



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a Lip Balm Business!

Melt, mix, pour, sell. A surprisingly simple product that looks (and feels) totally professional.

Ages 10 - 14

Best for: THE MAKER entrepreneur type

A Tiny Tube With a Giant Market 🕯️

The lip balm market is worth **over \$900 million in the U.S. alone** — and the fastest-growing segment? Natural and handmade. People are reading labels and choosing products with simple ingredients they can pronounce. Beeswax, coconut oil, shea butter, essential oils — that's what your lip balm is made of. And here's the kicker: a single batch of ingredients costing \$10-15 makes 20-30 tubes of lip balm that sell for \$3-5 each. That's \$60-150 from one afternoon of work. Plus, lip balm is a consumable — people use it up and come back for more.

< \$15
STARTUP COST

\$3-5
PER TUBE

75%+
PROFIT MARGIN

⚠️ Real Talk: Safety First

Lip balm goes ON people's lips — so ingredient safety isn't optional, it's everything. The full guide uses **only cosmetic-grade, skin-safe ingredients** that are widely used in professional lip balm production. We'll teach you exactly which beeswax, oils, and flavor oils are safe (and which to avoid). This business works BECAUSE parents trust that your ingredients are simple and clean — that trust is your brand.

✅ Why Lip Balm Is a Brilliant Business

- ✓ Tiny product, huge margins — ingredients cost pennies per tube
- ✓ Consumable = repeat customers (people use a tube and buy another)
- ✓ Custom flavors make your brand unique — strawberry lemonade, anyone?
- ✓ Looks incredibly professional with a simple label
- ✓ Perfect for gift sets, stocking stuffers, and party favors
- ✓ Small and lightweight = easy to sell anywhere and ship cheaply

👁️ Sneak Peek: From the Full Guide

"The 'Flavor Collection' strategy is how you turn a \$3 sale into a \$12 sale. Instead of selling individual tubes, create themed sets of 3-4 flavors in a small organza bag or kraft box: the 'Summer Vibes' pack (watermelon, coconut, peach), the 'Cozy Winter' pack (peppermint, vanilla, hot cocoa), or the 'Berry Blast' pack (strawberry, blueberry, raspberry). Sets feel like gifts — and they ARE gifts. Moms buy them for teacher gifts, teens buy them for friends, and grandparents buy them for stockings. Your average sale price triples."

The Full Startup Guide Covers:

- ✓ The basic lip balm recipe with only 4 cosmetic-grade ingredients
- ✓ Complete safety guide — approved ingredients, what to never use, allergy awareness
- ✓ 10 flavor combinations that sell like crazy
- ✓ The "Flavor Collection" gift set strategy
- ✓ Where to buy tubes, tins, labels, and ingredients in small quantities
- ✓ Designing labels that make your product look store-bought
- ✓ Selling channels: school, markets, and online through parents
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

Ready to Launch Your Lip Balm Brand? 🕯️

Four ingredients. Endless flavors. One seriously impressive business.

NEXT STEP

Lip Balm Business Complete Startup Guide

8 pages covering recipes, safety protocols, 10 flavors, the Flavor Collection strategy, sourcing, labels, selling, and your first-week plan.

\$7.99

instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99

on Amazon

[Get the Book on Amazon →](#)

Parents: Lip balm making involves melting beeswax and oils using a double-boiler method (not direct heat). Parents should supervise ALL melting and pouring for kids ages 10-12. The guide uses only cosmetic-grade, skin-safe ingredients commonly found in professional lip care products. We include a complete allergy awareness section — all lip balms should be labeled with full ingredients, and kids should always ask customers about bee/nut allergies before selling. No synthetic fragrances or artificial dyes are used. This business teaches measurement, following precise recipes, branding, and product safety.