice daily.

Package in muslin or organza bag, or your favorite dish.

NOTE: May stain fine fabrics. Keep away from hardwoods.

Variations: Dried apple dices, cinnamon sticks and Apple Fragrance oil, dried orange peel, star anise, and Orange Essential Oil

Pomanders

- Dry ingredients:
- 1/2 ounce fresh grated nutmeg
- 1 ounce orrisroot
- 2 ounces ground cloves
- 4 ounces ground cinnamon
- 1 ounce ground allspice
- Whole cloves, for accenting your oranges
- Oranges - Seville oranges are best for this

Mix dry ingredients in a shallow, lidded casserole dish. Cut slits into the oranges running from top to bottom at varying intervals. Poke the whole cloves into the oranges in desired pattern. Place dry mixture into the casserole dish, and roll oranges in it -- coating completely. Cover the dish, and allow the oranges to dry out. Check them every few days, and turn them -- if you notice moisture present, simply leave the lid slightly ajar, so that it will evaporate.

To use, thread a satin ribbon or jute cord through orange, and hang in closets or on a wreath. If scent begins to fade, it can be refreshed with Bergamot or Orange Essential oil.

CHAPTER 4: AROMATHERAPY BLENDS

Here are some fragrance combinations that you can use to help create new fragrances:

Essential Oil Blends

- Rosemary Apple - Blend Apple Fragrance oil with a dash of Rosemary Essential Oil
- Lemon Ginger - Equal parts of Lemon and Ginger Essential Oil
- Spice Orange - Equal parts of Cinnamon Leaf and Blood Orange Essential Oil
- Ginger Peach - Blend Peach Fragrance oil with a splash of Ginger Essential Oil
- Lavender & Lemongrass - A blend of Lavender and Lemongrass Essential Oils
- Orange Peppermint - Blend either Blood Orange or Neroli Essential Oil with Peppermint Essential Oil
- Concord Grape & French Vanilla - A rich, unexpected fragrance results in this equal parts blend.
- Lemon Huckleberry - The tart of the lemon fragrance oil blends beautifully with the sweet scent of Huckleberry
- Gingersnap Apple - A spicy fall treat! Blend equal parts of Gingersnap and Apple fragrance oils
- Peach Melba - Blend Peach and Raspberry fragrance oils in equal parts
- Key Lime & Raspberry - Crisp and tart, with a touch of sweetness. Blend equal parts of both.

Invigorating Bath

- 6 drops Bergamot* Essential Oil
- 11 drops Lavender+ Essential Oil
- 7 drops Orange Essential Oil
- Blend with carrier oil such as Sweet Almond, Grapeseed, etc.

* Can cause sensitivity to light. Safe application is 4 drops to 2 teaspoons of carrier oil

+ Do not use during first trimester of pregnancy, with epilepsy, or with low blood pressure.

Relaxing Bath Blend

- 2 drops Roman Chamomile Essential Oil
- 2 drops Geranium* Essential Oil
- 2 drops Rose Otto Essential Oil
- 2 drops Rosewood Essential Oil
- 2 drops Ylang Ylang+ Essential Oil
- Blend with carrier oil such as Sweet Almond, Grapeseed, etc.

Blend oils together, and add to warm bath water.

+ Do not use with low blood pressure or sleep apnea. May irritate sensitive skin.

* Do not use during first trimester of pregnancy, with estrogen dependent cancers, or with hypoglycemia. May cause insomnia if over used.

Stress Relief Bath Blend

- 4 drops Roman Chamomile Essential Oil
- 5 drops Lavender+ Essential Oil
- 3 drops Marjoram* Essential Oil
- Blend with carrier oil such as Sweet Almond, Grapeseed, etc.

+ Do not use during first trimester of pregnancy, with epilepsy, or with low blood pressure.

* Do not use if pregnant, on children, or the elderly. Do not use with low blood pressure.

CHAPTER 5: BATH TEAS, ADDITIVES & SOAKS

Citrus Buttermilk Bath

- 2 C. Buttermilk Powder
- ¼ C. Cornstarch
- ¼ C. Tapioca Starch
- ¼ C. Epsom Salts
- 1 TB Dried Orange or Lemon Peel, finely ground
- 2 teaspoons dried rosemary
- 2 teaspoons of desired citrus fragrance or essential oil

Mix ingredients together in large glass bowl. Transfer to desired packaging. To use, add ½ cup to warm bath.

Vanilla Jasmine Softening Soak

- 1 C. Epsom Salts
- 1 C. Baking Soda
- ¼ C. Tapioca Starch
- 3 drops Jasmine fragrance or essential oil
- 3 drops vanilla fragrance oil
- Soap Safe Colorant, if desired
- 2 tbs. Liquid Glycerin

Mix ingredients together in large glass bowl. Transfer to desired packaging. To use, add ½ cup to warm bath.

Tropical Fruit Bath Soak

- 1/2 C. Baking Soda
- 1/4 C. Epsom Salts
- 1/4 Teaspoon Orange Essential or Fragrance Oil
- 1/4 Teaspoon Pineapple Fragrance Oil
- Soap Safe Colorant, if desired

Mix ingredients together in large glass bowl. Transfer to desired packaging. To use, add desired amount to a warm bath.

Variations: To make the mixture fizz, add in 1/4 cup of Citric Acid. Fragrance/essential oil variations include: Vanilla and Lavender, Lavender and Chamomile, Lemon and Blueberry, Vanilla and Cherry, Orange and Peach.

Herbal Bath

- 1 C. Oatmeal
- 1 Tablespoon dried herbs (see list)
- 1-3 drops essential oil of choice

To stimulate and invigorate – lavender, lemon verbena, mint, sage, rosemary, rose geranium

To soothe and relax – Chamomile, primrose, jasmine, juniper berries, lemon balm, roses

Combine ingredients in a blender – blend until mixture is finely ground. Transfer to glass bowl, add essential oil of choice, and mix well. Transfer to desired packaging. To use, add 2-4 tablespoons to warm running bath.

Sore Muscle Soak

- 2 C. Epsom Salts
- 1 C. Sea Salt
- 10 drops Lavender essential oil
- 10 drops Peppermint essential oil
- ½ cup dried rose petals (if desired)

Mix all ingredients in medium bowl, transfer to desired packaging. To use, add 2-4 tablespoons to warm running bath water.

Princess Bath Soak

- 1 C. Buttermilk Powder
- ½ C. Tapioca starch
- ¼ C. Mango Butter, melted
- 3-5 drops Grapefruit Essential Oil

Mix all ingredients in medium bowl, transfer to desired packaging. To use, add a generous amount to warm running bath water. Soak & enjoy!

Softening Oatmeal Soak

- 2 C. Buttermilk Powder
- ½ C. Cornstarch
- ½ C. Tapioca Starch
- ½ C. Oatmeal, finely ground
- ¼ C. Mango Butter, Melted
- 1 teaspoon soap safe fragrance, if desired

Mix all ingredients together in medium bowl. Transfer to desired packaging. To use, add a generous amount to warm running bath water. Soak & enjoy!

Mountain Lodge Bath Soak

- 1 C. Epsom Salt
- 1 C. Sea Salt – Medium or Fine
- 1 Tablespoon Baking Soda
- 1 Tablespoon Dried Lavender
- 1 Tablespoon Citric Acid
- 4 Drops each of: Chamomile, Rosewood, & Cedarwood Essential Oils

Mix all ingredients together in a large glass bowl, adding oils one at a time – mixing well in between. Transfer to desired packaging. To use, add desired amount to warm running bath.

Shower Scrubby Bag

- Fill a 3 x 4" muslin bag with about 1/3 Cup of one or more herbs from this list:
- Peppermint for a refreshing wake-up
- Chamomile for an apple-scented soothe
- Calendula for healing
- Lavender for scent and soothing
- Patchouli for a 60's scent!
- Rose petals for scent and romance

Adding some Irish moss will cause the baggy, when wet, to become soft and gelatinous, and give it a soothing feel. Wipe it all over you while you shower. It will soothe and scent your skin.

To use as Bath Herbs: Use the scrubby above as a "tea bag" and brew up a heavenly scented "tea" to add to your bath, or simply hang the bag over the water spout, allowing the water to flow through the herbs as the tub fills.

