

FALL/WINTER

BUYER CATALOG



BASICALLY SOAP

2026

WHOLESALE • RETAIL • HOSPITALITY
• CORPORATE GIFTING

basicallysoap.com

business@basicallysoap.com

BUYER QUICK FACTS



Aloe Vera • 4 oz

A cooling, invigorating blend of herbal mint and citrus, made with aloe vera leaf powder.

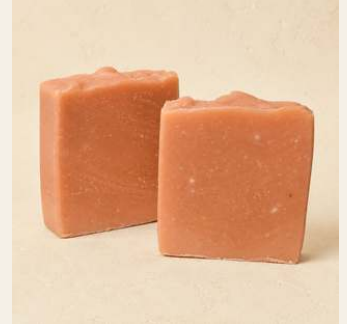
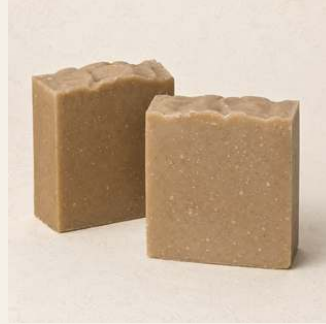
Chemist-formulated • Handcrafted in Middletown, Delaware

4 oz bars • \$8.00 wholesale • \$16.00 MSRP • 50% retailer gross margin

10-bar opening order: \$80 • Mixed assortments available • Ready stock: 3–5 business days

Launching at ShopRite at Four Seasons Plaza and ShopRite of Brandywine Commons in September 2026.

THE FALL/WINTER



GOLDEN WILLOW • VEGAN • 4 oz

Bright citrus, soft lavender and botanical warmth.

CHARCOAL NOIR • VEGAN • 4 oz

Rosemary and peppermint in a charcoal-dark bar.

SANTAL VEIL • VEGAN • 4 oz

Warm sandalwood and patchouli with an earthy finish.

ROSE REVERIE • VEGAN • PALM-FREE • 4 oz

An elegant rose-forward floral with a warm, giftable presence.



THE FALL/WINTER



EUCALYPTUS • 4 oz

Clean, refreshing eucalyptus with charcoal and green swirls.

VELVET SANDS • 4 oz

Warm sandalwood and patchouli create a soft, earthy aroma.



BAY LEAF • 4 oz

A fresh blend of bay leaf, fir needle, cedarwood, bergamot, and tobacco.

BASIL MINT • 4 oz

Crisp basil leaf and peppermint create a cool, garden-inspired aroma.

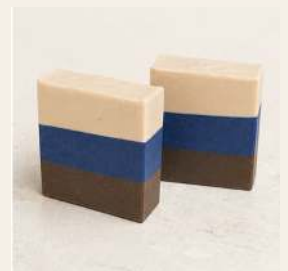


LAVENDER BLOOM • 4 oz

A classic lavender-inspired floral with year-round appeal.

OATMEAL MILK & HONEY • 4 oz

A creamy, comforting oatmeal, milk, and honey aroma.



BUILT TO MERCHANDISE BEAUTIFULLY



Our balanced range of fresh, warm, botanical, and comforting scents makes it easy to create cohesive retail displays, seasonal gift sets, guest amenities, and employee appreciation packages.

Choose from the four curated collections below to create a balanced assortment for retail, gifting, or hospitality.



THE SPA

Eucalyptus, Basil Mint, Charcoal Noir, Golden Willow

THE WARM WOODS

Santal Veil, Velvet Sands, Bay leaf

THE BOTANICAL GIFT

Rose Reverie, Lavender Bloom, Bay Leaf

THE COMFORT

Oatmeal Milk & Honey, Lavender Bloom, Golden Willow

WHOLESALE AT A GLANCE



Launching at two Delaware ShopRite locations in September 2026. Ready stock typically ships in 3–5 business days; made-to-order lead time is 4–6 weeks. Payment is due before pickup, delivery or shipping unless otherwise agreed.

\$8.00

Wholesale Per Bar

Low opening minimum.
Clear pricing. Flexible
mixed assortments.

\$16.00

Suggested Retail

50%

Retailer Gross Margin

PRODUCT	PRICE	TERMS	
4 oz Bar	\$8.00	10 bars min	
Mixed Assortment	\$8.00	10 bars min	Based on Availability
Custom Orders	Custom & co-branded orders — Quoted separately		
Seasonal Orders	\$8.00	10 bars min	
Opening Order	\$80 Minimum	10 bars min	

PROGRAMS FOR MORE THAN THE SHELF



Retail • Hospitality • Corporate & Organization Gifting • Seasonal & Custom Orders • Private Label • White Label

Ask about samples, mixed starter assortments and volume planning.



Let's Build Your Assortment

- CHOOSE YOUR PRODUCTS OR CURATED ASSORTMENT
- CONFIRM QUANTITIES AND REQUESTED DELIVERY DATE
- REQUEST SAMPLES, IF NEEDED
- EMAIL **BUSINESS@BASICALLYSOAP.COM** TO CONFIRM AVAILABILITY AND PLACE YOUR ORDER

Order quantity	Price per bar
10-50 bars	\$8.00
60-150 bars	\$7.50
160-200 bars	\$7.00

FREE STANDARD SHIPPING ON ORDERS OF \$250 OR MORE WITHIN THE CONTIGUOUS U.S.

ORDERS PLACED IN MULTIPLES OF 10

Large Orders: Orders exceeding 200 bars require a custom quote based on quantity, product selection, packaging, and production timeline.

Production Capacity: Basically Soap currently produces up to 2,000 bars per month. Large orders are subject to production availability and advance scheduling.

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Middletown, Delaware

Interested in carrying Basically Soap?
Complete our two-minute wholesale inquiry form.
START A WHOLESALE INQUIRY