

· S U P P L I E S ^F_O_R C A N D L E S ·

The Ultimate
Candle Making and Home Fragrance
Guide

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A Note From Our Director

Supplies For Candles is an online retailer of all the ingredients you need to make home fragrance products. This includes our candles waxes, including paraffin wax and soy wax, fragrance oils, candle wicks, candle making kits, candle dyes, essential oils, candle glasses and jars, reed diffuser supplies and much more!

Supplies For Candles started in February 2016 when our Director Nick spotted an opportunity to bring high-quality candle supplies to the UK market including designer inspired fragrances and it's kept growing since that day! We are fast becoming the leading provider in the UK and EU for candle making supplies, for both retail and business customers alike. We only supply the highest quality products for our candle making supplies, at the most competitive wholesale prices.

In the last five years, we've had the privilege of serving over 60,000 customers, and have recruited over 100 members of staff across two different locations in the UK to help support Supplies for Candles in our drive to be the best company we can be.

Supplies For Candles has grown dramatically over the last 5 years and we are continuing to expand, proud to be constantly creating new, exciting job opportunities and brand new product lines. From our Fragrance Friday lines to brand new home fragrance and candle making collections making their way to our website every day!

We want to thank all of our customers past, present and future for their continued support. We wouldn't be where we are today without the loyalty and devotion of our hardworking and determined customers!

Thank You!

Nicky Story

Introduction

Discover more about Supplies for Candles, our Sister Company, The Soap Kitchen, where candles came from and where they're projected to go! You'll also find the answers to our most asked questions as a business!

Introduction To Supplies for Candles

Supplies for Candles started in our Director, Nick's garage back in 2016. Now, four and a half years later, we've had the pleasure of serving over 60,000 customers and have expanded both our product range and our staff force to keep up with our growing business! Spotting an opportunity to bring high-quality candle supplies to the UK market., we are now one of the largest wholesale candle supplies companies in the country, with the widest range of complex designer fragrances.

We have a passion for making sure the products we supply are of the absolute highest quality and our customer service is second to none. You can check out our promo video on YouTube to find out a little more about us!

We often get many questions from our customers looking for advice on how to overcome issues and make the best candles possible. Our team is always on hand to help in any way we can!

Contact Details

Find us on social media **@suppliesforcandles**

Visit **www.suppliesforcandles.co.uk**

Call **01709 257151**

Email **customerservice@suppliesforcandles.co.uk**

Our Sister Company – The Soap Kitchen

Our Director Nick acquired The Soap Kitchen in May 2020. The Soap Kitchen is home to a range of soap making ingredients completely dedicated to the craft of cosmetics and toiletry making. As one of the leading ingredients stockists, The Soap Kitchen's aim is to provide our customers with an unrivalled selection of products, services and ingredients at competitive prices and to ensure delivery is prompt and efficient.

With over 20 years' experience in the cosmetics industry The Soap Kitchen is the number one soap making supplier in the UK & EU. If you're a business or a crafter, they can supply all you need for making soaps, bath bombs, creams, scrubs and so much more. From oils to butters, colours to packaging they have it all! Explore their wonderful variety of unique ingredients, visit their blog for inspiration and information, and have your products assessed and be able to sell your amazing creations to the world.

Located in North Devon, their HQ has recently been upgraded to ensure they can get your products to you quickly, comfortably and securely with the best service available. At The Soap Kitchen, they welcome everyone into their industry and their team are happy to help you on your journey.

Both The Soap Kitchen and Supplies for Candles have amazing teams of staff who understand their brand and the importance of their products. The two companies both owned by Nick will work alongside each other, in support of one another. In order to provide the ultimate service and amazing selection of reputable products for our customers.

The Soap Kitchen Contact Details

@thesoapkitchenuk

Visit **www.thesoapkitchen.co.uk**

Call **+44 (0) 1237 420 872**

Email **enquiries@thesoapkitchen.co.uk**

Glass Print Ltd

Our Director Nick is always looking out for new opportunities, from growing his main business Supplies for Candles to developing our Sister Company The Soap Kitchen, he's excited to announce another exciting acquisition that he recently completed, adding a third new business to his portfolio.

Glass Print Ltd was established in 2002 printing on glass products such as; candle glasses, perfume bottles and beer bottles for customers such as Ted Baker and the White Company! They currently have a turnover of £1million per year and over 10 staff members.

This acquisition will allow Supplies For Candles to expand into a well-established glass printing business, providing our customer base with even more choice and personalisation when it comes to their candle and home fragrance collections.

With the acquisition of this new business also comes much needed space, with an additional 20,000 square foot warehouse. The new warehouse means that we can now provide a whole host of new products.

This strategic acquisition will cement Supplies for Candles as the leading candle making supplies company in Europe allowing us to have the largest range of containers, candle holders and much more!

This exciting new opportunity will also allow us to offer bespoke and personalised glassware collections to our major customers.

Glass Print Contact Details

Visit **www.glassprint.co.uk**

Call **01709 581 133**

Email **info@glassprint.co.uk**

Most Common Questions

What is our returns policy?

We will gladly refund all goods up to 30 days from delivery. All goods must be in their original packaging and in a resellable condition. Please ensure you include your order number and the reason for your return on the goods return form.

If your goods have arrived damaged, please send us photographs immediately of the damaged items and we will send out replacements ASAP. We can only provide replacements for items with photo evidence. If you are missing items, please report this within 48 hours and we will send out your items.

Do you offer free delivery?

Orders over £120 including VAT but excluding soy wax are shipped free of charge. Our standard shipping price is £5.99 + VAT up to 30 kg.

Can I collect an order?

Collections are available from our warehouse. If you would like to place an order and collect at our premises, simply add your items to cart and checkout as normal with the collection option in the delivery section. Orders before 10am will be available for collection between 2pm-6pm Mon - Fri the same day. Orders after 10am will be available for collection the following day from 2pm-6pm Mon - Fri. This will be reviewed daily.

Do we offer bulk discounts?

We offer price breaks for a range of our products such as clamshells and car diffusers, check the products on our website to see how you can save when you bulk order. Price breaks only apply to products of the same colour or style.

Do we offer samples?

We currently do not offer samples of our products, however, we pride ourselves on offering the highest quality oils and guarantee we will never be beaten on quality. We are so confident, we will provide full refunds for any oil returned to us if no more than 25g of oil has been used!

Can I place an order over the phone?

Yes! Our team can take orders over the phone or you can place orders on our website. You can always contact our team if you have any questions regarding an order!

Can I share my creations with you?

We love to see what our customers have made! Upload a picture to Instagram and tag us @suppliesforcandles and use #sfcfeatureme, we may feature your pictures on our website or social media!

Candle Making Industry

According to the reports, Brits buy an average of six candles per year at £7.40 a go, meaning the country collectively spends £1.9 billion on them annually. Being sold everywhere from supermarkets right up to the boom of small businesses, candles are everywhere! From department store own brands right up to designer finds, candles can range anywhere between a couple of pounds up to a few hundred pounds!

A little history

Stripped back to basics, a candle is an ignitable wick, embedded in wax or another flammable solid allowing us to easily create a contained fire, which provides both heat and light and in some cases scent. Candles have been around for years with the earliest surviving candles originating in Han China around 200 BC. By the 13th century, candle making had become a common craft in both England and France. Candle makers or 'chandlers' went from house to house making candles from kitchen fats saved for that purpose or made and sold their own candles from small candle shops. The manufacture of candles became an industrialized mass market by the mid 19th century with machines that revolutionised the way candles were made on a mass scale. Despite great advances in candle making, the candle industry declined rapidly upon the introduction of superior methods of lighting, such as lamps and the 1879 invention of the incandescent light bulb. From this point on, candles came to be marketed as more of a decorative item that we know them as today.

The term Chandler comes from the Old French word "chandelier". Before the introduction of electricity, a "chandelier" was a ceiling fitting made of several candles to light up the rooms.

Modern movement

Now, in the 21st Century the candle has morphed far from its origins; today you can get tealights, pillar candles, taper candles, votive candles, container candles, scented, unscented, beeswax, vegan candles, and let's not forget the next-gen candle and Mrs Hinch favourite – a soy wax melt. Although Brits are said to buy on average 6 candles a year, the 2020 pandemic has certainly had a positive effect on candle making and purchasing habits! Many individuals have gone on to start their own businesses, making candles and wax melts to earn a little extra income in a very furloughed and unemployed year. With an increase in candle production, there has also been a few changes in regards to shopping habits.

“Spending on household goods was particularly strong in August 2020, with retailers reporting a 9.9% jump in sales of homeware products compared with the pre-pandemic levels seen in February.”

“Sales of scented candles, potpourri and essential oils for diffusers jumped 29% in October, according to the research group Kantar”

In 2020, people were spending more time at home, which meant that people were more likely to buy, especially on household items and decorative homeware. We’ve also seen a huge increase in the number of people supporting smaller businesses who produce handmade items such as candles and home fragrance. Small businesses are capitalising on the British love affair with the humble candle, which is helping independent gift stores to trade more. In fact, the number of candle stockists has more than doubled in the past few years.

Data reveals that “Candle sales are giving independent gift boutiques in the UK a much-needed boost. As the consumer hunger for unique products and unique in-store experiences grows, it’s smaller retailers that are best placed to cater to these trends.”

Trends and Seasonality

Seasons are a heavy influencer for candle sales. Data found that candle-buying spikes around Mother’s Day in March as well as over the festive period. Over the last few months, the candle making industry has also seen an impact because of the colder weather; The prospect of spending less time out and about during winter means people are “hunkering down with seasonal comforts and making the best of life at home” with candles playing an important role in ‘warmth and comfort’. During a difficult time, scents and fragrances have helped adjust our moods to enrich customers' lives. Scents are a great way to trigger forgotten memories, emotions and capture your imagination. People also love scents that are reflective of seasons because of the memories and emotions connected with them.

Aside from the smell, there’s also a lot in the design and packaging of a candle. In a world that is so focused on aesthetic and image, the appeal of a candle visually has never been more important. Many candlemakers are factoring this in when they design their candles “A candle spends 80% of its life unlit,” The afterlife of candle containers is almost as long as the candles themselves.

A 2019 survey found that over a third of Brits buy candles because they find them relaxing, and two-fifths buy them to make their homes smell nicer.

In the limelight

In the 21st Century, candles are no longer about fire and heat, or even just scent. They have evolved to home interiors and workspaces as decorative objects. Enjoy them in your living room on a cosy evening or surrounding you in a relaxing bath, candles can be enjoyed all over your home! You can even get candle subscription boxes delivered to your door or purchase kits where you can make your own from home. We've also seen brands and celebrities jump on the candle making trend over the last few years.

British brand Jo Malone is renowned for its luxury scented candles, with prices starting at £47 for a standard 200g and going up to as much as £300 for a 2.1kg version ("the ultimate home accessory").

This is the age of the bathroom selfie. The influencers who had artfully arranged flowers or a coffee table book in the background, now slot in a flickering candle.

The year of self-care

Alongside industry changes in terms of sales growth, awareness and influencers, the 21st Century has seen businesses hurtling towards wellbeing, sustainability and veganism. Wellness and its younger sister, self-care, are crowded fields, but growing ones. According to the latest research by the Global Wellness Institute (GWI), the worldwide wellness market was worth a colossal \$4.2tn (£3.3tn) in 2017, and scented candles are without doubt an extension of it. Lest we forget, consumerism is about improving things we didn't know needed improving – such as the smell of your home.

We understand how important it is to be sustainable and environmentally friendly. That's why, where possible, we offer vegan and cruelty free products to our customers! Take a look at our website and you'll find soy waxes, vegetable waxes, paraben free fragrance oils, essential oils, biodegradable glitters and sustainable and recyclable packaging making it even easier to access vegan friendly, cruelty free and sustainable products.

Our Products

In this section, you'll discover our product range and what makes our range the best on the market!

Our Fragrance Oils

Supplies for Candles fragrance oils are manufactured exclusively for us. We pride ourselves on offering the highest standard oils and guarantee we will never be beaten on quality.

All of our Fragrance Oils are Vegan and Cruelty-Free and are also free from parabens! Which means our customers can craft completely ethical, cost-effective and top-quality candles, wax melts and home fragrance products!

Ever wonder why our oils are filled a little differently?

To get a bit sciency, the density of some of our oils can differ, which means some of our fragrances can be thicker and therefore heavier than others, so when we weigh out our fragrances, some are fuller than others!

Can I blend Fragrance oils?

Blending fragrances together is a great way to make your collection more unique. When it comes to blending fragrances however, there are a few things that you will need to keep in mind.

Due to regulations, you have to ensure that you have a new SDS (safety data sheet) for your new fragrance blend, this new SDS will then allow you to create a new CLP label for your product. Read more about blending fragrances on Page 60 to find out more.

Can I use your fragrance oils for other applications?

Our Fragrances oils are sold primarily for the use in candles, wax melts, reed diffusers, air fresheners and room sprays. They are not formulated specifically for use in any cosmetics, soaps, bath bombs, or perfumery.

If you wish to use our fragrance oils in cosmetics and perfumes, you are required by law to have them tested for suitability before you sell them to the public.

Please see the IFRA certificate for the maximum % of oil used for each application. The IFRA certificate is available to download under the data sheet tab on each fragrance product page.

Our Sister Company, The Soap Kitchen sell a range of fragrance oils that are suitable for the use in soaps and cosmetic products!

Our Waxes

When it comes to choosing your wax, you must decide what type of candle you want to make!

Types of Candles

There are 3 main types of candles, pillar candles, container candles, and votive candles. Container candles are the most popular type of candles and are the easiest for beginners to make.

Pillar candles require hard wax because they are not formed in a container and are free-standing. Pillar wax can also be used for wax melts as they shrink away from the mould for easy release.

Votive candles are small in size and are typically placed into a container when burning. They are commonly used at weddings and in places of worship.

