



"The Candlemakers Superstore!"

# April 2005 Newsletter!

Volume 7, Issue 4 April 1, 2005 (12:00 am cst)

WEBSITE:  
[www.candlesupply.com](http://www.candlesupply.com)  
Call Toll Free:  
1-877-MELT WAX

## Bonus Scent of the Month:

**Magnolia**

Buy **5 lbs.** of any regular priced fragrance, and get 1 lb of the bonus scent for only **\$ 8.95!**

## SAVER SAMPLERS!

### The Dozen Deal:

**12 for \$20.00!**

Pick 12 different 1 oz. scents of your choice! A perfect way to try our new scents, or some old ones too!

*\*Limit 2 oz. ea. scent per customer please.*

### Half Dozen Deal:

Buy five different 1 oz. scents and get a 6th one

**FREE!**

*\*Not applicable to sale priced scents.*

### FREE Sniffies!

Every order over **\$50** gets a Free ½ oz scent sample of your choice!




### Don't Forget

You must mention the newsletter specials when ordering to receive the sale price!

## ★NEW PRODUCTS:

~ 8.5"x11" Full Kraft Label Sheets! Now you can cut out whatever shapes or sizes you need!

~ Natural PET Bottle Caps! Now you can choose from black, white or "natural" caps for our PET bottles! Natural has that translucent look, very cool!

~ Cut & Carve Book!  We've found a great book on cut & curl candles, finally! This book is full of full color step by step photos and instructions on this unique artistic style of candle!

~ 8" Round Rustic Candle Plate! Great for scented bears or 3 wick & grubbie candles!

## ★COMING SOON:

~ New UV with built in Color Stabilizer for candles! Helps prevent difficult fragrances from distorting colors in wax!

~ New style ceramic candle warmers coming soon!

~ Electric Tart Warmers!

## ★MIX OF THE MONTH:

This month's Scent blend:

**Magnolia Melon**

70% Cantaloupe

30% Magnolia

## ★WEBSITE NEWS:

New live online office help! Not only can you contact our tech support department on our live chat feature, but now you can contact the BC North and BC South office staff on our website too! Got a question about an order? Now you don't even have to pick up the phone... just click and chat!

## ★SALE:

### April Gel Specials!

~ \$5.00 off a 35 lb bag of Penreco Candle Gel!

~ GelAromas \$1.00 off per pound!



### BC Book Club!

Book of the Month **20% Off!**

This month's book is:

**The Complete Candlemaker**  
By Norma J. Coney

This is a great way to start your own collection of candlemaking, soapmaking, aromatherapy and craft books! Books are informative and inspiring, you can never have too many!



## TIP OF THE MONTH:

When preparing new scents for the upcoming candle season (spring/summer, autumn/Christmas), I allow myself to get creative with my scent names, even if they are not identical to the name of the fragrance oil I use. For example, I have loved the Pomegranate scent for several years now, but somehow it wasn't as popular with my customers as I thought it would be .... until last year. I sat down with the fragrance oil bottle in my hand, closed my eyes and smelled the oil until I had a picture in my head of what the scent "looked" like. I proceeded to sell out of my "new" bright red, FRUIT BASKET candles!!! I tell my customers that this is the exact same Pomegranate scent I was selling before, but somehow the name and color change did the trick! I have had great success doing the same thing with your Bright Eyes scent ... it is now one of my most popular candles as I have named it SNOWFLAKE for the winter season. A candle by any other name just doesn't smell as sweet!

Marie Foote, Lamp Light Candles  
*You've won \$25 in BC Bucks!*

## CONTESTS:

Customer of the Month!  
All online orders of \$50 or more are automatically entered each month to win **\$10 in BC Bucks!**

### This Month's Winner:

**Daniel A. Martinez**

Do you have a "Tip of the Month" to share?

Send it in to us at

[Tips@candlesupply.com](mailto:Tips@candlesupply.com)

and you could

**Win \$25 in BC Bucks!**



## NOTES:

**Mother's Day is coming next month! Stock up now on mom's favorite florals!**



As always, we appreciate your patronage and look forward to being of service to you!

**Doneen & Rich & The BC Crew!**

*All sales & specials published in this issue are good until date of the next published newsletter issue unless otherwise noted.*

Bitter Creek... Finding New Ways to Serve You Better!

