



Chocolate Cake Club™

Holiday Gift Guide 2010



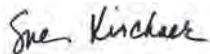
Happy Holidays

The **Chocolate Cake Club** wants to bring you some extra cheer this Holiday Season, making it super easy and rewarding for you to shop for all of the little loved ones on your Holiday List. Here are the Top 5 Reasons why we know you'll have a "Chocolate Cake Moment" after shopping with us.

1. **Unique, Must-Have Gifts.** We have been busy adding great new gifts like family games, arts & craft kits, play tents, cool toys and cooking sets. We want to make you look like a gift-giving super star with Wow!-inspiring gifts. Still not sure what to get? Try a ChocolateCakeClub.com gift certificate or ask us for recommendations at SantasHelper@ChocolateCakeClub.com.
2. **Free Stuff!** Every order over \$100 gets Free Shipping and for the Holiday Season we are throwing in a FREE 2011 Mom's Plan-it Family Wall Calendar, giving you or your gift recipient the gift of organization. (While supplies last, so order today.)
3. **Save Money!** We'll be offering special deals throughout the Holiday Season on our Facebook Fan Page. "Like" us so you don't miss out on any incredible offers. We are also bringing back our popular 12 Days of Christmas promotion. Each day from Dec. 1 – Dec. 12th we will feature one of our top products at 25% off, that day only. No coupon codes needed, just sign up for our e-newsletter on the home page to make sure you don't miss a deal on your favorite gift. Gift wrapping is only \$1.95 during the Holiday Season.
4. **Speed! We're fast!** We ship same or next day for most orders. Even personalized gifts ship in 2 or 3 business days. We also offer 2-Day Air Shipping for those rush gift emergencies.
5. **Extra Goodies!** Every package goes out with a little gift from us – whether it is a recipe for a Chocolate Treat or a list of 10 Family Holiday Traditions to start this year. The extra fun is on us!

Have fun shopping and don't forget to stop by ChocolateCakeMoments.com for daily ideas on how to have more fun with your family and start enduring traditions this Holiday Season.

Best Wishes!



Susan Kirchner
Chief Fun Officer

www.ChocolateCakeClub.com

www.ChocolateCakeMoments.com - Ideas for Holiday Family Fun and Traditions!



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**Featured Item: Elf on a Shelf
Plush Doll**

Santa's helper is now available for hugs and snuggles! This Elf on the Shelf 19" Plush Elf is so soft and adorable. Kids can curl up with a blanket and their Elf for a night of holiday movies, bring him along for Christmas caroling, or just prop him up for all to enjoy. This lovable elf is the perfect holiday gift that gets everyone in the holiday spirit.

FF174 \$13.95



Book Set

Family traditions are so important and that's why we fell in love with the Elf on The Shelf book set. Inside the set, you will find a retro-style Elf, formed to sit on a shelf or perch in your house, as well as a book that explains what the Elf is for. Once you adopt this elf into your family and name him, the Elf will work his magic and watch over your family and report back to Santa each night about who has been naughty or nice that day. By morning he's back but he's in a different place in the house for a daily hide-and-seek ritual that will delight your kids and adults alike.

FF82 \$29.95

Activity Book

Your kids will love celebrating the Holiday season with activities centered around their favorite family Elf. The Activity Book includes stickers, games, craft ideas, coloring pages, and a music CD.

FF123 \$14.95

**For gift cards and stocking stuffers go to:
www.chocolatecakeclub.com**



Baby's First Holiday



A

A. Gentle Giraffe Sleep Soother

The Gentle Giraffe Children's Sleep Soother by Cloud b is the perfect bedtime buddy! The plush giraffe is an interactive plush toy that plays fun sounds when your children want to play, and plays soothing sounds when they are ready to sleep. The Gentle Giraffe is also essential for traveling or sleeping in an unfamiliar environment, like visiting Grandma and Grandpa's house for the first time.

