OZARK BRANDS

HEARTLAND FRAGRANCE

fine hand-crafted soaps and bath salts

WHOLESALE CATALOG • VOLUME 53

HEARTLAND FRAGRANCE

Handmade in the USA is more than just a slogan for us. Since 1987, we've been at it – crafting, cutting, wrapping and labeling our bars. All hand made in America's Heartland. We strive to create the best and most beautiful botanical-based products to nourish the skin and energize the senses. To complete the spa experience at home, high end soaking salts and candles were added in the early 2000's. Made with natural ingredients, these are sure to delight!

Part of the Ozark Brands family.

OZARK BRANDS

Get Lit

McCALL'S CANDLES

Annabel Lee Candles

KRACKLE CANDLE

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Nestled right in the heart of the United States, we love making quality products that enrich your life.

tips & terms:

TERMS:
- Minimum order $100
- Credit card required on first order
- Net 30 days based on approved credit

FREIGHT & DELIVERY:
- Flat rate shipping of 17.5%
- Standard lead time is 3–5 business days

CONTACT US:

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good to know:

To preserve quality, always display soap out of direct sunlight. A blow dryer can be used on low heat to tighten shrink wrap that loosens over time.

Each Glycerin Bar is wrapped by hand to preserve quality – this protects dust or fingerprints from damaging your merchandise. We want each soap to be as beautiful in your shop as the day it leaves ours.

We love our furry friends! We would never use animal fats in our soap – only the best botanical butters and oils. Our bars are free of animal products, with the exception of the Goat's Milk Natural Olive Oil bar, which contains goat's milk.

display tips:

To prevent melting or fading, always keep soap out of direct sunlight and away from hot lights.

Arrange bars of similar tones together for big pops of color. Stack soaps on cake plates, glass shelves, vintage boxes, or mirrored platters. Highlight selling points of bars using information included in your order. Finish with accents of fresh greenery, plants and flowers.

other products:

As a Heartland Fragrance wholesale customer, you have access to a full line of decorative candles, wax melts, and diffusers. Please ask one of our trained customer care reps about expanding your portfolio of Ozark Brands products. We have been proudly making Made in the USA candles for over 25 years!

pampering petals

Immerse yourself in the soothing glow of our aromatic candles, indulge in a rejuvenating Epsom spa soak, and revel in the gentle exfoliation of our indulgent loofah soaps. Discover everything you need to be lavishly pampered and embrace a world of relaxation and self-care.

LOOFAH SOAPS

5 oz. bar exfoliates while cleaning and moisturizing

COST: $4.00 each
MSRP: $7.99 each

Spa Fresh HFPPLAS
Morning Song Bird HFPPLMS
Beach Side HFPPLBS
Sweet Lavender HFPPLSL

SOAKING SALTS

14.4 oz jar with reusable muslin bag

COST: $6.50 each
MSRP: $12.99 each

Jasmine HFPPSJ
Lavender HFPPSL
Ginger Amber HFPPSGA
White Tea HFPPSWT

PREMIUM SOY CANDLES

8 oz jar filled with premium soy wax

COST: $7.50 each
MSRP: $14.99 each

Spring Break HFPPCSB
Pebble Creek HFPPCPC
Change is Coming HFPPCCC
Me Time HFPPCMT

GIFT SETS

A luxurious spa experience packaged perfectly in a reusable basket containing a romantic candle, bath soaking salt with botanical petals, and an exfoliating loofah soap.