Types of Wax

Supplies for Candles Own Brand Waxes

We're home to a growing range of own brand waxes that have been developed by professionals to produce candles with a premium finish. All of our own brand waxes have been designed to have perfect glass adhesion to candle glasses and containers, and a smooth finish. This specifically formulated container waxes boast low shrinkage and set with a beautifully smooth and fully flat surface with little need for a second pour, it also maintains its smooth finish even after burning.

Designed for a full, clean and easy pull away from moulds and PVC packaging, our Melt and Votive Waxes are perfect for those looking to make wax melts and pillar candles. Our Melt and Votive Waxes are also specifically designed to hold high levels of fragrance oil!

Soy Wax

If you're looking for a long burn, soy-based waxes will become your best friend. Made from hydrogenated soybean oil, this wax has a much lower melting point than other waxes, which means it melts at a much cooler temperature and therefore doesn't burn as fast.

The main benefit of soy wax is that it's derived from soybean oil. It is a renewable, eco-friendly alternative to paraffin wax. Because natural waxes have little impact on our environment, finished candles made from this type of wax can be marketed as a natural product. Soy wax has a luxurious natural creamy colour and is less likely to soot than a paraffin candle if wicking is not quite right. The negatives for this wax is that the scent throw is not quite as strong as in paraffin, and wicking can be difficult in larger containers.

Paraffin Wax

The main benefit of paraffin wax is how easy it is to use! Paraffin wax or 'Mineral' wax can hold a large amount of fragrance without affecting the burn quality. Vegetable waxes may not hold the same amount of fragrance and can burn poorly if the fragrance is loaded too high. Mineral wax is odourless and burns quicker than vegetable wax, this means it has a much better 'scent throw' because the fragrance is dispersed much more effectively. Wicking is also more forgiving in mineral wax. If wicked incorrectly, a vegetable wax can burn poorly, create large melt pools and potentially be put out. Mineral wax allows much more room for error in wicking and fragrance loading which makes it the ideal wax for beginners.

Although paraffin-based candles are subject to controversy over their expense, damage to the environment and poor burn, when made correctly, they won't produce much soot at all and will also ensure you have the best scent throw.

Vegetable Waxes

Vegetable wax is a type of wax that is made by hydrogenating vegetable oil such as soya bean oil and rapeseed oil. Hydrogenation is a process where the oil which was once a liquid at room temperature is processed to make them solid at room temperature, changing it into a wax. By changing the oils melt point, it allows the wax to melt at the ideal temperature to be used for candle making.

The main benefit of vegetable wax is that it's derived from vegetable oil. It is a renewable, eco-friendly alternative to paraffin wax. Because natural waxes have little impact on our environment, finished candles made from this type of wax can be marketed as a natural product. This is the main reason natural wax is quickly becoming the more popular choice in candle making. Vegetable wax has a natural luxurious and creamy colour and is less likely to soot than a paraffin candle if wicking is not quite right. The drawbacks of natural wax to paraffin wax is that the scent throw is not quite as strong as in paraffin, and wicking can be difficult in larger containers.

Gel Wax

Gel wax candles have a slow melt rate and longer burn time, this makes the wax good value for money, even though it is more expensive than paraffin waxes. With gel wax being clear, embeds can be added such as dried fruits, small glass ornaments, dried flowers, etc to make the candle more aesthetically pleasing.

Beeswax

Our natural beeswax is made in the hive of honey bees, is 100% pure and is supplied in pastilles form for easy pouring and measuring. It's worth bearing in mind that although it burns for longer, it is much more difficult to work with because it has an extremely high melting point.

Wax additives

Our candle wax additives can be added to selected waxes to help change the feel and performance of your candles and melts. As you will see each of our wax additives only affect certain waxes, so you can find out which additive you need below. Adding our additives to your wax can help increase everything from fragrance load to scent throw and burning qualities to hardness, it's just about finding the additive that works for you and your candles and melts.

Vybar 3451

Vybar 3451 is a polymer which is used as an opacifier and hardener. Vybar 3451 is the most popular type of additive for candle making as it is designed to help retain oils to minimize the sweating of your candle. Vybar is often added to improve the scent throw of candles and wax melts as more oil can be retained, making it the perfect additive for extra-strong fragrant candles and melts. Many people also opt for Vybar because it aids in the mould release process, meaning your wax melts and pillar candles come out smooth. When you use Vybar you will notice that it will increase the hardness of your candles, which means that you may need a larger wick - trial and error, as always, is the best way to experiment. We recommend mixing up to 5% which is around 50g of Vybar to 1 kg of wax.

Rapeseed Container Wax

Our premium Rapeseed Container Wax is specifically developed for the production of container candles as it is made from a blend of rapeseed wax, beeswax and steric acid. Rapeseed Container Wax is an eco-friendly wax that is made from rapeseeds that are grown in the UK and Europe. Although you can make candles purely from Rapeseed Container Wax, it can also be used as an additive to soften other natural waxes. Adding around 10% of Rapeseed Container Wax to your chosen candle wax will give you an extra few millimetres to your candles burn pool and it will also lighten the colour of creamy natural waxes.

White and Yellow Beeswax

Our natural beeswax is 100% pure and is supplied in pastilles form for easy pouring and measuring and can also be added to any of our soy waxes to increase hardness. Often, soft waxes, such as soy wax, will burn faster and in an unpredictable manner. Adding our White and Yellow Beeswax when your wax is melted will help you to create a denser, longer-burning candle. If you use alternative waxes such as paraffin, adding beeswax to your candle will help to improve your candle's colour and burning time.

Palm Stearin

Palm Stearin is mainly added to candle wax to harden the finished candle for a better burn. Palm Stearin is also known to improve and increase the depth of colour and opacity of a candle. If you are using metal moulds, adding Palm Stearin will help you to release your candles much easier, however, it is not advised for use in rubber moulds. Adding between 2-10% Stearin to your wax will help to increase your candles hardness, burning qualities, depth of colour and opacity.

Rapeseed Wax

Add to natural wax

Softens natural waxes, increases burn pool, lightens natural wax colour.

Beeswax

Add to soy wax

Increases hardness.

Vybar

Add to natural & paraffin wax

Opacifier and hardener.

Palm Stearin

Add to natural & paraffin wax

Increases hardness, improves burning qualities, increases colour and opacity.

Candle Dye

When it comes to crafting candles and wax melts, there's so much room to explore your creativity. Whether you're interested in making something that stands out or you're looking to layer up your candles, it's important to know which dyes work for you. Two of the main contenders in candle making are liquid and chip dyes.

Liquid

Liquid dyes are the most popular choice amongst candle makers due to their incredibly easy to use nature. Coming in a small and simple bottle and already being in liquid form, liquid dye is super easy to use, all you have to do is just add a few drops to your creation, stir and there you have it! It's also worth noting that with liquid dye, a little goes a long way as liquid dyes are very highly concentrated!

Liquid dyes are available in a wide variety of colours, which means you have the ultimate creative freedom as you can mix different dye colours together for an endless palette. Liquid dyes are best used if you like consistency; they come in 15ml dropper style bottles, so it's very easy to record your measurements which means when it comes to repeating your candle making process, consistency will never be a problem.

You can use liquid dyes in all vegetable waxes and paraffin wax too, but you may find you need to use more colouring if you're making soy wax candles as opposed to paraffin wax candles. With liquid dyes, there's also no need to worry about temperature as it already comes in liquid form which means you don't need to worry about melting it!

Although liquid dyes are simple to use and give you choice, they can be rather messy to work with, so remember to keep your surfaces covered, use gloves and always have some kitchen tissue to hand when using liquid dye.

Chip

If you're looking for a less messy alternative to liquid dyes, chip dyes could be exactly what you're looking for. First and foremost, chip dyes are considered some of the best dyes in the industry due to the minimal impact on burn performance. Chip dyes also offer a stable colour which can be replicated time and time again, however, to ensure consistency in your colours, you need to accurately weigh your chip dyes each time you make your candles or wax melts. Chip dyes are also super easy to store and maintain, often liquid dyes can become messy and if they haven't been used for a long time they can clog and leak, opting for chip dyes will ensure a much less messy outcome! Most people find that chip dyes offer a more intense and richer colour compared to liquid dyes, so it's worth exploring your choices.

Tip!

You can add your dye at any temperature before pouring, for chip dyes you may want to add at a higher temperature to ensure the chips disperse evenly!

If you're unsure what colour your wax may set as, use a spoon to drip a small amount of liquid wax onto a cold hard surface, allow a few seconds for it to dry and you'll find out what colour your candle will set.

Mixing Dyes

One thing to think of before you purchase a range of colours is to have an idea of what colours you want to create. This means going back to basics and remembering which colours will combine well to give you the best outcomes. Without careful consideration, more often than not, you will end up with brown or a dark and non-flattering colour. So researching into what colours work well together will help you create the outcomes you had in mind.

Wax often looks darker and a slightly different colour before setting, which is why it's important to test it as you go. It's also important to note that the more dye you add, the more intense your colour will be, by adding more drops or chips, the deeper and richer the colour will become, you can always add more dye but you can't take it out so remember to use your dye carefully. You can also create pastel shades and less intense colours by using less dye or chips in your wax or by using a cream dye to balance out the colour intensity.

Glitter and Mica

Glitter

Our candle glitter is ultra fine and is perfect for decorating the outside surface of candles or for adding to wax melts.

Our glitters are made from PET plastic, so if they come into contact with very high heat they could melt, possibly causing unpleasant fumes to be omitted.

We stock a selection of chunky glitters in a variety of colours that are vegan and cruelty free!

We're also home to Bio-Glitter which is a biodegradable candle glitter made from trees, primarily eucalyptus, sourced from responsibly managed plantations. Using glitter to bring some eco friendly sparkle to your candle designs and wax melts is a great way to get creative!

We suggest using our glitter to add sparkle to your wax melts and to the outside of pillar candles and containers, but we do not recommend the use of glitter directly in candles as it is a potential fire hazard.

Mica Powder

Mica Powders are stunning natural colours that are commonly known for their use in mineral makeup and eye shadows. Recently, micas have gained incredible popularity as a natural alternative to colouring waxes with an eye catching pearlescent sheen.

Perfect for wax melts, micas are a great way to add depth and shimmer to your creations. The pearlescent nature of mica also means that when melted they create a stunning shimmering wax pool for your customers to enjoy.

We recommend that you use mica powders for wax melts and that you shouldn't mix mica into candles because it can clog the wick. You can use mica to decorate the outside of a pillar candle if you're looking for an alternative to glitter, where they should then be used for display purposes only.

Candle Wicks

Wicking your candle is one of the most important parts of candle making and is also thought to be the most difficult. You may have picked the best type of wax, fragrance, and dye, however, if the incorrect wick is selected your candle will not burn properly. When choosing candle wicks, you should strive to achieve:

- Consistent flame size
- Minimal or no blooming (carbon deposits)
- Consistent moderate container temperature
- Well-formed wax pool with no dripping

We have a selection of wicks to choose from on our website depending on what type of wax you are using and whether you are making a pillar or container candle! The majority of our wicks are flat braided and made primarily from cotton and other materials. We sell wicks at pre-cut sizes as well as as raw and unwaxed wicks which are available in 5 meter lengths for ultimate precision.

We also sell wood wicks which are an innovative alternative to traditional cotton wicks. Not only do wood wicks burn cleanly and disperse fragrance excellently, but they also generate subtle crackle sounds, creating a captivating acoustic ambience. Our wood wicks are made from Maple and work well with most candle waxes!

Our Wick Size Chart will provide you with all the information you need:
Just head to - <https://suppliesforcandles.co.uk/candle-college/wick-size-chart>

Wick Tools

Wick Cores

Our wick cores are made out of paraffin and are great for centering the wick. No need for a wick centering tool or wick stick ums.

Wick Sustainers

Our wick sustainers are used to hold the wick in place for pillar, container, and tealight candles and come in a range of sizes!

Glue Dots & Wick Stick Ums

Our glue dots and wick stick ums are extra strong adhesives to secure wicks to your container. They leave no mess and have an extra strong hold.

Wick Centering Tool

Our wick centering tool allows your candle wick to be centred quickly and easily every single time. It's made from premium materials for durable and long-lasting use.

Home Fragrance Accessories

Here at Supplies for Candles, we provide all you need to not only get started, but to excel in the Home Fragrance industry. We offer a wide variety of Flameless Home Fragrance materials, such as Reed Diffuser glassware, Electrical Plug In Diffusers, Car/Wardrobe Diffusers and Room Spray materials.

Reed Diffuser Supplies - At Supplies for Candles we offer a range of supplies for home fragrance when candles aren't an option, such as reed diffusers. We stock a selection of glassware, reeds, caps, bottles and boxes that are just waiting to be discovered!

Car Diffusers - We stock a selection of car diffuser bottles in a range of exciting metallic colours! We also stock vent clips making your product adaptable for your customers!

Room Spray Supplies - We stock bases, bottles and pumps all in one place to ensure you can create professional and high-quality room sprays.

Plug In Air Fresheners - We also stock Plug In Air Freshener supplies including a complete plug in including bottle and plug, plug in refills and standard and EU plugs making your products accessible no matter your customers location!



Home Fragrance Bases

Our waxes, Linen Perfume/Room Spray Base and Plugin Diffuser Bases are all non-hazardous and therefore do not require a CLP label. Our Augeo Reed Diffuser Base is hazardous and is required on your CLP label, if using alongside a fragrance, you will need to create a combined CLP label and SDS.

Augeo Crystal Diffuser Base (vegan) - Augeo Crystal Vegan Diffuser Base is a cutting edge diffuser base as it's not harmful to humans, animals, or the environment and uses innovative technology from renewable resources. For use in reed diffusers and car perfume bottles, this base creates a long-lasting scent and can be used with fragrance oil or essential oil. This base is non-flammable, unscented, and is not made from petrochemicals.

