Island Thyme in sixty seconds

Since 1996, Island Thyme has made botanical skin and body care in small batches on Orcas Island, in the San Juan Islands of Washington. Our workshop is a few miles from Island Thyme Farm, where we grow some of the botanicals that go into the products, including the lavender, calendula, chamomile, comfrey, and cucumbers.

Everything is formulated and made in our own workshop. Nothing is contract-manufactured, and the recipes are our own, refined over thirty years.

Customers are happy with the results. On our website we have more than 3,300 reviews, averaging 4.9 out of 5.

Island Thyme is a certified B Corporation built around fair wages, sustainable sourcing, and stewardship of the land the farm sits on.

Four things every staff member should be able to say

- **Made in small batches** on Orcas Island, Washington, since 1996.
- **Farm-grown ingredients.** Island Thyme Farm grows lavender, calendula, chamomile, cucumbers, and comfrey. The botanicals are extracted with a copper alembic still or infused in premium-quality oils.
- **Petroleum-free, made in small batches,** scented with essential oils and absolutes.
- **People reorder.** The Calendula Comfrey Cream is their most reordered product; the lip balm has a twenty-year following.

What is in this guide

1. Face care — three lines, eighteen products
2. Lip balm — nine flavors and the counter display
3. Creams — three creams, two sizes
4. Salves — three salves
5. What customers ask for, and what to hand them
6. How to talk about the products — the words to use and the words to avoid
7. Testers and displays
8. Quick reference

See the farm and the workshop

Ten short videos of harvesting on the farm, distilling lavender, and filling jars by hand in the workshop.
islandthyme.com/behind-the-scenes

Face care: three lines for different skin types

1 · Cleanse
Cream cleanser, 1–2 pumps on damp skin. Removes makeup; never strips.

2 · Tone
Mist the hydrosol toner after cleansing. Hydrates and refreshes; helps the next step absorb.

3 · Serum
A few drops of the oil serum, massaged in. This is the step customers notice most.

4 · Moisturize
Daily Moisturizer (lightest) or Radiant Day Cream (richer) in the morning.

5 · Night
Buttercream at night. Rich, beeswax-based, never as heavy as it looks.

Rose Rejuvenation

For: dry, normal, and mature skin. The classic line and the proven seller.

Smells like: real rose. Bulgarian rose absolute and rose hydrosol.

Lead with: the Oil Serum (our top face product) or the Radiant Day Cream.

Say: "This is the one people have used for years. Rosehip and rose, rich without being heavy."

Cucumber Renewal

For: combination and oily skin, and skin that looks red. Also the line popular with men and teenagers.

Smells like: fresh cucumber with neroli; blue tansy in the serum and buttercream.

Lead with: the Oil Serum or the Daily Moisturizer.

Say: "They grow the cucumbers on their farm and distill them into this. It's cooling and light."

Soothing Flowers

For: sensitive skin, skin that is easily upset, people bothered by fragrance.

Smells like: lavender, chamomile, and orange blossom; the mildest scent of the three.

Lead with: the Oil Serum.

Say: "This is the gentle line: calendula, chamomile, and lavender from the farm. Start with the serum."

Two questions that come up

"Can I mix lines?" Yes. Many customers use the Rose Toner with the Cucumber Serum, or a Soothing Flowers cleanser with anything. Match the moisturizer to the skin; the rest is preference.

"Which is the night cream?" The Buttercream in each line. The Radiant Day Cream and Daily Moisturizer are for morning. Customers with very dry skin use the Buttercream day and night.

Face care products · Rose Rejuvenation



ROSE REJUVENATION · ALL SKIN TYPES · CREAM CLEANSER

Facial Cleanser

"Cleans and removes makeup without stripping. People with dry skin who cannot use foaming washes love it."

How to use: One to two pumps on damp skin, circular motion, rinse. Follow with toner.

Pairs with: Toner, then any Rose moisturizer

In it: Rose distillate, mild coconut-derived cleansers, rosehip, colloidal oats, oat protein, panthenol.



ROSE REJUVENATION · ALL SKIN TYPES · AFTER CLEANSING OR ANYTIME

Toner

"Hydrates and refreshes; use after cleansing and any time during the day."