Soothing Oatmeal Bath Cookies

NOTE: Not for consumption

- 1 1/2 C. Sea Salt
- 1/2 C. Baking Soda
- 1/2 C. Cornstarch
- 1/2 C. Scottish Oats
- 2 TB light oil

- 2 eggs
- Fragrance Oil of choice

Preheat oven to 200 degrees. Mix together ingredients. Add small amount of water if needed. Take a spoonful of the dough and pack it tightly into a flat, round cookie shape. Place these on an ungreased sheet. Bake the cookies for about 20 minutes until they are VERY LIGHTLY browned. DO NOT OVERBAKE or they will be too hard to crumble or dissolve in your bath water. Allow to cool completely.

To use: Crumble one or 2 cookies into a warm bath and let dissolve.

Stress Away Bath Melts

- 3/4 cup citric acid
- 1 cup baking soda
- 10 drops Ylang Ylang essential oil
- 10 drops Patchouli essential oil
- 6 oz Cocoa butter

Melt the cocoa butter, let it cool slightly, but not get thick, whisk in the essential oils, and then whisk in the citric acid and baking soda. Put into molds. Place mold in the freezer about 45 minutes. Remove & package in desired method.

Bubbling Bath Powder

- 2 cups baking soda
- 3/4 cup Epsom salts
- 1/4 cup corn starch
- 1 cup citric acid
- 1/2 cup Sodium Lauryl Sulfoacetate
- 3 tsp. jojoba oil
- 20 drops lavender essential oil
- 10 drops roman chamomile essential oil
- 10 drops patchouli essential oil
- 1 drop rose essential oil

Mix the dry ingredients in a large mixing bowl. Add the liquids and very slowly... a little at a time. It should just barely hold together. Mix, knead, shake. Store in a large decorative jar in the bathroom.

To use, add a scoop to the running bath water.

Vanilla Vixen Soothing Bath

- 1/2 cup coconut oil (warmed)
- 1/2 cup mango butter (melted)
- 1/2 cup of honey
- 1/2 cup of liquid soap
- 2 tablespoons vanilla fragrance oil

Blend the ingredients well and pour into a clean bottle. Secure tightly and store in the bathroom. Pour about a ¼ cup under running water. Remember to shake before using.

If the mixture begins to solidify in the bottle, simply immerse the bottle into the warm water to soften.

Citrus Mint Scentsation

- 2 cups buttermilk powder
- 1/2 cup tapioca starch
- 1 tablespoon orange peel
- 2 teaspoons fresh mint
- 1 tablespoon lemon peel

Mix all ingredients together until well blended. Pour into a clean dry container. To use: Pour a few tablespoons into warm bath water.

Bath Melts

Find Candy Molds of your choice, without the stick, at your local Craft store. You will need about three to four molds. Wash and dry molds.

- 3-4 clean Candy Molds
- Paper Towels
- Glass Measuring Cup
- Double Broiler or Microwave
- Spoon
- Candy Thermometer
- 3/4 cup Natural or Unscented Cocoa Butter
- 1/4 cup Extra Virgin Coconut Oil
- Essential Oils of your choice

Measure Oils. Place oils in double broiler or melt in a glass measuring cup in microwave until just melted. When oils reach 80-90 degrees, add Essential Oils. Stir and pour carefully into each cavity of the molds. Let stand overnight. (Shortcut, let stand about 45 minutes then place in freezer about 20 minutes.) Unmold Bath Melts and store in a cool, dry place. Package in desired method.

To use: Add 2-3 melts to warm running water and enjoy the aromatherapy and feel the wonderful moisture it leaves on your skin!

NOTE: Can cause tub to be slippery – USE CAUTION!

Dipped Bath Bon Bons

- 2 cups Sea Salt
- 1/2 cup Baking Soda
- 1/2 cup Cornstarch

- 1/2 cup Scottish oats
- 2 Tablespoons light oil
- 2 eggs
- 4 ounces M&P Soap Base
- Fragrance oil of choice

Mix together ingredients EXCEPT the soap. Add small amount of water if needed. Take a spoonful of the dough and pack it tightly into a round ball shape. Place these on an ungreased cookie sheet. Bake the bon bons for about 20 minutes until they are VERY LIGHTLY browned. DO NOT OVERBAKE or they will be too hard to crumble or dissolve in your bath water. Allow to cool completely. Melt soap base in microwave or double boiler. Do not allow to boil. Dip each bon bon into the soap and allow to cool on wax paper.

To use: Crumble one or 2 bon bons into a warm bath and let dissolve.

Bubble Bath Powder

- 2 cups Baking Soda
- 1/8 cup Tapioca starch
- 3/4 cup Epsom Salts
- 1/8 cup Corn Starch
- 1 cup Citric acid
- 1/2 cup Sodium Lauryl Sulfoacetate
- 2 teaspoons of scent of your choice, essential oil or fragrance oil.

Mix the baking soda, Epsom salts, starches and citric acid together in a glass or stainless steel bowl. SLOWLY & CAREFULLY add the Sodium Lauryl Sulfoacetate. Try not to breathe the very fine powder, as it can irritate the nasal passages. Add your fragrance or essential oil(s). Mix well. Put in a glass jar with a good lid. Keep away from moisture, heat or sunlight.

To use, add a couple of scoops to warm running water.



CHAPTER 6: BUBBLE BATHS

Flower Bath Syrup

- 3 ounces Sulfonated castor oil (aka Turkey Red Oil)
- 1 ounce vegetable glycerin
- 1/8 ounce jojoba oil
- 1/2 ounce rosewater
- 6 drops sweet orange essential oil
- 2 drops jasmine absolute
- 2 drops clary sage essential oil
- 1 drop ylang ylang essential oil

Measure the Turkey Red oil into a glass bottle. Add the vegetable glycerin, jojoba oil and rosewater. Cap and shake gently to mix. Add the essential oils and jasmine absolute last and cap. Shake gently again to mix. Allow Flower Bath Syrup to sit for several days before using so that the scents can mingle.

To use, shake well before pouring into a drawn bath.

Bubble Bath Powder

- 2 cups Baking Soda
- 3/4 cup Epsom Salts
- 1/4 cup Corn Starch
- 1 cup citric acid
- 1/2 cup Sodium Lauryl Sulfoacetate (* USE CAUTION - Eye & Nose irritant)
- 2 teaspoons of scent of your choice, essential oil or fragrance oil.

Mix first 4 ingredients together in a glass or stainless-steel bowl. SLOWLY & CAREFULLY add the Sodium Lauryl Sulfoacetate. Add your fragrance or essential oil(s). Mix well. Put in a glass jar with a good lid. Keep away from moisture, heat or sunlight.

To use, add a couple of scoops to warm running water.

Disappearing Bubbling Bath Oil

- 1 C. Apricot kernel oil
- 1/2 C. glycerin
- 1/2 C. liquid soap
- Add a few drops of Essential Oil or Fragrance Oil

Mix together. Shake gently and use 1/4 C. into bath under running water

Fizzie, Sudsy Bath Melts

- 1/2 cup baking soda
- 1 T cornstarch
- 1-1/2 T. Mango Butter
- 1-1/2 T. Shea Butter
- 2 T citric acid
- 2 T. Sodium Lauryl Sulfoacetate
- 20 drops fragrance or essential oil of your choice

Mix soda and cornstarch together. Melt oil. Add melted oil to the soda/cornstarch. After mixing, add fragrance and coloring, then add citric acid and SLS. Pack into molds, place in freezer for 30 minutes or until solid. Unmold and set out to dry for several days.

CHAPTER 7: BATH BOMBS

Fizzy Bath Bombs

- 2 tbs. citric acid
- 2 tbs. cornstarch
- 1/4 C. baking soda
- 3 tbs. Coconut oil (feel free to substitute another oil of choice)
- 1/4 tsp. fragrance oil
- 3-6 drops of Soap Safe colorant, if desired

Place all of the dry ingredients (first 3) into a bowl and mix well. Place coconut oil into a small glass bowl and add fragrance and food coloring. Slowly add oil mixture into dry ingredients and mix well. Scoop up small amounts of the mixture and shape into 1" balls. Let the balls rest on a sheet of waxed paper for about 2 to 3 hours, then place each ball into a candy cup to let dry and harden for 24 to 48 hours. Store bombs in a closed, airtight container.

