2020 Social Distance Conference Series

A digital experience brought to you by the Handcrafted Soap & Cosmetic Guild
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HSCG EXECUTIVE DIRECTOR
LEIGH O’DONNELL

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Welcome to the HSCG Social Distance Conference Series!
We were absolutely heartbroken to have to cancel the conference in New England. This was the first cancellation of a conference in the history of the association. So, what better way to make lemonade out of lemons than to host a virtual conference and make it accessible to the entire membership! Enter the HSCG Social Distance Conference Series!

We are so grateful to all of the speakers that have stepped up to provide us with the content for this event. Also, some of the Exhibitors are providing show special deals on their products to the entire membership! It is so great to see the community coming together for the benefit of all. This is what we need to get through these trying times. Do not forget that you have support where you need it.

So, grab a cup of tea or coffee, put your feet up and start learning! Please reach out to the speakers that provided these learning opportunities and thank them. I know they would really appreciate it.

The HSCG will be back next year with our 2021 Annual Conference at the Marriott in Anaheim, CA. The dates of this conference are May 8-11, 2021. We look forward to seeing you there!

Leigh O’Donnell
HSCG Executive Director
General Info

The HSCG Annual Conference is a yearly gathering of handcrafters that travels around the continental US. The Annual Conference is the industry's largest event, and attracts about 600 attendees for four days of intense learning and networking.

In 2020, the HSCG Annual Conference was cancelled due to COVID-19. This is the first time that the organization has ever had an event cancelled, and, like everyone else navigating the complicated reality in front of us, we were faced with the disappointment of not seeing our makers and exhibitors face-to-face.

That's why the HSCG mobilized quickly to organize the Social Distance Conference Series with the help of over a dozen generous speakers. These speakers worked expediently in this difficult time to create video sessions and handouts so that makers could still have the opportunity to work from home. We are so grateful to each and every one of the speakers who took the time to graciously offer their expertise with such short notice.

The Social Distance Conference Series is a free resource for Members of the HSCG. These materials will be available for a time under the Conference tab on our homepage; after that, they'll make their way to their permanent home in the HSCG How-To Library.

This program book is meant to serve as a central hub of information for the Social Distance Conference Series. You'll find links to each speaker's video and handout here, as well as special offers from our amazing sponsors.

Please take a moment to visit our sponsors, linked on the Sponsor page, and help them to continue to support our industry.
Session Topics

CORONACHEM 101
KEVIN DUNN

WHEN IT COMES TO TRADEMARKS & COPYRIGHTS, DON'T DO THESE THINGS!
DAVE PURDUE

RETAIL RESILIENCY
CHARLENE SIMON

CANDLE MAKING WITH NATURAL WAXES
CINDY NOVACK

UNDERSTANDING INCI
MARIE GALE

SOAPING WITH EXOTIC OILS & BUTTERS
ARIANE ARSENAULT
Session Topics

AN INTRODUCTION TO INFORMATION SECURITY FOR THE HANDCRAFTER
ERIC BOCKELMAN

NATURAL BEAUTY WITH ANHYDROUS PRODUCTS
BETH BYRNE

INTRODUCTION TO COSMETICS: FORMULATING, PRESERVING & PACKAGING
SHARON CZEKALA

LOCAVORE SOAPMAKING
MINDY WRIGHT

ALIGNING YOUR AUTHENTIC SELF TO YOUR BRAND
MARLA BOSWORTH
Session Topics

ADVANCED SOAPMAKING: THE MATH
CATHERINE MCGINNIS

CRAFTING SOAPS THAT SELL
CLYDE YOSHIDA

THE BUSINESS OF HEMP CBD
KAYLA FIORAVANTI

HOW TO CALCULATE ACTIVE SURFACTANT MATTER
MARIE RAYMA

MAKING A BEER BASED SOAP
GATES COUNCILOR

NO SALE TO WHOLESALE: PART 1
STEPHANIE FALSETTA

NO SALE TO WHOLESALE: PART 2
JULIE KOENIG
Kevin Dunn is the Elliott Professor of Chemistry at Hampden-Sydney College. He has been lecturing at HSCG conferences since 2005. When he is not studying the esoteric properties of soap, he may be found playing the bagpipes or launching giant rockets, sometimes simultaneously.

