

Gel Candles

How to Make & Market
Gel Candles
That Sell Like Wildfire!



By Lynn A. Thomas

**Gel Candles
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By Lynn A. Thomas

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1. Candle Crafts. 2. Home Business

What others are saying about this book:

“Many of us fell into publishing when we discovered something new and felt compelled to share it with the world. Lynn Thomas is a pioneer on the leading edge of a subject not adequately covered and is effectively spreading the word. She has turned her curiosity into a mission and a successful business.” ~ *Dan Poynter, The Self-Publishing Manual.*

<http://ParaPublishing.com>

“If you want to learn how to make gel candles, www.HowToMakeGelCandles.com is the place. They are at the forefront of gel candle technology. We send our customers to Lynn’s website” ~ *Tom Yaley Jr., Vice President, Yaley Enterprises* <http://www.yaley.com>

“*How to Make & Market Gel Candles that Sell Like Wildfire!* contains concise, detailed and easy-to-follow information. It has become the resource for both the novice and the experienced gel candlemaker. Highly recommended. ~ *Patti Smith - Gel Candle Instructor, Designer and Supplier.* <http://www.biomax1.com>

“This is a great book about gel candle making. We could not have been more pleased with Lynn’s book. What we knew about gel candles before purchasing this book would have fit on the head of a pin. Thanks to this book, my sister and I now own our own candle business. We continue to use *How to Make & Market Gel Candles That Sell Like Wildfire!* for reference and all of the information is right on target with everything we continue to learn. Thank you, Lynn, for giving all of us this great tool. We have learned so much.” ~ *Donna Welch, The Treasure Garden*

“I wish I had found this book a year ago!” ~ *Burt Hanna, Hanna’s Candle Company,* www.hannascandles.com/

“Since buying this book I have had so much fun making candles, and Lynn is right... They are selling like wildfire!” ~ *Linda Forslund, Gel Candle Maker*

“Lynn’s book is very informative and covers just about everything you need to know about gel candles!” ~ *Virginia Craig, The Enchanted Forest,* www.cleopatrasbath.com

“I wish I had this book when I made my very first candle. I love it! It is full of information and I’m having a blast. Thank you, Lynn, for all of your hard work and effort in compiling this information.” ~ *Gay Nell Hilton, Angels & More*
www.angels-more.com

“Everyone I have talked to has been very impressed with the detail and ongoing help they get from Lynn’s book.”
~ *Dee Buckley* www.SilkyTyme.com

“This book is fabulous!! A real must have. I keep it on my desk for quick and easy reference.” ~ *Sue Johnstone, Gel Candle Maker*

“This is a great book for anyone interested in learning how to make Gel Candles. It answers every question and is well worth the money.” ~ *Sallie Kerman, Gel Candle Maker*

“I appreciate the hours Lynn put into making this book. I’ve learned quite a lot and it seems every question has been answered. It’s organized, easy to use and after several months of continuously making gel candles I still refer to it for troubleshooting and new ideas.” ~ *Dianne Watson, The Scented Room*

“I had gotten my first order for an ocean theme gel candle about the same time the *How to Make & Market Gel Candles that Sell Like Wildfire!* book arrived in my mail, and boy was I grateful. I have been making paraffin candles for a while now, but I had never made a gel candle before. Lynn’s book was a lifesaver. I would not have been able to make my gel candle without it. I read the book as I was making the candle and it turned out excellent. So good, in fact, that the person I made the candle for was so pleased she showed it off to her family and friends, and consequently, I have received more orders! It was definitely a win-win situation for all, thanks to what I learned in this book. Thanks so much. I would buy any “How To Book” that Lynn has written, sight unseen, based on how informative her gel candle book was. Again, thank you so much!” ~ *Zenobia Swenson-Wehe, Candle Maker*.

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About the Author

Lynn A. Thomas acquired a wide scope of diverse talents while managing her own companies. Her expertise is in analyzing information and then organizing and conveying it in a concise format. Lynn's nationally published works include fiction, nonfiction and poetry.

"There's a need in me to write. When I write I lose track of time and experience bliss."

Lynn was featured in the Writers Digest ePublishing Success (May 2001), Christian Science Monitor (July 24, 2000) article about ebook authors and has topped the best sellers lists at: www.MightyWords.com and www.Booklocker.com.

