



SIDIA

PRODUCT ROADMAP

SIDIA

Moving with purpose to help people create their personal oasis anywhere, we believe that adding just a touch of luxury or twist of story can make life's everyday interactions feel as good as we do when we feel at home—enriched.

We're a Toronto born and based brand inspired by the timeless feeling of comfort when at home, the beauty that surrounds us every day, and the multi generational legacy of the family matriarch.

That means everyday moments made luxurious with story and soul, so you can feel like home wherever you are.

SIDIA. Come home to yourself.



Come home to yourself.





"THERE IS NO BETTER
FEELING IN THE WORLD
THAN TAKING OFF
YOUR F*CKING BRA"



ERIN

CURRENT OFFERING

BODY CARE DUO - WIRED

Purity and grit collide in this playfully energetic fusion of ash-spiced tobacco, tonka and tea leaves. Base notes of Spearmint & Ginger soothe the nerves of the day, lightened with crisp notes of Citrus & Eucalyptus to clear the breath while reviving the senses.

WIRED is the bright-eyed burst of clarity that grounds your first fresh breath of morning air.

Olfactive Family: Citrus - Aromatic - Floral

Scent Notes:

T: Sparkling Citron, Ginger Root, Fresh Aldehydes

M: Blue Eucalyptus, White Tea, Sheer Freesia

D: Tobacco Leaves, Blonde Woods, Soft Musk



The Body Exfoliant 350ML

Scent: WIRED
Tea leaves & Eucalyptus

Our gentle cleansing exfoliant is infused with bakuchiol to firm and smooth fine lines, niacinamide to reduce dullness, and gentle rice exfoliators to help resurface skin. In the shower, lather and massage onto body to gently exfoliate. Pairs well with *The Body Serum*. Use as often as desired.

Paraben-Free · Sulfate-Free · Silicon Free,
Phthalates free · Cruelty Free

Made with PCR Materials

Size: 350mL
Price: \$44 USD
Delivery: June 2023



The Body Serum 300ML

Scent: WIRED
Tea leaves & Eucalyptus

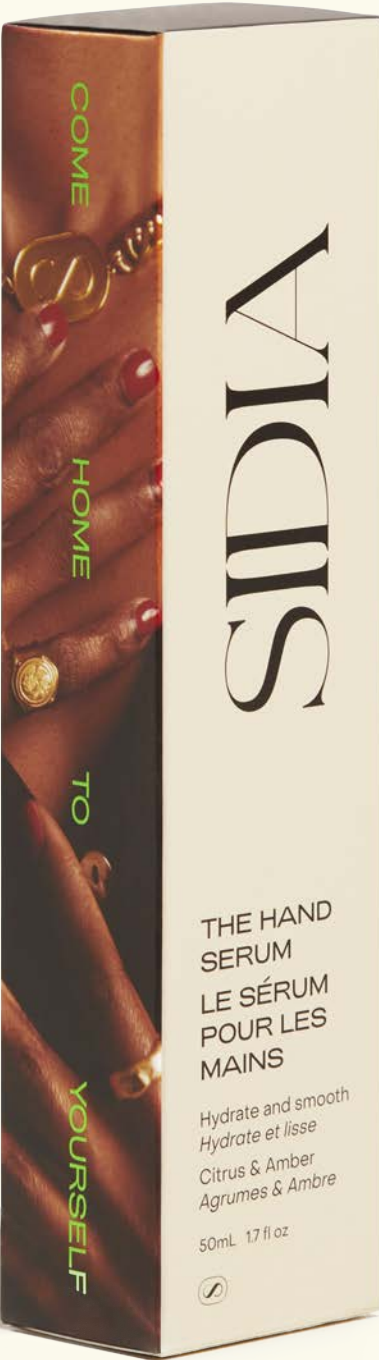
Our lightweight, plant-based body serum delivers lasting hydration in a spray bottle for effortless application. Infused with hyaluronic acid to hydrate, squalane to lock in moisture, and prickly pear to gently soothe the skin.