In Kevin's video session, he'll present information about COVID-19 of interest to makers of handcrafted soap and cosmetics.
Dave Purdue

When it Comes to Copyrights & Trademarks, DON’T DO THESE THINGS!

View Session

Dave is a trademark nerd at Purdue Law Offices in Toledo. Dave has a degree in Engineering from the University of Michigan where he met his dear wife Cathy - if all goes well, they’ll celebrate their fortieth anniversary this summer. Dave’s clients include a vodka distillery in Russia, the world’s largest producer of pork rinds, and some of the nicest soapers in the world. Dave is a regular at HSCG conferences and at Cathy McGinnis’ Soapcons in beautiful Mount Sterling, Kentucky.

Soapers just seem to have a knack for coming up with clever trademarks - brand names - as well as beautiful packaging. Trademark law gives trademark owners important rights and obligations. Copyright law protects packaging graphics, logos and web sites, among other things. Dave will cover some important aspects of trademark and copyright law including his favorite “do’s” and “DON’Ts.” You will learn about what a good trademark looks like, how to check for trademark conflicts, how to establish a right in a trademark, and how to strengthen your trademark rights through proper use and registration. Bring questions and try to stump the lawyer - there will be prizes!
Charlene Simon is a soap, cosmetic and beauty addict. She’s been handcrafting soaps and cosmetics for 16 years and sharing 8 of them having her own retail boutiques. When you step inside one of her charm-filled apothecary boutiques you’ll experience an adventure in indulgence...sampling aromas and textures of gourmet, hand-blended bath treats and enjoying personalized service that’s so rarely seen today. Charlene’s retail business portfolio is one of her greatest accomplishments. She opened her first retail soap boutique in Hot Springs, AR in 2008, her second in 2014 in Natchitoches, LA and third in St. Louis, MO in 2015. She’s super thrilled to soon announce a fourth location!! Her retail shop portfolio also includes Fat Bottomed Girl’s Cupcake Shoppe (featured on Food Network’s Cupcake Wars!) and Evilo Oils & Vinegars.

In her session, Charlene shares the six-figure formula she used to stage a pop-up virtual shop during the recent crisis.
Cindy Novack is the owner of Candles and Supplies.com, Inc., a large candle and soap supply distributor located in Quakertown, PA. Cindy is known as the "confidence maker", loves to teach, and help others learn to make their own candles and soaps, be successful, and have fun doing it. Cindy has been making candles for over two decades, has an Advanced Soap Making Certification through HSCG and teaches classes in her own store, art schools, trade shows and seminars. In her spare time Cindy likes to read, ride crazy horses, distill hydrosols and essential oils, travel, hike and basically just enjoy the outdoors and everything nature has to offer.

Join Cindy as she introduces you to the wonderful world of making plant based candles. She will demonstrate and explain all of the equipment needed and then dive in and explain each component of the candle and how it works. After the basics are covered, Cindy shows you step-by-step how to prepare the jar, stabilize your wick, calculate your wax needed, blending fragrance and color and then pouring the candles. Throughout the video many tips, tricks and pitfalls to avoid are explained in detail so that after watching, you will be confident when you dive into making your own candles.
Marie Gale has amassed nearly 20 years in the handcrafted soap and cosmetic industry. During this time she has had her own soap and cosmetic business selling her products retail, wholesale and private label; served on the Board of Directors and as President of the Handcrafted Soap and Cosmetic Guild, and written three books for makers in the industry. Her preeminent book, Soap and Cosmetic Labeling, has become an indespensable mainstay for soap and cosmetic handcrafters who want to comply with US labeling requirements.

