THE FALL/ WINTER EDIT

Natural soap, composed like a collection.



A tactile study in botanical color, sculptural form and modern fragrance.

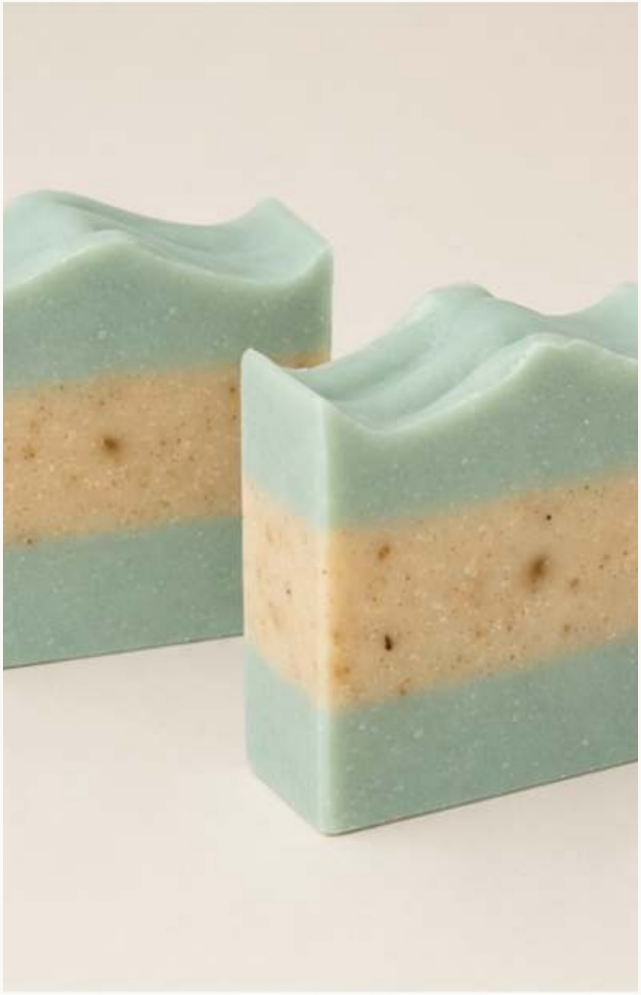
CHEMIST-FORMULATED | HANDCRAFTED IN DELAWARE

WHOLESALE | RETAIL | HOSPITALITY | GIFTING

FORMULA, FORM & FEEL

Basically Soap brings chemist-led precision to the everyday ritual of cleansing. Each cold-process bar is handcrafted in small batches in Middletown, Delaware, then finished as a tactile object: sculptural tops, considered color and fragrance stories with the polish of a seasonal edit.

Founded by chemist and entrepreneur Mia Gordon, the company is Black-owned, woman-led and grounded in ingredient knowledge, disciplined formulation and thoughtful presentation.



4 oz signature bars
Retail | Hospitality | Gifting | White label

THE HOUSE CODES

1. **PRECISION**
   Chemist-formulated and handcrafted in controlled small batches.
2. **PRESENCE**
   A distinct visual identity for every scent, designed to merchandise beautifully.
3. **PURPOSE**
   Cruelty-free company approved under PETA's Global Animal Test Policy.

FRESH BOTANICALS

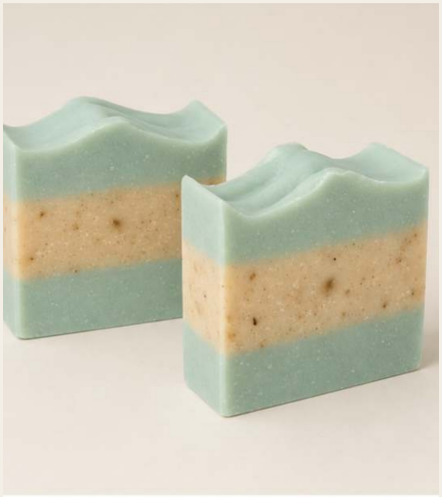
Mineral greens, cool air and garden light - the cleanest side of the season.



EUCALYPTUS

4 OZ | EUCALYPTUS | CHARCOAL

Deep evergreen marbling moves across the bar like ink on silk. Crisp eucalyptus gives the composition a cool, modern edge and an immediate spa sensibility.



ALOE VERA

4 OZ | HERBAL MINT | CITRUS

Sea-glass green frames a warm, natural center beneath a softly sculpted crest. Herbal mint, bright citrus and aloe vera leaf powder create an easy, luminous freshness.



BASIL MINT

4 OZ | BASIL LEAF | PEPPERMINT

Porcelain and botanical blue-green meet in dramatic marbling. Basil leaf and peppermint deliver a brisk garden note - tailored, graphic and quietly unexpected.

SOFT FOCUS

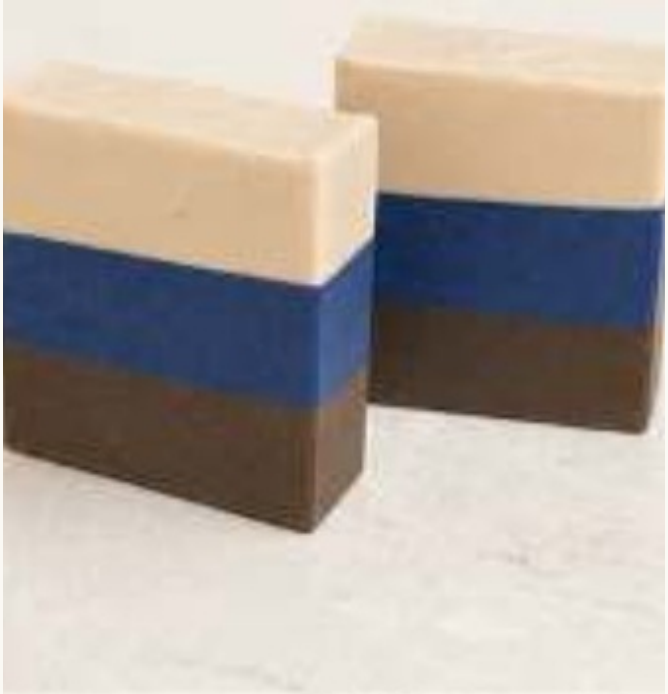
Familiar notes, styled with richer color and a sharper point of view.