Paraben-Free · Sulfate-Free · Silicon Free,
Phthalates free · Cruelty Free

Made with PCR Materials

Size: 350mL
Price: \$44 USD
Delivery: June 2023

PLANT-BASED HAND CARE SYSTEM



The Hand Serum 50mL

Hydrate, Smooth, Nourish
Citrus + Amber

Reward your hands with a fast-absorbing, lightweight serum that reveals revitalized skin. Hydrates and softens with cactus flower extract, avocado butter, shea butter, aloe vera, prickly pear.

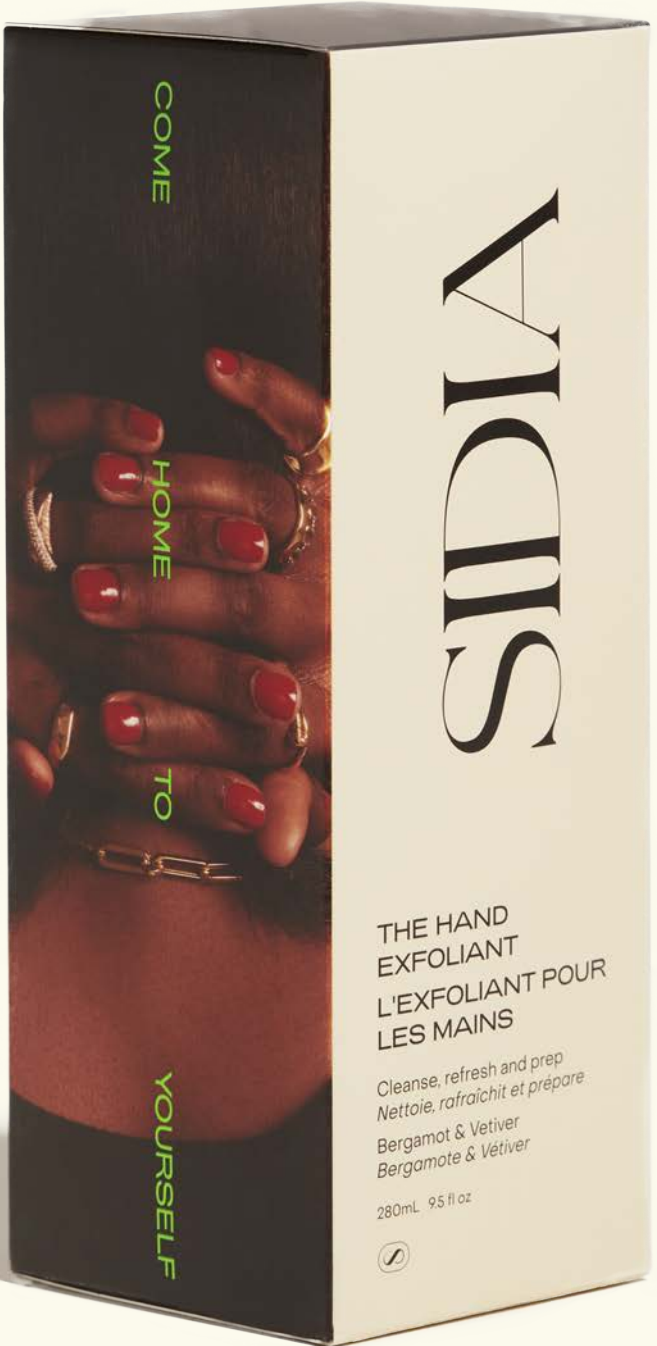
Paraben free, Sulfate free, Silicon Free, Phthalates free, Cruelty Free

Component Made with PCR Materials. Made in the USA.

SIZE 50mL
PRICE \$36 USD/\$40 CAD

Ol' Factive Family: Floral - Green - Amber

Scent Notes:
T: Crisp Green Stems, Fresh Bergamot
M: Warm Amber, Cactus Flower
D: Dry Woods, Sheer Vanilla



The Hand Exfoliant 280mL

Cleanse, Refresh, Prep
Bergamot + Vetiver

Treat your hands to a luxe gel-textured cleansing exfoliant that reveals healthier looking skin. Infused with perlite to soften, rambutan to smooth fine lines, and avocado oil to nourish and prep.

Paraben free, Sulfate free, Silicon Free, Phthalates free, Cruelty Free

Component Made with PCR Materials. Made in the USA.