Augeo Reed Diffuser Base - Augeo Reed Diffuser Base is a state of the art diffuser base pioneered using innovative technology from Soya based renewable resources. For use in reed diffusers and car perfume bottles. The base enables its application as a carrier and / or diluent for fragrances, reinforcing the odour, making it the perfect base in enhancing fragrances in a wide array of home fragrance products. It is non-toxic, low in carbon footprint and low in odour, giving it a superior performance.

IPM Linen Spray Base - Isopropyl Myristate is a non-alcohol based diluent and emollient also known simply as IPM. It can be used as a room spray base, as a diluent in the making of 'perfumes' or added to creams and lotions etc. for its emollient enhancing properties.

Cyclopentasiloxane Room Spray Base - Cyclopentasiloxane is a clear, unscented, silicone-based oil and is perfect for a room spray base. This is a direct replacement for Cyclomethicone.

Plugin Diffuser Base - Our plugin diffuser base (also known as Di Propylene Glycol) is used to solubilise fragrance oil to give a consistent, long-lasting scent throw in plug in diffusers.

Perfumers Alcohol - Our perfumers alcohol is a special formulation used by hobbyists and professionals who wish to make perfumes, room sprays and linen sprays. Simply add your fragrance oil or essential oil to the perfumers alcohol and stir until solution becomes clear.

For more information regarding CLP Labelling please go to Page 54!

Kits

Are you a beginner & need a little help in hand starting your Home Fragrance business? In here you will find a variety of beginner kits to get you on the road to success in no time!

Candle Making Kits - Our Candle Making kits are perfect for beginners, they contain everything you will need to make extra strong, soy wax candles. Our kits come with a variety of fragrances to choose from including floral, fruity, sweet, natural, spicy & woody and many more!

Wax Melt Making Kits - Our Wax Melt Making kits are also perfect for beginners, they contain everything you will need to make extra strong, soy wax melts. Our kits come with a variety of fragrances to choose from including floral, fruity, sweet, natural, spicy & woody and many more!

Reed Diffuser Kits - These kits contain everything you will need to make extra strong, luxury reed diffusers.

Fragrance Bundles - We also stock a variety of fragrance oil bundles that contain up to 5 50g fragrance oils, perfect for those of you who are just starting out and don't know what to sample first! We have seasonal bundles, perfume, aftershave, laundry, at the spa and sweet bundles up for grabs!



Candle & Wax Melt Making

In this section, you'll find out how to make your very own candles and wax melts as well as our handy troubleshooting guide and tips for top equipment!

Why you need high-quality equipment

Thermometer

At the top of your equipment list should be your thermometer. Your thermometer is what determines a good candle from a bad candle. Without a trusted thermometer by your side, knowing the best time to take your wax off the heat, add your fragrance oil and when to pour will become a whole lot more difficult, as there are so many specifics in candle making it's important that you get them right the first time. If you head to the Supplies for Candles website, you'll find our multi-purpose digital LCD thermometer is ideal for measuring molten wax temperatures. Our digital thermometer is made with a stainless steel sensor probe and a simple LCD display for easy reading. For complete accuracy, our thermometer measures in Fahrenheit or Celsius with a temperature range of -50C to 300C / -58F to 572F.

Scales

Next up are digital weighing scales. Without knowing how much your wax weighs, you won't be able to work out the perfect measurements for your fragrance oils. To ensure you have optimum scent throw it's vital that you measure your wax and oil effectively to harness sleek results. Our Digital Kitchen Scales are built with the highest precision of sensors and an LCD display that's clear and easy to read, so you can weigh your ingredients accurately and up to a high capacity of 3 kg in 1 g and 7 lbs in 1/10 oz increments which makes them ideal for weighing out waxes, fragrance oils and dyes.

Wax scoop

In order to help you weigh out your wax as effectively as possible, a wax scoop will become one of your essentials. Our large one-piece wax scoop is ideal for transferring your wax easily and accurately between scales and melter without any mess! Made from aluminium our scoop is extremely durable and will stand the test of time, becoming an essential item for your candle making needs!

Pipette

Perfect for measuring your fragrance oils, a pipette is a mess-free way to measure and transfer your fragrance oil into your wax. Online, you'll find our pipettes, ideal for crafting in general when it comes to measuring small liquid amounts.

Wick Centering Tool

In order to keep your wicks straight and upright whilst your candle sets, it's important that you have a wick centering tool. It's made of premium materials for a durable and long-lasting use. It's great for container candles and can be used in most size containers.

Pouring jug

An absolute must-have, a pouring jug is a complete essential to ensure a smooth and sleek candle pour. Our 1.5-litre pouring jug is perfect for transferring your molten wax from your double boiler to your containers. Extremely robust and made from stainless steel, complemented by a welded steel handle our jug will be good for use again and again so you're not shelling out.

Heat gun

You may want to invest in a heat gun if you are planning to make candles on a mass scale. Sometimes you may experience sinkholes, rough tops or frosting. Having a heat gun to hand to re-melt your wax slightly in its container will ensure you can create perfectly smooth candles.



Kick Starting Candle Making

I'm new, where do I start?

Congratulations, you have come to the right place! For beginners we would suggest trying one of our candle making kits, after all the best way to learn, is to do! Our kits come with an easy to follow step by step guide and all the ingredients you need to get started, they also make the perfect present for those who are crafty!

What should I know?

Before you start making candles, it's best to do some research. Are you planning to make one for yourself or do you plan to sell? Do you have all the right equipment? Have you looked at troubleshooting guides for advice on how to make the best candles?

This guide will cover everything you need to know!

What do I need?

Aside from your key ingredients which will include;

- Candle Wax,
- Fragrance Oil,
- Wicks,
- Candle Safety Labels,
- Candle Dye and
- Candle Glasses

you'll need to invest in a few other things.

You will also need;

- Cooker or heat source to melt the wax
- Container to melt the wax in such as a double boiler or a bowl inside a pan
- Pouring Jug
- Utensil to stir the wax
- Thermometer
- Wick Centering Tool
- Wick StickUms
- Weighing scales
- Pipette
- Wax scoop
- Heat Gun

How do I make a candle?

Preparation

Before you begin your candle making, it's important to prepare your space, especially as dealing with wax can be quite messy! Make sure you have a clean flat surface to work on, moving anything you don't want to get wax on. Also, make sure you have your containers and wicks at the ready as the process can go a lot faster than you might initially expect.

Tip!

If you're not sure how much wax you need simply fill your container with water and pour into a measuring jug, then measure the amount of water the container holds in ml's. Minus 20% off this amount, this leaves you with roughly the amount of wax your container holds in grams.

1. Melting the wax

Weigh/measure how much wax you need then empty your measured wax into your heating pot. Heat your wax to 70°C whilst stirring gently. Do not exceed 80°C. It only takes 10 to 15 minutes to melt. Please note that the temperature may change depending on the wax you use.

2. Prepare the glasses

Whilst your wax is melting, wash your candle containers in hot water, ensure there are no foreign objects inside and the containers are fully dried. Stick on your candle safety label on the underside of your container. Ensure they are left on a flat surface.

3. Prepare the wicks

Attach your wick 'Stick Ums' to the bottom of your wick then place the wick firmly in the centre of your glass.

Alternatively, you can attach your wick with wax: Carefully dip the wick sustainer into the molten wax, place the wick firmly in the centre of your glass and allow to the wax set the wick in place.

4. Adding Colour

Once your wax has reached 70°C, add your chosen dye. Stir gently until all the colour has dissolved and spread evenly. (If you are using liquid candle dye, use a few drops at a time, if you're using chip dye, add a few flakes at a time to get your desired colour.)

5. Adding Fragrance

Once your wax is at 65°C, its time to measure and add your fragrance oil. We suggest using up to 10% fragrance oil therefore 100g of fragrance oil will fragrance 1kg of wax.

6. Pouring

Now all your ingredients are mixed, with your wax is at 65°C, it is time to pour the wax. Pour your molten wax out of the container and into a pouring jug. Slowly pour your wax into the candle glasses leaving 1 cm from the top. It is important to gently pour into your glasses to avoid air bubbles. Pour any leftover wax back into your heating container, you may need this later.

7. Setting

Ensure your wicks are suspended tight and upright by using a wick centring tool. Wax naturally shrinks whilst cooling, this may cause a sinkhole around the wick in the centre of the candle, don't panic, this is an unavoidable part of candle making. Allow your candles to cool at room temperature to a point where they are still warm but not fully hardened.

8. Re-pour (Optional)

If you have found your candle wax has sunk/dipped on the surface, reheat the leftover wax to 65°C and pour into your pouring jug. Gently pour the wax into the sinkholes to leave a smooth flat surface.

9. Trim the wick

Allow your candles to set overnight. Trim the wick to approx. 5mm and then your candle is ready to light! Well done, you've made your first candle!

Please note, this candle making guide is a general starter guide for beginners into container candle making. Variations in waxes, fragrances, and dyes can all affect the finished product, what works for some candles may not work for others. The key to great candle making is trial and error.

10. Add your CLP & safety info

Don't forget to provide your CLP & safety info when selling on these items.

Kick Starting Wax Melt Making

I'm new, where do I start?

Congratulations, you have come to the right place! For beginners we would suggest trying one of our candle making kits, after all the best way to learn, is to do! Our kits come with an easy to follow step by step guide and all the ingredients you need to get started, they also make the perfect present for those who are crafty!

What should I know?

Before you start making wax melts, it's best to do some research. Are you planning to make one for yourself or do you plan to sell? Do you have all the right equipment? Have you looked at troubleshooting guides for advice on how to make the best candles?

This guide will cover everything you need to know!

What do I need?

Aside from your key ingredients which will include;

- Pillar or Melt Wax,
- Fragrance Oil,
- Wax Melt Safety Labels,
- Wax Melt Dyes, Glitters, Micas and
- Clamshells, Deli Pots or Silicone Moulds

you'll need to invest in a few other things.

You will also need;

- Cooker or heat source to melt the wax
- Container to melt the wax in such as a double boiler or a bowl inside a pan
- Pouring Jug
- Utensil to stir the wax
- Thermometer
- Weighing scales
- Pipette
- Wax scoop
- Heat Gun

How do I make a wax melt?

Preparation

Before you begin your candle making, it's important to prepare your space, especially as dealing with wax can be quite messy! Make sure you have a clean flat surface to work on, moving anything you don't want to get wax on. Also, make sure you have your containers and equipment at the ready as the process can go a lot faster than you might initially expect.

Tip!

If you're not sure how much wax you need simply fill your container with water and pour into a measuring jug, then measure the amount of water the container holds in ml's. Minus 20% off this amount, this leaves you with roughly the amount of wax your container holds in grams.

1. Melting the wax

Weigh/measure how much wax you need then empty your measured wax into your heating pot. Heat your wax to 70°C whilst stirring gently. Do not exceed 80°C. It only takes 10 to 15 minutes to melt. For this example, we placed a glass bowl into a pan filled halfway with water. Please note that the temperature may change depending on the wax you use.

2. Adding Colour

Once your wax has reached 70°C, add your chosen dye. Stir gently until all the colour has dissolved and spread evenly. (If you are using liquid candle dye, use a few drops at a time, if you're using chip dye, add a few flakes at a time to get your desired colour.)

3. Adding Fragrance

Once your wax is at 65°C, its time to measure and add your fragrance oil. We suggest using up to 10% fragrance oil therefore 100g of fragrance oil will fragrance 1kg of wax.

4. Adding Mica (optional)

Add your mica powder to your melted wax and fragrance. We use a 5% mica powder to wax ratio.

5. **Pouring**

Now all your ingredients are mixed, with your wax is at 60-65°C, it is time to pour the wax. Pour your molten wax out of the container and into a pouring jug. Slowly pour your wax into your wax melt mould. (If you are using paraffin wax and plastic wax melt moulds, ensure you pour at 60°C, any hotter will melt the moulds & cause them to leak.)

6. **Setting**

Your wax melts should now be setting. Allow a good few hours for them to set & fully solidify. We recommend storing your wax melts in a cool, dark place for approx. 2 weeks to 'cure'. This isn't essential, however, so if you're super excited to get melting a few hours after they've set, then that's fine too!

Please note, this wax melt making guide is a general starter guide for beginners into wax melt making. Variations in waxes, fragrances, and dyes can all affect the finished product, what works for some wax melts may not work for others.

The key to great wax melt making is trial and error.

7. **Add your CLP & safety info**

Don't forget to provide your CLP & safety info when selling on these items.



Common Candle Making Questions

Q - How much fragrance should I add to my wax?

A - For wax melts and candles, we recommend adding around 6-10% fragrance oil. This means if your candle uses 100 grams of wax you should use around 6-10 grams of oil. All our fragrance oils are measured in grams to help with the weighing method.

Q - Which wax should I use for container candles?

A - For a natural soy wax container candle, we suggest our ParaSoy container wax or our Golden Wax 464.

For a paraffin container candle with a high scent throw, we suggest our paraffin container wax.

Q - Which wick should I use?

A - For soy wax, we suggest our Stabilo or TCR range.
For paraffin waxes, we suggest our LX range.
For an all-rounder wick, we suggest our ECO range.

Q - How much wax will I need to fill my container?

A - To work out the amount of wax you need for your container, simply fill your container with water and pour into a measuring jug. Measure the amount of water the container holds in ml's. Minus 20% off this amount, this leaves you with roughly the amount of wax your container holds in grams.
For example, if your container holds 100 ml of water, minus 20% which leaves 80. This container would therefore hold roughly 80 grams of wax.

Q - Can I use mica powders, glitters, botanicals or florals in candles?

A - No! We do not recommend using any of our mica powders, glitters, botanicals or florals inside a wax or gel candle. The base substance of our glitter is PET plastic, so if they come into contact with very high heat they could melt possibly causing unpleasant fumes to be omitted. Similar with botanicals, florals and other foreign objects, they can act as a second flame and cause too much heat to be omitted from your candle. Mica powders can clog your wick leading to a buildup of carbon, which is also a fire hazard.

Troubleshooting Questions

Q - My wick is mushrooming. What do I do?