GHA402 \$24.95



B

B. Green Toys First Building Blocks

Here is the perfect basic starter block set for your baby and for the eco-friendly parent. Large, light-weight, bold colored blocks make it easy for baby to grab and stack. A variety of shapes make it fun to build towers, houses, or any combination of blocks they can imagine.

TY137 \$24.95



C

C. Dr. Seuss Cat in the Hat Stacker Toy

Here is a classic baby toy with a Dr. Seuss twist. The bright red and white Cat in the Hat Stacker Toy is not only adorable, but fun! This toy is perfect for teaching hand-eye coordination or brightening up any baby room. One Fish, Two Fish Fishbowl Toy also available. **(For Age: 9 months and up)**

TY150 \$29.99



D

D. Comfy & Stylin' Baby Clothes

Hand Picked Pumpkin baby clothes are at the top of our list for Baby's First Holiday Gifts. These stylish and comfy baby hoodies and matching pants for girls and boys are a must-have to keep baby warm. You'll love the stylish details and baby will love the comfort. Don't forget the matching Stroller Blankets and Burp Cloth Sets for an enviable gift. **(9 months - 18 months.)**

BC102 Boys & BC101 Girls \$78.00



E

E. Baby Dish Set

We have some adorable baby dishes that would brighten up any meal. Safe, sturdy dish sets include dish, silverware, sippy cups, and placemat. They come in a variety of adorable designs. Our favorites? The retro-designed Secret Garden and Retro Robot.

GHA375 Secret Garden & EF124 Retro Robot \$32.95 each



F

F. The Grinch Hooded Baby Bath Towel

Your little Holiday baby will look so adorable drying off with this super cute Grinch Hooded Bath Towel. You'll love how it keeps baby warm and comfortable after a bath. Can be personalized with baby's name. The Grinch's dog Max is also available.

GHA372 \$29.95



G

G. Santa Baby Bib & Bootie Set

Celebrate

Baby's 1st Christmas with this adorable Santa Baby Bib & Bootie Set. Your baby will be the highlight of the family celebrations this season.

GF468 \$24.95



Boys 1-2 Years Old



A

YBIKE Toddler Balancing Bike

This multiple award winning toddler balance bike is built to help promote motor skill development, yet look cool while doing it. Designed in South Africa, the ingenious YBIKE makes learning to ride a bike effortless for children as young as 2 years. Available in a variety of colors.

TY143 \$79.99



B

B. Eco-Friendly Toy Trucks

The Green Toys toddler play trucks are THE best toy. Not only are these eco-friendly toy trucks made out of 100% recycled milk jugs, but they have won numerous toy awards. Available in Firetruck, Dump Truck and Recycling Truck designs.

TY138 \$24.99



C

C. Construction Zone Play Tent

This Construction Zone Tent by Pacific Play Tents is spacious enough for all the neighborhood friends to "build" a little fun! The outdoor construction site scene on the tent exterior is complete with construction signs and machinery. Bring your tools, trucks, imagination, and get to work! Go online to see other Play Tent designs.

TY129 \$74.00



D

D. Sports Toddler Nap Mat

This Sports-Themed Toddler Nap Mat is perfect for taking to daycare, on overnight trips to Grandma's house, or even keep in the car for impromptu naps. Each nap mat is extremely soft and comfortable, the head can be used as a pillow, and it includes an attached blanket. The mat easily rolls up and comes with shoulder straps that are adjustable for a comfortable fit. Personalize it with your child's name! Also available in monkey or doggie designs.

OG681 \$49.95



E

Blue Monkey Toddler Backpack

Help your kids assert their independence by letting them carry their most valued possessions THEMSELVES with our best selling Toddler Quilted Backpacks. These machine washable backpacks are great for taking toys to restaurants or blankies to Grandma and Grandpa's house. Backpacks are available in over 20 different designs, you're sure to find one that's perfect for your little one. Don't forget to personalize the backpack with your child's name.

