

FALL/WINTER

BUYER CATALOG



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 wholesale • \$16 MSRP • 50% retailer gross margin

Buyer test: 10 bars / \$80 • Standard opening order: 24 bars / \$192

Reorders: 12 bars / \$96 • Six-bar case packs per scent

Ready stock: 3-5 business days • Made-to-order lead time: 4-6 weeks

Free standard ground shipping on qualifying \$500+ merchandise orders.

Vegan collection available through a separate catalog and price structure.

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

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 curated collections below to build a focused assortment for retail, gifting or hospitality.



THE SPA

Aloe Vera, Eucalyptus, Basil Mint, Lavender Bloom

THE BOTANICAL GIFT

Aloe Vera, Basil Mint, Bay Leaf, Lavender Bloom

THE WARM WOODS

Velvet Sands, Bay Leaf

THE COMFORT

Oatmeal Milk & Honey, Lavender Bloom, Aloe Vera

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 in writing.

\$8

Wholesale per bar

\$16

Suggested retail

50%

Retailer gross margin

Flexible buyer entry.

Clear pricing. Profitable case-pack structure.

PRODUCT	PRICE	TERMS
4 oz core bar	\$8	Six-bar case pack per scent
Buyer test	\$80	10 mixed bars • Shipping charged
Standard opening	\$192	24 bars • Mixed case packs allowed
Reorder	\$96	12 bars • Six-bar case packs per scent
Custom orders	Quoted	Custom and co-branded projects priced separately

FREE STANDARD GROUND SHIPPING ON QUALIFYING ORDERS OF \$500+

After discounts and before tax; contiguous U.S. only. Exclusions apply.

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. The vegan collection is available through a separate buyer catalog with its own pricing.

LET'S BUILD YOUR ASSORTMENT

- CHOOSE YOUR ASSORTMENT
- CONFIRM QUANTITIES AND TIMING
- EMAIL BUSINESS@BASICALLYSOAP.COM TO PLACE YOUR ORDER
- REQUEST SAMPLES
- CONFIRM AVAILABILITY AND DELIVERY DATE

ORDER QUANTITY	WHOLESALE	MSRP	RETAILER MARGIN
10-bar buyer test	\$8	\$16	50%
12-150 bars	\$8	\$16	50%
160+ bars	Request quote	\$16+	Project-based

SIX-BAR CASE PACKS PER SCENT • MIXED OPENING ORDERS WELCOME

FIRST THREE ORDERS ARE PREPAID

FREE STANDARD GROUND SHIPPING ON QUALIFYING ORDERS OF \$500+

Below \$500, shipping is paid by the buyer. Custom, private-label, rush, special-packaging, vegan and consignment orders are excluded.

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Middletown, Delaware

Ready to order? Email your preferred scents, case quantities and requested delivery date. Consignment requires a separate written agreement.