A - The most common reason for mushroom wicking to occur is down to the size of the wick you have opted for. Usually, a wick that is too big causes more wax to be sent to the flame than it can handle. Fixing a mushroom wick is quite simple, all you need to do is trim the black cap off the wick and straighten the wick as normal. To avoid mushroom wicking happening altogether, you may want to opt for a completely different wick.

Q - My wick is off centre. What do I do?

A - When it comes to making your candle, ensuring that your wick remains centred to the candle will ensure that you get an even and good melt pool, provided you select the right wick beforehand. To ensure your wick stays centred during the pouring process, we suggest using just a few of the tools that we have available on our website. Our wick sustainers and wick stickums are perfect for keeping your wick adhered to the bottom of the glass during the pouring process. Also, available online, our wick centring tool ensures that your wick stays straight and upright during your candles cooling process.

Q - My candle has frosting. What do I do?

A - Frosting naturally occurs as it's a byproduct of wax. Frosting is caused by the growth of small crystals that appear on the surface of the wax. Potential causes could be that the wax has too much oil present, or the wax has cooled too quickly. Possible solutions are using a harder wax or a wax with a higher melt point and allowing the wax to be cooled more slowly, in a warmer environment.

Q - My candle has white lines. What do I do?

A - White lines, also called 'jump lines', can be caused by your container being too cold or the wax being poured too cold. Potential solutions include heating your containers before pouring or pouring your wax at a higher temperature.

Q - My candle has pullaways and wet spots. What do I do?

A - Pullaways and wets spots are caused by your wax not adhering to your jar in certain places. To avoid wet spots you need to; ensure that your glasses are thoroughly cleaned before use, try preheating the glasses before pouring, try lowering the pour temperature to avoid shrinkage, try using additives such as beeswax to soften the wax and you can also use a heat gun to reheat the outside of the glasses and get rid of the wet spots.

Q - My candle has a rough top and or cracks in it. What do I do?

A - Cracks and texture changes in candles are caused by the wax being cooled too fast, usually because the candle has been cooled in a fridge or freezer. To avoid cracking cool at room temperature, or in warm water, or you can also use a heat gun to reheat the outside of the glasses and get rid of the rough surface.

Q - My candle has sinkholes. What do I do?

A - Sinkholes are normal and unavoidable in candle making. Wax naturally expands when heated and shrinks when cools, this shrinkage sometimes causes sinkholes. Potential solutions are pouring your wax at a lower temperature, as the lower the temperature, the less shrinkage occurs. Heating your containers can also reduce your shrinkage rate. We also suggest to poke holes around the wick and refill during cooling. To get a smooth top surface this may need to be done several times.

Q - My wick keeps going out. What do I do?

A - The main cause of your wick not staying lit is often caused when your wick is too small, or the wick is getting clogged from candle dyes. Potential solutions include using a larger wick, or reducing the amount of colour used in your candle.

Q - My candle has sweating and an oily top. What do I do?

A - If your candle sweats or has an oily surface, it is often caused by adding too much fragrance oil or by adding your fragrance at a temperature that is too cool for your wax. Selecting the correct temperature and % of fragrance oil will help your wax and oil bind better. If you find that your fragrance does not bind properly, the fragrance will start to separate from the wax and rise to the surface of the candle, hence the sweating look.

Q - My candle smokes when lit. What do I do?

A - A smoking candle can be caused by a number of factors, such as the wick being too large, the wick not being cut short enough, too much fragrance oil in the wax or air pockets in the candle. Potential solutions are using a smaller wick size and keeping the wick trimmed to half a cm tall.

Q - My candle has a small melt pool. What do I do?

A - The main cause of a small melt pool is due to the wick being too small, the solution is to try a larger wick to increase your melt pool size. The wax could also be too hard, try a lower melt point, a softer wax, or try using an additive such as beeswax to soften your wax.

Q - My candle has air bubbles. What do I do?

A - Air bubbles can be caused in numerous ways. Possible causes are that the wax was cooled too quickly, the wax was poured too cold, or too fast. Or the air simply wasn't released. Possible solutions are to allow the wax to cool more slowly, pour the wax at a hotter temperature, pour the wax more slowly, try tilting the containers when pouring the wax and tapping the containers once the pour is completed to release the air bubbles.

Q - My candle is tunneling. What do I do?

A - Tunneling is often found when your candle's wick is consuming too much fuel from your candle at a rate it can't burn off. Instead of melting your wax right to the edges, it forms a tunnel down the middle of your candle leaving unmelted wax around the edges. A simple fix includes changing your wick size. If your wick is too large, it will consume fuel too quickly, if your wick is too small it will be unable to create a full melt pool.

Q - My candle has no hot throw. What do I do?

A - If you have lit your candle and you aren't experiencing a strong hot throw, this could be due to a number of factors. As with most wax creations, we recommend curing your candles and wax melts for at least two weeks before lighting or melting. This gives your fragrance time to mature and bond with your wax for a better throw when melted. If you have cured your candles or melts and are still not experiencing a hot throw, it could be due to adding your fragrance oil when your wax was too hot. Adding your fragrance above your fragrance's flash point makes it more likely to burn off and give you little or no scent when burnt.



Candle Safety

Knowing the basics of candle safety is highly important for both you and your customers if you intend to sell to the public. Often you will find many of the below on candle warning stickers.

- Never leave a burning candle unattended
- Light candles away from draughts
- Keep candles out of reach from children and pets
- Remove any packaging from a candle before lighting
- Place candles on non-flammable, sturdy surfaces
- Do not try to move a burning candle
- Always trim your wick to 5mm before each burn
- Put your candle out carefully, we suggest using a snuffer
- Never place your candle closer than 60cm underneath an object
- Do not leave a candle burning when you go to bed or leave the house
- Leave at least a 6 inch gap between candles if you're lighting more than one
- Wipe away any dust or debris from a candles surface before burning
- Try not to burn your candle for more than 3 hours
- Do not burn a candle if the container is chipped or cracked
- Never use liquids to extinguish a flame
- Do not extinguish a candle by placing the lid on the jar
- Never burn a candle right to the bottom

Examples of safety label pictograms.



Home Fragrance Making

In this section, you'll discover how to make a selection of home fragrance products and answers to popular product mishaps!

Kick Starting Reed Diffusers

I'm new, where do I start?

Congratulations, you have come to the right place! For beginners we would suggest trying one of our home fragrance kits, after all the best way to learn, is to do! Our kits come with an easy to follow step by step guide and all the ingredients you need to get started, they also make the perfect present for those who are crafty!

What should I know?

Before you start making home fragrance products, it's best to do some research. Are you planning to make one for yourself or do you plan to sell? Do you have all the right equipment? Have you looked at troubleshooting guides for advice on how to make the best products?

This guide will cover everything you need to know!

What do I need?

Aside from your key ingredients which will include;

- Base,
- Container and
- Fragrance Oil

you'll need to invest in a few other things.

You will also need;

- Pouring Jug
- Utensil to stir your mixture
- Pipette
- Caps
- Fibre Reeds

How do I make a Reed Diffuser?

1. Preparation

Before you begin it's important to prepare your space, especially as dealing with liquids can be quite messy! Make sure you have a clean flat surface to work on, moving anything you don't want to get spillages on. Also, make sure you have your containers and equipment at the ready as the process can go a lot faster than you might initially expect.

2. Measure your fragrance oil and diffuser base

Using your pipette and a measuring jug, we suggest measuring around 10% - 25% of fragrance or essential oil depending on the IFRA and around 75% of diffuser base. Therefore for a kg of reed diffuser base, we suggest to add 150 - 250g of fragrance or essential oil. Stir well to combine the two.

3. Fill your reed diffuser

Gently pour in your fragrance oil and diffuser base mixture into your chosen diffuser glass.

4. Add your cap

Screw on your chosen cap if using straight away. If you're selling to customers, place your bung back into your bottle before placing the cap on.

5. Add your fibre reeds

We recommend to use around 5-10 reeds per 100g diffuser mixture. Our innovatively designed diffuser wicks offer a high-performance fragrance throw!

6. Enjoy

Place your diffuser in your favourite room and enjoy! A 100ml diffuser oil should last for approximately 3-4 months, but ultimately this will depend on the temperature of your home as there are many factors that contribute to how long reed diffusers last.

7. Add your CLP & safety info

Don't forget to provide your CLP & safety info when selling on these items.

How do I make an Air Freshener?

1. Preparation

Before you begin it's important to prepare your space, especially as dealing with liquids can be quite messy! Make sure you have a clean flat surface to work on, moving anything you don't want to get spillages on.

2. Measure your fragrance oil and diffuser base

Using your pipette and a measuring jug, we suggest measuring around 15% - 25% of fragrance or essential oil and around 75% of diffuser base. To fit our diffuser bottle, we recommend mixing 1.875ml of fragrance or essential oil and 5.625 ml of our augeo diffuser base. Stir well to combine the two.

3. Fill your air freshener

Gently pour in your fragrance oil and diffuser base mixture into your chosen air freshener bottle, we have large range of bottles to choose from!

4. Add your cap

Screw on your chosen cap if using straight away. If you're selling to customers, place your bung back into your bottle before placing the cap on. If you don't want to hang your bottle in your car, you can use one of our vent clips. Just unscrew your lid and place on your bottle neck before replacing the lid. You can then slot your diffuser on to your car's air vent!

5. Using your air freshener

Remove your bung and place the lid back on your bottle. Tilt your bottle slightly to saturate the cork inside of the lid. The more you tilt your bottle, the stronger your fragrance will be. Be careful not to over saturate the cork and cause the bottle to leak, a swift tilt should do the trick!

6. Enjoy

Place your diffuser in your car somewhere safe and secure! Hang it from your indicator, or pop it on your air vent! Just make sure it isn't going to be a distraction.

7. Add your CLP & safety info

Don't forget to provide your CLP & safety info when selling on these items.

Kick Starting Plug In Diffusers

What should I know?

Before you start making home fragrance products, it's best to do some research. Are you planning to make one for yourself or do you plan to sell? Do you have all the right equipment? Have you looked at troubleshooting guides for advice on how to make the best products?

This guide will cover everything you need to know!

What do I need?

Aside from your key ingredients which will include;

- Base,
- Plug In Air Freshener and
- Fragrance Oil

you'll need to invest in a few other things.

You will also need;

- Pouring Jug
- Pipette

Additional Accessories;

- Plug In - Plug Only
- Plug In - Refill Only



How do I make a Plug In Diffuser?

1. Preparation

Before you begin it's important to prepare your space, especially as dealing with liquids can be quite messy! Make sure you have a clean flat surface to work on, moving anything you don't want to get spillages on.

2. Separate all the components

After protecting your work surface, it's time to separate all of your products. First, we will be filling the bottle, so we need a small jug/pipette to hand, as well as your chosen fragrance oil & base oil.

3. Filling the bottle with fragrance

Gently pour in around 9ml of your chosen fragrance oil into your plastic bottle.

4. Filling the bottle with diffuser base

Gently pour in around 26ml of your diffuser base.

5. Add the bung

The bung will easily slot into the neck of the bottle.

6. Slot in the diffuser stick

The diffuser stick will easily slot into the hole in the bung.

7. Apply the lid to the bottle

For transportation purposes, this lid is crucial – this is how we recommend you ship to your customers.

8. Using your plugin

To use your plugin (no lid needed at this stage), simply slot the diffuser stick into the hole in the plug & ensure it is secured. Use the temperature gauge on the front (1-5) to determine strength. 1 being the lowest and 5 being the highest.

9. Add your CLP & safety info

Don't forget to provide your CLP & safety info when selling on these items.

Plug In Safety

Our plugins are manufactured to the highest quality and vigorously tested. They are CE Certified, CTS Certified and RoHS certified, but we recommend including safety information and warnings as well as directions for use if distributing your finalised product.

Example Safety Instructions

Important safety instructions to avoid the hazards of fire, toxicity, electric shock, or injury.

WARNING:

When using electrical appliances, basic precautions should always be followed including the following:

- Always switch off at the socket before removing or inserting the fragrance refill.
- Do not place in an area where the diffuser may be susceptible to hard knocks.
- If the unit becomes damaged, switch the power off at the socket before removal.
- Do not use with extension cords or multi plug adapters.
- Keep in the upright position.
- Do not operate with wet hands or metal objects.
- Leave at least 50 centimetres of space above and around the diffuser during use.
- Do not obstruct or block air flow from the unit.
- Do not cover.
- Do not place near a source of heat or direct sunlight.
- Do not expose the diffuser to high temperatures.
- Do check it often to make sure it is not overheating.
- Do not use continuously – switch off over night or/and when leaving home.
- Do not use in small, confined pet areas without adequate ventilation.
- Keep out of reach of pets.
- Never put in contact with water.
- Do not allow the diffuser stick to dry out.
- Unplug when 0,5 – 1 cm of liquid is left in the bottle and dispose of.
- If the diffuser gives off an abnormal or “burnt” smell or presents other major signs of dysfunction, immediately unplug the diffuser from the electric socket. Do not dismantle.

CAUTION:

- This appliance can be used by children aged from 8 years and above and persons with reduced physical, sensory or mental capabilities or lack of experience and knowledge if they have been given supervision or instruction concerning use of the appliance in a safe way and understand the hazards involved. Children should be supervised to ensure they do not play with the appliance.
- The appliance is only to be used with the recommended medium.
- The diffuser contains a heating element that diffuses the product, so is designed to be warm to the touch.
- The diffuser should be checked monthly and replaced every six months to ensure optimum effect.

* Directions for Use: Retain instructions for future reference * 1. Remove the plastic cap from the fragrance bottle. * 2. Firmly insert fragrance bottle into the underside of the warmer unit. Ensure the fragrance bottle is always kept vertical. * 3. Plug the assembled unit into an available socket. * 4. To increase or decrease the fragrance intensity, rotate the dial on the top of the warmer. Largest mark = max setting. * 5. To replace the fragrance bottle, remove the device from the outlet and pull the bottle downwards.