BK221 \$24.95



F

F. A Light in the Night Glow Friend and Book Set

We have discovered this adorable Kids Night Light set called Light in the Night Glow Friend Book Set. If your child is scared, just squeeze the Glow Friend's tummy and he'll light up to prove there is nothing scary in the room. Included with this Glow Friend is a fun, illustrated book for families to read before bed calming to calm the nerves of any little one.

GHA370 \$34.95



G

G. Play Mat and Toy Tote

This perfect little vinyl play mat provides hours of imaginative fun with toy trucks, guys and trains. Best yet, it converts into a tote for storing those toys when not in use.

TY125 \$15.95



Girls 1-2 Years



A

A. YBike Toddler Balancing Bike

This multiple award winning toddler balance bike is built to help promote motor skill development, yet look cool while doing it. Designed in South Africa, the ingenious YBIKE makes learning to ride a bike effortless for children as young as 2 years. Available in a variety of colors.

TY142 \$79.99



B

B. Little Red School House Play Tent

This Little Red School House Tent by Pacific Play Tents is spacious enough for all the neighborhood friends to come over and learn a little fun! Great for hours of imaginative play either inside or outside, this high quality play tent is the perfect gift of fun. Play school with this school house, and be the coolest teacher on the block.

TY129 \$74.00



C

C. Eco-Friendly First Tea Set

This is the perfect toy! Green Toys has crafted this Eco-Friendly Kids Tea Set out of 100% recycled milk jugs! The tea set consists of 17 pieces, including a teapot, sugar bowl, 4 saucers, 4 teaspoons, a creamer and 4 teacups. We love the soft colors and durable (nearly unbreakable) structure of the set.

GF400 \$24.95



D

D. Butterfly Toddler Nap Mat

This Butterfly Toddler Nap Mat is perfect for taking to daycare, on overnight trips to Grandma's house, or even keep in the car for impromptu naps. Each nap mat is extremely soft and comfortable, the head can be used as a pillow, and it includes an attached blanket. The mat easily rolls up and comes with shoulder straps that are adjustable for a comfortable fit. Personalize it with your child's name! Also available in turtle or pink hippo designs.

GF400 \$24.95

E. My First Purse

It is so much fun to pretend to be a grown-up, complete with purse and cell phone. This adorable soft purse includes chunky lipstick, soft mirror, set of keys, wallet, debit card, and portable phone. Let's go shopping!

GF421 \$19.95



E



F. Brown Owl Toddler Backpack

Help your kids assert their independence

F by letting them carry their most valued possessions THEMSELVES with our best selling Toddler Quilted Backpacks. These machine washable backpacks are great for taking toys to restaurants or blankets to Grandma and Grandpa's house. Backpacks are available in over 20 different designs, you're sure to find one that's perfect for your little one. Don't forget to personalize the backpack with your child's name.

BK224 \$24.95



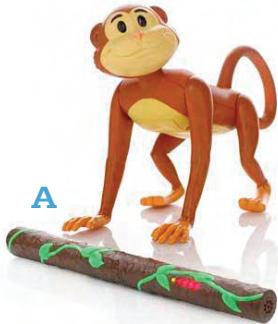
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GHA370 \$34.95



Boys 3-4 Years



A

A. Monkey Hide and Seek Safari Game

The award-winning Monkey Hide & Seek Safari Game is one of our favorite games. Hide the Monkey somewhere in the house. Your child then uses the Seeker Wand to find the Monkey, watching as the lights on the wand indicate hotter or colder. The Seeker will sound off when the Monkey is near for a banana-load of fun.

FF117 \$34.95



B

B. Monster Hooded Towel

Say goodbye to bath time complaints! Your kids will beg you to bathe just so they can get out and wear these fun and imaginative Monster hooded towels. These not-too-scary Monster Hooded Bath Towels are made from top quality, super absorbent, 100% cotton in purple and green. These 54"x28" (plus hood) towels are big enough for kids from 2 to 8 years old and sturdy enough to last until they grow out of them. Can be personalized!