SIZE 280mL
PRICE \$42 USD/\$46 CAD

Ol' Factive Family: Citrus - Aromatic - Woody

Scent Notes:
T: Bergamot, Orange, Grapefruit
M: Lavender, Verbena
D: Vetivert, Cedarwood, Patchouli

GET TO KNOW THE SIDIA COMPLEX

Our signature concoction of avocado butters and shea butter melt into skin and leave it soft and plumped. Extracts of aloe vera, prickly pear and cactus flower nourish and soothe.



SHEA BUTTER



AVOCADO BUTER



CACTUS FLOWER
EXTRACT



PRICKLY PEAR



ALOE VERA

Avocado and shea butter melt into skin and leave it soft and plumped.

Aloe vera, cactus flower + prickly pear improves skin elasticity & gives skin an antioxidant boost that leaves the body soft, plump & smooth.

BRALESS & WIRED CANDLES

Honoring the duality of our brand's namesake matriarch, SIDIA, our hand-poured duo of candles reignite the many sides of self that women tap into each day.

Our candles are non-toxic: We are free of parabens, sulphates, phthalates, vegan + cruelty-free.

Sidia fragrance oils are blends of the highest quality fragrance from our French perfume house partners.



BRALESS



Front of Packaging



WIRED



Back of Packaging

Light it up, Take it Off

Smoldering spices & warm woody undertones set the mood in this comforting ode to personal liberation. Base notes of Guaiac Wood & Cashmere Musks imbue a sense of ambiance while reducing hyperactivity, married with Amber & Bamboo to ease tensions of the day.

BRALESS invites you to strip back the layers of the day, in surrender to the ultimate unwind.

Ol' Factive Family: Amber – Woody – Floral

Scent Notes:

T: Soft Spices, Bamboo, Leafy, Clove, Coconut Cream

M: Cedar, Thyme Blossom, Amber, Rose, Violet

D: Guaiac Wood, Patchouli, Sandalwood, Cashmere Musks, Oakmoss, Leather

Scent: Bamboo, Amber, Guaiac Wood

Wax: Coconut Soy Blend Wax with a Lead-Free Cotton Wick

Burn Time: Estimated 50 hour

Weight: 240g/8oz

Price: \$65 USD/\$68 CAD

Light up, Perk Up

Purity and grit collide in this playfully energetic fusion of ash-spiced tobacco, tonka and tea leaves. Base notes of Spearmint & Ginger soothe the nerves of the day, lightened with crisp notes of Citrus & Eucalyptus to clear the breath while reviving the senses.

WIRED is the bright-eyed burst of clarity that grounds your first fresh breath of morning air.

Ol' Factive Family: Citrus – Aromatic – Floral

Scent Notes:

T: Citrus Peel, Ginger, Cool Mint, Bergamot

M: Eucalyptus, Tea Leaves, Rose Petals, Matcha

D: Tobacco, Sandalwood, Tonka

Scent: Eucalyptus, Tea Leaves, Tonka

Wax: Coconut Soy Blend Wax with a Lead-Free Cotton Wick

Burn Time: Estimated 50 hour

Weight: 240g/8oz

Price: \$65 USD/\$68 CAD



SOAKED CANDLE

Light it up. Take it in.

SOAKED is a tribute to the meditative magic of morning times, a misty space for conjuring up fresh visions and finding our way back to life's little wonders. Evocative jasmine reawakens the mind's curiosities while piney forest undertones of herb and juniper restore clarity to the body, reminding us that new discoveries are always unfolding amongst crisp early dawn droplets of dew.

