



# LOOK BOOK



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# THE *difference*

Welcome, and thank you for being here. The essence of Amavasya lies in the quality, ethics and intentionality of our offerings.

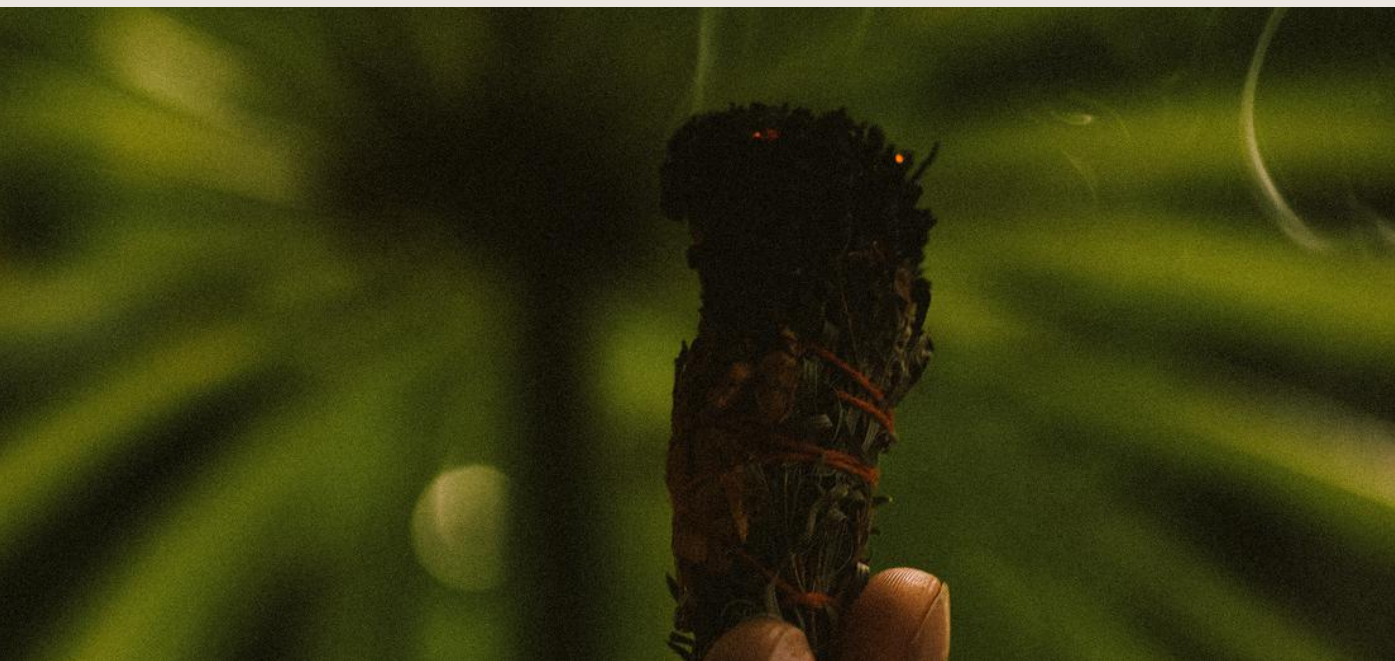
Over years of refinement, we've achieved a unique balance: **meaningful products which reflect a handmade touch** — all the while meeting **consistency and wholesale market standards**. We've committed to sourcing locally; to preserving the artistry of our creations; and to sustaining a non-waste made-to-order model.

Reflected in every facet of our products is a meticulous attention to detail; from the exclusive use of recycled/biodegradable packaging (down to hand-stamped water soluble inks!), to utilisation of all-natural ingredients and pure essential oils. Loose industry regulation means that many “natural” candle brands opt for “natural” fragrances — which (after diving into the fine-print of countless data sheets) we've found are almost always chemically enhanced.

In an industry plagued with greenwashing, we've put our money (and efforts) where our mouth is; cutting no corners in prioritising ethical practices across our supply chain. *Every* step of our production process (from printing to pouring) takes place in Australia, setting us firmly apart from other candle brands.

