# WEBSITE COPY - FOR STOCKISTS

# ABOUT P.F. CANDLE CO.

P.F. Candle Co. is a Los Angeles-based home fragrance company owned and operated by wife-and-husband team Kristen Pumphrey and Thomas Neuberger. We believe that fragrance is an extension of your home design, and create high-quality products with accessible price points in mind.

P.F. is a completely independent business: what started as a one-woman operation in 2008 is now an entire team designing and producing our collection under one roof in Southern California. As we grow, so does our commitment to sustainability, to our planet, and to our crew who makes it all happen.

Yearly, we donate a portion of our total net profits to local and national charities. We are proud to contribute to the Los Angeles Regional Food Bank, The Natural Resources Defense Council, and the Downtown Women's Center. Each of these organizations represents issues we care deeply about; environmental advocacy, ending homelessness, empowering women, and fighting hunger.

# ABOUT OUR PRODUCTS

The entire P.F. Candle Co. collection is vegan, cruelty-free, and phthalate-free, and all of our candles are made with 100% domestically-grown soy wax.

While our production methods have improved over the years, something that hasn't changed about P.F. products are the people behind them. Each of our products are developed, produced, tested, packed, and sold by our team out of our Los Angeles warehouse.

# CANDLE CARE 101

Following Candle Care helps to ensure product quality + longevity. We highly recommend following each of the following steps:

- Trim your candle's wick to 1/4" before each lighting or once your candle has cooled.
- Never attempt to trim a burning candle.
- Discard the snipped portion in the trash; never leave wick trimmings in your candle jar.
- The wick should always remain centered and away from the sides of the vessel.
- Allow the wax to melt to the edges of the jar during each burn to prevent tunneling.
- Once the candle's gone, we hope you'll re-use it. Clean it out and you've got a new planter or pencil holder or whatever you want!

Safety first - because candles burn and contain a small flame, so we encourage following these common sense rules of thumb:

- Never leave a candle burning unattended, near a draft, or in reach of children or pets.
- Don't burn your candle for more than 4 hours at a time.
- Do not allow your wick to curl over, as this can create a larger than normal flame.
- Stop burning your candle when only 1/4" of wax remains.
- Do not pick up a burning candle or immediately after it's been blown out.
- Protect the surface underneath the candle no matter the material.

# **CLASSIC LINE**

Meet our signature collection, featuring our iconic amber jar packaging. Classic Line scents are inspired by travels to our favorite places, and are meant to convey the memories attached to them. What began as an apothecary-inspired candle line expanded over the years into a home collection including various candle sizes, reed diffusers, linen sprays, incense, and car fragrance.



# **CLASSIC LINE PRODUCTS**

# Mini 3.5 oz Candle

For small spaces, for desks, or for trying new scents. Travel-friendly, too! Ingredients: 100% natural soy wax, phthalate-free premium fragrance oil, cotton wick 3.5 oz, 20-25 hour burn time.

2.25" in diameter and 2.75" in height.

### Standard 7.2 oz Candle

This is our most popular size and is meant for dressers, countertops, nightstands – basically everywhere.

**Ingredients**: 100% natural soy wax, phthalate-free premium fragrance oil, cotton wick **Burn Time**: 40-50 hours

Size: 7.2 oz, 2.9" in diameter and 3.5" in height.

#### Large 12.5 oz Candle

Meant for big rooms, spaces with high ceilings, and those who want a stronger scent throw. **Ingredients**: 100% natural soy wax, phthalate-free premium fragrance oil, cotton wick **Burn Time**: 60-70 hours **Size**: 12.5 oz, 3.6" in diameter and 3.75" in height.

# 3.5 fl oz Reed Diffuser

Low-maintenance scent throw, all day long. Just set it and forget it - no matches or flame necessary! Flip the reeds every so often to refresh the scent.

Ingredients: Naturally harvested rattan reeds, fine fragrance oil

**Duration**: 3-4 months. Low maintenance and long lasting home fragrance.

**Size**: 3.5 fl oz of fine fragrance inside of a 4 oz bottle. Bottle measures 4.25" in height, reeds are 9" long.

### 7.75 fl oz Room + Linen Spray

Spray into the air for a quick refresher or use on your bedsheets, pillows, couches - anywhere in the home that needs a bit of a boost.

**Ingredients**: water, phthalate-free premium fragrance oil (body safe), and two cosmetic-grade preservatives meant to maintain quality and prolong shelf-life: phenoxyethanol and caprylyl glycol.

Duration: 3-4 months depending on frequency of use

Size: 7.75 fl oz, bottle measures 6.6" in height and 2.36" diameter.

#### Incense Sticks

Incense quickly transforms a room: transformative smoke uplifts the space while our signature scents linger for hours even after extinguishing.

**Ingredients**: Our charcoal-based incense is hand-dipped in our Los Angeles studio using fine fragrance oils and dipropylene glycol (DPG), a synthetic base commonly found in body care and home fragrance products.

**Duration**: 15 charcoal incense sticks per pack, approx. 1-hour burn per stick.

Size: 15 sticks in each kraft package, each stick measures 10.75" long

#### Car Fragrance

P.F. Car Fragrances are inspired by travel nostalgia, our love of road trips, and the power of scent to make anywhere – even the car – feel like home. Meant first for hanging on the rearview mirror, these are also suitable in other small spaces like bathrooms, drawers, and closets.

**Ingredients**: phthalate and paraben-free, made with paper board, fine fragrance oils, and our signature kraft packaging.