COST: $15.00 each | MSRP: $29.99 each

Spa Day HFPPGSSP
Pebble Creek Candle, Lavender Epsom Salt, Beach Side Loofah Soap

All Inclusive HFPPGSL
Change is Coming Candle, Ginger & Amber Epsom Salt, Sweet Lavender Loofah Soap

Alone at Last HFPPGSI
Me Time Candle, White Tea Epsom Salt, Morning Songbird Loofah Soap

Weekend Getaway HFPPGSWG
Spring Break Candle, Jasmine Epsom Salt, Spa Fresh Loofah Soap

practice self care

EPSOM SPA SOAK

MADE IN USA

HEARTLAND FRAGRANCE

EPSOM BATH SOAK

COST: $6.00 each
MSRP: $11.99 each

30 oz. container
Includes a reusable muslin bag

Lavender Bouquet Soak
37218

Rose Botanical Soak
37219

ELEA SPRINGS

COST: $6.00 each
MSRP: $11.99 each

32 oz. container

Muscle Therapy
37226

Mineral Detox
37225

BOUTIQUE EXCLUSIVE LINE:

Premium-grade mineral Epsom Salt enhanced with a therapeutic blend of fragrance and essential oils. Naturally super-soothing, these crystals change the bathwater tone without staining the tub for a healthy and relaxing spa experience at home.

5 Styles
Large 30 oz tub

Sold in sets of 3 per style | Cost $5.00 per jar | MSRP $9.99

refresh
Eucalyptus & Mint
37215

seaside
Soothing Ocean Vibes
37212

soothe
Calming Lavender
37216

cozy
Warm Cherry Vanilla
37213

energize
Tropical Citrus
37217

THE SUPER SOAKER ASSORTMENT 37160

24 Jars | COST: $120.00 | MSRP: $9.99 each

- 6 Soothe
- 6 Refresh
- 6 Seaside
- 3 Energize
- 3 Cozy

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BATH IN PROGRESS

INDULGE IN TRANQUILITY with Bath in Progress, our delightful line of Epsom salts crafted to ensure your well-deserved relaxation remains undisturbed. Unwind and rejuvenate while our soothing formula creates a serene ambiance, reminding others that a blissful bath experience is in progress.

COST: $5.50 each
MSRP: $10.99 each

30 oz. container

Muscle Therapy – Soft Mint
37151

COST: $5.50 each
MSRP: $10.99 each

30 oz. container

Recover – Citrus Sage
37190

COST: $6.50 each
MSRP: $12.99 each

30 oz. container

Magnesium Mineral Soak
37220

WHY EPSOM SALT?

Epsom salt, not "salt" at all, but Magnesium Sulfate, a natural mineral compound. This mineral "salt" has been used for ages as a health, beauty, and wellness secret.

Soaking in Epsom Salt is known to:

- Help detox the body
- Relieve aches and pains
- Promote relaxation
- Soften skin
- Reduce inflammation
- Aid sleep
- Soothe headaches and migraines
- Increase muscle, brain, & nerve function and more!

EPSOM SPA SOAK

COST: $5.50 each | MSRP: $10.99 each

energizing
Eucalyptus Mint
37205

relaxing
Lavender Orange
37206

refreshing
Grapefruit Mandarin
37207

calming
Warm Ginger
37208

renewing
White Tea
37209

THE COZY BATHTIME ASSORTMENT 37161

24 Jars | COST: $132.00 | MSRP: $10.99 each

- 6 Energizing
- 6 Relaxing
- 6 Refreshing
- 3 Calming
- 3 Renewing

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make bathtime fun

DUCK TOY SOAP

Sold in sets of 6 as part of a themed group. Due to varied styles, you may receive duplicates within sets.

OUR #1 BEST SELLER!

Loved by kids of all ages, these irresistable soaps feature rubber ducks swimming happily in our super-moisturizing glycerin soap. They are mild, kid-safe, and just plain fun! We offer an array of ducks for every season, so you can celebrate all year long.

MADE IN USA

DUCK SOAPS

COST: $4.00 each | MSRP: $7.99 each

May be purchased by style or as part of an assortment. Minimum order 6 per style.