GHA234 \$38.00



C

C. Eco-Friendly Recycling and Dump Trucks

This is THE perfect toy. Family Fun Magazine picked this toy Recycling Truck as one of their 2009 Toy of the Year Winners. Green Toys has crafted this Eco-Friendly Kids Recycling Truck out of 100% recycled milk jugs! Kids can cut the images of bottles, cans, and paper off of the recycled cardboard box to sort and load into the truck's slots. Don't forget the Dump Truck or the Tool Belt, also made of old milk cartons.

TY102 \$24.95

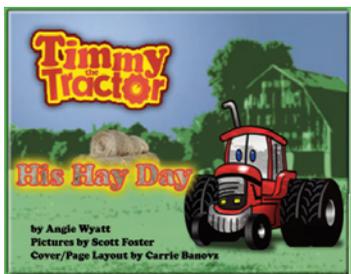


D

D. Playful Chef Kids Cooking Set

Looking to have some fun with your kids and teach them the joy of cooking? These kids cooking kits for ages 3-5 years old provide the nutritional know-how, kid-sized cooking tools, and fun recipes you'll need to get your little one cooking! We can't think of a better Chocolate Cake Moment than to have fun in the kitchen making Chocolate Mountain Lava Cakes (recipe included in kit.)

FF115 \$42.95



E

E. Timmy the Tractor Book & Toy

Meet Timmy the Tractor! Cuddle up with Timmy as you read about his day on the farm. In the book "His Hay Day" by Angie Wyatt, Timmy introduces you to all the different tractors used on the farm to harvest hay. Have fun learning what the job of each tractor is and what it takes to get the hay ready for all the farm animals to eat.

GF492 \$24.95



F

F. Monkey Pull-Along Backpack

The Plush Monkey Stuffed Animal and Roller Backpack is two great items in one. A furry roller backpack is perfectly sized to carry small goodies through the airport or to Grandma's. The funny stuffed animal monkey on the front comes off to play and keep your child amused while traveling. Personalize the backpack for more gift fun.

OG582 \$28.95

G. Large Knights Castle Cardboard Toy/Art Kit

Grab your knights and defend the king, the castle is under attack! But



G

first, color and decorate your Recyclable Cardboard Castle Toy/Art Kit. Follow the easy instructions to put the castle together then let your creative juices flow. Decorate with pebbles, aluminum foil, wood chips, or any other materials that will make your castle truly unique. Now your imaginative castle adventures can begin! Go online to see all of our Calafant art kits.

AS142, \$24.95



Girls 3-4 Years



A

A. All-in-One Retro Kids Wooden Kitchen

Every child needs a play kitchen and this retro-design wooden kitchen is so fun! Includes a refrigerator, write on-wipe-off marker board, a sink, microwave, oven with pull-out rack, dishwasher, open and close storage, wall phone, clock with moveable hands and more. Order early to make sure it arrives on time.

FN100 \$199.99 each



B

B. Eco-Friendly Tea Set

The environmentally conscious toymakers at Green Toys have crafted this Eco-Friendly Kids Tea Set out of 100% recycled milk jugs! The tea cups are nicely sized so that your child can actually drink something out of it. The tea set is completely non-toxic so you don't have to worry if they want to sip some "tea" as they play. Finally, a pretty tea set that you can let your youngsters play with and not worry about them breaking it. It's good, clean fun.

GF400 \$24.95



C

C. Princess Hooded Bath/Beach Towel

Your little princess will be singing and dancing to the bathtub to get clean with this super cute Princess Hooded Bath Towel. This super-soft Kids Hooded Bath Towel is made from top quality, super absorbent, 100% cotton in pink with yellow crown on hood. Sewn in the USA. Can be personalized with her Highness' name.

