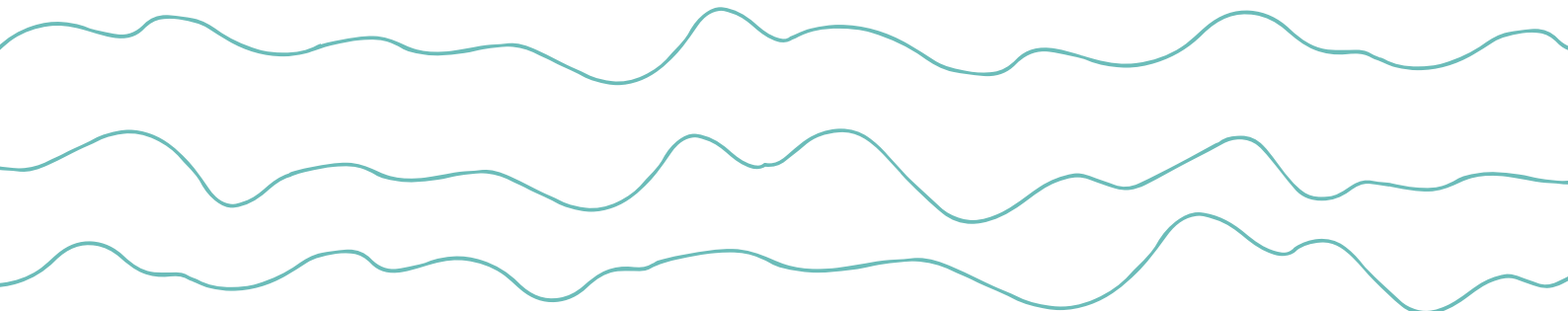
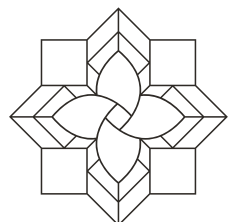


**MAX
BENJAMIN**
Naturally
Made Scents



SPRING / SUMMER COLLECTIONS 2024

www.maxbenjamin.com



MAX BENJAMIN Scandi Collection

Scents inspired by the beauty
and nature of Scandinavia

NEW



Arctic Fjord

Diffuser 150ml
Scented Candle 210g

Code: RB-D20
Code: RB-C20



Swedish Woodland

Diffuser 150ml
Scented Candle 210g

Code: RB-D21
Code: RB-C21



Meadow Hygge

Diffuser 150ml
Scented Candle 210g

Code: RB-D23
Code: RB-C23



Candles burn for 40 hours minimum.
Diffusers last 4 months approximately.

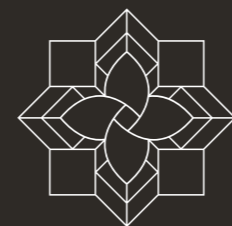


Welcome to the natural, scented world of Max Benjamin, an Irish fragrance studio with a nomadic spirit. Situated in the Wicklow mountains surrounded by rambling scented hedgerows and breathtaking scenery, our collection of candles and diffusers are inspired by both our travels around the world and the natural habitat on our doorstep.

Named after Orla's twin boys, Max and Ben, our founding philosophy — to uplift everyday lives through the power of evocative scent — still rings true today.

As a family, we combine traditional and modern fragrance making techniques to create products that uplift the soul. Our essential oils are selected by hand from artisan fragrance houses to help you relax and unwind.

Mark, Orla & David Van den Bergh



MAX BENJAMIN Classic Collection



Our original
and most loved
collection

NEW
Seville Orange Blossom

MAX BENJAMIN

Classic Collection

White Pomegranate

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D03 |
| Diffuser Refill 150ml | Code: RB-DR03 |
| Diffuser Refill 300ml | Code: RB-DRL03 |
| Scented Candle 210g | Code: RB-C03 |
| Scented Card | Code: RB-SC03 |



Italian Apothecary

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D07 |
| Diffuser Refill 150ml | Code: RB-DR07 |
| Diffuser Refill 300ml | Code: RB-DRL07 |
| Scented Candle 210g | Code: RB-C07 |
| Scented Card | Code: RB-SC07 |