Alien Ducks
GSPTDAL

Artist Ducks
GSPTDAR

Australian Ducks
GSPTDAU

Bathtub Ducks
GSPTDBA

Biker Ducks
GSPTDBK

Birthday Party
GSPTDB

Butterfly Ducks
GSPTDBF

Camper Ducks
GSPTDCP

Cat Ducks
GSPTDCT

Chef Ducks
GSPTDCF

Colorful Ducks
GSPTDCO

Cute Animals Ducks
GSPTDCA

Decoy Ducks
GSPTDDC

Dinosaur Ducks
GSPTDDN

Dog Ducks
GSPTDDG

Dolphin Ducks
GSPTDDL

Everyday Hero Ducks
GSPTDEH

Farm Ducks
GSPTDFA

Flamingo Ducks
GSPTDFL

Foodie Ducks
GSPTDFO

Funny Face Ducks
GSPTDFF

Horse Ducks
GSPTDHO

Insect Ducks
GSPTDIN

Knight Ducks
GSPTDKN

Library Ducks
GSPTDRD

Mardi Gras Ducks
GSPTDMG

Mermaid Ducks
GSPTDME

Monster Ducks
GSPTDMO

Nautical Ducks
GSPTDNA

Pegasus Ducks
GSPTDPE

Pink Pirate Ducks
GSPTDPP

Pirate Ducks
GSPTDPI

Princess Ducks
GSPTDPR

Rocker Ducks
GSPTDRC

Safari Ducks
GSPTDSA

Sea Life Ducks
GSPTDSL

Shark Ducks
GSPTDSH

Sports Ducks
GSPTDSP

Spring Flowers Ducks
GSPTDSG

Summer Fun Ducks
GSPTDSF

Superhero Ducks
GSPTDSU

Sweet Treats Ducks
GSPTDST

Toucan Ducks
GSPTDTO

Traditional Ducks
GSPTD

Troll Ducks
GSPTDTR

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Tropical Fish Ducks
GSPTDTP

Unicorn Ducks
GSPTDUN

Viking Ducks
GSPTDVK

Western Ducks
GSPTDWS

Winter Fairy Ducks
GSPTDWF

Winter Sports Ducks
GSPTDWI

our #1 best seller!

SEASONAL DUCKS

*Seasonal ducks are sold in sets of 6 as part of a themed group. Because of varied styles, you may receive duplicates within sets.

Bunny Ducks
GSPTDBU

Easter Ducks
GSPTDE

Halloween Ducks
GSPTDH

Trick or Treat Ducks
GSPTDTT

Thanksgiving Ducks
GSPTDT

Scarecrow Ducks
GSPTDSC

Penguin Ducks
GSPTPG

Ugly Sweater Ducks
GSPTDUS

Reindeer Ducks
GSPTDR

Christmas Lights Ducks
GSPTDCL

Snowman & Santa Ducks
GSPTDSS

Winter & Christmas Ducks
GSPTDC

duck soap toy assortments

THE DUCK POND

DESIGN TIP:
Place toy bars in unexpected places – with kids' clothing, with bath accessories, or next to the register.

DUCK PONDS

Each pond includes 40 bars. COST: $140.00 | $3.50/each | MSRP: $7.99 each

Duck Pond offers a retail-ready display of 40 duck-shaped toy soaps, available in six unique assortments. This fun display is sure to grab customers' attention and add a playful touch to standard merchandising while keeping soaps organized and contained.

FAVORITES POND POND-40

Our all-around best sellers.
Includes an assortment of Dinosaur, Flamingo, Mermaid, Pirate, Princess, Sea Life, Shark, Summer Fun, Traditional and Unicorn Ducks.

JUST DUCKY POND-40JD

Our most popular & classic styles.
Includes an assortment of Bathtub, Colorful, Princess, Shark, Sports, Superhero, Traditional and Unicorn Ducks.

COASTAL POND POND-40C

All things under the sea!
Includes an assortment of Dolphin, Flamingo, Mermaid, Nautical, Pink Pirate, Pirate, Sea Life, Shark, Toucan and Tropical Fish Ducks.

