



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 escentials 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-touse formats to enhance the home.







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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 • -





ENCHANTED FOREST D Top - Eucalyptus Mid - Vetiver Base - Tonka Bean



#### PEONY 8

Top - Apple Mid - Peony Base - Musk



WHITE CEDAR & BERGAMOT Top - Bergamot Mid - Nutmeg Base - Mahogany



MOROCCAN SPICE Top - Orange Mid - Sandalwood Base - Benzoin



JASMINE & TUBEROSE & Top - Jasmine Mid - Tuberose Base - Rose Musk



ORIENTAL SPICE Top - Star Anise Mid - Nutmeg Base - Cinnamon



LAVENDER & BERGAMOT & Top - Lavender Mid - Bergamot

Base - Amber



#### Sicilian Lemon 🛞

Top - Lime Mid - Geranium Base - Lemon Peel



## Reed Diffusers & Refills •

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

#### 150ml Diffuser

Lasts up to 3 mths 8 natural reeds



**Enchanted Forest** 





Fresh Linen



Lavender & Bergamot

Peony



Sea Spray







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

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



White Cedar & Bergamot

150ml Refill



Jasmine & Tuberose



Moroccan Spice

Oriental Spice



Sicilian Lemon





## REED DIFFUSERS & REFILLS - EXTENSIVE DIFFUSER FRAGRANCES •

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

150ml Diffuser Lasts up to 3 mths 8 natural reeds



Smoked Chilli

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



Midsummer

Night's Dream



Bergamot & Oud

Every

Cloud



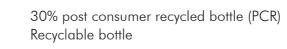




Freesia & Orchid



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



塞

& Tonka









Honeysuckle Blooms

# Diffuser Reeds

Natural rattan reeds Replenish a diffuser when used



Natural reeds

Reed Refills with Display Box





## Scented Candles ()

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

SCENTED HOME 15 45

Jasmine & Tuberose

**Oriental Spice** 

Fresh Linen



SCENTED

No. Tol



Mini size and attractive price point

Mini Candle

Cotton wick

Soy wax blend

Lasts up to 14 hrs

70g

Sea Spray



Lavender & Bergamot



Sicilian Lemon







Peony



Ambient home scenting Recyclable & reusable vessel Recyclable packaging



CENTED

1.12C

**Enchanted Forest** 





White Cedar & Bergamot



Moroccan Spice







## INCENSE STARTER SET

Sea

Spray

37 sticks Lasts up to 12.5hrs

Fresh

Linen

Ceramic holder included Smoky atmospheric scents Recyclable packaging



Fresh Linen



Jasmine



Oriental Spice



Jasmine

& Tuberose

Oriental Spice

Sicilian Lemon

Peony



& Bergamot



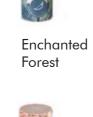
















Spice

White Cedar

& Bergamot



# Car Freshener

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







Sea





Lavender & Tuberose & Bergamot





Sicilian Lemon Recyclable packaging Merchandised in a printed CDU of 10 units



Enchanted

Forest

Peony

White Cedar & Bergamot



Moroccan Spice







#### 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



Jasmine & Tuberose



Oriental Spice



& Bergamot



Sicilian Lemon



Enchanted

Forest

Peony

White Cedar & Bergamot



Moroccan Spice



Oriental Spice







Jasmine & Tuberose



### ROOM SPRAYS

100ml Micro fine mist Instant room scent Scent the air, linens, fabrics and more Recyclable glass bottle





Lemon

Sea

Spray

Lavender

& Bergamot New







HADE IN UN

Enchanted Forest



Moroccan Spice

White Cedar

& Bergamot



13



#### Wax Melts

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



Fresh Linen

Sea Spray

SCORE -18 2



Jasmine & Tuberose

-

SCINID





Oriental Spice

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



Enchanted Forest



Peony



NFW



White Cedar & Bergamot









white



## 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



Round Burner



Oval Burner grey



Round Burner grey











#### Fragrance Oils

10ml Concentrated fragrance Ambient room scent

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





Sea

Spray



Enchanted

Forest

Peony



White Cedar & Bergamot



Jasmine

& Tuberose

Fresh

Linen



Lavender & Bergamot



Moroccan

Spice



Oriental Spice



Sicilian Lemon

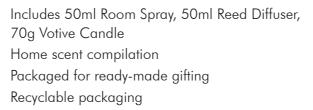
Plus 10 exclusive fragrances, replacing existing Ashleigh & Burwood Fragrance Oils. See page 21







#### GIFT SETS











Fresh Linen

Peony





JOIN

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
		L'E				the t		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1244	SACI	Do h
Product		032	068	060	065	021	031	065	044	035	095
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
225c. 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	SHMIt	SHMI+032	SHMIt068	SHMIt060	SHMIt065	SHMIt021	SHMit031	SHMH066	SHMIt044	SHMIt035	SHMIt095
CAR FRESHENER	SHCar	SHCar032	SHCar068	SHCar060	SHCar065	SHCar021	SHCar031	SHCar066	SHCar044	SHCar035	SHCar095
FRAGRANCE On	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

	Fracrance	Fracrance	Fragrance	SNOWDROP & JASMINE	Cashmere Blankets	Bergamot & Oud	COCOA FOREST	Smoked Chilli	Pink Pepper & Tonka	Tea Rose	Honeysuckle Blooms	Tropical Escape ම	Midsummer Night's Dream	EVERY CLOUD	Freesia & Orchid
				PA	-				a lan	10,32	***	C. A		t start	
PRODUCT		105	102	101	104	103	098	078	094	100	106	099	029		
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	SHEO						SHFO098	SHFO078					SHFO029		
		Parma Violet	Sandalwood	Lime & Basil	Ylang Ylang & Neroli	Ратсноци	Rose & White Oud	BLACK CHERRY							

	Fragrance	VIOLET	SANDALWOOD	& Basil	& Neroli 88	Ратсноци	& White Oud	CHERRY
						Cart and	1 ( 53)	662
PRODUCT		001	002	003	004	005	006	007
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.

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