GHA353 \$38.00



D

D. Decorate Your Own Princess Castle

Your little princess will love decorating her very own recyclable, cardboard palace with markers or pencils, or better yet add fabric pieces, gems, glitter, or any other materials that will make your castle truly unique. Once your castle is decorated, let your toys move in for hours of imaginative play. Castle is easy to construct, no glue or scissors needed.

AS148 \$24.95



E

E. Playful Chef Kids Cooking Set

Looking to have some fun with your kids and teach them the joy of cooking? The Playful Chef Kids Cooking Kits will help you tap into your kids' eagerness to help in the kitchen. These kids cooking kits for ages 3-5 years old provide the nutritional know-how, kid-sized cooking tools, and fun recipes you'll need to get your little one cooking!

FF115 \$42.95



F

F. Handlebar Horse Bike Accessory

What little girl wouldn't love to transform her bike into a beautiful white horse? With the Handlebar Horse Plush Horse Head & Tail you can do just that! Horse head and tail easily slip onto any bike. Press the horse's ears to hear "real" galloping horse sounds. Bike riding will be so much fun!

FF149 \$21.95

G. Monkey Hide and Seek Safari Game



G

The award-winning Monkey Hide & Seek Safari Game is one of our favorite games. Hide the Monkey somewhere in

the house. Your child then uses the Seeker Wand to find the Monkey, watching as the lights on the wand indicate hotter or colder. The Seeker will sound off when the Monkey is near for a banana-load of fun.

FF117 \$34.95



Boys 5-6 Years



A

A. Schleich Knights Castle

This collector's quality Knight's Castle is the perfect battleground for heroic toys to duel it out and conquer the land. Create a moat, pull up the draw bridge, protect the king from disaster! The attention to detail on this castle is amazing. Don't forget to grab some knights to complete this incredible gift. Your child will play with this toy for years.

TY160 \$169.95



B

B. Totem Boys Building Kit

Totem Boys is a new toy/ building activity kit that is half puzzle and half model. Imprinted on each of the 120 recycled laminated cardboard cards are totally cool signs, symbols, textures and images that when put together look awesome. For kids with real imagination, the possibilities for building cool, 3-D objects is endless. Or, the kit comes with instructions to build a spaceship, airplane, building, or sailing ship. This activity is not only fun but eco-friendly.

FF135 \$36.00



C

C. Hooded Bath/ Beach Towels

Holy Bath Adventure! Turn your next bath into an adventure with these totally cool Black Mask and Robot Hooded Bath Towels. Your kids will beg you to bathe just so they can wear these fun and imaginative towels. Can be personalized!

GHA235 \$38.00



D

D. Flapdoodle Game

FlapDoodle is a new game of totally silly nonsensical fun for kids and families, perfect for Friday Night Game Night. You'll race through the FlapDoodle factory, where you'll have to use your creativity and imagination to answer crazy questions and do silly stunts. For example, you might have to take off your socks and shoes and have your two big toes talk to each other about potato chips. Crazy characters like Super Ninja Monkey will help you cruise around the board.

FF111 \$22.95

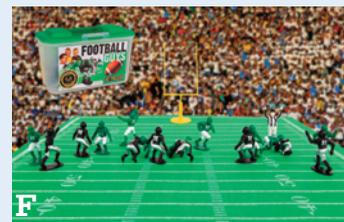


E

E. Star Wars Jedi Projector

Join Captain Rex as he introduces your son to the world of Star Wars Clone Wars vehicles! The Star Wars Jedi Projector projects 24 Clone Wars images on the wall or ceiling. Your child will learn these fictional vehicles are similar to our own with the synchronized audio tour CD narrated by Captain Rex. Out of this world fun!

TY108 \$39.95



F

F. Football Guys Game and Action Figures

Are you ready for some football? Sports and action figures have been a part of a kid's life since the invention of toys. Now both are combined in this Football Guys Game Set. Set includes some suggested game ideas or use your imagination to reenact your favorite game day plays. Sports action figures are a refreshing alternative to army guys. Also available in a Baseball set.

