

  
**THE  
SCENTED  
HOME**  
 For All Your Home Escentials





The Scented Home transforms house to home with bright, uplifting scents that add extra oomph to the everyday.

With a variety of formats and fragrances, we provide a range of home fragrance essentials for every home, no matter the size, style, or scent preference.

This brand is for the no-fuss fragrance fan looking for simple, effective scents in a range of easy-to-use formats to enhance the home.



Now with  
EVEN MORE  
SCENT FORMATS  
to choose from



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= testers available

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## FRAGRANCE FAMILIES

Fragrance Families are a simple way to categorise different types of fragrances.

Each of our scents is assigned to one of our 4 Fragrance Families and these are depicted as icons on our new-look packaging.

Merchandising by Fragrance Family makes it easier for consumers and more likely they will experiment with different scents.



**Soft & Floral** – Featuring key notes of flowers, giving them a classic soft feel.



**Spicy & Woody** – Thought of as rich and warming, these scents feature key notes of earthy woods or exotic spices.



**Fresh & Natural** – Scents that feel light, bright, and refreshing. Using green and aquatic notes for fragrances that evoke the freshness of nature.



**Fruity & Exotic** – Containing key notes of delicious fruits, often evoking a summery and exotic feeling.



## OUR FRAGRANCES -





## REED DIFFUSERS & REFILLS i

Continuous room scent  
Ideal to scent any room  
Recyclable vessel, bottle and packaging

**150ml Diffuser**  
Lasts up to 3 mths  
8 natural reeds

**50ml Mini Diffuser**  
Lasts up to 4 wks  
6 natural reeds  
Mini size and attractive price point

**150ml Refill**  
Lasts up to 3 mths  
Replenishes 150ml diffuser or 50ml (x3)  
30% post consumer recycled bottle (PCR)



Fresh Linen



Sea Spray



Enchanted Forest



White Cedar & Bergamot



Jasmine & Tuberose



Lavender & Bergamot



Peony



Moroccan Spice



Oriental Spice



Sicilian Lemon





## REED DIFFUSERS & REFILLS - EXTENSIVE DIFFUSER FRAGRANCES 1

Continuous room scent  
Ideal to scent any room  
Recyclable vessel, bottle and packaging

**150ml Diffuser**  
Lasts up to 3 mths  
8 natural reeds

**150ml Refill**  
Lasts up to 3 mths  
Replenishes 150ml diffuser or 50ml (x3)

30% post consumer recycled bottle (PCR)  
Recyclable bottle



Snowdrop  
& Jasmine



Cashmere  
Blankets



Bergamot  
& Oud



Cocoa  
Forest



Smoked  
Chilli



Pink Pepper  
& Tonka



Tea  
Rose



Honeysuckle  
Blooms



Tropical  
Escape



Midsummer  
Night's Dream



Every  
Cloud



Freesia  
& Orchid

## DIFFUSER REEDS

Natural rattan reeds  
Replenish a diffuser when used

Use with Diffuser Refills  
12 x 28cm reeds, CDU contains  
24 packs



Natural reeds



Reed Refills with Display Box



NEW  
LOOK



## SCENTED CANDLES 1

**Medium Candle**  
225g  
Lasts up to 42 hrs  
Cotton wick  
Soy wax blend



Fresh Linen



Jasmine & Tuberose



Oriental Spice

**Mini Candle**  
70g  
Lasts up to 14 hrs  
Cotton wick  
Soy wax blend  
Mini size and attractive price point



Sea Spray



Lavender & Bergamot



Sicilian Lemon

Ambient home scenting  
Recyclable & reusable vessel  
Recyclable packaging



Enchanted Forest



Peony



White Cedar & Bergamot



Moroccan Spice



NEW



### INCENSE STARTER SET

37 sticks  
Lasts up to 12.5hrs

Ceramic holder included  
Smoky atmospheric scents  
Recyclable packaging



Fresh Linen



Sea Spray



Enchanted Forest



White Cedar & Bergamot



Jasmine & Tuberose



Lavender & Bergamot



Peony



Moroccan Spice



Oriental Spice



Sicilian Lemon



### CAR FRESHENER

2 wooden fresheners included  
Scent on the go  
Ideal to fragrance the car interior