We recommend including safety information and warning as well as directions for use when distributing your finalised product.

Kick Starting Room Sprays

What should I know?

Before you start making home fragrance products, it's best to do some research. Are you planning to make one for yourself or do you plan to sell? Do you have all the right equipment? Have you looked at troubleshooting guides for advice on how to make the best products?

Our Room Spray Bases are colourless liquids. Many of our fragrance oils are not colourless and may have a red or yellow tint. When fragrance oils are mixed with bases this may cause the colour to change and we, therefore, recommend that if you are using your room spray to spray fabrics and upholstery etc, it may cause staining. Please test your finished product to make sure that your spray does not cause staining. If sprayed in a room with wooden floors or tiles it may cause them to become slippery so please be cautious.

This guide will cover everything you need to know!

What do I need?

Aside from your key ingredients which will include;

- Base,
- Room Spray/Perfume Bottle
- Screw cap pump and lid and
- Fragrance Oil

you'll need to invest in a few other things.

You will also need;

- Pipette
- Scissors



How do I make a Room Spray?

1. Preparation

Before you begin it's important to prepare your space, especially as dealing with liquids can be quite messy! Make sure you have a clean flat surface to work on, moving anything you don't want to get spillages on. Also, make sure you have your containers and equipment at the ready as the process can go a lot faster than you might initially expect.

2. Filling the bottle with your base

After applying gloves & protecting your work surface, it's time to measure out your base, Using your pipette fill your chosen glass with your Room Spray Base about $\frac{3}{4}$ full.

3. Filling the bottle with fragrance

Using your pipette fill the rest of your glass with your chosen fragrance oil.

4. Trimming your pump

Using scissors, trim your pump tube to fit your bottle!

5. Add the pump lid

Put on your pump sprayer and lif on top and twist to secure on to your bottle.

6. Mix your base and fragrance

Shake gently to mix your base and fragrance together.

7. Add your CLP & safety info

Don't forget to provide your CLP & safety info when selling on these items.

Common Home Fragrance Questions

Q - How much fragrance should I add to my base?

A - We recommend a 10 - 25% fragrance oil to 75% base ratio. Please note, this guide is a general starter guide for beginners into home fragrance making. Variations in bases and fragrances can all affect the finished product, what works for some home fragrance products may not work for others

Q - Which base should I use?

A - If you're making a linen spray, you should use our IPM Linen Spray Base

If you're making a room spray, you should use our Cyclopentasiloxane Room Spray Base.

If you're making a perfume, you should use our Perfumers Alcohol Base.

If you're making a reed diffuser or car air freshener, you should use our Augeo Reed Diffuser Base or Augeo Crystal Reed Diffuser Base.

If you're making a plugin air freshener, you should use our Plugin Diffuser Base.

Q - Which bases are hazardous?

A - Our Isopropyl Myristate Perfume/Room Spray Base, Cyclopentasiloxane room spray base and Plugin Diffuser Base are all non-hazardous and therefore do not require a CLP label.

Our Augeo Reed Diffuser Base is hazardous and is required on your CLP label, if using alongside a fragrance, you will need to create a combined CLP label and SDS.

Q - Which CLP % do I need?

A - When creating a CLP label you must use the correct percentage. You can overestimate your fragrance load but you cannot underestimate it. If you are creating a reed diffuser, room spray or plugin we recommend to use around 15-25% fragrance oil, therefore, you will need to use our 25% CLP label as this covers everything under 25%, for example, you cannot use a 10% CLP label if your load is 15%, you must overestimate.

As our Augeo Reed Diffuser Base is hazardous, we have provided an SDS for 75% which you must use if selling, you'll need to combine this with your fragrance CLP.

Q - How long will my home fragrance product last?

A - Ultimately, there are many factors that contribute to how long home fragrance products last such as air flow, heating, sunlight etc.

Troubleshooting Questions

Q - My product doesn't smell strong? What do I do?

A - Simply, try adding more fragrance oil! We recommend a 25% fragrance oil to 75% base ratio but with weaker smelling fragrance oil you may be required to use more fragrance.

We suggest that you check the IFRA for your maximum fragrance load.

For our car air fresheners, it's important to saturate the cork inside of the lid often to ensure that your scent is expelled.

You can super-boost the fragrance in your Reed Diffuser by turning your Fibre Reeds upside down, this gives an extra kick of fragrance.

For Plug In Air Fresheners, try turning up the dial on your plugs casing.



Business Tips

In this section, you'll find our top business tips covering everything from selling your crafts to setting up a website, right up to insurance, packing and postage and everything in between!

Behind The Scenes Equipment

Aside from the usual equipment needed for the candle making process, there may be some other equipment you may want to think about investing in if you're going to take candle making seriously.

Laptop

A decent laptop will become a great investment. Being able to purchase stock, create CLP's, file your taxes and market your business, your laptop will become a true necessity.

Hard Drive

If your laptop doesn't have a lot of storage it may be worth investing in a hard drive for all of your data sheets, labels and general business documentation!

Printer or Label Maker

Alongside a good laptop, you may want to invest in a printer and or label maker. Being able to create CLP's is one thing, but you need to be able to print them for your candle creations, if you don't want to create your own labels you can always contact a specialist company who will be able to design and print them to your desired size!

Storage

From shelving to baskets, office space to a creative station, you will need space to create and store your products and equipment, as your business grows you'll find that you need a decent amount of space and storage!

Photography Equipment

if you have a beautiful finished product, it's important that you do it justice in photos. Seeing what other people are doing is a great way to spark inspiration, skip ahead to Page 82 for our photography tips and equipment list!



Time Saving Tips

First and foremost, having a dedicated work space will help you save lots of time. Having an area to store, make and pack your orders will help you stay organised and keep your production time efficient.

Storage

Simple storage solutions will help you save time. Knowing exactly where everything is and ensuring your tools and ingredients are easy to find will help save you time looking for stock when making your candles. Make sure everything is labelled and that you monitor your stock.

Pre-clean

Cleaning your equipment ahead of production will mean that you have one less thing to do.

Pre-wicking

A small but simple time-saving solution is to pre wick your candles. That way they're ready to pour straight away!

Sticker up

Pre sticking your products is a great way to save time when carrying out customer orders. Simply peel and stick your branding, CLP and safety labels on your jars, glasses and bottles as soon as they arrive!

Make in bulk

If you can see that orders are picking up or that you have a request for a large order, making your products up in bulk will help save you time and effort. Whether it's melting a few KG's of wax or mixing up a base and fragrance, when it comes to filling your containers with your finished product you'll find it easier to do it in bulk rather than bit by bit!



Housekeeping Rules

When it comes to candle making, there are a few housekeeping rules that you should probably stick to.

Cleaning waxy jugs and utensils

The best way to clean your waxy apparatus is to use boiling soapy water.

Covering your surfaces

Making candles can get messy so sometimes it's best to lay down a tablecloth, tin foil or paper to easily clean up after yourself.

Have paper towels to hand

When working with wax, dyes and other messy home fragrance products its always best to have paper towels, old tea towels or cloths to hand in case you have any spillage!

Don't pour wax down the sink!

Once hardened, wax will block your pipes and cause blockages which could be an expensive payout.

Have Fire Safety Equipment to hand

Whether you're test burning or melting wax, when it comes to creating candles, there's often a lot of heat involved. That's why it's important to make sure you have all the needed safety equipment to hand.

PPE

When working with fragrance oils or other chemicals in large batches it's important that you take the right safety precautions. Before beginning your candle or home fragrance making, familiarise yourself with the fragrance oil chemicals and hazards, and wear the appropriate PPE (ie apron, goggles, gas mask, gloves) if stated on the Safety Data Sheet.

Tip!

If you use silicone moulds for making wax melts and or pillar candles, one of the best ways to clean them is with rubbing alcohol, hot soapy water, a heat gun or microwave, then wipe your moulds dry with kitchen roll!

CLP and SDS

The Law

Under the General Product Safety Regulations 2005, it is required that all producers and distributors of any potentially dangerous product must be fully labelled with information and warnings relating to that product. Our candle safety label contains all the relevant information and warnings your customers need to know about safely using your candles. As well as a candle safety label your candles or melts must also be CLP compliant.

The CLP Regulation (for “Classification, Labelling and Packaging”) is a European Union regulation from 2008, which aligns the European Union system of classification, labelling and packaging of chemical substances and mixtures to the Globally Harmonised System (GHS).

CLP's are required by law when selling products with hazardous ingredients.

Remember:

- Each of your candles must have a unique label based on the different fragrance oils used – one label won't be able to be used for all your candles if they vary in what they are made up of.
- CLP labels are for one fragrance oil, if you are blending fragrance oils you must have a brand new SDS made and a new CLP label
- When creating a CLP label you must use the correct percentage. You can overestimate your fragrance load but you cannot underestimate it.

What % CLP label should I use?

When creating a CLP label you must use the correct percentage. You can overestimate your fragrance load but you cannot underestimate it. If you are creating a candle or wax melt we recommend using around 6-10% fragrance oil, therefore, you will need to use our 10% CLP label as this covers everything under 10% you don't need a 6% CLP as the 10% still covers you.

If you are creating a reed diffuser, room spray or plugin we recommend using around 15-25% fragrance oil, therefore, you will need to use our 25% CLP label as this covers everything under 25%, for example, you cannot use a 10% CLP label if your load is 15%, you must overestimate. As our Augeo Reed Diffuser Base is hazardous, we have provided an SDS for 75% which you must use if selling.

Placing your CLP

Your CLP should be visible, easy to read and in a horizontal position.

If you are unable to attach your CLP to your product due to its shape, you may attach it using a swing tag with the same rules applying.

Your CLP must be on your final product. If you are placing your product in a box etc your CLP must be on the product and not the box.

What goes on your CLP?

Product identifier

This is the name of your product, fragrance or mixture and should clearly state what the item is. You can include other things aside from the name such as batch number or a SKU. Your product identifier should be placed at the very top of your label so that it's easy to identify the product.

Allergen information

Allergen information outlines any allergen ingredients which make up your products hazards. Regulations state that no more than four chemicals should be included on the label unless it is necessary to include more due to the nature and severity of the hazard.

Signal word

A signal word indicates to your customer if a hazard is severe or less severe. The label should include the relevant signal word in accordance with the classification of the hazardous substance or mixture. In case your product displays a more severe hazard, the label should bear the signal word 'danger', and in case of less severe hazards, it should bear the signal word 'warning'.

Hazard and precautionary statements

When it comes to hazard and precautionary statements, your label should include the relevant hazard statements describing the nature and severity of the hazards of your product. Your label should also include the relevant precautionary statements, advising on measures to prevent or minimize adverse effects to human health or the environment arising from the hazards of your product.

Hazard pictograms

A hazard pictogram is a pictorial presentation of a particular hazard that your product may be subject to. Accordingly, the classification of your substance or mixture determines the hazard pictograms that should be displayed on your label. You must display pictograms for any and all associated hazards. When creating a CLP, your hazard pictograms should be in the shape of a square set at a pointed diamond shape and should have a black symbol on a white background with a red border. It's also worth noting that each hazard pictogram should cover at least one-fifteenth of the surface area of your label, but the minimum area shall not be less than 1 square centimetres. Pictograms should be no smaller than 2cm x 2cm for limited quantity.

Pictograms and hazard statements are only required for above 125ml/grams, below this, only one is required.

Supplier address and phone number

For insurance and liability purposes you must provide your customer with your address and phone number. Customers, by law, have the right to know who it is they are entering into a contract with. The main pieces of law that relate to this are the Companies Act 2006 (whether or not you are a Limited Company) and for websites the "e-commerce Regulations". This ensures that customers can easily contact you regarding the above or issues to do with your product. You still have to provide an address and phone number even if you don't have a business one, this includes your business name, legal ownership name and a geographical address where legal documents can be sent. These requirements apply to receipts, invoices, orders and correspondence issued in the course of your business. Your details ensure that you and your business are easily traceable.

Candle and Wax Melt safety information

Labelling your candles is a must, even more so if you are selling your candles. Under the General Product Safety Regulations 2005, it is required that all producers and distributors of any potentially dangerous product must be fully labelled with information and warnings relating to that product. Our candle safety label contains all the relevant information and warnings your customers need to know about safely using your candles. It is a requirement that the General Warning Sign be included in all labelling. There are also four mandatory safety messages which must be included on all labels. The warning message may be given as a pictogram or as text.

Checking your labels

Being CLP compliant ensures that both you and your customers are protected. It's important to review your CLPs often to ensure they are still compliant with current rules and regulations and you should also remember to check your CLPs to make sure that no ingredients in your products have been changed by your manufacturer.

Using our website to find your CLP Label

Fragrances contain a range of different chemicals which are classed as potentially harmful and need to be displayed on the packaging. The chemicals in each fragrance are all different. We have a data sheet available for every fragrance we supply.

A candle generally speaking can hold 10% fragrance oil, so we provide a 10% data sheet for each fragrance. Simply go to the fragrance product page, and click the data sheets tab. Under the data sheet tab you will see 'Download 10% MSDS.'

Once downloaded, open the data sheet and scroll to section 2.2 'Label Elements.' Everything in this area needs to be put directly onto your candle label.

For most fragrances we have already created a CLP label template for you. Simply print off, add your company details, print using a label printer and stick to your candle or wax melt. You are CLP compliant. Easy!

Our CLP labels and Safety Data Sheets come in 100%, 25% and 10%.

CLP Generator

To help make your life easier when it comes to making CLP's and being fully compliant, we've created the online Supplies for Candles CLP Generator.

Here you will be able to use our drop down menu to select any fragrance oil that we stock.

You can then select which percentage you require for your product - 10% or 25%.

Our generator will then trigger all the needed information and symbols required for your label!

You can then go on to fill in the other fields that include weights and measurements, Product Name, Business Name, Business Address, Business Telephone, Batch Number and UFI.

For candles and wax melts we will also provide you with warning symbols, just tick the ones that are applicable to your product and these will also appear on your label.

