



BRANDING RECOMMENDATIONS

Hesperide Serenade

**CANDLE
SHACK**

Found a fragrance you love but unsure how to turn it into candles, diffusers, or wax melts that will stand out in the busy home fragrance market? We've all been there and we're here to help. The Candle Shack team has prepared both professional recipes and top branding ideas to help you market your products in a distinctive way that'll have your customer coming back for more. So download this branding guide, read on, and let yourself be inspired!

THE FRAGRANCE

Let's get away. Hesperide Serenade Fragrance Oil invites you to indulge in a fragrant reverie that seamlessly combines bright notes of citrus, herperidic charm, the delicate allure of florals, and the aromatic sophistication of a thoughtfully crafted garden. This composition is a sensorial journey celebrating the harmonious beauty found in the interplay of citrus, herbs, and blossoms.



HESPERIDE SERENADE

TOP NOTES - TANGERINE,
NEROLI, BERGAMOT

HEART NOTES - CELERY,
SPEARMINT, ROSE

BASE NOTES - MUSK,
BENZOIN

FRAG4561

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Ocean Breeze
#c4d1d5

Deep Ocean
#4e7096

Burnt Sienna
#d68353

Sandstone
#fcd3ad



MEDITERRANEAN COAST

Theme: Journey to the azure shores of the Mediterranean, where musk and benzoin mingle with the salty breeze, evoking memories of sun-drenched afternoons spent by the sea. Feel the gentle caress of the ocean as it kisses your skin, while notes of citrus and herbs paint a portrait of serenity and tranquility.

Aesthetics: Opt for a timeless aesthetic with classic Mediterranean elements such as whitewashed and terra cotta vessels combined with a simple colour palette of neutral tones and subtle hints of blue and green. Package your products in sleek boxes with a whitewashed finish reminiscent of traditional Mediterranean architecture. You can even incorporate subtle embossed patterns or textured details for added interest.



Alternative names:

Eternal Aegean • Sunny Seaside • Mediterranean Citrus • Waterside Neroli • Tangerine Breeze • Bright Azure • Italian Summer

Lemon Zest
#fcc41b

Champagne Glow
#f0edde

Sandy Beige
#d6bfa0

Lily White
#fbfdff



CITRUS BLISS

Theme: Indulge in a moment of pure bliss as you envelop yourself in the invigorating aroma of citrus delights. Let the tangy sweetness of tangerine, neroli, and bergamot transport you to sun-kissed landscapes, while the cool freshness of celery revitalizes your spirit. With each inhale, surrender to the blissful embrace of the rose, and let go of all worries as you bask in the serenity of the moment.

Aesthetics: Build your own blissful bubble with sunny nude colours of yellow, beige, cream, and white, emphasized by a minimalist aesthetic. Matt vessels and smooth kraft packaging will perfectly reinforce your theme's serenity and earthiness.



Alternative names:

Tangerine Serenity • Neroli Nirvana • Bergamot Tranquility • Zesty Relaxation • Citrus Breeze • Neroli Harmony • Bergamot Serenade

Carnival Red
#fc3014

Lemonade Yellow
#f0bb19

Big Top Blue
#7bb0e4

Golden Radiance
#b6986c



CARNIVAL EXTRAVAGANZA

Theme: Immerse yourself in the vibrant zest of a citrus carnival, where tangerine, neroli, and bergamot infuse the air with infectious energy. Wander amid colourful stalls and lively parades, as spearmint adds a refreshing twist to the festivities. Embrace the joyous spirit, where musk encapsulates the drumbeat of excitement.

Aesthetics: When thinking about your product's aesthetics, go for bright, contrasting colours, striped patterns and whimsical details like carousel motifs or circus-inspired decor on your vessels or the surface of your melts and candles. Your product's look, from packaging to candle, melt or diffuser, should be as cheerful and eclectic as the carnival itself.



Alternative names:

Citrus Samba • Tangerine Festival • Tangy Fest • Circus Spectacular • March Madness • Sizzling Citrus • Fizzy Fete

CANDLE SHACK

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