MAX BENJAMIN

Classic Collection

Acqua Viva

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D06 |
| Diffuser Refill 150ml | Code: RB-DR06 |
| Diffuser Refill 300ml | Code: RB-DRL06 |
| Scented Candle 210g | Code: RB-C06 |
| Scented Card | Code: RB-SC06 |



True lavender

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D08 |
| Diffuser Refill 150ml | Code: RB-DR08 |
| Diffuser Refill 300ml | Code: RB-DRL08 |
| Scented Candle 210g | Code: RB-C08 |
| Scented Card | Code: RB-SC08 |



Grapefruit Shores

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D09 |
| Diffuser Refill 150ml | Code: RB-DR09 |
| Diffuser Refill 300ml | Code: RB-DRL09 |
| Scented Candle 210g | Code: RB-C09 |
| Scented Card | Code: RB-SC09 |



Lemongrass & Ginger

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D01 |
| Diffuser Refill 150ml | Code: RB-DR01 |
| Diffuser Refill 300ml | Code: RB-DRL01 |
| Scented Candle 210g | Code: RB-C01 |
| Scented Card | Code: RB-SC01 |



Dodici

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D04 |
| Diffuser Refill 150ml | Code: RB-DR04 |
| Diffuser Refill 300ml | Code: RB-DRL04 |
| Scented Candle 210g | Code: RB-C04 |
| Scented Card | Code: RB-SC04 |



Pink Pepper

| | |
|-----------------------|----------------|
| Diffuser 150ml | Code: RB-D05 |
| Diffuser Refill 150ml | Code: RB-DR05 |
| Diffuser Refill 300ml | Code: RB-DRL05 |
| Scented Candle 210g | Code: RB-C05 |
| Scented Card | Code: RB-SC05 |



Candles burn for 40 hours minimum.
Diffusers last 4 months approximately.

Candles burn for 40 hours minimum.
Diffusers last 4 months approximately.

MAX BENJAMIN

Classic Collection

French Linen Water

Diffuser 150ml Code: RB-D02
Diffuser Refill 150ml Code: RB-DR02
Diffuser Refill 300ml Code: RB-DRL02
Scented Candle 210g Code: RB-C02
Scented Card Code: RB-SC02



Irish Leather & Oud

Diffuser 150ml Code: RB-D10
Diffuser Refill 150ml Code: RB-DR10
Diffuser Refill 300ml Code: RB-DRL10
Scented Candle 210g Code: RB-C10
Scented Card Code: RB-SC10



Seville Orange Blossom

Diffuser 150ml Code: RB-D12
Diffuser Refill 150ml Code: RB-DR12
Diffuser Refill 300ml Code: RB-DRL12
Scented Candle 210g Code: RB-C12
Scented Card Code: RB-SC12



NEW

Candles burn for 40 hours minimum.
Diffusers last 4 months approximately.

MAX BENJAMIN

3 Wick Candles
560g



Lemongrass & Ginger

Code: RB-C3W01

Candles burn for 65 hours minimum.



French Linen Water

Code: RB-C3W02



White Pomegranate

Code: RB-C3W03

MAX BENJAMIN

210g Candle & 150ml Diffuser
Gift Set



Lemongrass & Ginger

Code: RB-CDG01

Candles burn for 40 hours minimum.
Diffusers last 4 months approximately.