To use, drop 1 to 3 bombs into warm bath water.

Bombs Away!

- 1/4 C. Citric Acid
- 1 tsp. Tapioca Starch
- 3/4 C. Baking Soda
- Witch Hazel
- 3-5 drops desired Fragrance or Essential Oil

Combine the dry ingredients in a glass bowl. Continue to mix, spritzing lightly with Witch Hazel

as needed. Once the mixture begins to stick together, it is ready to be packed into your desired mold. Allow to dry completely before removing from mold. Take special care to keep bath bombs out of humid environments, as this will cause them to “bloom”.

CHAPTER 8: BUTTERS, BALMS & LOTIONS

Simply Luscious Lotion Bars

- 5 Ounces Jojoba Oil
- 4 Ounces Mango or Shea Butter
- 4 Ounces Beeswax
- 2 teaspoons soap safe fragrance oil – we like Orange & Peppermint!

Melt oils and beeswax separately, then combine in medium glass bowl. Mix well, then add fragrance. Allow the mixture to cool slightly before pouring into containers. This mixture will completely set within 1-2 hours.

Healing Ointment

- 1 tbsp Vegetable Oil
- 2 tbsp Coconut Oil, Fractionated
- 0.3 oz. Beeswax Beads
- 0.3 oz. Lanolin, Anhydrous
- 20 drops Lavender EO
- 5 drops Tea Tree EO

This is a good basic recipe. Lavender & Tea Tree are a great healing combination.

Melt all ingredients together. Allow to cool partially, then add essential oils. Stir well and pour into sterilized container. Can use Avocado, Apricot Kernel, or your favorite carrier oil. Can add 1 oz. of Emu oil as a part of the base oils.

Whipped Body Butter

- 1 cup unrefined Shea Butter
- 1/8 cup Apricot Kernel oil
- 1/8 cup jojoba oil
- 20 drops essential oil (rose geranium is great)

Soften the butter in the microwave for 15 seconds. Using a mixer, begin whipping, while slowly adding the liquid oils. Add any fragrance while whipping.

Twisted Sisters' Body Frosting

- 6.5 oz. Mango Butter
- 1 oz. Emu Oil
- 6.5 oz. Shea Butter
- 1 tsp. Cornstarch
- 2 oz. Passion Fruit Oil
- 2 ml fragrance of your choice

Melt oils gently over low heat. Remove from heat and add cornstarch. Place in mixing bowl and begin blending. Slowly at first. When mixture is no longer transparent, place in refrigerator for about 5 minutes. Add any fragrance – preferably essentials because of the emu – at this time (we used spearmint.) Return to mixer, increasing speed. Continue cooling and beating until butter begins to hold its shape. When it looks like frosting in a jar, but is still pourable, place into jars.

Skin Softening Lotion Bars

- 2 oz. deodorized cocoa butter or mango butter
- 2 oz. beeswax, refined beads
- 2 or 3 oz. oil such as jojoba, sunflower or sweet almond
- 2 tsp. essential oil or fragrance oil of your choice

Melt cocoa or mango butter and pour 2 ounces into an 8-ounce Pyrex measuring cup. Add 2 ounces of beeswax beads (total of 4 ounces in cup). Melt together in microwave. Add the oil. Use 2 ounces for a hard bar, which would bring your total to 6 ounces... OR use 3 ounces for a softer bar, which would bring your total to 7 ounces. Mix thoroughly. Add essential or fragrance oil when mixture has cooled slightly. Pour into small soap molds. Pop out when cool, about 2 hours. For best results, place in refrigerator a few minutes before popping out of mold.

Multi-Performance Hydrating Cream

Gentle enough for under-eye use. Makes a good overnight cream. Can also be used like cold cream to remove makeup. This recipe is for experienced lotion makers.

Part A

- Behenyl Alcohol 1%
- Emulsifying Wax 5%
- Olive Butter 20.5%
- Avocado Butter 20.5%
- Evening Primrose Oil 8%
- AquaEm 4%
- PEG-7 Oliviate 5%
- T-50 Tocopherol 1%
- Phenonip .5%

Part B

- Water 29%
- Phenonip .5%
- Antioxidant Compound 4%
- Fragrance 1%

Melt Behenyl Alcohol, Emulsifying Wax, Olive Butter, and Avocado Butter together. Cool to around 150 degrees. Add remaining Part A ingredients. Mix well. Heat water to approximately 150 degrees, and add phenonip. Blend thoroughly with stick blender. Add Antioxidant Compound and fragrance. Mix well. Add Part B to Part A with mixing. Alternate cooling, and mixing with stick blender until mixture reaches around 110 degrees. Pour into jars and allow to cool completely.

Eczema Salve

- 2 oz. Shea butter
- 1/2 oz. calendula-infused olive oil
- 2 oz. jojoba oil
- 30 drops lavender Essential Oil (EO)
- 1/2 oz. beeswax
- 20 drops evening primrose oil

Place shea, jojoba and beeswax in a pan and melt gently. When oils have completely melted, allow to cool until it is comfortable to put your hand on the side of the pan. Add calendula-infused oil, lavender EO and evening primrose oil. Stir well and pour into sterilized container. Allow to set up overnight.

Scar Salve

- .2 oz beeswax
- 1 oz jojoba
- .5 oz unrefined shea
- 1 oz Emu Oil
- 1 oz avocado
- 20 drops Essential Oil (EO) mixture (3:2 Chamomile : Lavender)

Gently heat oils and beeswax until wax is melted. Remove from heat, cool a bit and add Essential Oils. Pour into container

Chocolate Raspberry Body Butter

- ¼ C. grated cocoa butter
- 1 T. avocado oil
- 1 T. coconut oil
- 1 T. beeswax pastilles
- 2 T. sesame oil
- 20 drops raspberry Fragrance Oil

Combine all ingredients and melt gently. Add fragrance, and stir in. Pour the melted mixture into a

clean jar and allow to cool. Stir the cooled mixture.

Shea Zest Crème

- 50% Shea butter
- 25% Kokum butter
- 11.5% Meadowfoam oil
- 11.5% jojoba oil
- 1% Vitamin E
- 1% Lemon essential oil

Melt kokum butter slowly. Soften Shea butter (do not melt completely) and blend butters together. Add Meadowfoam and jojoba oils into butters. Whip with blender to blend ingredients. Add essential oil and blend again. Put into freezer for 5 to 15 minutes to thicken. Remove from freezer and whip to consistency of whipped cream. Pour into desired container(s).

CHAPTER 9: HANDCRAFTED SOAPS

Oatmeal, Milk & Honey Soap

- 1-1/2 lbs. White Melt & Pour Base
- 2-1/2 tsp. Oatmeal, Milk & Honey Fragrance
- 1-2 Tbs. Oatmeal, finely ground
- Soap Mold of Choice

Melt soap in desired method -- double boiler, or microwave. If using the microwave, be sure to heat in short small bursts, stirring in between. Take care not to bring the soap to a boil. Once melted, slowly add the fragrance oil, stirring to incorporate completely. Add in oatmeal, and mix well. Pour into molds, stirring as you pour. You may alternately wish to add the oatmeal to the bottom of the mold prior to pouring -- which will create an exfoliating layer on the top of your soap. To rid the mold of air bubbles, spritz lightly with a bit of rubbing alcohol. Allow to cool completely before removing from molds. Package in desired method.

Rosemary Apple Guest Soap – With Variations

- 1 lb. Melt & Pour Soap (clear or opaque)
- 1 tsp. Apple Fragrance oil
- Soap Safe Colorant, if desired
- 1/2 tsp. finely ground loofah
- ½ tsp. Dried Rosemary – finely ground
- Soap Mold of Choice

Melt soap base in glass bowl or measuring cup, using the microwave. Melt the soap using short bursts of 1-2 minutes, taking care to stir the base in between bursts. Remove from microwave, and add fragrance and mix well. Slowly add Rosemary and loofah, stirring constantly. Allow mixture to thicken slightly, and stir again, to prevent Rosemary and loofah from sinking to the bottom.