Oil Factive Family: Woody-Aromatic-Smoked

Scent Notes:

T: Juniper, Lemon, Olibanum

M: Oregano, Cypress, Cedarwood

D: Amber, Leather, Sensuous Musks

Wax: Coconut soy blend wax, with a lead free cotton wick

Burn Time: Estimated 50 hours

Weight: 240g / 8oz

Price: \$65 USD/\$68 CAD

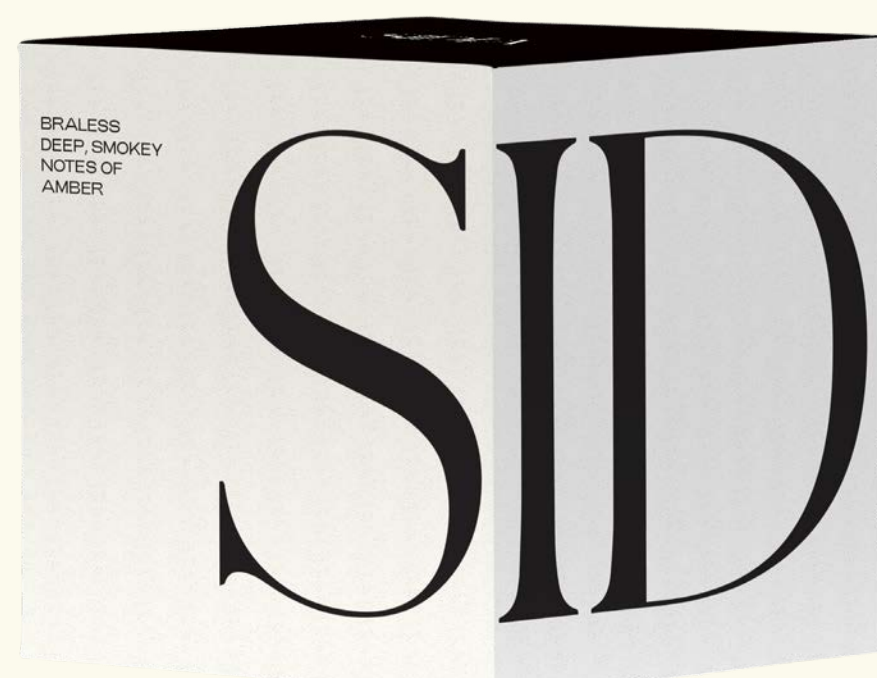
Delivery: March 2023

*Our candles are non toxic: We are free of parabens, sulphates,phthalates, vegan, & cruelty free

*SIDIA fragrance oils are blends of the highest quality fragrance from our French perfume house partners.



NIRVANA Candle



Back of Packaging

NIRVANA CANDLE

Light it up, and let it go.

Enter **NIRVANA**, inspired by the desert’s expansive calm of stillness after an especially intense storm. Nurturing vanilla amber builds a base grounded in crisp wood and clean white musk. A bodily bouquet of effervescent white peach, ylang ylang and wild violet embody carry the rawness from which we came. Brightened bergamot zest, fresh extract of green cactus and notes of sparkling pear add levity for an optimistic outlook. Consider your third eye, opened. **NIRVANA** is the same fragrance as our best-selling Hand Serum.

Wax: Coconut soy blend wax, with a lead free cotton wick

Burn Time: Estimated 50 hour

Weight: 240g / 8oz

Price: \$65 USD/\$68 CAD

Ol' Factive Family: Woody - Aromatic - Smoked

Scent Notes:

T: Prickly Pear, Green Succulent, Cactus Blossom, Bergamot Zest

M: White Peach, Ylang Ylang, Wild Violet

D: Vanilla Amber, Crisp Woods, Solar Musk, and Sand Dunes



PYRO Candle



Back of Packaging

PYRO CANDLE

Light it up, play with fire.

Reconstructed rainier cherry, jammy blackcurrant, and juicy mandarin are sharpened by top notes of peppercorn. Charred Rose gives **PYRO** its raw, burnt edges, rounded out by soft peony, rich plum and saffron, and warming nutmeg. Sandalwood, smokey whisky and moss hold the raw, earthen base for those juicy, fiery feelings to rise up from.

Once the flames are extinguished, the human come down is just as paramount as the passion of striking the match.

Wax: Coconut soy blend wax, with a lead free cotton wick

Burn Time: Estimated 50 hour

Weight: 240g / 8oz

Price: \$65 USD/\$68 CAD

Ol' Factive Family: Woody - Aromatic - Smoked

Scent Notes:

T: Rainier Cherry, Mandarin, Peppercorn

M: Charred Rose, Peony, Saffron, Nutmeg

D: Sandalwood, Precious Woods, Moss

MINI CANDLE GIFT SET

BRALESS/WIRED/SOAKED

Our best selling candles, now packaged in a mini gift set. Perfect for a gift or to test the candles scents.