How to use: Mist face and neck after cleansing, before serum or cream. Also a midday refresh.

Pairs with: Cleanser, Oil Serum

In it: Rose hydrosol, aloe, alcohol-free witch hazel, radish root ferment.



ROSE REJUVENATION · DRY, NORMAL, MATURE SKIN · NIGHT OR DAY

Oil Serum

"A few drops after toner; it soaks in and leaves skin feeling smooth and supple. Our top face product."

How to use: Warm 3–4 drops between fingertips and massage into face and neck after toner, before or instead of cream.

Pairs with: Rose Toner, Radiant Day Cream, Buttercream

In it: Rosehip seed oil with vitamins A, C and E; olive squalane; raspberry seed and sea buckthorn; Bulgarian rose absolute.



ROSE REJUVENATION · NORMAL TO COMBINATION SKIN · LIGHTWEIGHT

Daily Moisturizer

"The lightest moisturizer in the Rose line. Soaks in fast, no sticky finish, works under sunscreen."

How to use: Morning, one pump. Customers who find it too light should move to the Radiant Day Cream.

Pairs with: Cleanser, Toner, Buttercream at night

In it: Rose hydrosol, aloe, jojoba, sweet almond, rosehip, evening primrose, ECOcert plant emulsifiers.



ROSE REJUVENATION · MOST SKIN TYPES · EVERYDAY CREAM

Radiant Day Cream

"Rich enough for the face to drink in, light enough to wear under makeup. The everyday rose jar."

How to use: Morning after toner. Pair with the Oil Serum in winter.

Pairs with: Cleanser, Toner, Oil Serum

In it: Rose hydrosol, evening primrose, sweet almond, rosehip, two forms of vitamin E, sea buckthorn.



ROSE REJUVENATION · DRY AND MATURE SKIN · NIGHT CREAM

Buttercream

"Reviewers expect it to be heavy and it isn't. Rich at night; skin feels firmer and softer by morning."

How to use: Pea-sized amount at night after cleansing and toner. Day and night for very dry skin.

Pairs with: Oil Serum, Toner

In it: Rose hydrosol, sweet almond, jojoba, beeswax, shea, rosehip, sea buckthorn.

Face care products · Cucumber Renewal



CUCUMBER RENEWAL · ALL SKIN TYPES · OILY AND SENSITIVE ALIKE

Facial Cleanser

"Creamy, gentle, and refreshing. Removes makeup and never leaves skin feeling parched."

How to use: One to two pumps on damp skin, rinse, follow with toner.

Pairs with: Cucumber Toner, Daily Moisturizer

In it: Aloe, cucumber hydrosol, mild coconut-derived cleansers, colloidal oats, green tea, bright citrus oils.



CUCUMBER RENEWAL · ALL SKIN TYPES · COOLING

Balancing Toner

"Cucumbers grown on the farm and distilled in the workshop. Farm to bottle in the most literal sense."

How to use: Mist after cleansing and any time skin feels hot or tired.

Pairs with: Cucumber Cleanser, Oil Serum

In it: Farm-grown cucumber hydrosol, aloe, alcohol-free witch hazel, neroli and chamomile hydrosols.



CUCUMBER RENEWAL · COMBINATION, OILY, OR RED-LOOKING SKIN

Oil Serum

"Light, fast-absorbing, and calming to look at: blue tansy gives it its color and its herbaceous scent. Our own customers' favorite serum."

How to use: A few drops after toner, morning or night. Never had a breakout from it, reviewers say.

Pairs with: Cucumber Toner, Cucumber Radiant Day Cream

In it: Argan, cucumber seed, olive squalane, pomegranate seed, evening primrose, blue tansy.



CUCUMBER RENEWAL · OILY AND COMBINATION SKIN · MEN AND TEENS

Cucumber Blue Tansy Daily Moisturizer

"The lightest thing we make for the face. Soft, non-greasy finish; a good first Island Thyme product for men."

How to use: One pump in the morning.