Duration: 3 - 6 weeks once opened

Size: 3" x 3" and include a string for hanging

### Hand & Body Wash

Made with Castile-based soap and fine fragrance oils, this gentle-yet-effective cleanser leaves the skin lightly fragranced and the mind a bit clearer. Formulated first for the hands but suitable for the entire body, this collection is vegan and cruelty-free, contains no sulfates, parabens, or phthalates, and is packaged in recyclable glass bottles to fit right in with any home decor.

# **CLASSIC LINE SCENTS**

# No. 04: Teakwood & Tobacco

The one that started it all. Some call it the boyfriend scent, we call it the O.G. Notes of leather, teak, and orange.

#### No. 10: Sweet Grapefruit

Ice cold lemonade. Dinner on the patio with your favorite people. Notes of grapefruit, yuzu, and lemon.

#### No. 11: Amber & Moss

A weekend in the mountains, sun gleaming through the canopy. Notes of sage, moss, and lavender.

#### No. 19: Patchouli Sweetgrass

A windows-open, incense-burning Saturday with nowhere to be. Notes of cream, sweetgrass, and smoke.

#### No. 21: Golden Coast

Big Sur magic, wild sage baking in the sun, the rumble of waves and rocks. Notes of eucalyptus, sea salt, redwood, and palo santo.

#### No. 28: Black Fig

Backyard fruit trees, something baking in the oven. A little spicy and just sweet enough. Notes of evergreen, mission fig, and spice

#### <u>No. 29: Piñon</u>

Winters in the Southwest, lingering bonfires, wool jackets in rotation. Notes of pinon logs, cedar, and vanilla.

#### No. 32: Sandalwood Rose

New York meets Los Angeles. Notes of cashmere rose, oud, and sandalwood. Our take on a unisex floral. Notes of cashmere rose, oud, and sandalwood.

### No. 33: Sunbloom

Day-tripping in the desert, spring's first bloom, infinite blankets of kaleidoscopic wildflowers. Notes of golden-rayed lily, yarrow, and tonka bean.

### No. 34: Cedar & Sagebrush

Miles of ancient stone and minerals, moments of calm on a windswept ridge, deep inhales overlooking arid wildland. Aromatic, dry, and woody. Notes of granite, dry sage, and Sierra juniper.

#### No. 35: Ojai Lavender

A calming vortex surrounded by sun-drenched fields, orange groves and lavender farms, jagged mountains washed in a rosy, sunset glow. Aromatic, herbal, citrus. Notes of pixie tangerine, blue lavender, and coyote mint.

#### Los Angeles

Overgrown bougainvillea, canyon hiking, epic sunsets, city lights. Notes of redwood, lime, jasmine, and yarrow. Created for an initiative by the Mayor's Fund of Los Angeles and a portion of proceeds benefit organizations that drive civic impact, such as the Downtown Women's Center. Learn more about the initiative at laoriginal.com.

# SUNSET LINE

Meet Sunset, a home fragrance collection of candles, reed diffusers, and incense cones in four scents inspired by California scenery.

Featuring four nostalgic scents meant to represent times of day and the feelings they spark within us – Swell, Golden Hour, Dusk, and Moonrise – Sunset is packaged in custom-printed glass and tin vessels donned with sun shapes, horizon lines, and earth tones inspired by California scenery



# SUNSET LINE PRODUCTS

<u>Sunset 10 oz Candles</u> For dens, dining rooms, and coffee tables. **Ingredients**: 100% natural soy wax, phthalate-free premium fragrance oil, cotton wick **Burn Time**: 50-60 hours

Size: 10 oz, 4.375" tall, 3" diameter

#### Sunset 3.75 fl oz Reed Diffusers

Perfect for guest rooms, bathrooms, and offices with their low-maintenance scent throw. **Ingredients**: Naturally harvested rattan reeds, fine fragrance oil **Duration**: 3-4 months **Size**: 3.75 fl oz, 2.8" tall, 2.75" diameter, reeds are 7" long

#### Sunset Incense Cones

Perfect for warm summer nights, unwinding after a long day, and to quickly fill a space with transformative smokes and unique fragrances.

**Ingredients**: Our charcoal-based incense is hand-dipped in our Los Angeles studio using fine fragrance oils and dipropylene glycol (DPG), a synthetic base commonly found in body care and home fragrance products.

**Duration**: Approx. 25 minute burn-time per cone. **Size**: 30 cones per tin. 2.2" in height, 3" in diameter

### Sunset Hand & Body Wash

Made with Castile-based soap and fine fragrance oils, this gentle-yet-effective cleanser leaves the skin lightly fragranced and the mind a bit clearer. Formulated first for the hands but suitable for the entire body, this collection is vegan and cruelty-free, contains no sulfates, parabens, or phthalates, and is packaged in recyclable glass bottles to fit right in with any home decor.

#### Sunset Matchbooks

Light one up with our Sunset branded matchbooks. Each matchbook includes 60 match strikers. **Size**: 4.25" x 2.5" x .75"

# SUNSET LINE SCENTS

#### <u>Swell</u>

12pm. Salty skin, steady tides, endless afternoons in the hot summer sun. Vibrant, juicy, aquatic. Notes of black currant, tuberose, and sea moss.

#### Golden Hour

5pm. Rustling grasses, baked earth, sun rays split between trees. Mellow, dry, tranquil. Notes of bergamot, hay, and golden poppy.

#### <u>Dusk</u>

8pm. Damp leaves, crisp air, powder and spice on a clear night. Woody, cool, and earthy. Black pepper, clary sage, palo santo, and blooming iris.

#### Moonrise

12am. Heatwaves from asphalt, late night crowds, the lure of the dance floor melding smoke and strange perfumes. Balmy, ambiguous, free. Notes of yuzu, Indian Jasmine, and smoked cedarwood.