French Linen Water

Code: RB-CDG02



White Pomegranate

Code: RB-CDG03

MAX
BENJAMIN
Car Fragrances

MAX
BENJAMIN
Car Fragrance Dispenser



White
Pomegranate

Code: RB-CF03



Italian
Apothecary

Code: RB-CF07



Grapefruit
Shores

Code: RB-CF09



Lemongrass &
Ginger

Code: RB-CF01



Acqua Viva

Code: RB-CF06



True Lavender

Code: RB-CF08



Dodici

Code: RB-CF04



Pink Pepper

Code: RB-CF05



French Linen
Water

Code: RB-CF02



Irish Leather
& Oud

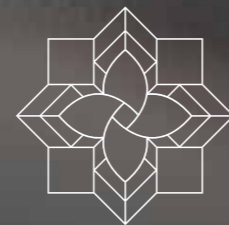
Code: RB-CF10



Seville Orange
Blossom

Code: RB-CF12

NEW



MAX BENJAMIN

Car Fragrance Refill



White Pomegranate

Code: RB-CFR03



Italian Apothecary

Code: RB-CFR07



Grapefruit Shores

Code: RB-CFR09



Lemongrass & Ginger

Code: RB-CFR01



Acqua Viva

Code: RB-CFR06



True Lavender

Code: RB-CFR08



Dodici

Code: RB-CFR04



Pink Pepper

Code: RB-CFR05



French Linen Water

Code: RB-CFR02



Irish Leather & Oud

Code: RB-CFR10



Seville Orange Blossom

Code: RB-CFR12

NEW

MAX BENJAMIN

Car Fragrance Gift Set Holder + 4 Refills



White Pomegranate

Code: RB-CFGB03



Italian Apothecary

Code: RB-CFGB07



Grapefruit Shores

Code: RB-CFGB07



Lemongrass & Ginger

Code: RB-CFGB01



Acqua Viva

Code: RB-CFGB06



True Lavender

Code: RB-CFGB08



Dodici

Code: RB-CFGB04



Pink Pepper

Code: RB-CFGB05



French Linen Water

Code: RB-CFGB02



Irish Leather & Oud

Code: RB-CFGB10



Seville Orange Blossom

Code: RB-CFR12

NEW



Car Fragrance Gift Set

Dodici and Irish Leather & Oud

Code: RB-CFGB01

MAX BENJAMIN Bath & Body Collection



Trio Hand Soap Gift Set

Lemongrass & Ginger, French Linen Water and White Pomegranate

Code: RB-SPG3



Trio Hand Cream Gift Set

Lemongrass & Ginger, French Linen Water and White Pomegranate

Code: RB-HCG3

MAX BENJAMIN

Bath & Body Collection

Natural Hand Cream 75ml



Hand Cream 75ml. Code: RB-HC01
Hand Cream 75ml Tester. Code: RB-HCT01



Hand Cream 75ml. Code: RB-HC02
Hand Cream 75ml Tester. Code: RB-HCT02



Hand Cream 75ml. Code: RB-HC03
Hand Cream 75ml Tester. Code: RB-HCT03

Natural Hand Soap 100g



Code: RB-SP01



Code: RB-SP02



Code: RB-SP03

Natural Hand & Body Wash 300ml



Code: RB-HW01



Code: RB-HW02



Code: RB-HW03

Natural Hand & Body Lotion 300ml



Hand & Body Lotion 300ml. Code: RB-HL01
Hand & Body Lotion 300ml Tester. Code: RB-HLT01



Hand & Body Lotion 300ml. Code: RB-HL02
Hand & Body Lotion 300ml Tester. Code: RB-HLT02



Hand & Body Lotion 300ml. Code: RB-HL03
Hand & Body Lotion 300ml Tester. Code: RB-HLT03

Hand & Body Wash 300ml and Hand & Body Lotion 300ml Gift Set



Code: RB-WL01



Code: RB-WL02



Code: RB-WL03

MAX BENJAMIN Discovery



A collection of scented candles and diffusers inspired by memories of our travels to far flung parts of the globe.

MAX BENJAMIN Discovery

Wild Coast Belize

Diffuser 100ml
Code: RB-ED30

Diffuser 100ml Tester
Code: RB-EDT30

Scented Candle 200g
Code: RB-EC30



Ocean Dive Bali

Diffuser 100ml
Code: RB-ED32

Diffuser 100ml Tester
Code: RB-EDT32

Scented Candle 200g
Code: RB-EC32



Spice Bazaar Delhi

Diffuser 100ml
Code: RB-ED31

Diffuser 100ml Tester
Code: RB-EDT31

Scented Candle 200g
Code: RB-EC31



Irish Driftwood West Cork

Diffuser 100ml
Code: RB-ED33

Diffuser 100ml Tester
Code: RB-EDT33

Scented Candle 200g
Code: RB-EC33



Sun Sparkle california

Diffuser 100ml
Code: RB-ED34

Diffuser 100ml Tester
Code: RB-EDT34

Scented Candle 200g
Code: RB-EC34



Candles burn for 35 hours minimum.
Diffusers last 3 months approximately.