Some other combinations: Lemon Essential & Ground Vanilla Bean, Lemon Essential & Ground Cinnamon, Blood Orange and Peppermint, Orange Essential & Dried Lavender.

Add mixture to your favorite soap mold, or heavy-duty candy mold. Allow to harden – remove gently and package using desired method.

Herbal Soap - With Variation

- 1 lb. Melt & Pour soap base of choice
- 1 tsp. Camphor oil
- 1 tsp. Clary sage Essential oil
- Soap safe colorant, if desired
- Soap Mold of Choice

Melt soap base in glass bowl or measuring cup, using the microwave. Melt the soap using short bursts of 1-2 minutes, taking care to stir the base in between bursts. Remove from microwave, and add oils, and mix well. Add mixture to your favorite soap mold, or heavy-duty candy mold. Allow to harden – remove gently and package using desired method.

Variation: Rosemary Mint Invigorating Soap - 1 lb. Goat's Milk Soap Base, 1/2 tsp. Rosemary, finely ground, 1/2 tsp. Mint, finely ground, 4 drops Peppermint Essential Oil. Follow steps outlined above.

Peppermint Pedicure Soap

- 1 empty chip canister (such as Pringles® brand)
- 1 natural loofah sponge
- 8 oz. Goats Milk Soap Base
- ¼ TSP Peppermint Essential Oil
- 1/2 tsp. Mint, finely ground
- Soap Safe colorant, if desired

Wet the loofah, wring out excess water. Place into clean, dry canister. Melt soap using desired method; allow to cool slightly before adding ground mint and essential oil. Slowly begin filling the canister – you may wish to tap the canister lightly against the counter to ensure mixture goes all the way to the bottom. Fill the canister, leaving 1/2"-1" remaining at the top of the canister. Allow to cool completely. Gently peel away the canister, and remove the soap log formed. Turn the log on its side, and carefully slice into desired thickness. Package as desired.

Marbled Chocolate Soap

- 1 lb. Goat's Milk Soap Base
- 1 TB. Cocoa butter
- 1 tsp. Cocoa Powder
- 1 tsp. Chocolate fragrance oil
- 1 TB. Loofah, finely ground
- Toothpicks
- Soap Molds of choice

Melt soap using desired method; allow to cool slightly. Gently stir in the cocoa butter and fragrance. Divide batch into two parts, one slightly larger than the other. Add cocoa powder into the smaller batch of mixture, and blend well. Pour the uncolored batch into the molds first, then gently a small amount of the darker mixture. Using a toothpick, swirl the two colors together, creating a marbled effect. Continue until all of mixture has been used.

Citrus Cinnamon Soap

- 1 lb. Goat's Milk Soap Base
- 1 tsp. Cinnamon Fragrance Oil
- Soap Safe colorant, if desired
- 1 TB. Dried Orange Peel, finely ground
- Soap Mold of Choice

Melt soap using desired method; allow to cool slightly. Gently stir in the fragrance, orange peel and colorant (if desired). Mix well. Pour into molds, allow to cool completely. Package in desired method.

Orange-Calendula Sunshine Soap

- 1 lb Clear Soap Base
- 2 TB. Calendula Petals, finely chopped
- 1 tsp. Orange Essential Oil
- Soap Safe Colorant, if desired
- Soap Mold of Choice

Melt soap using desired method; allow to cool slightly. Gently stir in the essential oil, calendula petals, and colorant (if desired). Mix well. Pour into molds, allow to cool completely. Package in desired method.

Cucumber Melon Ball Kids Soaps

- 1 lb. White Soap Base
- 2 tsp. Powdered Loofah
- 1 tsp. Vegetable Glycerin
- Soap Safe Colorant
- 1 tsp. Cucumber Melon Fragrance Oil
- Small Melon Ball Kitchen Tool
- 16-ounce heavy duty plastic food storage container

Melt soap in desired method -- double boiler, or microwave. If using the microwave, be sure to heat in short small bursts, stirring in between. Take care not to bring the soap to a boil. Once melted, slowly add the fragrance oil, stirring to incorporate completely. Gently add in the glycerin and loofah, mix well. Slowly pour mixture into the storage container, allow to cool. Using the melon ball tool, scoop out soap balls. These are easy for little hands to grasp, and fun to use! Package in small cello bags with wire tire closure.

Kudos to the Cook Kitchen Soap

- ½ lb White Glycerin Soap
- ½ lb Clear Glycerin Soap
- ½ T Castor Oil
- ½ T Beeswax
- ¼ Cup Sea Salt
- 2 TB. Ground Espresso
- 1 tsp. Lemon Essential Oil
- Tube Mold (* From your local home store, or Pampered Chef)
- Non-stick cookie sheet

Melt soap in desired method -- double boiler, or microwave. If using the microwave, be sure to heat in short small bursts, stirring in between. Take care not to bring the soap to a boil. Once melted, slowly add the oil, beeswax, salt, espresso and fragrance. Mix well -- allow to cool slightly. Place tube mold on its capped end on top of the cookie sheet. Gently pour mixture into the mold. Allow to harden. You may wish to chill the mold in the freezer to help ease the release of the soap from the mold. Slice soap log into desired thickness -- package in desired method.

Lime Bath Gummy Recipe

- 2 Packets of unflavored gelatin
- 1/2 cup of liquid soap
- 1/2 Cup of water
- Green food coloring
- 5 T liquid surfactant
- 20 drops Lime Essential Oil
- Plastic storage jar with lid

Empty the packet of gelatin into a bowl and set aside. Boil 1/2 cup of water in a saucepan. Pour the hot water into mixing bowl and mix it with the gelatin powder. Dissolve completely. Next pour the liquid soap into the gelatin mix in the bowl. Add 2 drops of food coloring into the mix and also add your fragrance oil now (about 5 drops) and stir it very gently so the bubbles do not become agitated. Pour the mixture into molds, and refrigerate until set.

To use, add one "gummy" to the bath.

Vanilla Rhassoul Clay Soap

- 1 lb. Vegetable Glycerin Soap Base
- 1 oz. finely ground Rhassoul clay
- 2 TB. Shea Butter, melted
- 1/4 Cup Distilled Water
- 1 tsp. Vanilla Fragrance Oil

Melt soap in desired method. Once melted, add a small amount of the melted soap mixture to the clay in a small bowl. Blend completely, then return the clay mixture to the soap bowl. Stir soap mixture, incorporating the clay completely. Add melted shea, water, and fragrance oil, and blend completely. Pour into soap mold of choice, allow to harden. Package in desired method.

Gotcha! Fisherman's Soap

It's said that Anise helps attract fish!

- 1 lb. Transparent Soap Base
- ½ TB Anise Essential Oil

Melt soap in desired method. Once melted, add a small amount of the melted soap mixture to the clay in a small bowl. Slowly add the essential oil, mix well. Pour into soap mold of choice, allow to harden. Package in desired method.

Grateful Gardener Soap

- 1 lb. Goat's Milk Soap Base
- 1 tsp. Loofah, finely ground
- 2 TB. White Cornmeal
- 1 1/2 T. Fine Pumice
- 1 TB. Bentonite Clay
- 1 tsp. Dried Chamomile flowers, finely ground
- 2 tsp. Orange Essential Oil

Melt soap in desired method. Once melted, add a small amount of the melted soap mixture to the clay in a small bowl. Stir in cornmeal, chamomile, clay and loofah. Mix well, allow to cool slightly before pouring into molds. Allow to harden. Package in desired method.

Merlot Wine Soap

- 3 oz Castor Oil
- 16 oz Coconut Oil
- 12 oz Olive Oil
- 24 oz Crisco Shortning
- 12 oz Water
- 8 oz Lye Crystals
- 6 oz Merlot Wine (heat to a boil to rid of alcohol)

Use usual soapmaking safety precautions: Boil wine, then chill. Add lye to chilled water and set aside. Melt oils together; add lye water to oils at 110 to 115F. Add wine -- mix, then pour into mold.

Do not insulate, cover lightly. This soap traces quickly, and really heats up during saponification. It has a light fruity fragrance, with nutlike base notes and the color is usually a rose/tan.