Recyclable packaging  
Merchandised in a printed CDU of 10 units



Fresh Linen



Sea Spray



Enchanted Forest



White Cedar & Bergamot



Jasmine & Tuberose



Lavender & Bergamot



Peony



Moroccan Spice



Oriental Spice



Sicilian Lemon



NEW





## SCENTED SACHETS - REFRESHED DESIGN

15g  
New slimmer size 15.5cm x 7.7cm  
Scent for small spaces

Ribbon for hanging  
Scent drawers, suitcases and more  
Merchandised in a printed CDU of 12 units



Fresh Linen



Sea Spray



Enchanted Forest



White Cedar & Bergamot



Jasmine & Tuberose



Lavender & Bergamot



Peony



Moroccan Spice



Oriental Spice



Sicilian Lemon

## ROOM SPRAYS

100ml  
Micro fine mist

Instant room scent  
Scent the air, linens, fabrics and more  
Recyclable glass bottle



Fresh Linen



Sea Spray



Enchanted Forest



White Cedar & Bergamot



Jasmine & Tuberose



Lavender & Bergamot



Peony



Moroccan Spice



Oriental Spice



Sicilian Lemon







## WAX MELTS

8g (per melt)  
8 wax melts per pack  
10 hrs (per melt)

Ambient room scent  
Colourful, cute heart shape  
Use with Wax Melt Burner  
Recyclable packaging



Fresh Linen



Sea Spray



Enchanted Forest



White Cedar & Bergamot



Jasmine & Tuberose



Lavender & Bergamot



Peony



Moroccan Spice



Oriental Spice



Sicilian Lemon



## CERAMIC BURNERS

2 designs in 2 colours  
Round - 9cm diameter x 10cm height  
Oval - 11cm width x 7cm depth x 11cm height

Deep well for Wax Melts or Fragrance Oil  
Recess for tealight



Oval Burner white



Oval Burner grey



Round Burner white



Round Burner grey



NEW



### FRAGRANCE OILS

10ml  
Concentrated fragrance  
Ambient room scent

Use with Ceramic Burner  
Recyclable bottle  
Merchandised in a printed CDU  
of 6 units



Fresh  
Linen



Sea  
Spray



Enchanted  
Forest



White Cedar  
& Bergamot



Jasmine  
& Tuberose



Lavender  
& Bergamot



Peony



Moroccan  
Spice



Oriental  
Spice



Sicilian  
Lemon

Plus 10 exclusive fragrances, replacing  
existing Ashleigh & Burwood Fragrance Oils.  
See page 21

NEW



NEW



### GIFT SETS

Includes 50ml Room Spray, 50ml Reed Diffuser,  
70g Votive Candle  
Home scent compilation  
Packaged for ready-made gifting  
Recyclable packaging



