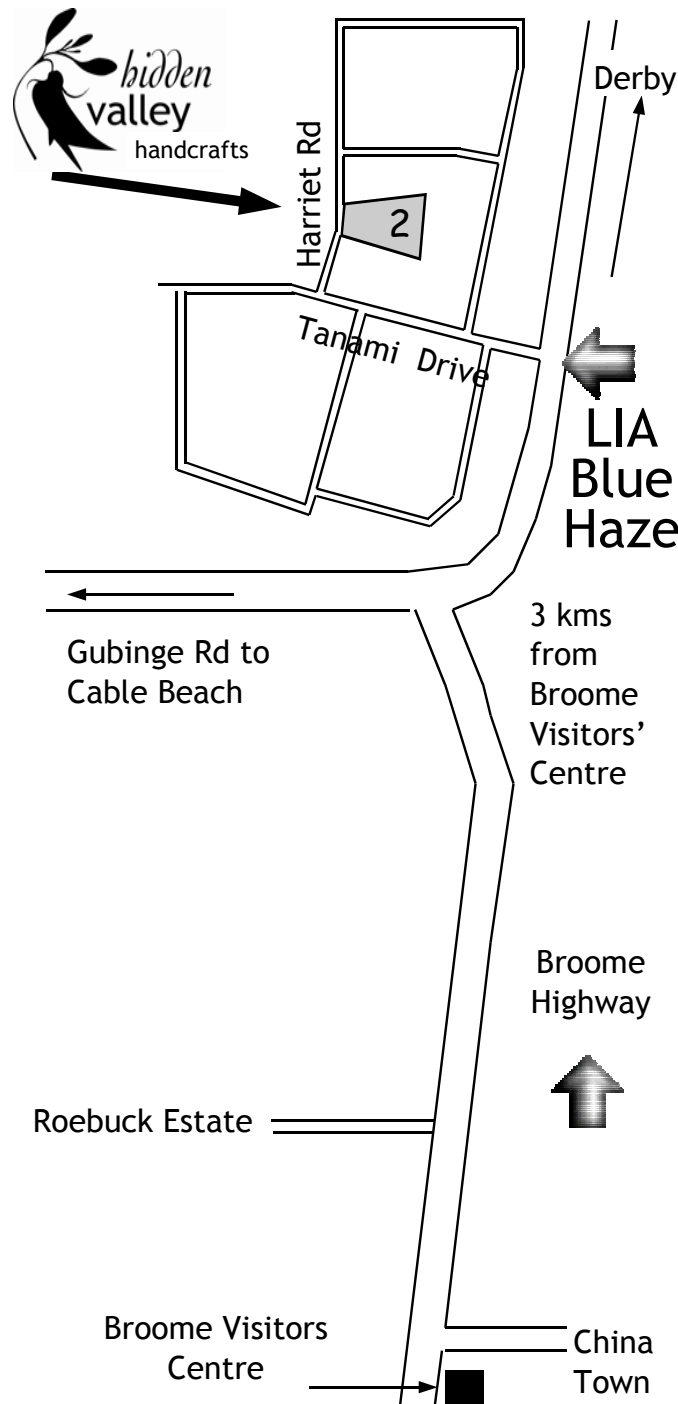


# Best selling products & customer feedback

- \* **Our soaps** - great feedback from loyal customers all over Australia, unsolicited praise from Susan Kurosawa in The Weekend Australian & Eleanor Sprawson of The Daily Telegraph.
- \* **Midgie Magic** “the only product that has given me the relief I need from insect bites” (Noelene). Mentioned in **On the Road** magazine without any soliciting by us. “Get Sandfly Salve (now Midgie Magic) from the Broome markets. Do a google search for it. Worked wonders on the wife and she’s a Pom who suffered like no one else I know!” (Urshnme)
- \* **Healing Cream** “your fantastic cream worked wonders on my eczema” (Rachel)
- \* **Skinsmart** “I am a multi-allergy sufferer, and unlike all other sunscreens I feel quite safe using it ” (Yvette)
- \* **Dog Shampoo Bar** “It’s so easy to use, and it keeps the fleas and ticks away” (Tom)
- \* **Solid Shampoo Bars** - “So easy for travellers - no spills and leaves your hair feeling lovely” (Bek)
- \* **New pure organic facial products** to be launched soon “I don’t normally use skin products as they irritate my skin, but I will after being a test bunny for your new organics.” (Glenys)
- \* “We appreciate your products and appreciate your ongoing research too” (Faye & Joan)
- \* “It’s so refreshing to receive a catalogue that is not aggressive in its approach but is strong in ethical integrity and pure quality. I come across handmade soaps, candles etc in many places but none compare to the beautiful fragrance of the oils you use, and the price. Thank you for continuing to make products that are simply the best.” (Anne)