Lynn was inspired to write this book when she and her husband came upon gel candles while scouting for gift items at an open-air market.

"One of the booths had what I thought were miniature aquariums. Upon closer inspection I realized they were actually candles. I was hooked!"

She had never seen a gel candle before and her inquisitive mind was full of questions. She bought one of the candles, enjoying its beauty and complexity. She needed to know more. This led to months of research, trial and error, and experimentation. It was then that she realized that she could save other people months of start up time and frustration by sharing what she had learned.


Lynn's website features [The Gel Candle Resource Center](http://TheGelCandleResourceCenter.com)® for candle makers, crafters and soap makers; and encourages reciprocal linking; and article submissions to the [Gel Candle News](http://GelCandleNews.com)® newsletter. She feels her site is beneficial to candle makers and visitors alike, and is evolving into a wonderful network neighborhood.

"This book has been a labor of love, and the letters and comments I have received from my readers have made the months of online research for candle making, writing, publishing and marketing all worthwhile."

How to Make & Market Gel Candles that Sell Like Wildfire! is the perfect tool to get started in making and marketing gel candles. It and the website serve as your resource guide. Visit online at: www.howtomakegelcandles.com/resources.htm

A Word from the Author

Every effort has been made to provide accurate, in-depth and current information; however you are urged to read all available material to learn as much as possible about Gel Candles, and to tailor such information to suit your individual needs.

 Formulas, resources and quality can change. Always contact your supplier for the most current information about using their products, product safety, and to answer any questions or concerns.

While working to provide you with the most current information on Gel Candles, this is a growing and evolving medium and new designs, supplies and ideas are constantly developing. You are encouraged to become active in one, or several, of the Gel Candle forums. This is not only a good way to keep up-to-date, but is a great way to network!

Visit our website for additional resources and to subscribe to our [Gel Candle News® newsletter](#). We also welcome your articles and photographs!

We have received wonderful emails from readers of this book. We appreciate your suggestions, feedback, comments, suggestions, and look forward to hearing from you. Email us at: feedback@howtomakegelcandles.com

Wishing you the best.
Thanks and Happy Candling!

Lynn A. Thomas
February 2001

Acknowledgments

I wish to thank everyone who has helped contribute to this book. Special thanks to my husband, Tom Thomas, to my editor, Mary “Tish” Ebling, to my sons, Ryan and Jay Thomas, for their computer assistance, to Dan Poyntner, John Kremer and Angela Adair-Hoy for their guidance, to Peggy Thomas, Marilyn Young, Tricia Thomas, Kelly Thomas, Sandy Haradon and Selina Haradon for their photography assistance, to Sandy Dolan, Larissa Hise, Bernie Herschbein and the HCI staff for their assistance, to Lisa Camp for her cover design, to Tom Yaley Jr, Patti Smith, Karla Miller and fellow gel candle makers for their unwavering support and encouragement, and last but not least, my sincere thanks to my readers.

Warning – Disclaimer

This book is designed to provide information about making gel candles. It is not intended to be a reprint of all available material, but is designed to complement, amplify and supplement other texts. For more information, see the [Appendix](#)

Reading this material is no guarantee of success. This is not a "get rich quick" scheme. Anyone wishing to make gel candles as a business should expect to invest money, time and effort into it. Individual results will vary. As with any business opportunity, do your homework thoroughly prior to deciding whether this is a business for you.

This text should be used only as a general guide and not as the ultimate source. Furthermore, this book contains information on gel candles up to the date of printing. Formulas, resources and quality can change. Always contact your suppliers for the most current information about using their products, and to answer any questions or concerns you might have about using their products in making gel candles.

The listings contained in this book and at our online [Gel Candle Resource Center](#) are for reference only and are not endorsements of any company and/or product

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What will this book will do for you?

This book will save you months of research,
trial and error, time and frustration.



Chapter One

Welcome to the World of Gel

While strolling the aisles of an open-air market one fine Sunday morning something caught my eye that stopped me dead in my tracks. “Will you look at that!” I said as I raced towards a booth with my husband in close pursuit.



At the booth I picked up the object that I had spied. It was a miniature aquarium of sand, seashells, glass fish and blue water... only, “Hey wait a minute, this isn’t water! And there’s a wick in it! What is this stuff?” I asked.

