



*Stewart's Crafts &  
Homemade Lye Soap*

**WHOLESALE CATALOG**

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## Stewart's Crafts & Homemade Lye Soap

www.lyesoap.com

770-887-6988 voice ~ 770-205-9203 fax  
5155 Howard Rd. Cumming, GA 30040

*Hi, Folks,*

For over twenty years, we have been making our **Homemade Lye Soap** for folks just like you to use in their everyday bath and shower. In fact, we have sold thousands of bars of soap.

- ◆ Today our soap is sold **retail** through our website [www.lyesoap.com](http://www.lyesoap.com) and **wholesale** through many fine stores like yours.
- ◆ The photo on the front cover was taken of us on our way to Church one Sunday morning in beautiful Barnesville, Georgia. We dress in historical outfits only at festivals to honor our heritage. We are members of the Baptist faith, and tithe from our income supports Christian Mission work worldwide and at home in the United States.
- ◆ Now we are delighted to offer our fine Homemade Lye Soap products at Wholesale Prices to you and your store.

Ed and Linda Stewart



### ***How does Our Soap help your Customers?***

- ◆ Our pure soap has been appreciated by folks with: acne, eczema, psoriasis, dry itching skin, odors, poison ivy, bug bites, and dirty laundry!
- ◆ It **saves money**. Use one bar of our Soap for all of your bath needs: shower, shave, shampoo, lotion and salves. No need to buy several different bath products!
- ◆ It saves room and weight in your luggage when you travel or backpack. Great for our **Military** folks.
- ◆ There are **no perfumes**, milk, dyes, etc. in our soap which irritate sensitive skin .

### ***How does Our Soap help Your Business?***

- ◆ Our Soap is priced for daily use, which generates **repeat sales** for you. It is not considered a one-time luxury purchase.
- ◆ Customers love it and then they **recommend** it to their friends and family.
- ◆ Based on the quantity that you purchase, you can receive:  
**Pricing discounts,**  
**Shipping discounts,**  
**Free Private Label,**  
**Free Display Equipment.**

*We invest in your business because we anticipate a long, mutually profitable relationship. If you do well, so do we!*

# Here's Why We Make Soap for the Public



For **over 15 years**, we have received letters from folks all over the United States who tell us how our Homemade Lye Soap has helped them, their family or friends. After reading some of these letters, you'll understand why we continue to make it for the public.

May 22, 2001

Dear Sir or Madam,

*Hello, my name is Ashley S\_\_\_\_\_ and I just wanted to tell you how delighted I was with your soap! I have used literally hundreds of cleansers at the beauty shops for my face and nothing has worked like your soap! My father, Walter S\_\_\_\_\_, ordered it for me and I haven't stopped thanking him. I am truly pleased. Thank you so much for making such a great product!*

Friday, July 7, 2006

Dear Stewart's family,

I wanted to write to you to tell you how much my family enjoys your lye soap. I purchased a bar of lavender soap at the BBQ festival in Tryon. The next day, I used the soap and I couldn't believe how great my skin felt. I have dry skin and my skin felt like I had used lotion on it!

You had told us many ways that we could use the soap so I decided to try it on a patch of eczema that I have had on my leg for about 25 years. I have tried several creams from the dermatologist and nothing has made any difference.

I wet the bar and rubbed it on my leg like a lotion. After a couple of days, I could already tell a difference in the dryness of the eczema. I have used it on my leg for about 3 weeks now and the eczema has shrank to half the size!!

I wish I had taken a picture of my leg before I started so that I could show you the difference. It is truly amazing. Even my husband can't believe how much it has shrank. I am so impressed that I ordered 10 more bars of your soap. I gave a bar to my Great Aunt who is having problems with dry cracking skin behind her ears. I can't wait to see if it helps her as much as it has helped me. Thanks for making such a great product. Sincerely, Tina, Moore, SC

November 2002

*I am so glad we found this product. It has worked wonders for my husband. He used to have so much problems with his hands, they would crack and split, and itch so bad he could hardly use them.. We have spent a lot of money on other creams, lotions, doctors. Nothing seem to work long. But we have been using this soap for Five Weeks and his hands are soft. He has not had any problem with them. Thank You so very much. God Bless You, Mrs. Sharp*

# Now, about Our Soap

The ingredients are simple: **lye** (sodium hydroxide **required** for any soap product), **water**, and **lard** (just like our Grandparents used). When they react with each other chemically in a process called saponification, they create **pure soap** which contains **glycerin**. This is all that our skin needs. Dyes and perfumes satisfy our moods and our minds, but are unnecessary for our skin, and in fact can actually irritate some folks' skin.

**Pure N Simple**, when you feel how silky it is on your skin, you'll understand why it is all that your skin needs. It is the base for our three varieties. And it outsells the varieties by five times. Bars of all varieties weigh approx. 5 ounces, and measure 1" x 2" x 4".