INCI. International Nomenclature for Cosmetic Ingredients. It is the go-to resource for how you should name your ingredients in the ingredient declaration on your product label. Well, most of the time. Usually. With a few exceptions ... depending on where you live. Confusing? It can be. But it doesn't have to be.

In this class you will learn how to determine what the correct name for your ingredient is, with certainty. In addition, you’ll get an overview of the HSCG INCI lookup and how you can use it to make sure the ingredients on your product are just right.
Ariane Arsenault has been in the Soapmaking industry since 2003 and she specializes in Cold Processed and Melt & Pour soaps, solid shampoos, bath bombs as well as other handmade cosmetics. Born in the Magdalen Islands and raised on a sailboat, Ariane’s products are colourful and inspired by the seaside. She is always in search of local additives and sustainable supplies to create new designs and colour combinations! She is so happy to be here to share some of that knowledge and get creative with you.

Always passionate about soapmaking, Ariane Arsenault is so happy to share with you many of the exotic oils and butters she loves to use for soapmaking. Any fat, oil or butter can be turned into soap, but in order to have a good soap that really stands out, she will show you what she likes to use. She will also talk about giving palm oil its way back to the soap shop by educating about Palm Done Right, a deforestation free, organic, fair trade and respectful of the natural habitats way of producing palm oil. Yes, there is a happy side of the palm oil story!
As an industry veteran with 25+ years in IT and Information Security, Eric Bockelman has seen more than his fair share of the good and bad the internet has to offer. Eric has worked in various developer, systems engineer, architect, and information security roles across academia, defense, software, consulting, and entertainment organizations. Eric is currently the Director of IT Security and Collaboration for a multi-billion dollar game company, yet he still takes calls from his mother when she can’t figure out how to make her printer work. Eric is currently helping his wife Erin oversee and operate VELA Bath and Body in Orlando, Florida.

It seems like every day we hear about another data breach, another organization hit with ransomware, or a piece of bad software that attacks millions. If these attacks are successfully damaging billion-dollar companies, what can you as a handcrafted maker possibly do to protect yourself and your business? In this video you will be introduced to a sample of today’s threats, learn some simple steps you can take to improve your online safety, secure customer data, and understand the motivation of these cybercriminals so that you can avoid being a target.
Beth is an incurable formulator and teacher. Her path began in the garden with a lavender plant and led to a business making cosmetics (www.soapandgarden.com), becoming Managing Editor of Making Soap, Cosmetics & Candles Magazine and three plus terms on the Board of Directors of the HSCG. As a trained teacher, Beth enjoys teaching others her craft. When Beth isn't working, she is trying another formulation, with her family, in the garden or wielding a paintbrush.

Confused about anhydrous vs. hydrous products? Are you new to making cosmetics other than soap? Anhydrous products are a great place to begin. Learn how to infuse herbs for anhydrous cosmetics and how to make four products: Hand & Nail Balm, Lip Balm, Lotion Bars and an Oil Facial Serum.
Cosmetics can be daunting. In addition to trying to make a product that is both safe and effective, there is a whole new world of regulations, packaging and label requirements. This session is designed to help you understand the basics and prepare to make your first cosmetic products. We’ll be looking at everything from Good Manufacturing Practices to formulating, preserving and preparing your products to sell.
Mindy Wright is Sonoma County based soap maker, entrepreneur, teacher, and goat farmer. Wanting to give her kids the country childhood that she enjoyed (her first pet was not a dog, but a goat named Sally!), she and her family moved to a small farm (and fixer farmhouse) in 2012. Her foray into soapmaking started as an attempt to utilize the surplus milk from our herd of dairy goats. She took classes with Jen Grimes and Ruth Esteves of the Nova Studio in Point Richmond, and was so smitten by the craft that it quickly transformed from being a hobby to a career changer for her. Her soaps and classes have been featured in Fodors, Edible Sonoma and Marin and Sonoma Magazine. She is a certified soapmaker and soapmaking teacher through the Handcrafted Soap and Cosmetic Guild.