Lastly, you can customise your label by selecting your font colour, font size and positioning and label background colour as well as choosing whether you would like your label to be formatted for a circle or square label layout.

All you have to do is click save as JPEG or PNG and you're ready to print!

CLP Label GHS Hazard Symbols

Hazard symbols, GHS symbols or warning symbols are recognisable symbols designed to warn about hazardous or dangerous materials, locations, or objects, including electric currents, poisons, and radioactivity. Warning symbols are used in many places in lieu of or addition to written warnings as they are quickly recognized (faster than reading a written warning) and more commonly understood (the same symbol can be recognized as having the same meaning to speakers of different languages).

When it comes to CLP labels for candles, wax melts and home fragrance there are usually only a handful of GHS Pictograms that are triggered, these tend to include, but are not limited to; the Corrosion Symbol, Health Hazard Symbol, Exclamation Mark Symbol and Environment Symbol. It is very rare that you will find symbols such as Exploding Bomb or Gas Cylinder, but its still best to know about them!



GHS01 Explosive



GHS04 Compressed Gas



GHS07 Harmful



GHS02 Flammable



GHS05 Corrosive



GHS08 Health Hazard



GHS03 Oxidizing



GHS06 Toxic



GHS09 Environmental Hazard

If you are ever unsure about hazards and labelling and packaging your products, we recommend contacting your local Trading Standards for guidance; they can be particularly helpful in understanding how the regulations apply to your various products.

If your product is not classified (i.e. it DOESN'T contain any ingredients that are classified as hazardous) then there is no requirement for it to be labelled in accordance with CLP.

Cosmetic Products Testing and Labelling

Our Fragrances oils are sold primarily for the use in candles, wax melts, reed diffusers, air fresheners and room sprays. They are not formulated specifically for use in any cosmetics, soaps, bath bombs, or perfumery.

We know that our creative and crafty customers often branch out into other areas such as cosmetics, soap and bath and body products. If you wish to use our fragrance oils in cosmetics and perfumes, you are required by law to have them tested for suitability before you sell them to the public.

An easy way to see if our products are suitable for cosmetic use is to see the IFRA certificate for the maximum % of oil used for each application. The IFRA certificate is available to download under the data sheet tab on each fragrance product page.

Our Sister Company The Soap Kitchen have a whole host of knowledge and experience in cosmetic testing regulations and will always be able to point you in the right direction when it comes to testing and being compliant!

www.thesoapkitchen.co.uk

Some customers may also be interested in the services this company offers: Cosmetic Label Review Services Ltd (CLRS Ltd) are a start up consultancy business offering timely label review services in accordance with EU Regulation 1223/2009.

They are here to ensure that cosmetic businesses have compliant labelling for their cosmetic products, making them ready to notify to the Cosmetic Product Notification Portal (CPNP). They aim to greatly minimise regulatory risk for the customer whilst ensuring a fast product launch since the customer should not have to make changes to an already compliant label.

They are able to carry out label reviews in English and proofread other languages which may be present on the label (multilingual review). A standard label review would cost £100, with an additional surcharge of £50 for each country covered. Languages to be proofread will depend on the countries those products are going to be sold in. Within the review, they will advise on country specific requirements as well as the key EU legislative requirements which includes any required changes relating to Brexit. They will offer a re-review free of charge should your label not meet the requirements first time. Turnaround times for all reviews are currently 3-5 working days.

Blending Fragrance Oils

Blending fragrances together is a great way to make your collection more unique. Whether you want to blend together your favourite scents or you're looking to create something completely new that isn't on the market, blending fragrances is a fun way for you to try your hand at something new. When it comes to blending fragrances however, there are a few things that you will need to keep in mind.

Why should I try blending?

Blending fragrances is a great way for you to create your own unique scents that aren't available anywhere else in the market. It also gives you the ultimate opportunity to play with the strength of your fragrances as well as the scent to ensure you can create something completely individual. Being open and flexible to trialing new scent combinations is also a great way to harness sales. Your customers will love exploring scents that are completely new and they may even request scent combinations from you! Blending fragrances is also a fun way to find a fragrance that fits the season, use normal everyday scents to create something completely new for Halloween or Christmas and name them something fun and exciting. Blending fragrances is also a great way to branch into something a little different, if you've been lacking inspiration recently and you're looking to tackle something new, blending fragrances is a great process to get your teeth into.

How do I start testing fragrances together?

When it comes to trialing scents together, the world truly is your oyster. The first step is to think about what sort of scents you want to start blending together. A good place to start is to opt for scents that blend well with other fragrances already, such as vanilla, lavender and sandalwood, but this doesn't mean you can't try your hand at a completely new scent, although we would still advise working with scents that you're familiar with to get started. There's no real straight forward way to test your oils, it's really all down to trial and error. Having some blotter strips or fragrance testing strips is a great way to get started. Dip a strip into each of your desired fragrances to the same height and allow them to dry for a couple of seconds. Then hold the two strips up to your nose and test the scents together. Making notes on your scent combinations and labelling your test strips is a great way to keep track of which scent combinations do and don't work. It's also key to take note of any ratios you have used if you have decided not to opt for 50/50 combinations.

The legal bit

As with most aspects of candle making, you need to make sure that you're covered to sell your new blended fragrances, which calls for a little bit of preparation. Due to regulations, you have to ensure that you have a new SDS (safety data sheet) for your new fragrance blend, this new SDS will then allow you to create a new CLP label for your product. If you're creating your own fragrance blend, unfortunately, you can't skip ahead straight to the CLP, as you can't create a new CLP without a new and approved SDS. Although it may seem easier and more straightforward to combine your two fragrances into one CLP, you won't be able to sell them as they won't be compliant, which could also impact your insurance. If you want to start selling your own custom blends to customers, you must have a compliant SDS and CLP label. As always, check with your insurer to make sure that you're covered on all bases before you start selling.

You can find companies online that offer SDS creation for custom blends of fragrance oils. The thing to bear in mind is the cost, depending on your oils used and how many blends you want SDS's for you could be looking at a few hundred pounds. It's best to do your research and reach out for quotes before going all in.



Insurance

A vital part of any business whether you're big or small is insurance. Without it, you simply aren't covered if something was to go wrong.

Even if you don't see yourself as a big or established business, you're still under the same legal obligations as any other business out there. Often, for Arts and Crafts Insurance policies you can customise them to suit your own individual business, that way you'll only end up paying for what you need. Once you've found the policy that works for you, you'll only have to pay one monthly or annual premium, with one renewal date, making life a whole lot easier for you. Whether you choose to insure your products, your equipment or your premises, once you've got over the first hurdle, paying your insurance will be a breeze.

So why do I need insurance?

Quite simply, if a claim was made against you by a customer because they became ill or injured as a result of the products you make and sell, you could be faced with some extremely expensive costs, potentially putting you out of business before you've even got started. It's also worth noting that often, you'll need proof of public liability insurance for things such as craft fairs and market stalls. Most event organisers require this before you're even allowed to set up a pitch.

There are a whole host of different types of insurance policies that you can opt for, it's just a case of finding the one that suits you and your businesses requirements. There's everything from cyber cover to legal expenses, building cover to theft of takings, you'll just need to weigh up what areas you'll need to have covered. It's worth shopping around for insurance to make sure you're getting the best deal, there are a whole host of tools online that you can use to compare policies, you just need to get stuck in!

It's important to remember that you'll still have to hold up your side of the insurance policy you opt for to ensure that you're covered. Failing to provide your products with assets such as warning labels and CLP's can void your insurance leaving you without cover if something was to go wrong, so it's best to make sure you're doing your best to be compliant with your insurance provider. If you're new to candle making and want to know more about what safety and warning labels you need to include when selling your items you can read more about it on Page 54.

Laws you need to know about

Food imitation laws

This guidance focuses on products that look like or imitate food but are not food. It is an offence to provide products that look like food and can cause injury or a health risk because of this.

These Regulations prohibit the marketing, import and manufacture of products that look like foodstuffs but that are not in fact edible. In particular they prohibit the supply of goods that have one or more of the following:

- Form
- Odour
- Colour
- Appearance
- Packaging
- Labelling
- Volume

... such that people, particularly children, could confuse them with food and put them in their mouth or suck or swallow, which may cause death or injury.

Injury can include choking, strangulation, cutting, poisoning, or even causing a child to vomit.

Failure to comply with trading standards law can lead to enforcement action and to sanctions, which may include a fine and/or imprisonment.



Setting up your small business

Choose your platform

So you've decided to start your own online business, now it's time to choose your selling platform. Traditionally setting up an e-commerce website is the standard way of running an online store. However, if you want to keep it simple and don't want to deal with the hassle of building your own website then there are other options available. Ebay and Etsy are perfect examples, all you have to do is set up an account and create your shop and you're ready to go. Plus, as already established shopping platforms they have a constant influx of customers, so you won't have to worry about advertising.

Alternatively, you could set up a store on Facebook or Instagram (or both).

You heard right, social media is not only for promoting your store and products! Both platforms have the option to add a 'shop section' where you can list all your products and people can purchase them directly through the platform. Facebook has clear instructions that walk you through every step, including how to connect payment providers (see Page 69 for instructions on how to create a social media business page).

Set your budget

We suggest creating a budget for your first two months in business, so you have a basic idea of what to expect and don't have any nasty scares. You'll need to estimate the cost of supplies, equipment, and overhead. You should also budget in a wage for your time and effort as a business owner as well; after all, this is for you.

Choose a payment service

After you have set up your sales platform you need to choose how you will accept payments. The most popular online payment service is Paypal as it can be added to multiple platforms and can also be used alone through its independent app and site.

There are many other online payment services to choose from such as Google Pay, World Pay, and Stripe etc. However, if you are solely accepting payments through social media PayPal is the most recommended form of payment.

Find your niche

So, you know where you're going to sell, the next step is finding your brand's individual "niche". You need to decide what makes your candles unique and separates them from the competition. Here are a few common ways candle makers find the perfect niche:

- Special Packaging
- Unusual or 'funky' names for your candles
- Unique scent combinations
- Vegan/cruelty-free made
- All-natural products
- Profit donations to charities to support a good cause

Tip!

Don't be afraid to follow fellow candle business makers. Following and meeting other merchants can inspire you with new ideas and help you come up with new solutions to shared problems.

Define your market

The next step is deciding where your business fits in the candle marketplace. Is your aim to stay small and local? Sell to friends and family? Perhaps the local boutique shop in your town? Or are you planning on conquering the whole of the country (why not?) Either way, you should consider developing your product line around one of these three areas:

Mass-market:

Your standard affordable candles found at many retail stores. These candles often use economical containers and packaging and feature traditional scents like vanilla with prices ranging from £1- £5. (As a start-up business it would be very difficult to compete in the mass market.)

Mid-market:

Candles with broad appeal like Yankee candles. They are usually a little higher in price ranging from £10- £23 however you can expect slightly higher quality packaging, and a lot more scent combinations like lemon and lavender, clean cotton etc.

High-end or “prestige”:

A great example here would be “Jo Malone “ candles where luxury stores command a premium price. Candles in the high-end market are typically prestige-level products that place a premium on packaging, fragrance, and the story behind the brand. Price range: starting from £23 all the way up to £120!

To help identify which market suits you best, think about the people you will be selling to, how they will buy your candles (what’s your platform), and how much they’re willing to pay.

Develop an initial product line and prices

Now you have your brand, niche, and market you can start developing your products. In the beginning, it’s best to keep your product line small and manageable. Think about the candles and scents you like, what’s most popular with your friends and family, and also what fits your chosen target market.

When pricing your products there are a variety of different types of pricing strategies you could use. Usually, pricing your products involves considering certain key factors, including pinpointing your target market, tracking how much competitors are charging, and understanding the relationship between quality and price.

This may sound a little daunting in the beginning but don’t worry. To simply put it, when setting up your initial pricing you need to add up all of the costs involved in bringing your product to market and set your profit margin on top of those expenses, that’s it.

A good starting point is the formula which has been tried and tested over the years:

Cost of Raw Materials (inc. packaging) + Your time / Labour x 2-2.5

ie: Materials £2 + Your time £2 = Selling Price £8 - £10

The most important element of your price is that it needs to sustain your business. If you price your products at a loss, or an unsustainable profit margin, you’re going to find it challenging to grow and scale.

Branding

Create your brand identity

Now for the fun part. It's time to decide what to call your business, design a logo, colour scheme, aesthetic, and brand identity. Make sure you're original and as different as possible to potential competitors. Focus on what makes your brand unique and what you're passionate about. It's okay to look at other businesses for inspiration and to see what resonates with customers, just make sure you focus on being personal and authentic. (You want to make yourself noticed and stand out from the crowd!)

Your elements of brand identity should be applied across all channels consistently. It's the way that your business becomes recognizable. This includes your:

- Logo,
- Colours and fonts,
- Website design,
- Content,
- Advertising,
- Print or packaging,
- Social media presence and much more!

Top tips for getting started with business branding:

1. Don't try to mimic the look of chains or big brands.
2. Be innovative, bold and daring - stand for something you believe in.
3. Always consider your branding when communicating with customers.
4. Always think about who your target audience is

If you're unsure about designing your own brand and guidelines you may want to reach out to a professional. Depending on what you want, how fast and to what depth will impact how much you pay, its best to shop around and get quotes from a variety of designers!

Rebranding

If you're an existing business, a rebranding exercise can help you to reach out and connect with new customers. This might not mean a change of logo and creative, it might be more strategic, looking at your core values, messages and how you communicate. When you focus on new aspects of your business and promote them correctly, people will take notice. Rebranding can offer the stimulation your business needs to create new growth in an ever-evolving market.

Marketing your small business

Marketing your products

Whether you've decided to sell your products on eBay, Esty, Social media, or a website, you still need to market your products. The best way to do it (for free) is social media. It is such a brilliant modern-day tool where potential customers can sit scrolling, looking for something new. So, even if you've created a store on platforms such as eBay and Esty, you still need to launch social media channels.