Soaps  
Candles  
Natural Skin Care  
Pure Essential Oils  
Gifts inspired by Broome

*Hand made with love in Broome by  
Alison Southern, Brian Smoker & team*

2 Harriet Rd Blue Haze LIA  
Open Mon-Fri 9-4

Ph (08)91937036 Fax (08)91923880  
PO Box 155 BROOME WA 6725  
hiddenvallehyhc@westnet.com.au  
www.hiddenvalleyhandcrafts.com.au

*Celebrating plants,  
and seeking purity, harmlessness,  
playful ingenuity and lovingkindness*

## Our showroom

You can now visit us and buy direct from our factory outlet at  
**2 Harriet Rd, Blue Haze**  
(Light & Industrious Area) *see map*

### Showroom Hours

**Monday - Friday**  
**9.00 am - 4.00pm**



Left to right: Back - Alison, Jane, John, Smokey, Michelle, Denise, Jo  
Front - Kathryne, Pat, Chris

## Other Outlets

Courthouse Markets - Sat & most Sundays 8-12  
Cable Beach Club Resort  
Bali Hai  
Broome Airport Pandanus Gifts  
Mail order service (phone/email for catalogue)

## Our Story

When our youngest child Jaye went to school in 1994, Alison sought a way to earn an income from home, doing work she enjoyed and believed in - a "path with heart". She began re-searching and experimenting with soap and essential oils in her kitchen, seeking products to sell at the local markets. At this time there was only one fairly limited book available on soapmaking (the internet was still to come), so there was much to learn!

In 1995 Hidden Valley Handcrafts was registered and began trading at the Broome Courthouse Markets each Saturday morning. It was thrilling to sell about 40 soaps at the first market and to receive wonderful feedback. Within 2 years there was a thriving soap, candle & natural skin care stall at the markets and partner Smoky quit his accounting job to help. All the profits during these first two years were placed back into better equipment and more raw materials. Smoky designed and made everything needed from collapsible trestle tables to trolleys and shelving. The natural environment of Broome and the bush & beach near our home (Hidden Valley) became the inspiration for the creation of many new soaps and candles. We enjoyed "making meaning" out of our love for the Kimberley, expressing this in soap and other products. Our network of wonderful, loyal customers grew.

Soon we needed more help, and began the rewarding process of employing casual staff. Most of these helpers have become lifelong friends - some have left to have babies or move into their own businesses, but all have contributed significantly to the success and good feeling of Hidden Valley Handcrafts. We also needed more space, and with help from the whole family we designed and built a "girls' shed" for production & packaging at our home in 2000. Soon even this shed was too small, and there was increasing demand for public access.

In 2004 we finally moved out of home and into the big Harriet Road shed, adapting it and adding a shopfront and candle verandah. For the first time we opened our doors to the public, offering tours as well as sales through the shop. Today we employ a marvellous and varied team of 8-10 helpers. Looking back, we can see that the business has grown organically, like a tree, in ways unforeseen at the beginning. It is extraordinarily empowering to create a business and lifestyle that is extending and fulfilling in every respect. Ali & Smoky

## Our Aims

- \* Our overall business intention is to extend lovingkindness through our products and how we work, living our values and encouraging them in others (trust, honesty, responsibility, respect, quality, purity, positive thinking, tolerance and compassion)
- \* To make pure, natural, safe products incorporating the beautiful aromas & healing properties of plants
- \* To seek creative inspiration from the colours, textures and aromas of Hidden Valley, Broome and the Kimberley region
- \* To keep prices affordable by saving on packaging and advertising but not on quality ingredients
- \* To make beautiful vegetable soap by hand with careful craftsmanship
- \* To make skin care products in small batches to ensure freshness with minimum preservatives
- \* To share information about harmful ingredients and safe alternatives, maintaining a debunking attitude toward myths in the "beauty industry"
- \* To market directly to individuals as well as shops and guesthouses, keeping personal contact with the people who actually use our products
- \* To keep the business small, responsive and ethical, insisting on a happy, loving working environment for our team, knowing this reflects in our products and services
- \* To give back to the local community, the country and the world which sustains and supports us.

*Soapmaker's Prayer*  
*Let this soap cleanse away fear,*  
*Let love be here.*