ADVENTURE POND POND-40A

Our brave & rugged outdoors collection.
Includes an assortment of Camper, Dinosaur, Everyday Hero, Pirate, Safari, Shark and Superhero Ducks.

SPRING POND POND-40S

Fresh & playful springtime group.
Includes an assortment of Bathtub, Bunny, Butterfly, Flamingo, Insect, Spring Flowers, Sports and Summer Fun Ducks.

HOLIDAY POND POND-40H

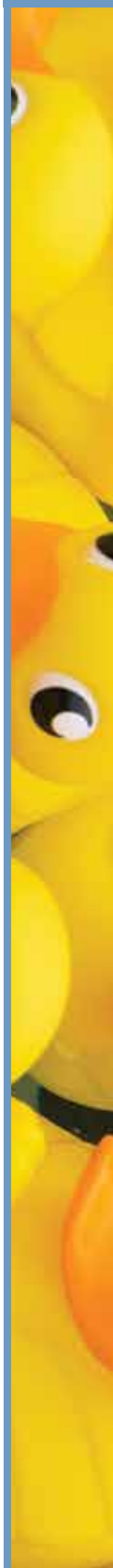
Winter and Christmas – great stocking stuffers!
Includes an assortment of Christmas Lights, Penguin, Reindeer, Snowman & Santa and Ugly Sweater Ducks.

BARNYARD DUCKIES DISPLAY

COST $75.00 | $3.75/each | MSRP: $7.99 each

Comes with 20 of our favorite animal themed duck toy soaps.

Barnyard Duckies
BRNYD-20



exfoliating

LOOFA BARS

See page 14 for our complete list of soap assortments!

MADE IN USA

WHY WE LOVE IT:

Exfoliation is an absolute must for beautiful, healthy skin. No time for a daily spa scrub? Think again! We've made it easy by combining everyone's favorite natural scrubber, the loofa, with our colorful, super-moisturizing glycerin soap. In addition to whisking away dirt, this dynamic duo buffs skin smooth, leaving you feeling soft and rejuvenated.

LOOFA BARS

COST: $4.00 each | MSRP: $7.99 each

May be purchased by fragrance type or as part of an assortment. Minimum order 6 per fragrance.

Amber & Orchid
GLBAO

Beachside
GLBBE

Blood Orange
GLBBO

Blue Steel
GLBVT

Bourbon Vanilla
GLBBV

Charcoal
GLBCH

Coconut Lime
GLBCL

Cucumber Aloe
GLBCA

Dragon Fruit
GLDBR

Lemon Verbena
GLBLV

Lilac
GLBLB

Mighty Good Man
GLBFH

Morning Songbird
GLBMS

Oatmeal & Honey
GLBOH

Patchouli
GLBPT

Peach Passionfruit
GLBPE

Pink Grapefruit
GLBPI

Sea Breeze
GLBSB

Secret Garden
GLBSG

Spa Fresh
GLBSF

Sparkleberry
GLBFA

Stress Relief
GLBST

Sweet Lavender
GLBSL

Sweet Pea
GLBSP

Tropical Paradise
GLBTP

Water Lily
GLBWL

White Ginger & Amber
GLBGA

Wild Rose
GLBWR

THE SCRUBBY STARTER SET 37186

40 Bars | COST: $160.00 | MSRP: $7.99/ea

5 each of 8 of our most popular styles

- Morning Songbird
- Oatmeal Honey
- Blood Orange
- Lemon Verbena
- Mighty Good Man
- Stress Relief
- Sweet Lavender
- Spa Fresh

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invigorate your senses

GLYCERIN BARS

MADE IN USA

WHY WE LOVE IT:

Bright, happy & bursting with color, these superbly scented 5-ounce bars are the fun way to pamper your skin. Our quality formula cleans gently, brings lovely, big bubble lather, and helps keep skin smooth & moisturized.