Pairs with: Cucumber Cleanser, Toner

In it: Aloe, farm-grown cucumber hydrosol, chamomile and orange blossom hydrosols, jojoba, argan, green tea.



CUCUMBER RENEWAL · MOST SKIN TYPES, ESPECIALLY OILY · DAY

Radiant Day Cream

"Silky and light, with a neroli and cucumber scent."

How to use: Morning after toner.

Pairs with: Cleanser, Toner, Oil Serum

In it: Cucumber and neroli hydrosols, jojoba, pomegranate seed, green tea, two forms of vitamin E.



CUCUMBER RENEWAL · DRY SKIN THAT ALSO LOOKS RED · NIGHT

Cucumber Blue Tansy Buttercream

"The rich Cucumber jar. Cooling scent, calms the look of redness, and doubles under the eyes."

How to use: Small amount at night; day and night in dry climates.

Pairs with: Cucumber Toner, Oil Serum

In it: Farm-grown cucumber hydrosol, aloe, jojoba, argan, beeswax, shea, blue tansy, red mandarin.

Face care products · Soothing Flowers



SOOTHING FLOWERS · SENSITIVE SKIN · CREAM CLEANSER

Facial Cleanser

"Ultra-gentle. Customers who break out from most cleansers keep coming back to this one."

How to use: One to two pumps on damp skin, rinse, follow with toner.

Pairs with: Toner, Daily Moisturizer

In it: Aloe, lavender and neroli hydrosols, mild coconut-derived cleansers, calendula-infused almond oil, colloidal oats.



SOOTHING FLOWERS · SENSITIVE SKIN · CALMING

Balancing Toner

"Lavender, chamomile, and calendula hydrosols, all distilled from botanicals grown on the farm."

How to use: Mist after cleansing, before serum or cream.

Pairs with: Cleanser, Radiant Day Cream

In it: Farm lavender hydrosol, neroli, aloe, alcohol-free witch hazel, chamomile and calendula.



SOOTHING FLOWERS · DRY AND SENSITIVE SKIN · CALMING

Oil Serum

"Calendula from the farm infused into jojoba, with squalane and CoQ10. The orange-blossom scent has a following of its own."

How to use: A few drops after toner. In winter, many use it under the Buttercream at night.

Pairs with: Soothing Flowers Toner, Buttercream

In it: Calendula-infused jojoba, olive squalane, evening primrose, CoQ10, lavender, neroli, sweet orange, geranium.



SOOTHING FLOWERS · COMBINATION AND SENSITIVE SKIN · LIGHTWEIGHT

Daily Moisturizer

"Creamy but light, soaks right in. The scent is the reason people buy the whole line afterward."

How to use: One pump in the morning.

Pairs with: Cleanser, Toner, Buttercream at night

In it: Aloe, neroli, lavender and chamomile hydrosols, calendula-infused almond oil, jojoba, evening primrose, CoQ10.



SOOTHING FLOWERS · MOST SKIN TYPES · SENSITIVE · DAY

Radiant Day Cream

"Light, lets skin breathe, mild scent for people bothered by fragrance. A favorite of customers with reactive skin."

How to use: Morning after toner.

Pairs with: Cleanser, Toner

In it: Calendula-infused almond oil, neroli, chamomile and lavender hydrosols, aloe, borage seed oil, panthenol, CoQ10.



SOOTHING FLOWERS · DRY, SENSITIVE, MATURE SKIN · NIGHT

Buttercream

"Buttery and rich without a greasy feel, and lightly scented."

How to use: Small amount at night; under the eyes as well.

Pairs with: Toner, Oil Serum

In it: Calendula-infused almond oil, neroli and chamomile hydrosols, farm lavender hydrosol, beeswax, shea, CoQ10, sea buckthorn.

Lip balm

One base, nine flavors. Jojoba, beeswax, shea butter, castor oil, candelilla wax, coconut oil, and evening primrose, with vitamin E. Flavored with natural flavors and essential oils. Gluten-free, petroleum-free.

What customers say about it: "It stays on, it isn't waxy, and it doesn't make your lips feel like they need more."

Where it lives: At the register and on the shelf, in the 12-count display box. Keep three or more flavors out; variety sells the second tube.