LAVENDER BLOOM

4 OZ | LAVENDER-INSPIRED FLORAL

Lavender, cut in amethyst. Saturated violet marbling and a classic floral profile give this bar instant shelf presence - romantic in tone, graphic in execution and effortless year-round.



OATMEAL MILK & HONEY

4 OZ | CREAMY | COMFORTING

A modern color-block of cream, cobalt and espresso. The aroma is warm, milky and softly sweet - a comfort signature with strong gifting appeal and a memorable visual identity.

BUYER LENS Lavender Bloom anchors perennial assortments. Oatmeal Milk & Honey brings warmth to comfort-led gifting.

WARM WOODS

Amber light, polished grain and fragrance with a quietly tailored finish.



VELVET SANDS

4 OZ | SANDALWOOD | PATCHOULI

Bronzed swirls, warm sandalwood and earthy patchouli. Velvet Sands wears close to the skin in mood: understated, textural and composed for cool-weather assortments.



BAY LEAF

4 OZ | FRESH WOODS | AROMATIC

Ivory cut with a sweep of coastal blue. Bay leaf, fir needle, cedarwood, bergamot and tobacco layer into a fresh woods profile with the confidence of a modern classic.

CURATED STORIES

A concise range makes it easy to build a coherent point of view across bath, gifting and seasonal displays.









01 THE SPA

Aloe Vera | Eucalyptus | Basil Mint | Lavender Bloom

Cool notes, quiet florals and a fresh, restorative visual palette.

02 THE BOTANICAL GIFT

Aloe Vera | Basil Mint | Bay Leaf | Lavender Bloom

A gift-ready mix with color, aromatic range and broad seasonal relevance.

03 THE WARM WOODS

Velvet Sands | Bay Leaf

A focused autumnal duo in burnished earth and cool coastal blue.

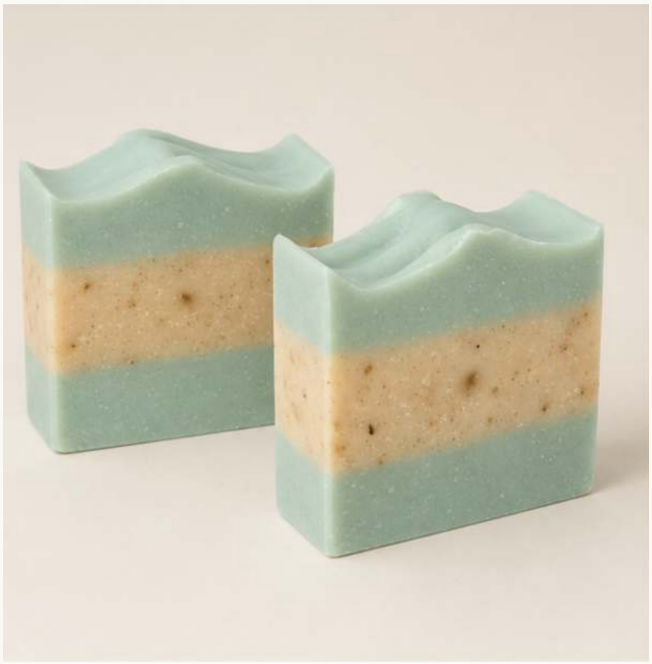
04 THE COMFORT

Oatmeal Milk & Honey | Lavender Bloom | Aloe Vera

Soft, familiar notes presented with elevated color and sculptural form.

BEYOND THE SHELF

Flexible programs designed for thoughtful retailers, hospitality partners and brands looking for a more distinctive cleansing ritual.



01	**RETAIL ASSORTMENTS**	Seasonal edits, mixed opening assortments and focused scent stories.
02	**CORPORATE & ORGANIZATION GIFTING**	Employee appreciation, client gifting and event-ready presentations.
03	**HOSPITALITY**	Guest amenities and curated bar selections for resorts, inns and wellness spaces.
04	**PRIVATE LABEL & WHITE LABEL**	Distinctive soap programs shaped around an established brand point of view.
05	**CUSTOM & CO-BRANDED**	Special projects, seasonal concepts and packaging collaboration by consultation.

SAMPLES | VOLUME PLANNING | ASSORTMENT SUPPORT

Available by request for qualified retail and hospitality partners.

BUYER NOTES

LET'S CURATE YOUR ASSORTMENT

The collection is available for wholesale, retail, hospitality, corporate gifting and brand partnerships. Pricing and full terms are supplied directly to qualified buyers.

ORDERING AT A GLANCE

- 4 oz signature cold-process bars
- Six-bar case packs per scent
- Mixed opening assortments welcomed
- Ready stock typically ships in 3-5 business days
- Made-to-order production: allow up to 8 weeks
- Samples and volume planning available

SELECTED RETAIL PRESENCE

Delaware Museum of Nature & Science
Apricot Lane Wilmington
ShopRite - Delaware
Steadfast Supply

BUYER CONTACT

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INSTAGRAM @BASICALLY_SOAP | LINKEDIN BASICALLY SOAP

Handcrafted in Middletown, Delaware

Chemist-formulated | Small-batch | PETA-approved cruelty-free company