Lil BB's (Set of 3 Wax Candles)

Price: \$88 USD, \$92 CAD

Weight: 2.1oz

Wax: Coconut soy blend wax,
with a lead free cotton wick

***Comes in 3 limited edition colour ways**



INCLUDES:

BRALESS

T: Soft Spices, Bamboo, Leafy, Clove, Coconut Cream

M: Cedar, Thyme Blossom, Amber, Rose, Violet

D: Guaiac Wood, Patchouli, Sandalwood,
Cashmere Musks, Oakmoss, Leather

WIRED

T: Citrus Peel, Ginger, Cool Mint, Bergamot

M: Eucalyptus, Tea Leaves, Rose Petals, Matcha

D: Tobacco, Sandalwood, Tonka

SOAKED

T: Grapefruit, Spearmint, Thyme, Juniper

M: Jasmine, Citrus, Cypress, Cedar Leaf

D: Patchouli, Sandalwood, Pine, Fresh Musks

ACCESSORIES

CLOUD NINE HEADBAND

Feet on the ground, head in the clouds... Meet the SIDIA headband, aka your gateway to daily daydreams and quiet moments with self. Pillow-soft to the touch, this generous bamboo velour comes with plenty of stretch to keep things in place (and off your face) during beauty routines, or simply while lounging around.

Style Name: Cloud Nine Headband

Fabric: 40% Bamboo Rayon / 40% Cotton / 20% Polyester

Available In 3 Colours: Nimbus Grey, Cumulus White, Storm

Retail Price: \$58 CAD / \$55 USD

Sizing: O/S

Product Features:

- Composed of a Bamboo blend: A renewable, quickly-regenerating resource that uses less water, and is anti-bacterial & wrinkle resistant
- The fabric comes from an OEKO-TEX certified dyeing Mill
- Plush Bamboo velour that stays soft wash after wash
- A comfortable fit that's just tight enough, without tugging on baby hair
- Made in small batches in Toronto, Canada
- Packaged in a reusable box, made with FSC-certified materials and is fully recyclable





THE TOWEL WRAP

Step out of the shower and into your SIDIA Towel Wrap, made from our luxurious Bamboo Terry with gold embroidery for a touch of luxe. The velcro closure and elastic band ensure a snug fit, while keeping your hands free for more important things. And what's more? We added pockets.

Style Name: SIDIA Towel Wrap

Fabric: 90% Bamboo Rayon / 10% Polyester.

Available In 2 Colours: Black, White

Retail Price: \$98 USD

Sizing: O/S

Product Features:

- Composed of a the softest Bamboo Terry blend: A renewable, quickly-regenerating resource that uses less water, and is anti-bacterial & wrinkle resistant
- Made in small batches in Toronto, Canada
- The fabric comes from an OEKO-TEX certified dyeing Mill
- Comes pre-washed and never pills, maintaining its quality wash after wash
- Velcro and elastic closure ensures a secure and adjustable fit, suitable for most body types
- Includes a large front pocket with embroidered insignia, for ease and convenience

2024

THE BODY SERUM - BRALESS

Credo May 2024 Launch

The Body Serum 300mL

Scent: BRALESS

Amber & Guaiac Wood

Our lightweight, plant-based body serum delivers lasting hydration in a spray bottle for effortless application. Infused with hyaluronic acid to hydrate, squalane to lock in moisture, and prickly pear to gently soothe the skin.

Smoldering spices & warm woody undertones set the mood in this comforting ode to personal liberation. Base notes of Guaiac Wood & Cashmere Musks imbue a sense of ambiance while reducing hyperactivity, married with Amber & Bamboo to ease tensions of the day.

BRALESS invites you to strip back the layers of the day, in surrender to the ultimate unwind.

Paraben free, Sulfate free, Silicon Free, Phthalates free, Cruelty Free

Made with PCR Materials.