There's no incentive for people to follow you with an empty page, so start sharing! You could curate a feed of beautiful images related to your brand to get you started and once you've made your candles, stage photos of them to show off to customers and reach a larger audience. Make sure all your photos are high quality, no-one will like a photo they can barely see!

Don't forget to add captions and hashtags to your posts. Hashtags are one of the best ways to get your posts seen by non-followers. The most popular hashtags (#love, #happy, #tbt) range in the hundreds of millions of times used and your posts will most likely be skipped over, so if you're targeting a particular niche, consider using a more specific hashtag, such as #candles #candlemaker #handpouredwithlove.

Be consistent. People like to see constant new content, so keep posting. Try mixing up your feed every now and again by providing a behind-the-scenes peek at how you make your candles and maybe post a video every so often. You could also use some of your products as prizes in a series of giveaways and contests. (Not only can these contests help you gain followers and build brand awareness, but you also have the opportunity to show off how well your products work).

Don't forget that there are a whole host of platforms that you can use to engage with your audience. Upcoming platforms such as TikTok have proven to be very popular recently. You could also share your pictures and inspiration on mood board platforms such as Pinterest!

Selling on Facebook

So you've decided to start your own online business, now it's time to choose your selling platform. Traditionally setting up an e-commerce website is the standard way of running an online store. However, if you want to keep it simple and don't want to deal with the hassle of building your own website then there are other options available such as Facebook as well as a whole host of other social media platforms.

Having a Facebook business page allows your small business to dip into a huge pool of potential customers in a familiar way– through one of the most influential social media platforms in the world.

To create a Facebook business page, you must also have a personal profile:

- **Create a page** – select the type based on what your business does
- **Fill in the additional details** – input your business address, contact information and the category which suits your business.
- **Click 'get started'** – read the terms
- **Choose the right profile and cover photo** – profile picture should be your logo or something that's associated with your brand (like your candles)
- **Discover your page** – be guided around your new page
- **Complete the short description** – add a few sentences about your business
- **Create a username** – type an address for your page; like a URL
- **Update the 'about' section** – include essential information for customers

Facebook Store

You could set up a store on Facebook. You heard right, social media is not only for promoting your store and products! Facebook has the option to add a 'shop section' where you can list all your products where people can purchase them directly through the platform. Facebook has clear instructions that walk you through every step, including how to connect payment providers.

The difference between Facebook Shop and Facebook Market Place

Facebook Shop is a section included within your Facebook Business page where customers can browse your catalogue and purchase products. Facebook Marketplace is meant for individuals as a virtual tag sale to sell used items. With Facebook Marketplace, you have to upload each item for sale individually.

With Facebook Shop, you can connect with an e-commerce platform that makes it easier to sell multiples of the same item and integrate with your other sales channels. You can also run ads to have your products from your Facebook Shop appear within the Facebook Marketplace.

Why choose Facebook?

Facebook is one of the best places to advertise your products because of its range of features that are easily available. First and foremost it's free and easy to set up and you can invite all of the people you know to get your business started. Facebook allows you to do everything from posting images and videos to setting up an online shop right up to paid advertising, if you have a budget for this! There are so many tools you can access through Facebook, it's just a case of learning how to use them! There are a whole host of courses that you can do online to improve your skills even more!

Facebook Ads

You can create and run campaigns using simple self-service tools, and track their performance with easy-to-read reports. More than two billion people use Facebook every month – so no matter what kind of audience you want to reach, you'll find them here. You need to think about what you want your ads to do, increase engagement, boost sales or gain more likes? Once you've decided on an objective it's time to get to work with creating your ads. You'll go through a series of steps that help you define your audience, allow you to set budgets and dates, visual content and where you want your ads to be placed throughout Facebook.

With a few clicks, you can run ads across Facebook, Instagram, Audience Network and Messenger. By making a single campaign, you can reach people on all of their favourite apps and websites. If you're still unsure what to do there are a whole host of tools and courses accessible online for you to use! Boosting a post may help you get more people to react, share and comment. You may also reach new people who are likely to be interested in your page or business but don't currently follow you, this is a great alternative to ads!

Selling on Instagram

The other most influential social media platform is Instagram with over 500 million active users a day, Instagram is definitely another channel you should utilise for your business! You can use Instagram for a whole host of reasons, from interactive stories and reels to IGTV, there is so much marketing potential for your business within this app!

To get started you'll need to create an account.

Follow the below steps to set up your Instagram Business page:

- **Create an account-** Sign up with your email address or phone number, and then enter a username. You can log in with your Facebook account details however we suggest NOT doing this as it will create an account based on your personal Facebook page. Since this is for your business, you should use your business email address.
- **Create a username and password-** If you're setting up Instagram for your business, the username should be the business name, or as close as you can get it.
- **Picking the right profile photo-** profile picture should be your logo or something that's associated with your brand (like your candles) if you don't have a logo.
- **Complete your profile** - Fill out the bio and contact information fields. This is the only place on Instagram that allows you to use a clickable URL so you can add a link to your eBay/Esty shop or website if you have one.
- **Instagram for Business** - Click "Try Instagram for Business Tools" and follow the instructions to complete your profile and take advantage of the tools offered.
- **Link your account to Facebook** - Instagram will ask you to link your business Facebook page or create one. Why? Facebook acquired Instagram a few years ago so the platforms are more integrated than ever! (to get the most out of Instagram business we recommend you do this).

Setting up your Instagram shop

To set up your Instagram shop you need to make sure you have the latest version of the Instagram app and have converted your account to a business profile. Next, make sure your Instagram and Facebook page are linked. Once you have completed these steps, Instagram will automatically review your account for approval. Approval might take a few days, but be patient—you'll get a notification when you're officially approved.

Why choose Instagram?

Instagram is one of the best places to advertise your products because of its range of features that are easily available. First and foremost it's free and easy to set up and you can follow all of the people you know to get your business started. Instagram allows you to do everything from posting images and videos to setting up an online shop right up to paid advertising. If you have a budget for this! Once you reach 10k followers you can also start adding swipe up links to your stories to push sales even more!

There are so many tools you can access through Instagram, it's just a case of learning how to use them! There are a whole host of courses that you can do online to improve your skills even more!

Instagram Ads

The easiest way to run ads is by promoting posts that you've shared on Instagram. Just select the post you want to promote, and then you can track how many people are seeing and interacting with it. You can use the content you've already created, you can set and control your spending and track your results which is super easy!

You can also connect your Instagram account to Facebook where you can run more targeted adverts. Instagram uses the same powerful advertising tools like Facebook. This way, you can set up, run and track campaigns in the same way as for Facebook ads. You can narrow your audience by factors such as location, demographics, interests and behaviours to make sure you're reaching the right people. Again you'll be able to determine your budget, cap spending and then track your results as you go!

You can visit the Instagram and Facebooks website for more information on getting started and tracking your success!



Websites

A business's online presence, regardless of industry, can have a massive impact on its success. In this day and age, some businesses still don't realize that a majority of their customers will visit their website before making a purchase. You may decide you want to host your store on your very own website, which can be great as your customer base grows and you get more and more orders. But how do you create a website?

You could build it yourself.

However, this is extremely hard work, and you'll need all the right coding knowledge – but you would have full control of your website and save yourself money.

You could use a website building tool.

Simple to use, many of these tools will take you through the entire website building process, from registering a domain name to designing your site's layout using templates or drag-and-drop tools.

You could hire a professional.

The guidance of an expert to help you build the best website possible may be the solution for you. They are there to make sure everything is the way you want it, and if you have any issues or questions they are there to support you.

SEO & Ads

Once you're comfortable with your website you may want to invest some time and money into SEO and Google Ads, these practices will allow your website to rank higher in search engines, allowing customers to find you easier! These are quite specialist areas so if you don't have the knowledge or don't fancy learning how to do it, it may be best to contact a professional!

Tip!

If you're thinking of starting a website, it is important to check that a website domain is available to use for your business, as well as running a trademark search (a UK URL such as .co.uk is essential). You don't have to register a trademark right away, but you'll want to have the option available as your business grows and it is very important to check there are no other products within the same industry with registered trademarks similar to your brand.

Expanding Your Range

Have you been bitten by the craft bug? If you're itching to explore more than you're used to, now is the time. With recent events, people have spent a lot of time indoors learning new skills and practices. We have seen a whole host of people try their hand at making their own candles, so why stop there? With so many different types of products on the market, the creative outputs are endless. Branching out into new areas of home craft is a great way to learn a new skill all whilst offering a greater variety of products for your customers, such as wax melts, reed diffusers or even car air fresheners!

Knowing where to start

There are lots of factors that may you need to consider before branching out into your next creative adventure especially if you're planning to sell to your client base. First and foremost, do some research into areas of interest to both you and your clients to ensure you're not spending time and money on something that your customers aren't interested in. Have a look at your competitors and similar businesses to see what sort of products they are offering. If you want something a little more organic, don't be afraid to ask your audience what they want. Try utilising your social media platforms by posting polls or ask them to comment on your posts about what they would like to see.

Next is affordability. Make sure that you research the cost of your individual products, how much of your time it will take and of course how much it will cost to package and ship your orders. If you're happy with your costs be sure to put a strategic profit margin in place that will ensure you are rewarded for your time and effort.

What comes after candles?

If you're used to candle making and know the industry inside out, take the opportunity to use your skills elsewhere. Often the skills involved in candle making can be translated across a variety of other crafts. We're home to an abundance of wax melt, air freshener and reed diffuser products that are just waiting to be trialled and tested by our trusted customers. If you're looking to explore something a little bubblier, why not head on over to our sister company's website, The Soap Kitchen, where you'll find everything you'll need to start making your own lip balms, soaps, toiletries and bath bomb products and much more.

Take a look at their website for even more inspiration! www.thesoapkitchen.co.uk

How do I master my art?

There are lots of ways you can get help when it comes to trying something new. Our team are always available via email, phone or social media to help answer any questions you may have about our products.

If you're looking for something a little more in depth, head on over to our blog, a platform that has been designed to give you all the knowledge and know-how on everything from candles to car air fresheners.

Tip!

Did you know we also have our very own collaborative Facebook group? Just search for **Supplies For Candles & The Soap Kitchen Community** and you'll find a place all candle, home fragrance, soap and craft enthusiasts group together to discuss their experience, knowledge, tips and tricks!

Set for success

Once you've mastered your craft and you're ready to get your shiny new products out into the world, don't be afraid to shout about it. Utilise your social media to the best of its ability by posting regularly using relevant content and good quality images. By taking an efficient and professional approach to your social media it will ensure that users trust and invest in your products. You'll find a whole host of tips for social media and photography inside this booklet!

Once your new products are live, it's important to keep a close eye on them. Tracking their popularity, sales and customer feedback will allow you to evaluate whether they're working for you and your customers. This way, if there are any issues, you can fix them from the get-go, alternatively if it isn't working out, you won't have wasted time and money keeping them running.

Selling Seasonally

Seasonal marketing is the marketing of products or services at certain points of the year. This can include everything from Christmas to Easter, Halloween to Bonfire Night or a national day! Using seasons and national days to your advantage can help wonders with pushing sales, it's just finding the right way to make it yours.

Fitting fragrances

As candle and wax melt makers, one of the easiest ways that you can use seasonal marketing to your advantage is to opt for seasonal scents. Scents and fragrances can adjust our mood to enrich your customers' lives. They can trigger forgotten memories, emotions and capture your imagination. Being able to trigger an emotional response or forgotten memory is a great way to upsell your products to both existing and new customers. People love scents that are reflective of seasons because of the memories and emotions connected with them. Whether it's the comforting scent of Christmas cookies or the smell of smokey embers from bonfire night, your customers are more likely to buy scents that they can relate to!

Selling strategically

Getting your product right is only your first step. Knowing how to sell them is the next hurdle. Promoting your products in a way that is desirable and a 'must-have' is the key to sealing the deal. Advertising your creations as 'great gift ideas' or 'perfect stocking fillers' are just some of the classic ways you can upsell your melts and candles. You can also explore your pricing, offering limited pre-Christmas rush discounts or even considering a Black Friday sale!

It may be worth exploring the opportunity of craft fairs and markets as possible options, if they're running. Just remember for places like this you may need to check if there are any restrictions due to health and safety and you will also need insurance, which you can find out more about on Page 62. As you know, the general public are known for spending more during the seasonal periods so selling at where you can when you can, is a great way to broaden your customer base and gain more sales.

However, if being out and about isn't for you, going live online could be a great alternative. Users are more likely to impulse buy when online due to the ease of payment and delivery.

Meeting Demand

Managing expectations is a means of communicating so that all involved have a clear understanding of what to expect-and when to expect it. In this case it's managing the expectations of your customers! From pre-planning to predicting customer behaviour, managing your customers expectations is a great way to boost sales and build a predictable and consistent relationship with your customer base.

Preparation is key

One of the best ways that you can meet demand is to prepare properly. From deciding launch dates, to prices and products needed, you need to plan even the finest of details. As you may know, it's important to thoroughly test your candles and wax melts before you plan to sell, so you know exactly how your product performs before you sell to customers. This way if a complaint was to arise around something such as melt pools to hot throw, you'll know your products inside out. Pre planning everything from product prices to delivery costs will ensure you know exactly how much profit you're making as well as how much you'll be charging your customers and the more transparent you can be with pricing, the easier it will be to manage your customers expectations.

Having everything you need

When it comes to having your own business, it's important that you have a stockpile, especially for peak seasons. This means you'll need to plan exactly what you need and when for. Necessities such as wax and fragrance oils should be bought in bulk, where possible, ahead of your busiest times to ensure you have everything you need to keep churning orders out. For new businesses it can be hard to predict exactly what you need, and how much but given time you'll start to see patterns arise in where your sales go up and down throughout the year. A great way to get advice is to ask around. Ask other chandlers what they've experienced and how they have handled peak seasons in the past.