Soothing Scottish Oatmeal Honey Oven Process Soap

- Canola Oil 8 ounces
- Coconut Oil 4 ounces
- Olive Oil 16 ounces
- Palm Kernel Oil 4 ounces
- Sodium Hydroxide 4.35 ounces
- Distilled Water 10 ounces
- 4 ounces Honey
- 1 cup Scottish Oats

While wearing safety goggles and neoprene gloves, slowly stir the lye into the water, stirring well. Set aside and allow to cool (100° F to 125° F). In a stainless-steel pot, combine oils and heat gently. Once the fats and oils are melted allow the temperature to drop to 100° F to 125° F. Pour lye solution slowly into the melted oils. Be careful not to splash while combining the mixtures. Stir with mixing stick until the mixture traces.

Let the mixing stick cool for 5 minutes after each 5 minutes of mixing to prevent motor overheating. Tracing looks like a slightly thickened custard, not instant pudding but a cooked custard. It will support a drop, or your stir marks for several seconds. Once tracing occurs...add the honey and stir well and.

Place the lid on the pot of soap. Place on the low rack in a 200-degree oven for approximately 2 hours, stirring well for 15 seconds every 20 minutes. The soap will go through different stages, you will notice. For a while it will get harder to stir. When the soap is translucent, looks uniform throughout the soap, and very easy to stir, it is ready. Cook another 10 minutes to be sure. Add the Scottish oats and stir well. Pour into lined molds and let sit overnight.

Cut soap into bars and set the bars out to dry for a couple of weeks. You can use it now, but it will be harder in a couple of weeks. Olive oil recipes take longer to harden fully, but it is one of the best oils for dry skin.

Jewelweed and Plantain Soap

Jewelweed and Plantain are wonderful to use in the summer for rashes and insect bites. Making these into a melt and pour soap preserves them so that they are always at the ready. Gather and puree one cup of a combination of the two plants.

Half-and-half is a good proportion of them. Use all aerial parts of the plants. Melt four cups of glycerin soap base. Add the pureed herbs. You might also add 20 drops each of lavender and tea tree oils. Stir gently until the soap begins to set. Break out this soap at the first sign of poison ivy or oak, nettle stings, or insect bites.

Care for soaps: Homemade soap, especially heavy with olive oil, needs to breathe. Do not store in plastic containers. If you lay the soap on its side after showering, the underside of the bar will become slimy and soft. This is normal, and can dry out over time, but can be prevented. It needs to drain properly after each use, preferably in a wooden soap dish designed to let it drain.

CHAPTER 10: BATH SALTS & SCRUBS

Exfoliating Salt Scrub

Mix and match the fragrances and seeds to make assorted variations!

- ½ lb Sea Salt (medium to fine grain)
- 1 ounce Sunflower Oil
- 3 ounces Jojoba Oil
- 2 ounces Unscented Liquid Soap Base
- ¼ teaspoon Peppermint Essential Oil
- ¼ teaspoon Blood Orange Essential Oil
- 2 teaspoons Dried Raspberry Seeds

Variations: Essential Oils of Lemon, Orange, Grapefruit, Lavender, Rose, Ylang Ylang, Sandalwood, Peppermint, Chamomile, Jasmine, Bergamot, Clary Sage, Eucalyptus, Geranium, Ginger

Seed Variations: Grape Seeds, Poppy Seeds, Blueberry Seeds

Mix all ingredients together in large glass bowl. Transfer into desired packaging. To use, add desired amount to palm of hand or scrub mitt. Gently rub over skin to exfoliate, rinse well.

Citrus Basil Bath Salts

- 3 C. Sea Salt – Medium or Fine Grain
- 2 C. Epsom Salt
- 2 teaspoons Baking Soda
- 2 teaspoons Citric Acid
- 2 teaspoons Sunflower Oil
- 4 drops each of Lime & Basil Essential Oils
- 2 tablespoons Dried Lavender
- Soap Safe Colorant, if desired

Mix all ingredients well in large glass bowl. Transfer to desired packaging. To use, add ¼ cup to warm running bath.

Earth Goddess Bath Salts

- 1/2 cup Epsom Salts
- 1 cup Baking Soda
- 1/2 cup Sea Salt
- 1/2 tsp. Vitamin E
- 2 tsp. Sweet Almond Oil
- 20 drops Patchouli Essential Oil
- 15 drops Cypress Essential Oil
- 5 drops Vetivert Essential Oil

Mix all salts and baking soda together. Then combine oil, essential oils, and Vitamin E in a separate bowl. Add liquid to salts, and mix thoroughly. Transfer to desired packaging. To use, add ¼ cup to warm running bath.

Fizzing Bath Salts – With Variations

- 1 C. Sea Salt
- 1 C. Epsom Salt
- 1 C. Baking Soda
- 1/3 C. Citric Acid
- 2 teaspoons Liquid Glycerin
- 15-20 drops Essential Oil of choice (see list)

Variations: Essential Oils of Lemon, Orange, Grapefruit, Lavender, Rose, Ylang Ylang, Sandalwood, Peppermint, Chamomile, Jasmine, Bergamot, Blood Orange, Clary Sage, Eucalyptus, Geranium, Ginger

To use, add 2-4 tablespoons to warm running bath water.

How Sweet It Is Bath Salts

- ¾ C. Epsom Salts
- ¼ C. Sea Salt
- ½ C. Baking Soda
- ¼ C. Citric Acid
- 1 Tablespoon Cornstarch
- 1 Tablespoon Tapioca Starch
- 5 Drops Each: Rosemary Essential Oil, Peppermint Essential Oil, Lavender Essential Oil, and Eucalyptus Essential Oil
- Soap Safe Colorant (if desired)

Mix all ingredients in large glass bowl. Transfer to desired packaging. To use, add ¼ cup to warm running bath water.

In the Mood Bath Salts

- 2 C. Epsom Salts
- 1 C. Sea Salt
- 1 C. Baking Soda
- 10 drops Rose Essential Oil
- 10 drops Ylang Ylang or Sandalwood Essential Oil
- Soap Safe Colorant (if desired)

Mix all ingredients in medium bowl, transfer to desired packaging. To use, add 2-4 tablespoons to warm running bath water.

Sore Muscle Soak

- 2 C. Epsom Salts
- 1 C. Sea Salt
- 10 drops Lavender Essential Oil
- 10 drops Peppermint Essential Oil
- ½ cup Dried Rose Petals (if desired)

Mix all ingredients in medium bowl, transfer to desired packaging. To use, add 2-4 tablespoons to warm running bath water.

Orange Poppy Body Scrub

- 1/2 cup of Sweet Almond Oil
- 1 cup Sea Salt – Fine Grains
- 2 tbl Poppy Seeds
- 1/4 teaspoon of Orange Essential Oil

Thoroughly combine all of the ingredients together. Package in desired method. Gently exfoliate your skin, using a bath mitt or palm of hand. Rinse thoroughly, pat dry.

NOTE: Oil can make tub slippery – USE CAUTION!

Basic Bath Salt Recipe

- 1/3 C. Epsom Salts
- 1/3 C. Sea Salt
- 1/3 C. Baking Soda
- 15-20 drops Essential Oil or Blend of Choice

Depending on your preference, use:

- Earthy: Blend sandalwood, patchouli, and lavender
- Uplifting: Blend Rosewood, bergamot, and grapefruit
- Relaxing: Blend Lavender, Rosemary, and Chamomile

CHAPTER 11: SPA TREATMENTS

Serenity Bath

- 2 C. Epsom Salt
- 1 C. Sea Salt
- 2 tsp. Sweet Almond Oil
- 1 tsp. Liquid Glycerin
- 1 tsp. Rosemary Essential Oil
- 1 tsp. Peppermint Essential Oil

Mix all ingredients together in large glass bowl. Transfer to desired packaging. To use, add a generous amount to warm bath.

Maya Gaia Herbal Spa Clay Mask

- 3 Tbsp Kaolin Clay
- 3 Tbsp Bentonite clay
- 1 tsp Calendula flowers
- 1 tsp Comfrey leaves
- 1 tsp Rosemary leaves
- 1 tsp Peppermint leaves
- 1 tsp Irish moss
- 1 tsp Rose petals

Grind finely together a small quantity of each (approximately 1 tsp): Calendula flowers, Comfrey leaves, Rosemary leaves, Peppermint leaves, Irish moss, Rose petals. Add 3 drops of each essential oil: peppermint oil, rosemary oil, lavender oil, eucalyptus oil. To use, moisten 1 Tbsp of the mixture with a Tbsp of plain yogurt, and apply to the face and neck. Relax for 10 - 15 minutes. Remove with cool water. Pat dry.

