



BRANDING RECOMMENDATIONS

Sahara 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

Top notes of vivid saffron, sunlit bergamot, and tender rose bloom warmly. Spicy clove and warm nutmeg weave through jasmine blooms as a touch of leather deepens the composition, lending textural richness. The base grounds the essence with powerful moss and sweet patchouli, their earthy depths entwined with creamy sandalwood and a hint of vanilla, a final note that's both comforting and profound.



SAHARA

**TOP NOTES - SAFFRON,
BERGAMOT, ROSE**

**HEART NOTES - CLOVE,
JASMINE, LEATHER, NUTMEG**

**BASE NOTES - MOSS, PATCHOULI,
SANDALWOOD, VANILLA**

FRAG461

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Sandstorm
#b87656

Soft Caramel
#c5734a

Dusky Sands
#d58253

Mystical Night
#53505f



MYSTICAL SANDS

Theme: Explore the mystical allure of the desert, where ancient legends and modern dreams converge. This fragrance transports you to a realm where heady spice mingles with the whispers of forgotten tales, while luxurious flowers bloom in the moonlit dunes. Vanilla and sandalwood weave a spell of enchantment, inviting you to lose yourself in the time-less magic of the desert.

Aesthetics: Bring your theme to life with a dusky colour theme including a camaieu of browns and a dash of smoky blue. Evoke the magic with glossy vessels and iridescent finishes. When making wax melts, you can also use mica powders to infuse your products with a shimmery glow. Give your candles, diffusers, and wax melts a clean look and add subtle magical symbols drawn in candle pen or affixed with wax melt embeds or crystals. Finish with luxurious and simple packaging in sandy colours like kraft to complete the effect, adding hidden witchy symbols inside.



Alternative names:

Arid Beauty • Rose Of The Desert • Saharan Splendour • Saffron Sands • Desert Dreamscape • Woody Dune Magic • Bedouin Enchantment

Bohemian Blue
#443f8e

Turquoise Treasure
#00afb9

Verdant Green
#a7c957

Damascus Red
#d00000



ECHOES OF THE SILK ROAD

Theme: Embark on a journey along the ancient Silk Road, where caravans braved the vastness of the desert to trade exotic goods and stories. Saffron evokes the spices carried on camelback while bergamot, rose, and jasmine symbolise the delicate treasures exchanged between cultures. Finally, let yourself be enveloped by leather and nutmeg, which speak of the rugged determination of travellers.

Aesthetics: Embrace a visually stimulating bohemian vibe with a riot of vibrant colours, eclectic patterns, and tribal motifs, reminiscent of the roulotte caravans of old. By mix and matching ornate Western and Eastern vessels and symbols, you'll create a cultural fusion celebrating the diversity experienced on the Silk Road. You can even go a step further and decorate the surface of your candles and melts with candle pen drawings or wax melt embeds of bohemian imagery. Wrap your products in colourful silks before boxing them in eye-catching packaging covered in intricately textured patterns.



Alternative names:

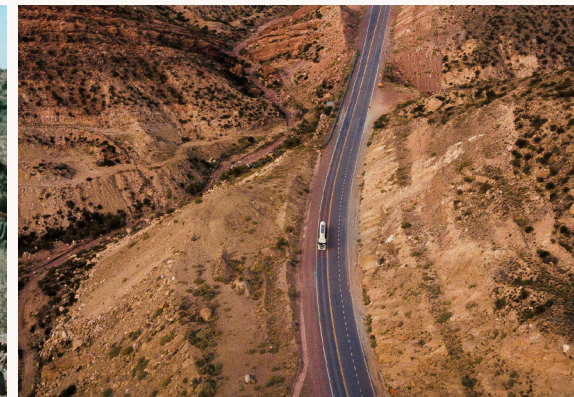
Spice Trail • Silken Sands • Citrus & Spice Tales • Bazaar Ballad • Camel Caravan Chronicles • Arabian Nights • Precious Woods Wind

Sandy Beige
#f7e7c1

Sage Dreams
#c0c9ba

Vintage Burgundy
#650015

Aged Gold
#b59e5f



NOMAD'S ODYSSEY

Theme: Follow the nomads as they traverse the vast expanse of uncharted lands, energised by the warm spice of saffron, clove, and their adventurous spirit. As the night falls, camp by a warm fire of leather and nutmeg, the earthy richness of moss and patchouli beneath your feet and the majesty of the night sky above you. Finally, find solace in the sweet embrace of vanilla and sandalwood, a reminder that home is wherever the heart roams.

Aesthetics: Channel the spirit of adventure with a rustic look and an earthy colour scheme with metallic hints. Favour functional, unassuming vessels and packaging, with an emphasis on tins for container candles and add exploration-related imagery on your handwritten labels and packaging. As a final touch, we recommend including fictitious stories of adventures and treks when boxing your candles, diffusers, and wax melts to amplify the nomadic experience.



Alternative names:

Solo Adventure • Saffron Expedition • Wanderlust • Spiced Wanders Through The Woods • Floral Explorer • Oriental Journey • The Path Less Taken

CANDLE SHACK

FUELLING THE ART OF CRAFT®

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