MAX BENJAMIN

Visual Merchandising Guidelines

- Each collection should be displayed on a separate unit, or adjacent units.
- Each diffuser and candle fragrance must always have a tester on display.
- Diffuser tester bottles must be opened with reeds placed in the fragrance oil, positioned in the way shown in the picture.
- Candles testers must always have lids placed on top of each one to protect from dust and to maintain clean appearance on the wax.
- Placement of products:

- Top shelf – diffusers only
- Next shelf down – diffusers with one diffuser tester out in front of each box
- Next shelf down – candles only stocked two high
- Next shelf down – candles with one candle tester out in front of each box
- Next shelf down – scented cards & diffuser refills
- Bottom shelf – car fragrances

- Always place in matching fragrance/colour sequence left to right as indicated below and up three deep depending on how deep the shelves are.
- Fragrance/colour sequence left to right as follows (if not all fragrances are stocked maintain the same sequence without the missing fragrances):

- White Pomegranate
- Italian Apothecary
- Grapefruit Shores
- Lemongrass & Ginger
- Acqua Viva
- True Lavender
- Dodici
- Pink Pepper
- French Linen Water
- Irish Leather & Oud
- Seville Orange Blossom

- Candles boxes can be stacked 2 high maximum, if necessary.
- Pricing tickets must only be placed on the base of the product and never on the front, top, sides or back.
- Collection specific POS material should always be on display.



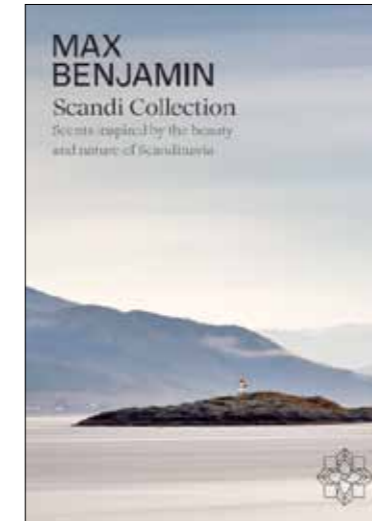
MAX BENJAMIN

Point of Sale



A5 Strut Card

Code: RB-POS-MBSTRUT



A5 Scandi Collection Strut Card

Code: RB-POS8



A6 Strut Card

Code: RB-POS7

Candle Tester 210g

- | | |
|------------------------|---------------|
| Lemongrass and Ginger | Code: RB-CT01 |
| French Linen Water | Code: RB-CT02 |
| White Pomegranate | Code: RB-CT03 |
| Dodici | Code: RB-CT04 |
| Pink Pepper | Code: RB-CT05 |
| Acqua Viva | Code: RB-CT06 |
| Italian Apothecary | Code: RB-CT07 |
| True Lavender | Code: RB-CT08 |
| Grapefruit Shore | Code: RB-CT09 |
| Irish Leather & Oud | Code: RB-CT10 |
| Seville Orange Blossom | Code: RB-CT12 |

Diffuser Tester 150ml

- | | |
|------------------------|---------------|
| Lemongrass and Ginger | Code: RB-DT01 |
| French Linen Water | Code: RB-DT02 |
| White Pomegranate | Code: RB-DT03 |
| Dodici | Code: RB-DT04 |
| Pink Pepper | Code: RB-DT05 |
| Acqua Viva | Code: RB-DT06 |
| Italian Apothecary | Code: RB-DT07 |
| True Lavender | Code: RB-DT08 |
| Grapefruit Shore | Code: RB-DT09 |
| Irish Leather & Oud | Code: RB-DT10 |
| Seville Orange Blossom | Code: RB-CT12 |



Car Bar Tester 3 Unit

Code: RB-CARB/3



Car Bar Tester 5 Unit

Code: RB-CARB/5

MAX BENJAMIN

SCENTS INSPIRED BY TRAVEL
& NATURE
NOMADIC
IN
SPIRIT

maxbenjamin.com

Glenstock, Enniskerry,
Co. Wicklow, A98 VX34,
Ireland.

E: info@maxbenjamin.ie

T: +353 1 286 3647

Code: RB-BROA/W