As a POC woman-owned business, Amavasya also reflects the wonderful nuance of what *'Made in Australia'* means in multi-cultural Australia today. Products blend both native Australian imagery, indigenous lore, and ingredients; with elements of our founder's South-East Asian heritage — subtly (and stunningly) reflecting the unique cultural intersection of the second largest diaspora in the country.

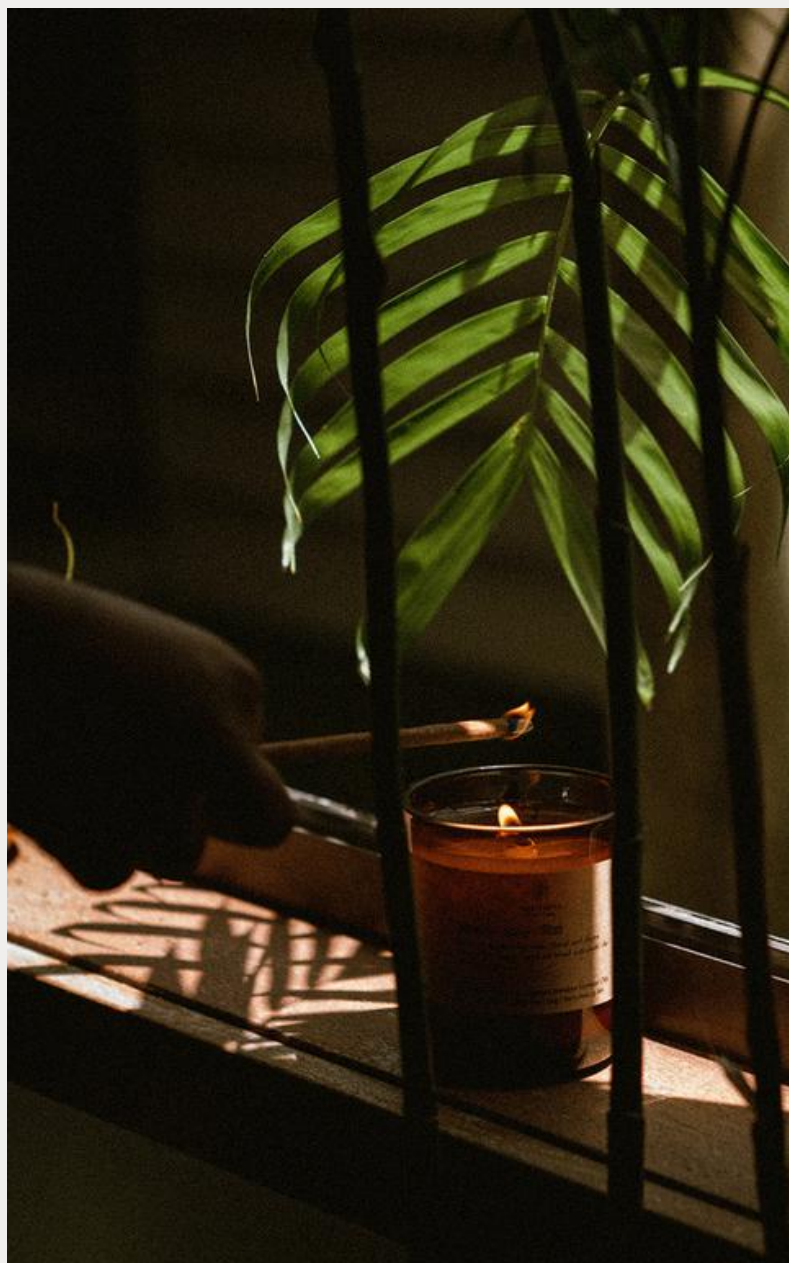
The container candle isn't a revolutionary idea, yet in its details we've created a revolutionary product, which stands high above the rest.



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THE  
*Collection*

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## Our candles

Naturally luxurious, Amavasya candles are preservative-free. Each is infused with a generous amount (approx. a shot glass) of 100% essential oils, rendering them rare in today's market, and highly sought-after by an increasing number of health-conscious consumers. Paired with soy coconut wax,\* and our signature hardwood/organic-cotton-wick combination (for a crackling burn); the result is an all natural, long-lasting candle. *Note: Coconut soy wax burns for approximately 50% longer than paraffin alternatives.*

Our candle range offers two sizes: Small (170g) and Large (260g), with burn times of 35 hours and 55 hours, respectively. Candles are elegantly housed in a recyclable amber glass jars featuring translucent kraft labels, and iron-branded timber lids. They live in biodegradable kraft boxes which showcase the gorgeous work of local Australian artists. Our wax refill range was created as a sustainable solution for reuse of these jars, allowing your customers to revive their candles, and to cultivate enduring relationships with the product.