Looking for a way to find your niche, expand your soap collection, or create additional revenue streams? The answer might be as close as your own backyard! This session will offer attendees an introduction to “locavore soapmaking,” based on the locavore food movement, which promotes eating food grown within 100 miles of its point of purchase. By adapting this notion and using local foods in soapmaking, you can develop marketing and collaboration opportunities with local farms and artisan producers that really increase your bottom line.
The market for indie beauty businesses has been rapidly changing during the past several years. Brands that carve a niche for themselves are the ones who become memorable to their customers. What is your brand relevancy? Is it uniquely yours or a carbon print of another business? Are you stepping into your own full potential as a business owner? As we step into our full potential as entrepreneurs, taking on leadership roles in our communities, teaching, evolving as a conscious business owner, our brand presence deepens too. This shift in aligning our true authentic self to our products, our business organically leads to more brand exposure and as a result, an increase in sales.

Marla Bosworth is the owner of Back Porch Soap Company. She has been designing and creating soaps, natural perfumes, candles, blending essential oils and formulating cosmetics for 22 years. Marla teaches business and cosmetic formulation classes in New York City, across the U.S., as well as online.
Catherine McGinnis is the owner of Soaping101, one of the most popular social media outlets for soapmaking tutorials and advice. With over fifteen years of experience in the industry, she is passionate about helping soapmakers sharpen their skills via seminar talks, comprehensive classes and online videos. The style and know-how she offers in her videos and to the soapmaking community is an extension of her genuine nature. She considers soapmaking an industry where information can be freely shared and enjoyed. When not in front of the camera, Catherine is the owner of a trendy soap store, The Soap Deli. She also created and personally directs the annual soapmaking social gathering, SoapCon, and serves as Treasurer on the HSCG Board of Directors. Catherine holds a Bachelors Degree and MBA in Marketing and Economics. www.soaping101.com

The math involved in taking the Advanced Certification exam can be intimidating, but don't let it scare you! Catherine McGinnis breaks down the math in a simple to understand way that will put you on the right track to success.
Clyde Yoshida
Crafting Soaps that Sell
View Session

Clyde’s topics for previous HSCG conferences have included: color theory, developing color instincts and building color awareness. He has demonstrated a variety of soap pouring techniques, including color tutorials on his YouTube channel, Vibrant Soap. He was a teacher in the San Diego Unified School District for 28 years, and this, he says, has helped him create instructional videos and presentations.

Are you tempted to try all the latest design techniques, new soap molds and intriguing additives posted on our social media? It is fun, dazzling, and overwhelming, but how does all of this influence our own soap creations? How do we stand out in the crowd? In this presentation, Clyde offers some ideas to liberate your creativity while also developing strategies to remain competitive in a growing soap making community.
Kayla Fioravanti is a cosmetic formulator, certified aromatherapist, and award-winning author of twelve books. In 1998, Kayla co-founded Essential Wholesale, which was listed as an INC. Magazine 5000 Fastest Growing Companies in America three years in a row. Essential Wholesale began in her kitchen with a $50 investment in 1998 and sold for millions in 2011. She co-founded Ology Essentials with her son Keegan and daughter-in-law Haleigh in 2017. It has quickly become a trusted source of retail, white label and bulk products containing hemp CBD including innovative internal and topical products, edibles, and pet products. Kayla is a popular speaker and author on the topic of hemp CBD. She published A Little Handbook about Topical CBD: A Revolutionary Ingredient for the Skincare World and continues to share science based and research driven information about Hemp CBD on OlogyEssentials.com and at hemp conferences around the country.