To our Pure N Simple base, we add finely ground **Cinnamon and Oatmeal**, like you would buy in the grocery store. The natural ingredients smell good enough to eat! The dark cinnamon color is a favorite of the guys.



Sweet-smelling dried **Lavender** flowers are finely ground and added to our base. It gives us a beautiful lavender-speckled creamy color.



With its sweet scent, it is the Ladies' favorite.



Fresh **Lemons** are completely ground, including the peel, juice and pulp, and added to our base. It gives us a dainty pale

yellow color, and a faint citrus scent.

## **Tin Tub Gift Sets**

Small galvanized tin tubs, approximately 2" x 5", **include** a Bar of our **soap**, and are topped with a fully-tied **ribbon**. The color of ribbon is your choice.



We carry ribbon in all seasonal colors, solids and gingham checks.

Customers love these as **gifts** for family and friends.

# Display Equipment For Your Store



**The Settler's Basket** is a natural reed-color, woven basket, approximately 9 inches in diameter. A wooden sign is attached to the front of the basket with quality craft ribbons in the color of your choice. The sign is wood-burned with "Homemade Lye Soap."



**The Foot Tub** is a Galvanized Bucket with a Small Wooden Washboard included. The Washboard is wood-burned on the top with "Homemade Lye Soap." It is decorated with quality craft ribbons in the color of your choice.



**The Washtub** is a full-size galvanized Washtub on a footed stand. It includes a full-size wooden Washboard, decorated with quality craft ribbons in the color of your choice. The top of the Washboard is wood-burned with "Homemade Lye Soap."



Your favorite quilt or cloth can be used in The Washtub.

This display is very popular and can sit on your counter, or on top of an empty wooden crate or barrel.



For a softer look, you can paint The Washtub to match your décor.

Our Free Displays come in three sizes: Small, Medium and Large.

The Settler's Basket is a Small Display free with purchase of 20 bars of soap.

The Foot Tub is a Medium Display free with purchase of 100 bars of soap.

The Wash Tub is a Large Display free with purchase of 200 bars of soap.

We also have other types of Displays in the different sizes, other basket styles, white enamel tubs and brightly colored enamel tubs to fit in with your color scheme in your Store.



## *How To Order*

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Just use the method most convenient for you.

1. **Call** us at 770-887-6988 (not toll-free) and give us your order by phone.
2. **Fax** your order to us at 770-205-9203.
3. **Mail** your order to us at: Stewart's Crafts, 5155 Howard Rd., Cumming, GA 30040
4. **E-mail** your order to us at: [stewarts@lyesoap.com](mailto:stewarts@lyesoap.com)

### Payment information

1. We accept Visa, MasterCard, and Discover Cards, in either Debit or Credit.
2. Net 30 for Check Payment is available for all Buyers, with the back-up of a Debit or Credit Card in #1.
3. We also accept checks, money orders and plain old cash.

### Shipping information

1. We ship via UPS Ground unless you request other delivery service.
2. Some smaller amounts of bars for restocking, for example 15 bars, are shipped by US Priority Mail.
3. Expedited, Next Day, and other special delivery is your choice at your cost.

*Wholesale Specials*  
*Designed with you in mind*



**Current Prices are on the Order Form at [www.lyesop.com/wholesale](http://www.lyesop.com/wholesale)**

**Soap bars** are priced by the quantity that you order. Mix any of the 4 varieties for your total.

Pure N Simple  
Cinnamon Oatmeal  
Lavender  
Lemon

Your re-order price is 'locked in' to your initial order price.

These bars retail from \$3.25 to \$5.25

**Display equipment**, as you know, catches the customer's eye and creates Sales!

We have three great Displays for you.

The Settler's Basket is **FREE** with your initial purchase of 20 Bars

The Foot Tub with a medium washboard is **FREE** with your initial purchase of 100 Bars

The Wash Tub with a stand and a large washboard is **Free** with your initial purchase of 200 Bars

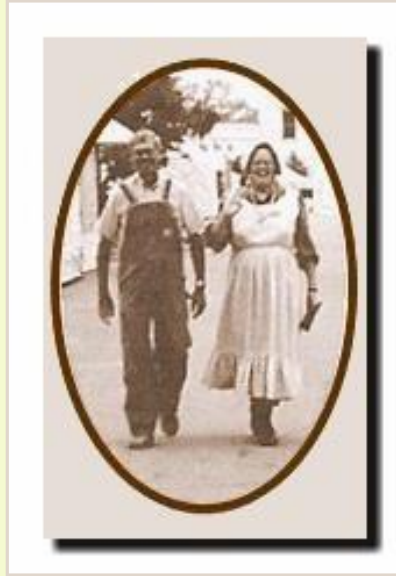
Quality craft ribbons are included **FREE** with each of these Displays

**Tin Tub Gift Set** includes the tin tub, soap bar, and ribbon of your choice.

Retail these for \$5.00 to \$8.00

**Private Label** is **FREE** for black & white copy or color copy.

Your Logo or Store Name fits on the left side of the label. Your contact information fits on the last line of the label.



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