Seasonal moves: Chai forward from September, Coconut Lime forward from May. Huckleberry never comes off.

> "I am picky about my lip balm. It has to really work and not feel or smell like plastic."
>
> JHelmers, Texas, on Tingle Mint

FLAVOR	WHAT TO KNOW	HAND IT TO
Tingle Mint	Top flavor everywhere. Peppermint and spearmint; the tingle lasts.	A customer who wants 'one that works.'
Huckleberry	A berry flavor with a loyal following; second only to Tingle Mint.	Berry fans; gift buyers.
Vanilla	Soft, sweet, and unfussy.	Kids, stocking stuffers, people who don't want mint.
Cardamom Vanilla	Warm and aromatic; cardamom essential oil. Silky texture.	Tea and chai drinkers; "Scandinavian grandmothers," per one reviewer.
Lavender Vanilla	Lavender essential oil over a vanilla base.	Lavender lovers; pair with Lavender Rose Cream.
Mango	Bright mango with steam-distilled lime. Creamy, not goopy.	Summer, teens, anyone who wants fruit.
Blackberry	The classic Northwest berry with a touch of lemon. Wholesale-leaning.	Berry fans; the second tube after Huckleberry.
Chai	Cinnamon and cardamom. Leans autumn and holiday.	September through December; gift season.
Coconut Lime	Newest flavor. Tropical, not greasy. Leans summer.	May through August.

Also: the Classic Set of 5 in a compostable sleeve, for the gift table.

Creams

These are beeswax and shea butter creams, not lotions. Thicker, longer-lasting, and used in smaller amounts. Customers buy the 2 oz first and the 4 oz second, and many describe keeping a spare jar. Shelve them next to the salves as one hand and body care block.



DRY, HARD-WORKING SKIN · HANDS, FEET, FACE · 2 OZ AND 4 OZ

Calendula Comfrey Cream

"The one to hand anyone with dry hands. Nurses, gardeners, and people who wash their hands all day are its loyalists, and it is the most reordered product Island Thyme makes."

How to use: a small amount on hands, feet, elbows; many use it on the face at night. Absorbs without a greasy feel.

In it: sweet almond oil infused with calendula and comfrey grown on the farm, beeswax, shea butter, lavender essential oil. Light lavender scent.



DRY AND SENSITIVE SKIN · A NIGHT CREAM FAVORITE · 2 OZ AND 4 OZ

Lavender Rose Cream

"A bestseller for more than twenty years. People buy it for the scent and come back because of how their skin feels. Many use it as a night cream for face and neck."

How to use: body, hands, face. At night, the scent is the point.

In it: rose hydrosol, sweet almond and jojoba oils, beeswax, shea butter, lavender essential oil, rose fragrance note.



AFTER SUN · SCENT-LED · 2 OZ (4 OZ ON REQUEST)

Jasmine Aloe Cream

"Real jasmine absolute, not a fragrance version. Aloe and shea make it the after-sun cream; the scent makes it the gift."

How to use: body or face depending on skin. After sun, after a shower.

In it: organic aloe, sweet almond oil, beeswax, shea butter, jasmine absolute, grapefruit essential oil.

Salves: where the company started

Herbal Super Salve was the first product Island Thyme made in 1996, and it is still one of the best sellers. All three salves are made without water, so they need no preservatives and keep for two years.



THE MULTIPURPOSE JAR · 1 OZ AND 2 OZ

Herbal Super Salve

"The all-purpose jar, and the original Island Thyme product from 1996. Customers keep one in the kitchen, the glovebox, and the garden shed for dry, rough skin wherever it turns up."

How to use: a little goes a long way. Warm a small amount between your fingers and rub it into dry skin.

In it: sweet almond oil infused with farm-grown calendula, comfrey, and lavender, wildcrafted St. John's wort and balm of Gilead, beeswax, lavender and tea tree essential oils. Herbal, resinous scent.



VERY DRY SKIN · CALMING · 2 OZ

Soothing Skin Salve

"The gentler, richer everyday balm. Calendula, chamomile, and lavender from the farm in almond oil with shea butter, for skin that is very dry or easily upset."