“Gel,” said the woman at the booth, “it’s a gel candle.”

“It’s a candle?” I asked amazed, as I turned it about. I was mesmerized as I looked down upon it, and up at it, and into it sideways and all around, turning it this way and that in the light.

“Yes, it’s a candle. I have three different sizes as you see here,” she said as she pointed to the items on her table. As I clasped my mini-aquarium, I gazed at the other candles on display. They were all beautiful.

“Who makes them?” I asked.

“My brother and I do,” she replied.

“You make them? How?” I asked, but she just shrugged with a knowing smile, her gel candle secrets kept safe within.

I bought that lovely little aquarium, and when I took it home and lit it, its beauty came alive as the light of the flame danced off the shells.

To this day it is a reminder of my first step into the world of Gel... and the journey that followed.

Like myself, when others see the gel candles, many questions come to mind:

- ❖ What is this stuff?
- ❖ How is it made?
- ❖ How do I color the gel?
- ❖ What wicks do I use?
- ❖ How is it scented?
- ❖ What glassware can I use?
- ❖ What items can I put in the candles?
- ❖ How do I package the candles?
- ❖ How do I price the candles?
- ❖ How do I sell the candles?

These questions and more have resulted in months of research, trial and error, review and redo. And the bottom line is this:

Gel Candles are Fun, Easy & can be Lucrative

While some gel candle makers enjoy gel candles as a hobby, many have set up businesses selling gel candles alone, or in addition to their other products.

They are actively marketing online, through direct mail and word-of-mouth; going to shows and fairs; providing home parties, seminars and workshops; and wholesaling to gift stores and specialty shops down the street, across the country, or around the world.

Others are actively marketing gel kits, wicks, fragrance oils, dyes, glassware, labels and packaging, embed items and more.

When I see that same glint in someone else's eyes, I realize that all the hours were worth it. For I know that they too have become hooked on the gel candle's magical charm.

At that very moment in time they have become a faithful customer, or another hooked crafter. Either way, they want more and they want it now.

And I know you're hooked too, or you would not have read this far.

I have good news for you.

You won't have to spend months accumulating, sifting and cataloging the information for your gel candle hobby or business.

I have done it for you...leaving you time to 'play' at the Gel.

Welcome Friend to the World of Gel

Greetings and Welcome to the world of Gel Candle making. It has taken months of accumulated hours to research and compose this easy to read book, which will not only inform you, but will save you hours of research. Hours better off spent making these beautiful candles.

Gel Candles are Hot!

Every day, people who see a gel candle for the first time ask:

- ❖ "What is that?"
- ❖ "Can I do that?"
- ❖ "How do I get started?"
- ❖ "Isn't there a book somewhere?"

Well, now there are answers.

Contained herein is a wealth of knowledge for the beginner... plus new ideas, designs, and contacts in an easy-to-read reference manual for the more advanced candle maker.

Why Are Gel Candles So Popular?

Why people like them

Their 3D Effects, Sparkles, Brilliance, Design, and Beauty enhance any décor.

Why candle makers like to make them

Following guidelines of safety, embeds, scent and color, your only limitation is your imagination. The gel is a great medium for achieving 3D effects, and the gel is so forgiving:

Scent too strong? Re-melt the gel, adding additional gel for the new pour. Too weak? re-melt the gel adding additional scent, then re-pour.

Not happy with the shade? Candle too dark: re-melt the gel, adding additional clear gel for the new pour. Candle too light? Re-melt the gel adding additional color, then pour.

Design doesn't look right? Pull out all the gel, separate from embeds, re-melt the gel, replace embeds, re-pour the gel.

Re-melt, Re-scent, Re-color, Re-design, Re-pour.
This artistic freedom puts the new Geller at ease.



It is recommended that you read through this entire book prior to making your candles. Then refer back to sections as needed. If you need further assistance, research the online forums, contact your Supplier (See: [Appendix](#)) or contact the author.

For purposes of this book, I have shortened gel candle makers to Gellers©.

Now, let's get started!

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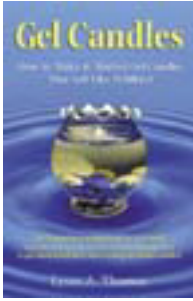
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