Size: 300mL

Price: \$52 USD/\$54 CAD



The Body Serum
BRALESS

Oil Factive Family: Amber - Woody - Floral

Scent Notes:

T: Soft Spices, Bamboo, Leafy, Clove, Coconut Cream

M: Cedar, Thyme Blossom, Amber, Rose, Violet

D: Guaiac Wood, Patchouli, Sandalwood, Cashmere Musks, Oakmoss, Leather

THE BODY WASH & CREAM - SOAKED

September 2024 Launch

The Body Wash & Body Cream 350mL

Includes: Hylaronic Acid, Rambutan, Sidia Complex (Prickly pear, avacado butter, shea butter, aloe vera, and cactus flower extract).

SOAKED is a tribute to the meditative magic of morning times, a misty space for conjuring up fresh visions and finding our way back to life's little wonders.

Evocative Sparkling bergamot reawakens the mind's curiosities while smoked vetiver and resinous hinoki restore clarity to the body, reminding us that new discoveries are always unfolding amongst crisp early dawn droplets of dew.

Paraben free, Sulfate free, Silicon Free, Phthalates free, Cruelty Free

Made with PCR Materials.

Size: 350mL

Price: \$TBD



Body Wash
SOAKED

Body Cream
SOAKED

Ol' Factive Family: Woody - Aromatic - Smoked

Scent Notes:

T: Sparkling Bergamot, Citrus Zest

M: Resinous Hinoki, Black Pepper

D: Warm Cedarwood, Smoked Vetiver

THE HAND SERUM - SOAKED

October 2024 Launch

The Hand Serum 50mL

Our Award winning hand serum is now available in our signature candle scents. You can purchase the new scents individually or in a bundled gift set.

Reward your hands with a fast-absorbing, lightweight serum that reveals revitalized* skin. Hydrates and softens with cactus flower extract, avocado butter, shea butter, aloe vera, prickly pear.

Massage a small amount into clean hands morning and night. Enjoy the lingering scent of lush greens, citrus, and amber. For best results, use after The Hand Exfoliant.

SOAKED is a tribute to the meditative magic of morning times, a misty space for conjuring up fresh visions and finding our way back to life's little wonders.

Evocative Sparkling bergamot reawakens the mind's curiosities while smoked vetiver and resinous hinoki restore clarity to the body, reminding us that new discoveries are always unfolding amongst crisp early dawn droplets of dew.

Paraben-Free, Sulfate-Free, Silicon Free, Phthalates-Free, Cruelty-Free

Size: 50mL

Price: \$36/\$40 CAD



The Hand Serum
SOAKED

Oil Factive Family: Woody-Aromatic-Smoked

Scent Notes:

T: Juniper, Lemon, Olibanum

M: Oregano, Cypress, Cedarwood

D: Amber, Leather, Sensuous Musks

THE HAND SERUM - WIRED

October 2024 Launch

The Hand Serum 50mL

Our Award winning hand serum is now available in our signature candle scents. You can purchase the new scents individually or in a bundled gift set.

Reward your hands with a fast-absorbing, lightweight serum that reveals revitalized* skin. Hydrates and softens with cactus flower extract, avocado butter, shea butter, aloe vera, prickly pear.

Massage a small amount into clean hands morning and night. Enjoy the lingering scent of lush greens, citrus, and amber. For best results, use after The Hand Exfoliant.

Purity and grit collide in this playfully energetic fusion of ash-spiced tobacco, tonka and tea leaves. Base notes of Spearmint & Ginger soothe the nerves of the day, lightened with crisp notes of Citrus & Eucalyptus to clear the breath while reviving the senses.

WIRED is the bright-eyed burst of clarity that grounds your first fresh breath of morning air.

Paraben-Free, Sulfate-Free, Silicon Free, Phthalates-Free, Cruelty-Free

Size: 50mL

Price: \$36/\$40 CAD



The Hand Serum
WIRED

Oil Factive Family: Citrus - Aromatic - Floral

Scent Notes:

T: Sparkling Citron, Ginger Root, Fresh Aldehydes

M: Blue Eucalyptus, White Tea, Sheer Freesia

D: Tobacco Leaves, Blonde Woods, Soft Musk

THE HAND SERUM - NIRVANA

2024 Re-Launch

The Hand Serum 50mL

Our Award winning hand serum is now available in our signature candle scents. You can purchase the new scents individually or in a bundled gift set.