\*Soy wax can morph over time. This is *not* the case with our natural coconut-soy wax formulation, which has a fantastic shelf life of up to 2 years.

# Australian native candles

Featuring appropriate botanical designs by local artists — this bespoke range tells stories of the glorious spaces on this continent, and of their indigenous heritage.

Candles are hand-poured using a blend of premium Australian 100% essential oils, evoking the unique aromatherapeutic properties of native flora.

Each candle is topped with a light dusting of native barks.



# Native candle scent notes

## BANGALOW

*Eucalyptus Citriodora, Bush Balm Mint, Pine  
& Rosalina*

A crisp and rejuvenating scent, with citrus notes, reflecting the lightness of the Northern Rivers, NSW.

## BUNDJALUNG

*Lemon Myrtle, Rose Geranium & Palmarosa*

A floral lemon fragrance, evoking the magic of Bundjalung Country.

## ELANDS

*Lemon Tea Tree, Rosalina & Lemongrass*

An invigorating & sweet olfactory experience, reflecting the beauty of Biripi Country.

## KURRINGAI

*Eucalyptus Peppermint, Cedarwood,*

*Eucalyptus Citriodora and Pine*

An earthy refreshing aroma with woody notes, reflecting the beauty of the Kurringai region.

## LEURA

*Blue Gum Eucalyptus, Nerolina, Pine and*

*Rosalina*

A nostalgic, crisp eucalyptus scent, capturing the charm of the Blue Mountains.





# Christmas gift box

In order to offer customers a gorgeous gift for the holiday season, we've paired two of our bestselling candles - 'Bundjalung' and 'Leura' (in Medium) - together in an elegant gift box design. This biodegradable kraft box is housed in a glittering, eye-catching sleeve. Native scents, artwork and stories, together wrapped in a (biodegradable paper twine) bow, makes *the* perfect candle present.

*Total burn time: 70 hrs*





## Eco Christmas gift box

As an even more eco-conscious alternative to the original Christmas Box; we've introduced a gift set that features one Large candle paired with a Large wax refill — reflecting the reusable nature of our candles. We've once again opted for two of the best-sellers within our Native range, the Bundjalung and Elands candles. This offering is tailored for the discerning eco-conscious consumer.

A gift with innovative elegance, low environmental impact, and/or for catalysing new eco-minded habits amongst loved ones, this product has indeed been created at the request of our customers.

Both candle and refill are once again housed in a biodegradable kraft gift box (printed with water soluble inks), which lives in a gorgeous, glittery moss green sleeve.

***Total burn time: 110 hrs***

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## Nidrā candle

Crafted with *Lavender*, *Pine*, and *Eucalyptus Citriodora* pure essential oils, this best selling candle offers a profoundly relaxing fragrance experience. Popular amongst yogis and meditators alike; the concept emerged from *Yoga Nidrā*, an ancient yogic practice which involves scanning the body with the mind's eye, to cultivate a deep, relaxed state of consciousness. With its divinely hypnotic floral notes, this blend is designed to induce a sense of tranquility and peace, offering the sweetest of dreams...

'I recently purchased both the Nidra and Bangalow candles and I must say that they are the best scented candles that I have ever had. I usually find that the perfumes or oil in other candles are too strong and artificial smelling and they irritate both my nose and eyes. Amavasya candles do not have that effect on me at all. Thank you for a wonderful product.' - Meghan, NSW

# Chakra candles

A bespoke range inviting customers to create their own sense of ritual and sacred space, this collection was inspired by the yogic Chakra system.

Here, we've intentionally used pure essential oil blends, plant colours and crystals — to encourage wellbeing, self-love and contemplation. With seven candles for all Seven Chakras, each is accompanied by a dedicated meditation, affirmation and exercise card, creating a holistic and entirely *new* candle experience.