NEW



Fresh Linen























Peony



Moroccan Spice



## GLOSSARY - TOP 10 FRAGRANCES

	FRAGRANCE	FRESH LINEN 	SEA SPRAY 	ENCHANTED FOREST 	WHITE CEDAR & BERGAMOT 	JASMINE & TUBEROSE 	LAVENDER & BERGAMOT 	PEONY 	MOROCCAN SPICE 	ORIENTAL SPICE 	SICILIAN LEMON 
PRODUCT											
150ML REED DIFFUSER	SHDif	SHDif032	SHDif068	SHDif060	SHDif065	SHDif021	SHDif031	SHDif066	SHDif044	SHDif035	SHDif095
150ML DIFFUSER REFILL	SHRef	SHRef032	SHRef068	SHRef060	SHRef065	SHRef021	SHRef031	SHRef066	SHRef044	SHRef035	SHRef095
50ML REED DIFFUSER	SHMDif	SHMDif032	SHMDif068	SHMDif060	SHMDif065	SHMDif021	SHMDif031	SHMDif066	SHMDif044	SHMDif035	SHMDif095
225G SCENTED CANDLE	SHJar	SHJar032	SHJar068	SHJar060	SHJar065	SHJar021	SHJar031	SHJar066	SHJar044	SHJar035	SHJar095
70G SCENTED CANDLE	SHVot	SHVot032	SHVot068	SHVot060	SHVot065	SHVot021	SHVot031	SHVot066	SHVot044	SHVot035	SHVot095
ROOM SPRAY	SHSpr	SHSpr032	SHSpr068	SHSpr060	SHSpr065	SHSpr021	SHSpr031	SHSpr066	SHSpr044	SHSpr035	SHSpr095
SCENTED SACHET	SHSS	SHSS032	SHSS068	SHSS060	SHSS065	SHSS021	SHSS031	SHSS066	SHSS044	SHSS035	SHSS095
WAX MELTS	SHMlt	SHMlt032	SHMlt068	SHMlt060	SHMlt065	SHMlt021	SHMlt031	SHMlt066	SHMlt044	SHMlt035	SHMlt095
CAR FRESHENER	SHCar	SHCar032	SHCar068	SHCar060	SHCar065	SHCar021	SHCar031	SHCar066	SHCar044	SHCar035	SHCar095
FRAGRANCE OIL	SHFO	SHFO032	SHFO068	SHFO060	SHFO065	SHFO021	SHFO031	SHFO066	SHFO044	SHFO035	SHFO095
INCENSE STARTER SET	SHInc	SHInc032	SHInc068	SHInc060	SHInc065	SHInc021	SHInc031	SHInc066	SHInc044	SHInc035	SHInc095
GIFT SET	SHSet	SHSet032						SHSet066	SHSet044		

## EXTENSIVE FRAGRANCE COLLECTION

	FRAGRANCE	SNOWDROP & JASMINE 	CASHMERE BLANKETS 	BERGAMOT & OUD 	COCOA FOREST 	SMOKED CHILLI 	PINK PEPPER & TONKA 	TEA ROSE 	HONEYSUCKLE BLOOMS 	TROPICAL ESCAPE 	MIDSUMMER NIGHT'S DREAM 	EVERY CLOUD 	FREESIA & ORCHID 
PRODUCT													
150ML REED DIFFUSER	SHDif	SHDif105	SHDif102	SHDif101	SHDif104	SHDif103	SHDif098	SHDif078	SHDif094	SHDif100	SHDif106	SHDif099	SHDif029
150ML DIFFUSER REFILL	SHRef	SHRef105	SHRef102	SHRef101	SHRef104	SHRef103	SHRef098	SHRef078	SHRef094	SHRef100	SHRef106	SHRef099	SHRef029
FRAGRANCE OIL	SHFO						SHFO098	SHFO078					SHFO029

	FRAGRANCE	PARMA VIOLET 	SANDALWOOD 	LIME & BASIL 	YLANG YLANG & NEROLI 	PATCHOULI 	ROSE & WHITE OUD 	BLACK CHERRY 
PRODUCT								
FRAGRANCE OIL	SHFO	SHFO001	SHFO002	SHFO003	SHFO004	SHFO005	SHFO006	SHFO007

## ACCESSORIES

PRODUCT		WHITE	GREY
OVAL BURNER	SHOB	SHOB01	SHOB02
ROUND BURNER	SHOB	SHOB03	SHOB04
PRODUCT		SINGLE PACK	DISPLAY BOX
REEDS	DIFFR	DIFFR01	DIFFRSB01



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Our mission should be to have a positive impact on our customers, colleagues and communities by connecting people to a world of scents and memories. Take them to places they remember fondly or have never been and give them both everyday essentials and affordable luxuries through the power of scent and the quality of our fragrances.

Our vision is to lead the home fragrance category through our expertise, innovation and excellence.