Tropical Relaxation Bath Oil

- 1/8 cup Sweet Almond Oil
- 5 drops of Mango Fragrance Oil
- 5 drops of Coconut Fragrance Oil

Mix all of the ingredients thoroughly together, bottle until ready for use. To use: Add desired amount to warm running water.

NOTE: Oil may cause tub to be slippery. USE CAUTION!

Orange Spearmint Bath Oil

- 1/2 cup of Castor Oil
- 1/2 teaspoon of Spearmint Oil
- 1/2 teaspoon of Orange Oil

Mix all of the ingredients thoroughly together, bottle until ready for use. To use: Add desired amount to warm running water.

NOTE: Oil may cause tub to be slippery. USE CAUTION!

Blood Orange & Ginger Bath Oil

- 1/8 cup Sweet Almond Oil
- 1/8 cup of Grape Seed
- 3 drops of Blood Orange Essential Oil
- 3 drops of Ginger Essential Oil

Mix all of the ingredients thoroughly together, bottle until ready for use. To use: Add desired amount to warm running water.

NOTE: Oil may cause tub to be slippery. USE CAUTION!

Bay Rum

- 3 oz. Witch Hazel
- 3 oz. Rum
- 3 to 4 Bay Leaves
- 1/4 tsp. Allspice
- 1 stick Cinnamon
- 1/4 tsp. Orange Extract

Combine the ingredients above. Steep for 1-2 months, strain and bottle. Put a cinnamon stick, a few allspice berries and a bay leaf in the bottle before sealing.

Herbal After Shave

- 2 tbs. Dried Rosemary
- 2 tbs. Dried Lavender
- 1 tsp. Glycerin
- 10 oz. Witch Hazel

Combine ingredients above. Steep 3 weeks; strain and bottle. Try other herbs for variation.

Spray Bath Oil

- 1-1/2 oz. Oil
- 2-1/2 oz. Distilled Water
- 1 ml Polysorbate 20 (to keep spray mixed)

Preservative should be added according to manufacturer's instructions. Place in a spray bottle, shake well and spray liberally after shower, before gently drying off.

Spa Herbal Body Wrap

- 6 cups Hot Water
- 1/2 cup Dried Chamomile
- 1/2 cup Dried Lavender
- 1/2 cup Peppermint Leaves
- Large cotton gauze and cheesecloth cut into 6-inch strips.

Boil the water then wrap the herbs in gauze. Push them into the water. Cover the infusion and allow to sit 15-20 minutes. Then add your strips allow to saturate. Ring out strips, and place them on the body cover all except the face. Herbal wraps act as an herbal sauna and are used to detox the body.

Peaches n Cream Mineral Blush

- 1 tsp Silk or Satin Mica
- 1/4 tsp Kaolin Clay
- 1 tsp Micronized Titanium Dioxide
- 1 tiny scoop Red Iron Oxide
- 1 tiny scoop Yellow Oxide
- 1/2 tsp Gold Lame Mica or 1/2 tsp Sunstone Mica

Other optional ingredients that can be added: 2 drops jojoba oil, 2 drops aromatherapy lavender and 1/2 tsp zinc oxide. Blend approximately 1 1/2 to 2 minutes. This will give you a soft peach long lasting color.

Rhassoul Fascial Masque

- 1oz. finely ground Rhassoul clay
- 1 Tbsp. Honey
- 1-1/2 oz Water or Floral Water
- 1 Tsp. Oat Flour

Mix all ingredients to form a paste. Rub onto moist, clean skin and work in circular motion not using too much pressure. Let dry 10-15 minutes. Rinse with warm water, and pat dry. Draws dirt and toxins out of the first layer of skin. Leaves smooth, tone skin with a beautiful glow if applied regularly. Apply 1-2 times a week.

Vanilla Tea Tree Spa Bar

- 1 lb White Glycerin Soap Base
- 6 TB. Sea Salt, fine grains (may decrease as desired)
- 1 tsp. Sweet Almond Oil
- 1 tsp. Vanilla Fragrance Oil
- 1/2 tsp. Tea Tree Essential Oil

Melt soap base, sugar and salt in a double boiler. Remove from heat and add sweet almond oil, colorant and fragrance oil to mix. Whisk until mixed. Pour into mold and lightly spray with rubbing alcohol. After removing soap from mold, allow soap to dry completely on wax paper. Package using desired method.

After Shave Gel

- ½ C. Aloe Vera Gel
- 2 T. Vodka (*cannot be used if product is to be sold!)
- 1 T. Hydrosol
- 2 t. Witch Hazel
- 10 drops Fragrance or Essential oil of your choice.

Mix all together and package in a wide mouthed jar for a soothing aftershave.

Disappearing Bubbling Bath Oil

- 1 C. Apricot Kernel Oil
- ½ C. Glycerin
- ½ C. Liquid Soap
- few drops of Essential Oil or Fragrance Oil

Shake gently and use ¼ cup into bath under running water.

NOTE: May cause tub to be slippery, USE CAUTION!

Oats 'N Honey Facial Scrub

This is a very simple recipe and you can use some or all of the ingredients. Oatmeal is a must, but the rest is up to the individual. Into the food processor, throw the following dried ingredients in "handfuls": Oatmeal, Lavender, Yarrow, Nettle, Irish moss, Rose petals, Elderflower, Soap powder (Handmade cold process, of course...) Almonds. Process until all the ingredients are a coarse mealy texture. Package in jars and label.

To use, moisten about a teaspoon of the mix in the palm of your hand with an equal amount of honey. Using the fingers, vigorously scrub the skin. This is a great mix for teens with oily skin. Make it a little more effective by blending several drops of lavender and tea tree essential oils into the process.



CHAPTER 12: TURNING A HOBBY INTO A BUSINESS

SUGGESTED NICHE MARKETS FOR SELLING SPA PRODUCTS

Many handcrafted bath and beauty products lend themselves to being promoted to the lucrative **Bridal Market**. Consider tapping into this market by offering smaller "shower sized" products, which can be personalized with a simple label or hang tag.

Packaging for bridal showers and weddings can be done easily and inexpensively -- stick to a few, simple color schemes, and options. Things like drawstring organza bags, satin ribbons, and precut tulle circles will give your products a professional, finished look with minimal cost.

When setting up a retail or show display, pay particular attention to your color scheme. Select a few key pieces that can be used throughout all seasons, then **accent with seasonal live or silk flowers or foliage** to provide a pop of color.

Remember that varying the height of your display will create visual interest. If your product line contains several color palettes, group those which are complimentary together. This will help "guide" the customer's eye, and keep them interested!

When offering products to spas and boutiques, consider offering a **private label program**. Spas are more likely to offer your products if they can be marketed under their own "brand".

Nature inspired products continue to gain popularity. Consider offering a few of your most popular products with a selection of fragrances that are derived from essential oils.

Your customers will appreciate the option of using products with **fragrance or essential oils** -- and for those who enjoy both, you know offer double the products that appeal to them!

Gather some girlfriends, light some candles, and put on some music. It's time for a girl's nite in! **Spa at Home parties** are all the range from New York to California. Lots of fun, hip start-up companies are popping up all over -- but why should THEY have all the fun?

Print up some invitations on pretty card stock, and invite the gang over for an evening of fun, frivolity, and facials. Not only will you have a great time, but it is a non-threatening way to introduce your products to your friends! Great for 'tweens **birthday parties** as well!

DEVELOPING YOUR BRAND

What is a brand? It is "the enduring emotional association one has with a particular company or product" — in other words, its lasting impression.

Consumers lose interest quickly. In most cases, you have a few short moments -- whether in a brick-and-mortar venue, or on the web -- to make that lasting impression. What are you doing to stay in the forefront of their mind?

Even if you aren't a "brand shopper", we are all aware of major brands in the marketplace. From soda to toiletry items, we are literally inundated daily with ad messages. And, whether we like it or not, those messages register on a subliminal level, and affect buying preferences. Your product packaging, as well as your website, allow you the unique opportunity to build and reinforce your brand. With something as simple as a well-placed, clean logo graphic, followed by a tag line, you are building a consistent brand message for your customers.