GLYCERIN BARS

COST: $2.50 each | MSRP: $4.99 each

May be purchased by fragrance type or as part of an assortment. Minimum order 6 per fragrance.

Coconut Lime
GSBCL

Gardener's
GSBGC

Lemon Verbena
GSBLV

Lilac Bouquet
GSBLB

Morning Songbird
GSBMS

Oatmeal & Honey
GSBOH

Peach Passionfruit
GSBPE

Sea Breeze
GSBSB

Secret Garden
GSBSG

Spa Fresh
GSBSP

Sparkleberry
GSBFA

Sweet Lavender
GSBSL

Sweet Pea
GSBSW

Tropical Paradise
GSBTP

Water Lily
GSBWL

Wild Rose
GSBWR

enrich your skin

NATURAL OLIVE OIL BARS

MADE IN USA

WHY WE LOVE IT:

The decadently wholesale way to treat your skin. Lush, creamy, and totally made from scratch, we hand-craft our generous 5-ounce bars in small batches. Designed to promote skin softness and elasticity, these wonderful bars are loaded with premium moisturizers like Olive, Coconut and Avocado oils as well as rich Shea and Cocoa Butters. With an exceptional range of fragrance and essential oil blends, it's easy to indulge in this natural luxury.

NATURAL OLIVE OIL BARS

COST: $4.00 each | MSRP: $7.99 each

May be purchased by fragrance type or as part of an assortment. Minimum order 6 per fragrance.

Amber & Orchid
CPBAO

Beachside
CPBBE

Blue Steel
CPBVT

Bourbon Vanilla
CPBBV

Clay & Charcoal
CPBCC
(Fragrance-Free)

Cocoa Shea
CPBCS

Cosmic Lemonade
CPBCL

Cucumber Aloe
CPBCA

Dragonfruit
CPBDR

Goats Milk
CPBGM
(Fragrance-Free)

Guava Fig
CPBGF

Lemon Verbena
CPBLP

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Mighty Good Man
CPBFH

Nag Champa
CPBNC

Natural
CPBNT
(Dye & Fragrance-Free)

Oatmeal & Honey
CPBOH

Olive Grove
CPBOG

Patchouli
CPBPT

Peony
CPBPY

Pink Grapefruit
CPBPG
with Tea Tree Oil

Sage & Sunshine
CPBSS

Stress Relief
CPBST

Summer Honeysuckle
CPBSH

Sweet Lavender
CPBSL

Tomato Peppercorn
CPBTP

Wild Rose
CPBRP

THE NATURAL STARTER SET 37189

40 Bars | COST: $160.00 | MSRP: $7.99 each

5 each of 8 of our most popular styles

- Sweet Lavender
- Beachside
- Oatmeal & Honey
- Blue Steel
- Cosmic Lemonade
- Bourbon Vanilla
- Sage & Sunshine
- Dragonfruit

the more, the merrier

ALL ASSORTMENTS

duck soap assortments

FAVORITES POND POND-40

40 Bars | COST: $140.00 | $3.50/each
MSRP: $7.99/each
Includes an assortment of Dinosaur, Flamingo, Mermaid, Pirate, Princess, Sea Life, Shark, Summer Fun, Traditional & Unicorn Ducks. *Our all-around best sellers.*

BARNYARD DUCKIES DISPLAY BRNYD-20

20 Bars | COST: $75.00 | $3.75/each
MSRP: $7.99/each
Comes with 20 of our favorite animal themed duck toy soaps, complete in a barnyard display.

loofa bar assortment

THE SCRUBBY STARTER SET 37186

40 Bars | COST: $160.00 | MSRP: $7.99 each
5 each of 8 of our most popular styles:
Morning Songbird, Oatmeal Honey, Blood Orange, Lemon Verbena, Mighty Good Man, Stress Relief, Sweet Lavender and Spa Fresh

olive oil bar assortment

THE NATURAL STARTER SET 37189

40 Bars | COST: $160.00 | MSRP: $7.99 each
5 each of 8 of our most popular styles:
Sweet Lavender, Beachside, Oatmeal & Honey, Blue Steel, Cosmic Lemonade, Bourbon Vanilla, Sage & Sunshine and Dragonfruit