How to use: hands, feet, forearms, and elbows. A little at night on dry patches.

In it: calendula, chamomile, and lavender in sweet almond oil, shea butter, beeswax, vitamin E, lavender essential oil. Soft lavender scent.



BELLY, BABY, HANDS, FEET · 4 OZ (8 OZ ON REQUEST)

Mother & Baby Body Balm

"Soothing Skin Salve in a family-size jar. The go-to for an expecting belly, then for baby's dry skin, then for everyone's feet. A gift and shower favorite."

How to use: generously on belly and body; a tiny amount on baby; massage therapists use it too.

In it: the same formula as Soothing Skin Salve: calendula, chamomile, lavender, almond oil, shea, beeswax.

The question that comes up

"Salve or cream?" Cream for everyday moisture and hands you will use right away; salve for the driest spots, overnight, and anywhere you want it to stay put. Many customers own both, which is why they share a shelf.

What customers ask for, and what to hand them

CUSTOMER SAYS	HAND THEM	COLLECTION
"Something for my dry hands."	Calendula Comfrey Cream 2 oz. If they want it richer or for cracked skin, Soothing Skin Salve.	Creams · Salves
"I wash my hands all day; nothing lasts."	Calendula Comfrey Cream. It has a following among nurses and gardeners. Offer the tester.	Creams
"A nice night cream."	The buttercreams provide the rich moisturizing you want from a night cream. Match to their skin type and scent preference.	Face
"My skin is dry and I'm over 50."	Rose Rejuvenation. Start with the Oil Serum or the Radiant Day Cream, add the Buttercream at night.	Face
"I get red and blotchy; everything irritates me."	Soothing Flowers if skin is sensitive; Cucumber Renewal if it is combination or oily and looks red. Tester first.	Face
"My skin is oily. Do you have anything light?"	Cucumber Blue Tansy Daily Moisturizer, then the Cucumber Balancing Toner.	Face
"I just want a good face wash."	Any of the three cream cleansers; match the line to their skin. All remove makeup and none lather harshly.	Face
"A lip balm that actually works."	Tingle Mint or Huckleberry. Say: it stays on and doesn't make your lips feel like they need more.	Lip balm
"A gift for a new mom or a baby shower."	Mother & Baby Body Balm 4 oz, with a Soothing Skin Salve or a lip balm.	Salves
"A gift under ten dollars."	Any lip balm, or the 1 oz Herbal Super Salve.	Lip balm · Salves
"What's your best all-purpose thing?"	Herbal Super Salve. It was the first product Island Thyme made in 1996.	Salves
"Something that smells amazing."	Lavender Rose Cream or Jasmine Aloe Cream. Open the tester jar.	Creams

The one habit that matters most

Open the tester jar. Every Island Thyme product is scented with essential oils or absolutes, and the scent is the first thing reviewers mention. Offer a tester whenever you can.

How to talk about the products

These are cosmetics, not medicines. The rule is simple: describe how skin *feels* and how it *looks*, never what the product does inside the body or to a named condition. This protects your store as much as it protects us, and it is also just more honest.

INSTEAD OF SAYING	SAY	WHY
heals, healing, repairs skin	helps skin feel soothed; leaves skin feeling comfortable	Wound healing and repair are drug claims.
treats eczema, psoriasis, acne, rashes	for skin that is easily upset; for very dry skin; helps skin look clear	Naming a disease implies the product treats it.
anti-inflammatory, reduces inflammation	helps calm the look of redness	Inflammation is a medical effect.
anti-aging, reduces wrinkles, stimulates collagen	softens the appearance of fine lines; helps skin look youthful	Changing skin structure is a drug claim; appearance language is fine.
deeply penetrates, deep hydration	richly hydrating; helps skin hold onto moisture	'Deep' implies action below the skin's surface.
antibacterial, antimicrobial (on skin)	the formula is preserved with ECOcert-accepted ingredients	Fine when describing the formula, not action on skin.
balances skin pH, regulates oil, repairs the barrier	helps skin look balanced and less shiny; forms a protective layer that helps limit moisture loss	Regulating the body's functions is a structure/function claim.
sun protection, SPF	(never)	Any SPF claim makes the product an OTC drug.
relieves itching, relieves pain	helps skin feel calm and comfortable	Relief language comes from OTC drug monographs.
organic (as a product claim), vegan	made with botanicals from our farm; beeswax-based	We are not certified organic; several products contain beeswax.