TY135 \$24.99



G. Playful Chef Kids Cooking Kits

The Playful Chef Kids Cooking Kits will help you tap into your kids' eagerness to help in the kitchen. These kids cooking kits provide the nutritional know-how, kid-sized cooking tools, and fun recipes you'll need to get your little one cooking! We can't think of a better Chocolate Cake Moment than to have fun in the kitchen making Chocolate Mountain Lava Cakes (recipe included in kit.)

FF79 \$39.95



Girls 5-6 Years



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FF79 \$42.95



B

B. Schleich Animal Rescue Center

This Animal Nursery is the perfect play accessory for all you animal lovers. The versatile toy has divided rooms, movable shutters and doors, and realistic details for you to turn this structure into anything you imagine like an animal hospital, animal shelter, or animal training center. Don't forget get to grab some of the Schleich animal figures for the ultimate gift for your little one.

TY161 \$169.95

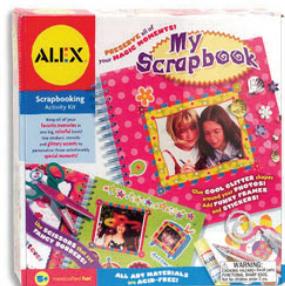


C

C. Magical Unicorn Hooded Bath/ Beach Towel

You can't buy her the unicorn she's been wanting, but you can make getting warm and dry a bit more magical. This fantasy-filled towel is a substantial 100% cotton terry embellished with an embroidered face, a cuddly polar fleece mane, and a sturdy felt horn. It's perfect for after bath or at the pool. Designed and sewn in the USA. Can be personalized.

GHA356 \$38.00

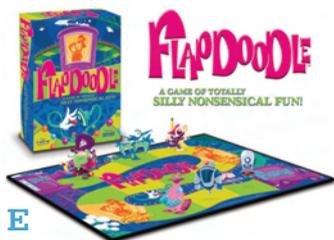


D

D. My Scrapbook Kit

Encourage your little girl to capture all of her favorite memories and BFF moments in one great book with the My Scrapbook Kit! She'll impress friends and family by jazzing up each photo with the cool accessories. This is a great activity to do with Mom and Grandma or with her best friends during a slumber party.

AS123 \$22.00



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FF111 \$22.95



F

F. Schleich Summergreen Elf/ Fairy House

It's time to enter the magical world of fairies and elves with this beautiful, collector-quality fairy house. Your magical little girl will spend hours pretending with this beautiful house. Don't forget to grab some Fairy, Elf and Unicorn action figures to make this the ultimate Holiday gift.

TY162 \$79.95



G

G. Picnic Basket Set

This charming Kids Picnic Basket Set by Alex contains everything you need for a perfect picnic. This 18-piece enamelware set contains a wicker basket, 4 plates, 4 cups, 4 spoons, 4 forks and tablecloth.

GF298 \$29.95

chocolate cake club™



Holiday Gift Guide 2010

Boys 7+

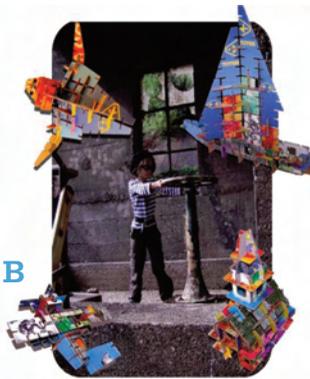


A

A. Star Wars Jedi Projector

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TY108 \$39.95



B

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FF135 \$36.00



C

C. Marble Mania Galaxy Techno Gears

Marble Mania Galaxy is like no other marble run you've seen before. Create multiple space-themed marble run designs using over 425 pieces. Interlocking plates, gears, 3-D connectors, shafts, channels, funnel and pendulum make up this totally cool marble run set. Blinking lights, glow in the dark features, and sound effects just make it even better. Your child will have hours of fun creating the perfect run.