The landscape of the hemp CBD business is a promising, but also ever-changing and quickly shifting. As an industry insider Kayla Fioravanti will provide the most up to date information on the business of hemp CBD in the United States. She will address hemp CBD as it relates to FDA, USDA, state-by-state issues, shipping, banking, and the what is happening in the industry.
Calculating active surfactant matter (ASM) is an essential formulating skill for working with surfactants. Different surfactants are concentrated to varying degrees, and much like calculating lye amounts for soap making, it’s important to understand how to calculate and adjust final concentrations in your formulations. In this presentation you’ll learn how to calculate the active surfactant matter for your formulations, using a spreadsheet that will do all the math for you!
Gates is the owner and founder of Burly Stone, an apothecary brand geared towards men. He is proud to have just celebrated Burly Stone’s six-year anniversary. A BFA in painting and an MA in computer animation led Gates to a long career in design and motion graphics. His creativity couldn’t be contained to a computer screen, and he fell in love with the look, scents, and luxury of hand-crafted soaps. What started as a hobby quickly became a side hustle, then a full-time gig when he was hit by corporate downsizing. He has grown the wholesale side of Burly Stone and is proud to be in over 40 locations nationwide. His plans for global domination of the men’s grooming space are progressing nicely. A proud member of the HSCG since 2014, Gates was gobsmacked to have been elected to the Board of Directors in 2018. It’s an honor he never expected.

Adding beer soaps can be a great way to capture a different market than you’re used to. But making CP Soap with beer has unique challenges. In this video, we go from start to finish, revealing some of the unique productions that are required.
Stephanie Falsetta, a mother of three young children, quit her career in the legal department of an international Fortune 500 corporation in New York to follow her dream. She created her company Goats in a Coat. Along the way, Stephanie became a member of the HSCG and took advantage of the opportunities it presented to small businesses like hers, such as insurance, discount codes from vendors and informational videos. She has been a volunteer at six different conferences for the HSCG and President of the NY State Chapter. She has gone to Washington DC to help lobby Congress on behalf of the HSCG. In her home area, she is active with the Chamber of Commerce and has been often written about in her local newspapers. On a national scale, this past year, she has been featured in a story by People magazine and has become a Board Member for the HSCG.

As a small business, there are several different ways to approach wholesale accounts. In her session, Stephanie Falsetta teaches you how she approaches wholesale with her company, GOATS IN A COAT.
Julie is owner of Kreative Kraftwerks LLC, also doing business as Absolute Soap located near Fond du Lac, Wisconsin. Her business venture began in 2002 and was home-based until she opened a brick and mortar in 2014. Realizing her passion was in wholesale and private label, Julie closed her storefront in 2016 after building a separate studio on her property.

While still working a full-time job, Julie was once providing wholesale products to over 60 stores throughout the US and Canada. Having been officially retired from corporate America for over 6 years, Julie’s number of wholesale accounts has decreased to about 30, as her private label contracts have increased dramatically. Julie still operates as the only employee, seeking the help of friends, family and neighbors in a pinch. Julie has been a member of the HSCG since 2008. She attended her first conference in Palm Springs in 2009 and hasn’t missed one since. She has been very active with the HSCG, serving on the Conference Crew, Board of Directors, Executive Board and various Committees of the HSCG over the past 11 years.

Julie is an HSCG teacher, is certified in Advanced CP/HP and MP and has obtained her Basic Cosmetic Certification.

Tired of lugging those heavy displays to craft fairs or farmers markets, sometimes not even making your booth fee back? Do you dream about the day an order comes in for hundreds or even thousands of dollars? Do you sometimes stare out the window of your storefront on a slow day and think, "there’s got to be another way." If you’ve ever thought about offering wholesale but didn’t know where to start, Stephanie and Julie are here to help. Join them as they share their wholesale experiences with you – the good, the bad and, sometimes, the ugly.
Session Handouts
Click on the topic name to view the associated handout - please note that not every session has a handout available.

CoronaChem 101
Kevin Dunn

When it Comes to Trademarks, DON'T DO THESE THINGS!
Dave Purdue

Candle Making with Natural Waxes
Cindy Novack

Soaping with Exotic Oils & Butters
Ariane Arsenault
Session Handouts

Click on the topic name to view the associated handout - please note that not every session has a handout available.

