



Naturals Newsletter

Volume 1, Issue 1

September, 2010

J.R. Watkins Naturals

Dear Watkins Customer,

Please enjoy shopping the Watkins September Specials. This exclusive newsletter includes specials, recipes and tips for a healthier and happier you!

September Savings!

Gift-Giving Favorites, Available for a Limited Time!

Limited-Edition Extracts

Save \$1.00!

05407 Anise

05405 Hazelnut

05539 Irish Cream

Regularly \$6.99 USD —

Special \$5.99 each



20467
Lavender Sink Set

\$17.99 USD —
**Purchase one,
get the second
for \$9.99!**



To view all specials, simply click on the link below!

[September Specials](#)

Say YES to Watkins!

I'd love you to join my team!

What could an extra several hundred dollars a month do for your holiday season this year?

How about saving 25% off your grocery bill?

Join Watkins and be your own boss with your very own Watkins Home Business.

Ask Me How —
you can save on your order today!



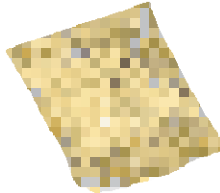
Great Gift Giving Tips



Give Watkins Angel Food Cake recipe & Watkins Cream of Tartar for a sweet gift!

— OR —

Pair Watkins Bread Mixes, mixing bowl & spatula for a ready-to-use idea anyone is sure to love.



Watkins Giftables, ready to give to a teacher, baby-sitter and friends!



Call Me!

Would you like to do
FREE
Holiday Shopping?



In the comfort of your home, get **FREE** Watkins products. Book your Watkins Living Naturally Tasting Party today!

Watkins Pumpkin Butter

This indulgent condiment has the homemade taste of Grandma's.

Perfect for breakfast foods and desserts.
All-natural and absolutely delightful!



Pumpkin Butter Cupcakes

You'll enjoy these mouth watering cupcakes featuring our **Seasonal Favorites Pumpkin Butter**. Your kids will be the envy of all the kids at school when they enjoy these cupcakes during their lunch.

Pumpkin Butter Cupcakes

2 1/4 cup/560 mL all-purpose flour
1 tbsp/15 mL Watkins Baking Powder
1/2 tsp/2.5 mL baking soda
1/2 tsp/2.5 mL salt
1/2 tsp/2.5 mL Watkins Organic Cinnamon
1/2 tsp/2.5 mL Watkins Organic Ginger
1/2 tsp/2.5 mL Watkins Organic Nutmeg
1/2 cup/125 mL butter, softened
1 1/3 cups/325 mL sugar
2 eggs
1 cup/250 mL Watkins Pumpkin Butter
3/4 cup/180 mL milk
3/4 cup/180 mL chopped walnuts

Directions

Pumpkin Butter Cupcakes

In medium bowl stir together flour, baking powder, baking soda, salt, cinnamon, ginger and nutmeg. In large bowl cream together butter and sugar until light and fluffy; beat in eggs. Blend in pumpkin. Stir in dry ingredients and milk, blending until batter is smooth. Stir in chopped walnuts. Spoon batter into paper lined muffin tins. Fill about 2/3 full. Bake at 375°F/190C for 18 to 22 minutes. Makes 16 cupcakes.

Brown Sugar Frosting

1/4 cup/60 mL butter
6 tbsp/90 mL brown sugar
6 tbsp/90 mL half-and-half
2 cups/500 mL powdered sugar
1 tsp/5 mL Watkins Original Double-Strength Vanilla

Directions

Brown Sugar Frosting

In 2 quart/2 liter saucepan melt butter over medium heat. Add brown sugar and half-and-half. Continue cooking, stirring occasionally, until mixture comes to a boil (2 to 3 minutes). Remove from heat and add powdered sugar and vanilla; beat until well mixed (1 to 2 minutes). Let cool to spreading consistency (5 to 10 minutes). Frost cupcakes.



Natural since 1868. And way too stubborn to change.

J.R. Watkins Naturals

Your Independent Watkins Associate

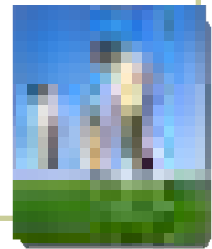
Bess W. Metcalf
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<http://sneakykitchen.com/wtkns>



Nestled in the Mississippi River Bluff town of Winona, MN., Watkins has been America's pioneer in natural living since 1868. As America's original natural apothecary manufacturer, Watkins uses only the finest natural ingredients in its diverse lines of personal care, home care, remedies and organic flavorings.

Committed to being America's most trusted natural products company, Watkins adheres strictly to the same quality standards set forth by its founder J.R. Watkins. Its J.R. Watkins Natural Apothecary line of personal care contains only natural, environmentally friendly ingredients from renewable resources, avoiding chemicals like parabens, sulfates, phthalates and more and is one of very few lines to be certified by the Natural Products Association.

Responsible manufacturing processes are as important as its commitment to providing natural, consumable items for everyday life. By utilizing gravity-fed filling, biodegradable packing materials, as well as strict recycling programs and much more, Watkins is devoted to leaving the smallest environmental footprint possible.



Superior Quality, Natural Products for Every Area of Your Life...



Living Naturally with J.R. Watkins Naturals

A pioneer in Natural Products since 1868.

NPA Certification

The Natural Products Association has granted J.R. Watkins Natural Apothecary products the NPA Seal of compliance. To earn this coveted seal, products must be made of at least 95% natural ingredients from renewable and sustainable resources.



Did You Know?

Utilizing natural ingredients allows for the elimination of ingredients that can potentially cause health risks. Most synthetic chemical ingredients are modeled after natural equivalents!

DfE Certification

J.R. Watkins Natural Home Care has received certification from the

Environmental Protection Agency's Designed for the Environment (DfE) program. The DfE seal ensures consumers that cleaning products displaying the seal have been formulated using the safest ingredients for human and environmental health. By working closely with cleaning product manufacturers, the DfE diverted the use of 80 million pounds of harmful chemicals they refer to as "chemicals of concern" in 2007.



Did You Know?

If every household in the U.S. replaced just one bottle of 24 oz. petroleum based dishwashing liquid with Watkins 24 oz. plant-based product, we could save 85,886 barrels of oil! That is enough to heat and cool 4,941 U.S. homes for a year!