Good sentences, ready to use

- "It helps skin feel soothed and comfortable."
- "It's richly hydrating and helps skin hold onto moisture."
- "It softens the appearance of fine lines."
- "It helps calm the look of redness."
- "People with skin that's easily upset do well with this line."
- "They grow the calendula and lavender on their farm."

When a customer tells you a medical story

Customers will tell you the salve fixed their eczema or the cream healed a scar. Thank them, and do not repeat the claim to the next customer. Say what you can stand behind: "A lot of people with very dry, easily upset skin reach for this one." If someone asks whether a product treats a condition, the answer is that it is a cosmetic and they should ask their doctor.

Testers and displays

The importance of testers

- In our experience, testers are often what turns a casual browser into a lifetime customer. When people can smell and feel the product, they're hooked.
- Please encourage customers to try the product for themselves.
- We ask for your help in keeping the testers visible, clean, and fresh-looking.
- Please request replacement testers before they look grungy. A dirty tester sells less than no tester.

Lip balm displays

- Each flavor ships in a 12-count counter display box, included free.
- Set at the register facing the customer.

Shelf placement that works

- **Register:** lip balm display, 1 oz Herbal Super Salve.
- **Body care aisle:** creams and salves together as one block, 2 oz jars at eye level, 4 oz below.
- **Face care:** one line per shelf, left to right in order of use, testers in front.
- **Baby set:** a second facing of Mother & Baby Body Balm.

Storage

Everything is fine at room temperature. Keep balms, creams, and lip balm out of direct sun and away from heaters; beeswax products soften above about 85–90°F and firm back up unharmed. Face care is best within twelve months of opening.

Quick reference

Pin this by the register.

Face care · Rose Rejuvenation

Facial Cleanser	cream cleanser · removes makeup
Toner	rose mist · after cleansing
Oil Serum	dry/mature · top face product · rosehip, squalane, rose
Daily Moisturizer	lightest · under makeup
Radiant Day Cream	everyday · most skin types
Buttercream	night · rich, not heavy

Face care · Cucumber Renewal

Facial Cleanser	gentle · oily and sensitive
Balancing Toner	farm-grown cucumber hydrosol
Oil Serum	combination/red-looking · blue tansy · customers' favorite
Blue Tansy Daily Moisturizer	lightest we make · men, teens
Radiant Day Cream	light · neroli-cucumber scent
Blue Tansy Buttercream	night · calms the look of redness

Face care · Soothing Flowers

Facial Cleanser	ultra-gentle
Balancing Toner	farm lavender hydrosol
Oil Serum	sensitive/dry · calendula, CoQ10 · orange blossom
Daily Moisturizer	light · the scent sells the line
Radiant Day Cream	light · reactive skin
Buttercream	night · mild scent

Lip balm

Tingle Mint · Huckleberry · Vanilla	the top three
Cardamom Vanilla · Lavender Vanilla	aromatic
Mango · Blackberry · Coconut Lime	fruit; Coconut Lime for summer
Chai	autumn and holiday

Creams

Calendula Comfrey	dry hands · most reordered · farm calendula and comfrey
Lavender Rose	20-year bestseller · night · scent
Jasmine Aloe	after sun · real jasmine

Salves

Herbal Super Salve	the original, 1996 · multipurpose · 1 oz and 2 oz
Soothing Skin Salve	very dry skin · calendula, chamomile, lavender
Mother & Baby Body Balm	belly, baby, feet · Soothing Skin formula, 4 oz

Questions, reorders, training

orders@islandthyme.com · 360-376-5152 · islandthyme.com · Orcas Island, Washington. The wholesale inbox is watched by several people and answered the same day. Ask for a 20-minute staff training call any time; we will do it over video with the products in hand.