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Massage a small amount into clean hands morning and night. Enjoy the lingering scent of lush greens, citrus, and amber. For best results, use after The Hand Exfoliant.

Enter NIRVANA, inspired by the desert's expansive calm of stillness after an especially intense storm. Nurturing vanilla amber builds a base grounded in crisp wood and clean white musk. A bodily bouquet of effervescent white peach, ylang ylang and wild violet embody carry the rawness from which we came. Brightened bergamot zest, fresh extract of green cactus and notes of sparkling pear add levity for an optimistic outlook. Consider your third eye, opened.

Paraben-Free, Sulfate-Free, Silicon Free, Phthalates-Free,
Cruelty-Free

Size: 50mL

Price: \$36/\$40 CAD



The Hand Serum
NIRVANA

Oil Factive Family: Floral - Green - Amber

Scent Notes:

T: Crisp Green Stems, Fresh Bergamot

M: Warm Amber, Cactus Flower

D: Dry Woods, Sheer Vanilla

FIN



SIDIA IS A FEMALE-LED & PURPOSE DRIVEN BODY CARE BRAND.

We are on a mission to help create your personal oasis.

“Erin is committed to maintaining this line of communication and support to create an ecosystem that reflects an optimistic future for the industry.”

Alexandra Polkinghorn, WWD

ELLE goop FASHION Forbes

VOGUE Los Angeles Times PAPER®

WWD

FASHION / FASHION FEATURES

Sidia's Erin Kleinberg on Growth, Mentorship and Matriarchs

"I personally think I have this passion and fire inside my belly that I'm just blessed with. Not everybody gets that, so I am really lucky," says the CEO and entrepreneur.



Erin Kleinberg is on a mission to own your bathroom.

After years of running her own branding agency, Métier Creative, of which she remains at the helm, The Coveteur cofounder is using that acumen to shine a light on her newest, most personal project yet: **Loungewear** brand Sidia, which she founded at the onset of the pandemic.

GLOSSY

Erin Kleinberg's Sidia ventures further into beauty with hand care

When it comes to hand care, there are products by brands like Aesop, Malin + Goetz and Le Labo, but "there's room for more players," said Alex Assaraf, Sidia's director of brand and production, noting that these brands are all helmed by men. "There's room for a female perspective, there's room for something different." That includes, but is not limited to, selfie-worthy branding.

W

BEAUTY NOTES

Erin Kleinberg on the Power of Cold Showers and Good Home Scents

The Sidia founder shares how her brand's new candles were inspired by her days raiding people's closets at Coveteur.



This week, Sidia is launching its first candles, named 'Braless' and 'Wired,' both hand-poured and formulated with a non-toxic blend of vegetable and coconut wax and a lead-free cotton wick. "I have two kids, I run two businesses. That time for me alone in the bathroom is like the only solace I have," Kleinberg says. "So that's kind of the impetus for Sidia, creating products that help us in our oasis—that's what I like to call my bathroom."

The New York Times
The F List

Luxurious Hand Care Essentials



"The newest venture from Erin Kelinberg of the branding agency Metier Creative, launched its citrusy Hand Exfoliant and Hand Serum this month in hopes of encouraging customers to take small moments for themselves throughout the day."

HYPEBAE



THE BEST NEW BEAUTY LAUNCHES OF AUGUST 2022

The most hyped products of the month that will help you end summer and welcome fall.

This fast-absorbing, non-greasy, lightweight hand cream turned serum from SIDIA reveals hydrated, revitalized skin. The hand cream is formulated with avocado butter, shea butter, aloe vera, prickly pear and cactus flower extract.

rē·spin

Vibing with SIDIA: Self-Attuned Wellness That Begins in the Home

By: Jessica Ourisman

SIDIA's Vibes

Something we love about SIDIA is that the brand does more than help you find your zen; it helps you create your "zen-tuary" — the phrase our CCO uses for her wellness-first, home interiors. SIDIA does not just make moments of wellness possible in your day, but it delivers a wellness-promoting ambiance for your home environment.