# Chakra candle scent notes

## ROOT

*Eucalyptus Citriodora, Cedarwood, Pine &  
Eucalyptus Peppermint*

An earthy, layered scent; infused with Picture Jasper to establish calm and grounding.

## SACRAL

*May Chang, Orange, Palmarosa & Ylang Ylang*  
A fresh and playful aroma; infused with Carnelian to honour and re-inspire the creative force within.

## SOLAR PLEXUS

*Lemongrass, Lemon Tea Tree, Pine & Ylang Ylang*  
An invigorating fruity fragrance; infused with Tiger's Eye for focus & motivation.

## HEART

*Rose Geranium, Palmarosa, May Chang & Ylang Ylang*

A soft, floral scent; infused with Rose Quartz, as reminder of the force that is Love.

## THROAT

*Bergamot, Ylang Ylang, Rosalina & May Chang*  
A subtle, ethereal & citrus scent; infused with Aquamarine, to encourage one's fullest expression.

## THIRD EYE

*Blue Gum Eucalyptus, Lavender & Rosalina*  
A crisp & floral scent profile; infused with Lapis Lazuli, for evoking one's intuitive wisdom.

## CROWN

*Lavender, Pine, Rosalina & Bergamot*  
A soothing & floral fragrance; infused with Amethyst for deepening one's connection to the unseen.





## Wax Refills

As environmental awareness continues to shape market trends, our candle wax refills offer customers a sustainable solution for reusing their Amavasya candles, time and time again. Available in any scent and size from our range, refills maintain the same high quality as the original candle. Usage instruction cards are included with each box, ensuring a seamless product experience. This straightforward method simply involves: emptying the original glass, removing wick tab, popping in refill, and they're good to go.

An affordable option for the eco-conscious consumer, this product offers a practical and clear choice for discerning buyers.

In addition to fostering enduring connections with your customers, our refills present lucrative opportunities for intelligent upselling and product bundling.

In a world that's (fortunately) increasingly aware of environmental footprint, candle refills are the future. Be ahead of the curve, by stocking this product today.

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\* Our team has specifically formulated Amavasya wax refills to stand the test of time. Resistant to temperature fluctuations (bar extremes), boxed, and sealed with wax paper — they have a shelf life of up to 2 years.

# HOW TO *order*

Note that Amavasya products are proudly handcrafted to order, setting them apart from mass-manufactured items. Please

- 1** allocate **sufficient lead time** and factor in your total order volume, campaign timeframes, and/or pre-orders — to accommodate our production schedule.
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Request an Amavasya Line Sheet/Order Form, then submit via email to:

**[wholesale@amavasyahealingstore.com](mailto:wholesale@amavasyahealingstore.com)**

- 2** For orders up to \$5000AUD, apply for a wholesale account with us. Upon review, you will receive your account profile and access to a streamlined checkout process, with a range of payment options.

**[Apply for Wholesale account here](#)**

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If your purchasing department operates under its own ordering procedures, please

- 3** contact us via email to set up the process:

**[wholesale@amavasyahealingstore.com](mailto:wholesale@amavasyahealingstore.com)**

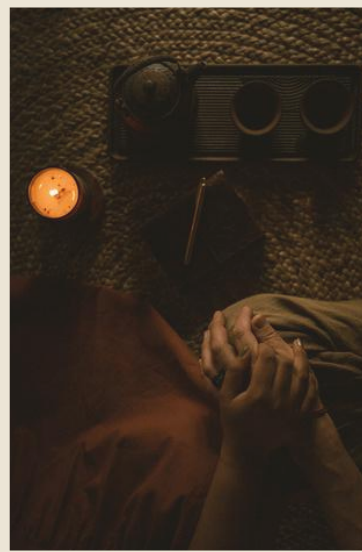
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Once we receive your form, we will provide an estimated delivery time. We request half or full deposit upon confirmation, subject to discussion. Shipping will be charged by weight, or picked up by your chosen carrier.

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# Let's work *together*



If you're ready to move forward, have any questions, custom enquiries, or desire an Amavasya signage bundle — please do reach out to our team via one of the following channels.

WHOLESALE ENQUIRIES



+61 491 091 118



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