FARMER'S MARKET ASSORTMENT 37170

32 Bars | COST: $128.00 | MSRP: $7.99 each
4 each of 8 fragrances. Simple, earthy and herbal selection – just like you'd find at the farmer's market.
Includes: Clay & Charcoal, Goat's Milk, Oatmeal & Honey, Olive Grove, Patchouli, Sweet Lavender, Tomato Peppercorn & Wild Rose

epsom soak assortment

THE SUPER SOAKER ASSORTMENT 37160

24 Jars | COST: $120.00 | MSRP: $9.99 each
Includes: 6 Soothe, 6 Refresh, 6 Seaside, 3 Energize & 3 Cozy Jars

THE COZY BATHTIME ASSORTMENT 37161

24 Jars | COST: $132.00 | MSRP: $10.99 each
Includes: 6 Energizing, 6 Relaxing, 6 Refreshing, 3 Calming & 3 Renewing Jars

mixed bar assortment

THE SQUEAKY CLEAN 37167

75 Bars | COST: $275.00 | MSRP: Varies
25 Glycerin Bars (5 each of 5 styles)
25 Natural Olive Oil Bars (5 each of 5 styles)
25 Exfoliating Loofa Bars (5 each of 5 styles)

featured assortments

PAMPERING PETALS STARTER SET 37164

36 items | COST: $216.00 | MSRP: Varies
Includes 12 Pampering Petals Candles: Spring Break, Pebble Creek, Change is Coming and Me Time (3 each)
12 Pampering Petals Loofah Soaps: Spa Fresh, Beach Side, Sweet Lavender and Morning Song Bird (3 each)
12 Pampering Petals Soaking Salts: Jasmine, Lavender, Ginger Amber and White Tea (3 each)

HEARTLAND FRAGRANCE SPA SET 37166

31 items | COST: $133.00 | MSRP: Varies
Includes 9 Heartland Fragrance Soaking Salts: Refresh, Soothe and Cozy (3 each)
16 Heartland Fragrance Loofa Bars: Sweet Lavender, Stress Relief, Beachside and Spa Fresh (4 each)
6 Heartland Fragrance Olive Oil Soaps: Nag Champa, Sage & Sunshine and Summer Honey Suckle (2 each)

HIRED HAND SOAP CO.

Case of 10 | COST: $30 | MSRP: $5.99 each
Sold in a case of 10 that easily converts to a countertop display!
3 scents available.

Clay & Charcoal
CPHCC

Blue Steel
CPHBS

Mighty Good Man
CPHMG

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Annabel Lee Candles

Lifestyle Candles • Made with Natural Soy

Annabel Lee Candles was created with the concept of the beauty and serenity of nature. Our focus is on the elegance of soothing colors and luxurious fragrances encapsulated in simple vessels leading you to a place of nostalgia and transcendence.

Each candle is poured at the optimal level of fragrance to ensure an even, long-burning, highly scented candle from beginning to end. We pride ourselves on using only the finest fragrances and wax for the best quality candles.

Made with pride in Tipton, MO

Available in 8, 12 & 16 oz.

Pricing:

8 oz.	**12 oz.**	**16 oz.**
WHS $5.00/ea.	WHS $7.50/ea.	WHS $10.00/ea.
MSRP $9.99/ea.	MSRP $14.99/ea.	MSRP $19.99/ea.

Our Scents:

Change is Coming
Chill Out
Free Will
Full Moon
Just Him
Me Time
Midnight Musk
Morning Dew
Nature's Trail
Sweater Weather
Wanderlust
Water Lily

OLIVE OIL
BAR SOAP
blue steel