



BRANDING RECOMMENDATIONS

Amber Nectar Fragrance Oil

**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

The fragrance is initially characterised by the fruity sweetness of mandarin, warmed by fresh fiery ginger before a spicy heart reveals itself with warm clove, comforting cinnamon, and dark anise. Finally, an inviting base of velvety peach and heady musk completes the fragrance.



AMBER NECTAR

TOP NOTES - MANDARIN,
GINGER

HEART NOTES - CLOVE,
CINNAMON, ANISE

BASE NOTES - PEACH,
MUSK

FRAG4691

[DOWNLOAD RECIPES](#)



Purple Haze
#5f0f40

Dragon's Blood
#9a031e

Citrus Bright
#fb8b24

Autumn Leaves
#e36414



HARVEST MAGIC

Theme: Experience the magic of autumn harvest as protective charms of freshly picked spiced citrus are hung by benevolent witches, bathing their houses in a warm and bright aroma. In a corner, dark and mysterious potions bubble away in thick cauldrons, creating an atmosphere thick with the promise of spells and incantations.

Aesthetics: Blend autumnal and occult symbols with a warm colour scheme, using wax melt embeds, candle pen designs, and novelty reeds to bring your customers into your thematic experience. When selecting your vessels, opt for apothecary-style glass ones to further emphasize the witchy dimension of your products. Complete the effect with unassuming kraft packaging elevated by subtle hand-written incantations.



Alternative names:

Witch's Bounty • Mandarin Spice Potion • Good Luck Spell • Citrus Spell • Harvest Charms • Hex • Mystical Autumn

Fiery Glow
#ff4800

Sifted Embers
#ff6000

Amber Jewel
#ff7900

Egg Yolk
#ffb600



COSY HEARTH

Theme: Relax by the heart of a cosy cabin and experience the warmth and joy of convivial gatherings. Sit down on the wooden floor and let the cheerful citrus and fruity aromas mingle with the morning chill, like the first light streaming through frosted windows. The spicy ginger aroma follows with a rich blend of clove, cinnamon, and anise, creating a heartwarming, comforting atmosphere that you won't want to leave.

Aesthetics: Create a rustic charm vibe by using an inviting colour palette with distressed glass and metal vessels. Avoid any embellishments to your candles, diffusers, and wax melts, letting their simplicity speak for itself and provide an almost blank canvas onto which your customers can project their own home hearth memories and associations. Use type-written labels and folding boxes to complete your aesthetic.



Alternative names:

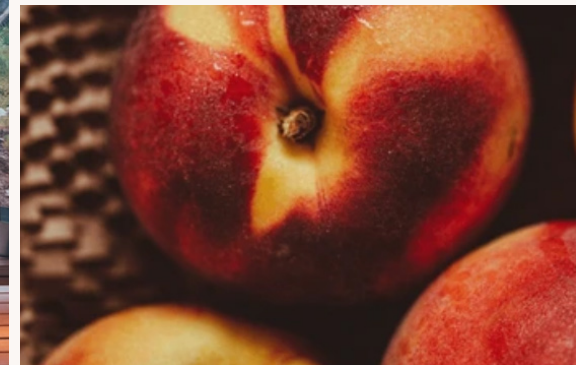
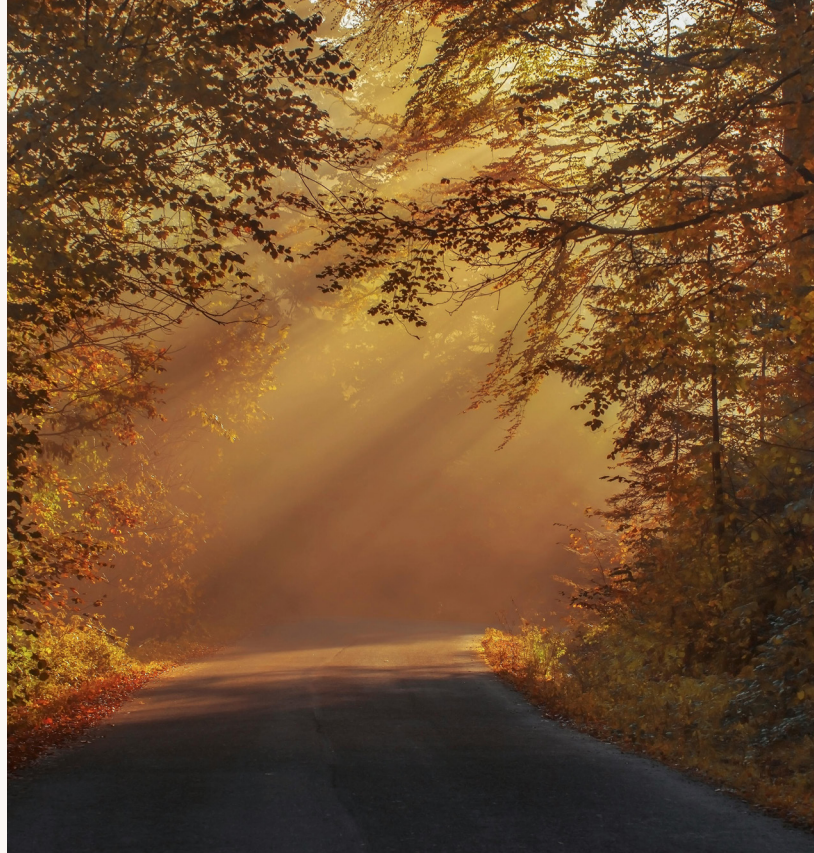
Ember In The Ashes • Citrus Glow • Autumn Hug • Cosy Comfort • Winter Cheer • Home Sweet Home • Fireside Cuddles

Daim Caress
#ff4800

Cashmere Hug
#e9a87c

Salmon Whispers
#f3b391

Afternoon Sun
#ffb04c



SERENE MINDFULNESS

Theme: In a tranquil sanctuary where peace reigns supreme, Ambre Nectar is your guide to mindfulness and serenity. Picture the sweet scent of mandarin and peach at sunrise, inviting you to embrace the present moment, while the rich and soothing notes of cinnamon and anise promote inner peace and reflection.

Aesthetics: Start with a gentle, soothing colour palette with marble effects on wax or matt vessels. Keep to a minimalist approach to further enhance the calming, spa-like effect of your theme and choose luxurious packaging with clean lines and smooth textures.



Alternative names:

Harmonious Mind • Citrus Serenity • Calm Contemplation • Moment Of Calm • Mandarin Spa • Spice Harmony • Haven

CANDLE SHACK

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