TY155 \$72.95



D

D. Camouflage Power Popper Gun

With the Camo Power Popper, your child can blast his friends with soft, foam balls. Slide the handle back and forth to shoot. The faster you slide the handle, the faster and further the balls launch. Safe, fun, and perfect for indoors or out. Don't forget to buy more ammunition. They tend to get lost.

TY107 \$34.95

E. Be Amazing Big Bag of Science

Believe it or not, kids love these science toys! There are over 70 unique hands-on activities to experiment with. You will be able to make water disappear, have liquid flow uphill, grow fake snow instantly, create a 30' soda geyser, and so much more we can't list them all.

TY159 \$39.95



E



F

F. Custom Rides Design Studio

Your child will have a blast designing cars and motorcycles with this Custom Rides Design Studio. Put the old noggin' to work and create a totally unique car or motorcycle on paper using the light up tablet, how to book, and markers. Ignite the imagination and hit the road! This is the ultimate "cool" art kit for boys.

TY153 \$42.95



G

G. Pool Sharks Game

Your kids will shoot like a shark in this fast-paced game of underwater billiards. But watch out for the slippery Eight Ball - sink it too soon and you've sunk the game! Shoot the most balls into the fish pockets and you rule the pool.

FF148 \$26.95



Girls 7+

A



A. Playful Chef Kids Cooking Kits

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FF79 \$42.95

B



B. Spa Pedicure and Slipper Set

It's Girl Time!!! This new Spa Pedicure and Slipper Decorating Kit is so much fun for your pampered girly-girl. She can pamper her feet with the pedicure set then while her toes are drying, decorate the slippers that will showcase the artfully beautiful toes. This is a great activity for a sleepover or a lazy Christmas morning! Go online to see all of our craft kits.

AS127 \$21.95

C



C. House of Fashion Design Studio

Does your little girl dream of appearing on Project Runway? Get her fashion design career off to a head start with this House of Fashion Design Studio. Create entire collections using a custom light tablet and cling-type wardrobe pieces. Add color, pattern, texture and embellishment for a look all your own. Her creative senses will run wild

TY152 \$42.95

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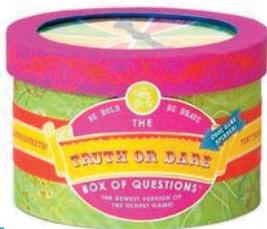


D. My First Sewing Kit

Encourage her creative side and teach her to sew - a lifelong skill. Everything she needs to start sewing is all in this My First Sewing Kit. The kit includes cool pre-cut patterns for quick and easy projects! Included are 8 colors of embroidery floss, shapes to make felt animals and a notebook cover, stuffing, fabric, ric rac, needles, scissors, measuring tape, straight pins, thimble, pin cushion, buttons and a pom-pom strip all in the cute and colorful carrying case.

AS126 \$24.95

E



E. Truth or Dare Slumber Party Game

The age old game of truth or dare is ready for a new generation. The Truth or Dare Box of Questions is a great way to get your slumber party started! Spin the miniature spinner to reveal your question. Truth, Dare, or Double Dare. There are 83 cards to pick from to ensure a whole lot of laughs and revealing of secrets!

FF165 \$19.95



F

F. All Natural Spa Kit

Believe it or not, this is a science kit! Your girls can pamper themselves while they learn the science behind a dozen different spa product recipes. The kit will teach girls how to create their very own unique beauty products and spa treatments out of household natural materials and custom-tooled components. Unleash some serious fun while creating Glitter Gel, Berry Lip Balm, or an Avocado Face Mask. Great for a slumber party!

TY118 \$19.95

G. Cap It Off Jewelry Kit

Here's a new twist to making jewelry.

The Cap It Off Jewelry Craft Kit is a fun new way to make bracelets,

necklaces, and earrings.

Decorate the bottle caps with with stickers, beads, or satin any way you want. Create your unique set of jewelry for a friend or just for yourself.

AS136 \$17.95



G