In terms of your brand message -- it is extremely important to be CONSISTENT. Use consistent colors, fonts, and packaging elements to give your product and image a professional, and "pulled together" look. Create a look that is distinctly your own — one that your customer's will recognize when they see it!

It is proven that customers must view your offer on the average of 7 times before making a purchase. Seven times! Avoid any confusion by making sure that your message is both succinct and consistent! Using a singular color scheme, font, and the consistent use of your logo and tag line will help to reinforce your image, and solidify it in the customer's mind.

Don't miss out on opportunities to close the sale by having an erratic image, inconsistent packaging, or poorly designed label. Image is important!

Are you drawing a blank when it comes to logo design? Never fear! Some of the best logos out there are combinations of pre-existing clipart, that has been paired with additional text or elements, and colored to meet the client's requirements.

IDENTIFYING YOUR PRODUCTS' BRAND EQUITY

Just like a home builds equity, an established brand also builds equity over time. This is done by offering a consistent product, packaged in an easily identifiable manner — something that positively associates your brand to that product.

Let's use Coke® for an example. They have used their distinctive contoured bottle for many years — and this design is even incorporated into their canned soda by using the curved lines that mimic the contoured bottle.

If you were to see an empty plastic soda bottle, and noted that curved contour, most of us would immediately recognize it as a Coke® brand bottle.

Market research has proven that consumers often identify a product on a subliminal level by the shape of the package, as well as its color. How many times have you given your spouse a shopping list, and in listing the items for purchase, you also include the color or shape of the product's packaging? This is an illustration of the brand equity principle at work.

THINKING LIKE A CONSUMER

Since we are already consumers ourselves, you would think that it would be obvious to us what makes certain products more popular than others. The fact is, it often isn't obvious — and it is for that reason many large corporations spend millions of dollars each year on market research to determine what products, and what approaches to use in bringing products to market.

There is an old adage, "you can't make a bad product look good, but you can make a good product look better." This is a great illustration of what effective packaging can do. Perception of quality is linked to value — and that perception is initially driven by appearance.

If a product LOOKS good, then we will automatically assign a higher value to it. We will further infer that such an attractive package must be offered through a quality source.

Impulse purchases comprise nearly 75% of consumer spending — in that crucial time frame when a consumer looks to the shelf, if the package fails to project the right message, it might be left sitting there. The packaging is essentially another form of advertising—with a primary purpose of gaining the consumer's attention.

Think about the last time you were in line at the grocery store, particularly if you had a child with you. Pay particular attention to where some of the best name brand candy bars are — and also to the brightly colored packages used for some of the newer product additions. You'll be surprised what you find!

PACKAGING MUST WORK FOR YOU

Your packaging must "work" for you. Simply said, it should be able to embody your business, and your quality of work. Particularly for those who sell to retailers — when you are not physically there to help the sales process, is your packaging attractive enough to help move that bath bomb off the shelf, and into the cart?

In order to control your costs, select a simple, basic packaging style for all of your spa and boutique products, (i.e. black and white). Offer the prospective accounts the ability to create their own product labeling for the packages.

TIP: Package Smart! Want to encourage reorders? Be sure to provide your phone number and web address on your product labels or other packaging.

What Goals Should My Packaging Accomplish for My Business?

- Develop a sense of branding through imagery, logo, & slogan
- Educate consumer on your business mission, philanthropy, etc.
- Reduce the # of technical or use questions you receive on the product, by providing instructions, ingredient listings, and cautionary messages.
- Provide options—information on other scents, sizes, etc.
- Develop realistic expectations for the product
- Provide contact information for reorder, custom products, wholesale, etc.

Packaging Elements to Consider

For those who offer their products wholesale, do you inquire of your wholesale accounts what other competitive brands they offer? This simple question can give you great insight — and can provide an insider view of your shelf competition. By knowing this information, you can tailor your packaging, or select certain items within your line that will capture the consumer's attention.

Find out how your products are being displayed. Are they selling your items at the point of purchase? If so, you would want to tailor your packaging accordingly. Since impulse purchases often occur at the point of purchase — you may want to consider trial sizes, samplers, or other special offers in order to gain an impulse sale.

PICK THE RIGHT PRODUCT COLORS

Big business continually relies on the uncontrollable emotional response of color, and its effect on consumers. Color can influence consumer behavior at every level, from the brand logo, image, signage, display, print materials, to the product itself.

Color plays a major role in mood associations that determine the way we feel about products. Research has proven that up to 60% of a consumer's first impression of a product comes from its color.

Color is so important to a product's brand identity that the Supreme Court ruled in 1995 that a particular shade of color, such as Coca-Cola® red, could serve as a legally defensible trademark. Now that is POWER!

Basic Colors & What They Evoke

- Red - Alerts us to pay attention. Sexy, provocative, dynamic, stimulating, and exciting.
- Pink - Represents the sweetness of youth. High spirited & energetic.
- Yellow - Inviting, friendly, and intense. Pale shades are pleasing and sophisticated.
- Orange - Energy. Brightness & warmth. Cheerful, mellow, and soft to the touch.
- Brown - Connects us with the earth and provides a feeling of substance and stability.

- Green - Signifies life. It is sensuous and alive. Friendly, dependable, and steady.
- Blue - Peaceful and tranquil. We respect deep blue as a sign of law, order, and logic.
- Purple - Sensual, spiritual, elegant, and mysterious. Regal & majestic.
- White - Purity and simplicity. Clarity and cleanliness.
- Black - Strong, classic and elegant

Choosing Color Schemes

If creating a color palette is not your strong suit, never fear! Our favorite tool for this is called Color Schemer. They offer a free trial -- and once you try it, you'll be hooked. You select one color, and it will offer an array of complimenting colors. It will also tell you whether or not a color is web safe or not, and it will allow you to select a color that you may have seen elsewhere.

KNOW YOUR COMPETITION

While it certainly won't hurt to visit your local gift or specialty retailer and browse their shelves — your research shouldn't stop there. Industry publications are a great way to see what's popular now, and also what the trends are toward the “next big thing”.

Many trade publications are also FREE — in exchange for filling out a brief company profile. And finally, some trade publications are online — involving no costs for subscription. Making use of these resources will help you maintain a pulse on the market you serve.

ARE TOO MANY OPTIONS A BAD THING?

When it comes to packaging a product, there actually IS such a thing as too many options. Some small business owners fall into the trap of trying to be —all things to all people— trying to stock every “HOT” new package type, candle jar, or bath bomb package.

To begin with, it's costly. Second, when faced with so many choices — you have essentially created a beauty contest for your customers. And, while these new additions may hold interest as a novelty in the short term, they often lack staying power.

The small business owner is then left with excess inventory, as the next “HOT” item comes along, and its predecessor is forgotten. Your business will be far better served by investing your time into researching and perfecting a signature look for your brand — and then committing to it.

DISTRIBUTION & COSTS

Another retail factor is distribution. Are you selling into a large chain, that will be shipping to multiple locations? Does your product package need to have a UPC code added? Are you selling to a consignment or multiple artisan shop that requires you to distinctively label your products?

These are all factors that can affect your products' packaging, as well as add additional expense. Nowhere is the subject of packaging more important than in the competitive markets of cosmetics, or perfumes. In some cases, manufacturers actually spend more on the product packaging than they do on the product it will hold!

For small business owners, operating on a much more limited budget, cost is often a primary factor to consider in selecting product packaging.

Calculating Costs

Keeping costs under control is a problem all small business owners face. Product packaging can be very costly -- and can easily become cost prohibitive to the sale of your finished product.

Here are just a few of the items that you should incorporate into your finished item cost:

- The cost of the packaging item (based upon the **LOWEST** quantity price break you purchase at. If your orders fluctuate between 500 and 2000, price your items using the packaging cost at the 500 quantity. This will allow you to be profitable at any quantity between the 500- and 2000-piece quantities.
- The cost of the freight to get the packaging items shipped to you. For this amount, calculate the cost based upon the **HIGHEST** quantity you purchase. This will allow you to be profitable at any quantity within your normal order pattern.
- Product Labels - to figure out the cost of your product labels, you will calculate the cost of the blank label stock, and divide by the total number of labels in the package. Or, for labels printed by a third party, calculate the cost of the labels and their shipping charges to reach you, and divide that number by the total number of labels you've ordered.
- Special Closures, safety seals, shrink wrapping, etc. This will be calculated the same way. Calculate the cost of the additional items, along with their shipping, divided by the number purchased.