An Introduction to Information Security for the Handcrafter
Eric Bockelman

Natural Beauty with Anhydrous Products
Beth Byrne

Introduction to Cosmetics: Formulating, Preserving & Packaging
Sharon Czekala

Locavore Soapmaking
Mindy Wright
Session Handouts
Click on the topic name to view the associated handout - please note that not every session has a handout available.

Aligning Your Authentic Self to Your Brand
Marla Bosworth

Advanced Soapmaking: The Math
Catherine McGinnis

Crafting Soaps that Sell
Clyde Yoshida

The Business of Hemp CBD
Kayla Fioravanti

From No Sale to Wholesale
Julie Koenig
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Essential Depot

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ESSENTIAL DEPOT is keeping its promise by continuing release of 7 new R.E.D. products on 4/22 just as previously planned for the 22nd HSCG show in Hartford, CT. With the show canceled, ESSENTIAL DEPOT will instead host an online video webinar from its own Soap Bar beginning at 1 p.m. to 7:00 p.m. EST on 4/22. Consider this our booth at the annual HSCG conference but it is online from our Soap Bar in sunny Sebring, FL.

Participants who are Members of the HSCG and Lifetime Members of the Greener Life Club will receive 2 of our new products: Free “Hand Sanitizer Spray” + Free “Lip Balm Tray + Scraper + Balm Tubes”. Industry Experts (Leigh ODonnell, Dr. Kevin Dunn, Dr. Marc Hight, Attorney David Purdue, etc) will be presenting in the video Webinar.

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Baraka Shea Butter

10% off for HSCG Members. Use code HSCGuild10.
Series Specials

Thank you to our generous vendors who have made their specials available to the entire membership!

From Nature With Love

FNWL is your source for certified organic and conventional soapmaking and cosmetic ingredients, supplies and packaging. Providing outstanding products and exemplary customer service are the foundation of our business.

Special FNWL Offer for Social Distance Conference Series:
HSCG Members Save 20%. No minimum order. Includes bulk sizes. Excludes shipping and any required sales tax. Valid until August 31st, 2020.
Use discount code HSCGSDCS2020 (this discount may be used twice per person).
PLUS: Automatically earn FNWL Rewards valued at 10% of your merchandise subtotal AND select up to 5 free generously sized samples with your qualifying order! ALSO: seasonal sales up to 50%!
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Receive 15% off of your order using code HSCG15. To redeem, visit www.spongesdirect.com. You must register an account on the site to gain access to purchasing. HSCG Members have opening orders of only $100, make sure to mention your membership in the form.
Series Specials

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20% off new label orders. Use promo code **HSCG2020**.

**SoapEquipment.com**

$30 off $300 or more order (before shipping costs). Email sales@soapequipment.com in order to redeem.

**National Shrinkwrap**

SAVE UP to $99.00!!! (Current Membership # req’d)
We’re so sorry we won’t be seeing you all this year, so, please, Take $50 off the price of any system AND, enjoy either;

1. Free shipping (contiguous 48 states only, $30 shipping credit for HI, AK and international shipping)
   OR
2. A free upgrade to Biolefin 2.0, our Oxo-Biodegradable Shrink Film (up to a $99 value!)

Those of you who already have systems, please enjoy a 10% discount off the price of any film orders placed before 4/25 using coupon code HSCG at checkout. Our website only accepts one coupon at a time so, PLEASE call your system orders in and we will apply all pertinent discounts as well as help you verify or select the film best for what you want to wrap.1-800-423-7971 or nationalshrinkwrap@gmail.com. This promotion ends April 25th.
Helpful Resources

HSCG Website

Insurance FAQ

Information About Producing Hand Sanitizer

HSCG & Veracity Insurance Website

CDC COVID-19 Info