When added together, this will give you **PER UNIT COSTS**. Make sure that you **ADD** this figure to your cost to **MANUFACTURE** your product!

TIPS ON PURCHASING PACKAGING

- Do your homework. Know what you are looking for, color, size, and dimensions.
- Don't buy without comparison shopping.
- Use the resources available. Try the Thomas Register, Industry Publications, and your local Chamber of Commerce for possible resources.
- Try to buy locally if possible. If so, find out if you can arrange to pick up your order. This can save on shipping charges!
- Don't be afraid to ask suppliers for additional quantity price breaks.
- Consider consolidating. Can you use one type of packaging for multiple products? If so, you may be able to order a larger quantity, and save money.

Labeling Checklist

- Be consistent. This refers to fonts, images, colors. Just because you see a bit of empty space on a label doesn't mean you have to fill it! Make use of space, but temper your desire with creating visual appeal with your desire to refrain from becoming overdone.
- Select color wisely. Don't forget to refer to our helpful color guide for assistance on what specific colors evoke.
- Include the required information for your product. If space permits, you may wish to add additional usage information, answer FAQ about the product, etc.
- Be clever! Several years ago, we purchased a bar of handmade soap, and immediately noticed the packaging. It was wrapped in handmade paper, and had a band around it. On the back side of the band, it posed the question, —What makes this soap special? Read our inside label to find out! That's right -- they printed on BOTH sides of the band. What a great idea! You could use the inside of a band for: promotional information, coupons, reply forms, mailing list information, etc. Use your imagination! If you plan to print your own labels -- don't skimp on the paper! Make sure you are using high quality paper stock, and that you are printing on your best setting.

LABELING & STAYING COMPLIANT

We should first point out that the information included below should in NO WAY be construed as legal advice. The Creative Concept is not a manufacturer of products -- and while we can certainly offer design tips that will make your products more attractive, we will not make suggestions or offer consultations on FDA product labeling.

Staying Compliant

As mentioned previously, we will be providing some links for additional reading. This will allow you to research what guidelines will pertain to your specific products, and what items are to be included.

Cosmetics sold to consumers must bear labels that list ingredients in descending order of predominance. Trade secrets (as defined by FDA) and the ingredients of flavors and fragrances do not have to be specifically listed.

Helpful Resources

US Food and Drug Administration Center for Food Safety & Applied Nutrition:

<http://www.cfsan.fda.gov/~dms/cos-pol.html>

Is It a Cosmetic, a Drug, or Both? (or Is It Soap?)

<http://www.cfsan.fda.gov/~dms/cos-218.html>

Cosmetic Labeling:

<http://www.cfsan.fda.gov/~dms/cos-labl.html>

Specific Warning Label Texts:

<http://www.cfsan.fda.gov/~dms/cos-labl.html>

Some common labeling terms:

<http://www.cfsan.fda.gov/~dms/cos-safe.html>

Regulatory Requirements for Marketing Cosmetics in the United States

<http://www.cfsan.fda.gov/~dms/cos-hdb1.html>

Cosmetic Labeling Manual

<http://www.cfsan.fda.gov/~dms/cos-lab1.html>

Labeling Regulations Applicable to "Cosmetics"

<http://www.cfsan.fda.gov/~dms/cos-lab2.html>

Cosmetic Labeling Guide

<http://www.cfsan.fda.gov/~dms/cos-lab3.html#clgl>

Alphabetical Listing of INCI Names

<http://pharmacos.eudra.org/F3/inci/incipalf.htm>

Candle Industry Information & Trade Association

<http://www.candles.org>

ASTM - Candle Industry Standards & Labeling Information ASTM F2058, F 1972-05, & 2417-04.

<http://www.astm.org>

 **SUPPLIERS**

Throughout the Handcrafter's Companion, we note recommended sources for a variety of supplies. The list below provides links to supplier websites -- which offer a wide assortment of raw materials, packaging supplies, and equipment.

These links will take you to third party websites. The Handcrafter's Companion cannot be held responsible for content contained on these websites, their respective Privacy Policies, or transactions made between users of this ebook and any listed suppliers. Users are encouraged to make themselves aware of the policies of any third-party website prior to entering into a transaction.

Essential Oil Suppliers:

[From Nature with Love](#)
[Essential Wholesale](#)

Herbs & Botanicals:

[From Nature with Love](#)
[Atlantic Spice Company](#)
[Mountain Rose Herbs](#)

Soap & Lotion Making Supplies:

[From Nature with Love](#)
[Essential Wholesale](#)
[Candlewic](#)

Soapmaking Equipment & Molds:

[From Nature with Love](#)
[Make Bath Bombs](#)

Specialty Soapmaking Oils:

[From Nature with Love](#)
[Essential Wholesale](#)

Soy Product Suppliers:

[Mountain Rose Herbs](#)
[From Nature with Love](#)
[Oils By Nature](#)

Sales Representation:

[www.RepHunter.com](#)
[www.ManufacturersRepresentatives.com](#)

Publicity Sources - Locating Media Outlets:

[www.mediafinder.com](#)

For Distribution of Press Releases:

[www.imediafax.com](#)
[www.prnewswire.com](#)
[www.prweb.com](#)

Packaging:

[www.containerandpackaging.com](#)
[www.sks-bottle.com](#)
[www.burchbottle.com](#)
[www.packagingsource.com](#)
[www.sunburstbottle.com](#)
[www.nashvillewraps.com](#)
[www.essentialsupplies.com](#)
[www.essentialsbycatalina.com](#)
[www.oberk.com](#)
[www.mckernan.com](#)
[www.papermart.com](#)
[www.usbox.com](#)

 **UNIT CONVERSION TABLE****Common Units of Volume and Capacity, Liquid and Dry****American and British Units of Volume and Capacity**

- 1 cubic inch (cu in.) = 1/46,656 cubic yard = 1/1,728 cubic foot
- 1 cubic foot (cu ft) = 1/27 cubic yard = 1,728 cubic inches
- 1 cubic yard (cu yd) = 27 cubic feet
- 1 teaspoon = 1/3 tablespoon
- 1 tablespoon = 1/2 fluid ounce = 3 teaspoons
- 1 U.S. fluid ounce (fl oz) = 1/128 U.S. gallon = 1/16 U.S. pint
- 1 imperial fluid ounce (fl oz) = 1/160 imperial gallon
- 1 gill (gi) = 1/32 gallon = 4 fluid ounces
- 1 cup = 1/4 quart = 1/2 pint 8 fluid ounces
- 1 pint (pt) = 1/8 gallon = 1/2 quart = 16 fluid ounces
- 1 quart (qt) = 1/4 gallon = 32 fluid ounces
- 1 U.S. gallon (gal) = 231 cubic inches
- 1 imperial gallon (gal) = 277.4 cubic inches
- 1 dry pint (dry pt) = 1/64 bushel = 1/2 dry quart
- 1 dry quart (dry qt) = 1/32 bushel = 1/8 peck 1 peck (pk) = 1/4 bushel
- 1 U.S. bushel (bu) = 2,150.4 cubic inches
- 1 imperial bushel (bu) = 2,219.4 cubic inches

Metric Units of Volume and Capacity

- 1 cubic centimeter (cc) = 1/1,000,000 cubic meter
- 1 cubic decimeter (cu dm) = 1/1,000 cubic meter = 1,000 cubic decimeters
- 1 cubic meter (cu m) = 1 stere (s)
- 1 milliliter (ml) = 1/1,000 liter = 1 cubic centimeter
- 1 centiliter (cl) = 1/100 liter = 10 milliliters
- 1 deciliter (dl) = 1/10 liter
- 1 liter = 1 cubic decimeter
- 1 dekaliter (dkl) = 10 liters
- 1 hectoliter (hl) = 100 liters = 1/10 cubic meter
- 1 kiloliter (kl) = 1,000 liters