Don't set expectations too high

The best way to meet demand during peak times is to ensure that you don't set your customers expectations too high. It's vital that you're transparent as a business, which means communicating about everything. It's better to let your customers know if something is out of stock sooner rather than later but let them know when they can expect the items return rather than leaving them confused and in two minds whether to take their business elsewhere. The same goes for other aspects such as delivery. Telling your customer their parcel may take up to five days to arrive will not only keep you covered but if their items arrive early it makes your business seem super efficient, which is much better than promising next day delivery and an order failing to turn up!

It's also important to get into the mindset of your customers in terms of predicting their behaviour and expectations. If you were them, what would you want to know. Being the first to let them know about any changes that may affect them before they've even thought about it is a great way to not only manage their expectations but also build a trustable rapport.

Online presence

The great thing about being online is that you can tailor it to you and your business. You can use your platforms to share important updates with your customers, whether that be new shipping costs or when a product is out of stock, keeping an up to date feed is a great way to meet your clients demands. Having an online presence is also a great way to provide your customers with the information they need to know in real-time. Having a community for your customers means that you can manage expectations much simpler than word of mouth. If you have a shipping delay, new products or products on sale, sharing this information online will help your customers know exactly what to expect.



Becoming An Eco Business

From recycling to your ingredient choices, more and more people are thinking about the impact that their actions are having on the environment. It's never been more important to be self-aware of the actions you take and your impact on the world. Sustainability now comes in so many forms, not just the obvious means of transport and the way in which we sort our household waste. Today, sustainability is seen in a whole host of products and their individual ingredients right up to the ways in which they're produced, packaged and posted. Having such a vast array of ingredients and tools on hand when making candles is a great way for you to ensure you make eco-conscious decisions when carrying out your unique craft.

In the know

Knowing exactly which ingredients, tools and types of packaging are sustainable can be difficult to wrap your head around. When shopping around online, terms such as vegan, cruelty free and biodegradable can often crop up. Understanding what each of these components mean will help you make the right decisions for your products.

If a product is marked vegan, it certifies that products do not contain any animal extracts or animal by-products in the ingredients or the manufacturing process. If a product is marked cruelty free, it means that no products or activities harmed or killed animals during the testing process. If a product is marked biodegradable, it refers to the ability of materials to break down and return to nature.

Looking out for these markers will ensure that your product is as sustainable as possible, so when shopping online try to opt for products that tick all three of these boxes.

Tip!

To make life just a little bit easier, we've added icons to all of our products that are vegan, cruelty free, eco-friendly and recyclable so that you can easily spot them when shopping around our website!

Sustainable with Supplies for Candles

At Supplies for Candles, we are home to a whole host of sustainable tools and materials, from our online store to our warehouse, we can ensure that your candle making process is as eco-friendly as possible. We understand that the most essential item in any candle is the wax which is why we offer an incredible variety to choose from. However, with so many different types of wax on offer it can be tricky to locate exactly which waxes are sustainable and right for you. Opting for vegetable waxes over waxes such as paraffin is one of the best ways to narrow down your search. Our website is also home to a range of 100% natural fragrance oils that are both vegan and cruelty free. Taking the time to research and carefully select your products will ensure you achieve the most sustainable outcomes.

Our website is also home to a range of 100% vegan and cruelty fragrance oils, glitters, micas and dyes, which means you can craft even more eco-friendly creations!

Bring some eco friendly sparkle to your candle designs with our Bio-Glitter range, a variety of candle glitters that are ultra fine and perfect to decorate outside surface areas of wax candles and inside of wax melts. Bio-glitter® is based on a biodegradable film that is made from trees, primarily eucalyptus, sourced from responsibly managed plantations!

It's all in the packaging

One of the most overlooked aspects of creating sustainable products is the packaging. Often carefully crafted eco-friendly pieces become undone by non-recyclable packaging and plastic at the final step. Understanding how to source sustainable and recyclable packing will ensure that your product is eco-friendly from start to finish. We stock a variety of recyclable clamshells and boxes online to help you in your eco-journey!

Shout about it

All that's left to do is shout about it. Being a predominantly if not 100% eco-friendly producer will set you up to stand out against your competition. Many people are interested in becoming more sustainable purchasers and are on the look out for products that are vegan, cruelty free and eco-friendly. Filling your social media feeds with your sustainable products will help you and your business to truly shine whilst helping your customer base locate exactly what products they need.

Gift Sets and Hampers

Whether it's a Birthday, Christmas or a little treat for that special someone, gift sets are a great way to upsell your products! Whether you make wax melts, candles, home fragrance or all of the above, creating little branded treats for your customers will allow them to sample a range of your products without being overwhelmed for choice!

Picking

Picking what you want to put in your gift set can seem challenging but there are two main ways you can go! Firstly you can make a gift set combining all of your best sellers so that you know it'll be a hit and your customers are likely to buy it or secondly you can create gift sets that combine your slow sellers and seasonal stock to see if you can sell it on. As with all products testing what sells best and at what prices will help you make a more informed decision.

Presentation

Gift sets are a great way to get creative with your presentation. You can box, wrap and display your gift sets in a whole host of different ways, the only thing you may want to be conscious of is how much you want to spend on packaging and if it will be worth the investment! Hamper style gift sets are some of the most popular choices, featuring wicker baskets, shredded tissue and a cellophane wrap, these simple to make gift sets could be perfect for you! Thinking about postage size? Why not make a gift set that comes in a nice and neat box! Decorate with tissue and confetti for a little bit of personality.

Pricing

When it comes to gift sets, you'll often find that they come at a slightly more expensive price than it would be to buy the items individually. That's because they often allow for a range of products to be sampled as well as more bespoke and beautiful packaging which has to be factored into the price. Your customers are also usually willing to pay more for the convenience of a pre-made gift set rather than choosing and paying for individual items.

However, when it comes to seasonal times of the year like Black Friday and Boxing day, you may want to look at offering gift sets at reduced prices to create a buzz around your customer base.

Photographing Your Creations

You've got your perfect product and sales platforms lined up, but how are you going to beautifully promote your products? Quality photography. Do your wonderful creations justice with images that spark joy with your customers. From lighting to angles, equipment to editing, you can produce bespoke and quality images in just a few simple steps.

Lighting The Way

First and foremost, good lighting can make or break your images. If your budget allows, you may want to think about purchasing some basic photography lights. They don't have to be anything too special, just enough to provide some bright artificial light! If you aren't going to use lights, opting to photograph your products on bright sunny days should still do the trick. Try to avoid dark days and overly bright or yellow lighting. Often lighting can be manipulated afterwards using exposure, brightness and contrast settings, so you always have editing to help you enhance your images even more!

Having The Right Tools

Getting your photos spot on will rely on some quality equipment. A good DSLR camera may be the choice for you. You won't need anything too fancy with lots of settings, just a decent quality camera. If you're using a camera you'll also need to think about things such as SD Cards, tripods, lights and editing equipment. You could even do a short course online to bring you basic skills up to scratch, there really are no limitations! However, if you're not in a position to spend money on a decent piece of photography equipment, your phone may be able to do the trick! Today, most smartphones come with incredibly high quality cameras that can be used easily whilst still producing good photographs.

Editing Your Images

Editing photographs can be done easily or it can be done right. It's quite simple to stick a filter on your photo and call it a day, but if you want high-quality, professional looking product shots, you may want to look into editing using professional software. From Lightroom to Photoshop, you can manipulate your images to a super high standard using editing software. Play with contrast, hues, saturation and sharpness to create stunning outcomes. If the idea of editing images seems a bit daunting, many of these image manipulation tools can be found in your phone's image settings too, have a play and see what you can create!

Setting The Scene

One of the most important things to think about when photographing your products is to get creative. Using different backdrops, props and accessories will allow you to create a world of interesting images that will draw your audience in. You may want to use something like botanicals, wax pellets or flowers to create your own little product images, but many people like to show their products in realistic settings such as burning a candle in their home or a reed diffuser in their bedroom, you can get as creative as you like when staging your images!

There are lots of things to consider when photographing your products so it's worth looking round at what other people in the industry are doing to be different. Don't be afraid to ask for tips and advice or to try your hand at some training, no one becomes an expert overnight. But if you find that doing your own images isn't quite working, there are a whole host of people out there who may be willing to help!



Tax and Trademarking

Taking the leap from hobby to small business can seem daunting, but it doesn't have to be with the right knowledge under your belt. From trademarking your name to understanding tax, there are lots of factors that you need to consider, and get right, when starting up your small business.

Register at HMRC with all earnings reported as self-employed

Once you've set up your business you will then need to register with HMRC as a sole trader by the end of the new tax year, this means you're self-employed.

If you are a sole trader, it means that you run your own business as an individual and are therefore self-employed. As a sole trader, you need to pay tax on the profits you make. Sometimes as a small business, you may not need to set up as a sole trader, but if you earned more than £1000 from self-employment from April to April, you will need to register. To set up as a sole trader, you'll need to tell HMRC that you pay tax through Self Assessment, which also means that you'll need to file a tax return every year.

As a sole trader of a small business, you'll have some responsibilities, these include; keeping records of your business's sales and expenses, sending a Self Assessment tax return every year and pay income tax on your profits and Class 2 and Class 4 National Insurance. You can find more help online on the .gov website if you're considering setting your business up as a sole trader.

You can be both employed and self-employed at the same time.

Benefits of being a sole trader:

- Be your own boss! Work hours that suit you.
- No need for formal accounts, all you need to do is keep all business-related receipts and a record of sales, and your accountant will do the rest!
- You will receive tax relief on all goods purchased for the business, such as pots, pans, scales and even claim office space from home as an expense, all of which increase profits!

How to set up as a sole trader

To set up as a sole trader, you need to tell HMRC that you pay tax through Self Assessment. You'll need to file a tax return every year.

Register for Self Assessment.

For more details see <https://www.gov.uk/set-up-sole-trader>

Please note, once your turnover exceeds £85,000 in revenue, you must register for VAT. This means you no longer have to pay VAT on any purchases such as stock, equipment and any other business-related goods. But it does mean you must start charging VAT on the products you sell to the customer. You then pay the difference between the VAT not paid on supplies to the VAT received from sales to HMRC

Trademarking

Trademarking is often very important for small businesses. A trademark is a type of intellectual property consisting of a recognizable sign, design, or expression which identifies products or services of a particular source from those of others. In short, it means that no one can legally copy your name, symbol or word, whichever you choose, without your permission. It's also important to get your brand trademarked as it will ensure that your business is protected against your competitors making it harder for other businesses in the same field to take or use your intellectual property.

So what aspects of my business can I trademark? In order to trademark something, it must be unique, but apart from that, you can trademark words, sounds, logos, colours and or a combination of any of the above. Exemptions include anything that is offensive, words related to the goods or services such as 'candles', anything that is misleading, any 3-dimensional shapes associated with your trademark, anything that is too common or non distinctive or anything that looks too similar to state symbols, flags or hallmarks. A full list of exemptions and their details can be found online. If you have similar versions of your trademark you can also make an application for up to six of these! You can also check if your trademark has already been registered by using the .gov online database.

It's super simple to trademark your business and its hugely beneficial. All you have to do is head to the .gov website and apply to register your trademark. You can easily apply online and have your trademark within 4 months as long as there are no objections. Your trademark will then last for 10 years!

Packaging

Packaging is a great way to give your products even more personality without spending an arm and a leg. From simple tokens to more complex crafts, there is always a way to push your brand further and show your customers just how much you care.

Consider all spaces

When it comes to packaging making use of every inch is a great way you can add character. From colour to patterns, fonts to free space, utilising every inch of every box allows you to really express your brand and add any touches you think may be relevant. Although using every inch of your box can be beneficial, remember that simplicity can still be your best friend. Using white space and minimal design can work just as well, it all depends on the nature of your brand.

Layer up

Considering the ways in which your customers will interact with their package is a great way to alter packaging in a way they will enjoy and remember. A great way to improve user experience is to use layers. Rather than just packaging your items in a box, popping them into a smaller box, dust bag or wrapped in paper is a great way to add a touch of luxury and make the opening process longer and more enjoyable.

A personal touch

A great and easy way to add a personal touch to your products is to hand sign on and write on part of the packaging. A popular option is to include a packing slip that has been signed 'thank you' or a small note from yourself. This human touch makes the package feel all that more special and personal to the receiver.

Playing to the senses

As humans we enjoy discovering new scents, textures and designs so what better way to engage your audience than with packaging that invigorates the senses! Using a range of textures such as papers, corrugated card, shiny and matte textures will ensure your customers enjoy opening their packages. Alongside texture, you can use scent. Scent is a great way to provoke an emotional response from your customers, a quick spritz of spray on your packaging paper, a few botanicals in your box or adding in a scented card are great ways to add a new level of intrigue.

Shout about sustainability

Ensuring your packaging is sustainable is a great way to appeal to your customers. Opting for recycled cardboard boxes, reusable containers and avoiding non-recyclable plastics will have you all set to post out your new sustainable pieces. You can even include a small sticker or note to let customers know that their packaging is made from recycled materials!

Sticker it out

Packaging doesn't have to be expensive to be personal! Opting for a few sheets of small stickers with your logo on is a great way to add a personal touch, in lots of different ways. Use them instead of sellotape when packaging items, use them to create a seal on your boxes, use them to decorate your products or send the sticker unused for your customer to use!

Match your brand

Probably one of the most important things to consider when packaging your items is to make sure they're in-line with your brand identity. Making sure that the colour of your packaging and paper is the same as your brand colours, be sure to use your logo in as many places as possible and ensure that any packing slips or notes are designed using your brand's fonts and go-to design styles.

Go the extra mile

Your packaging is also an opportunity to give your customers an incentive to use your website again. How do you achieve this? By adding something that they don't expect in the box. It could be as simple as a sticker, badge, or a coupon that'll take 20% off their next order. People aren't impressed when their expectations are just met, not these days.



Postage

It's time to get your orders through the door, which means you'll need to think about postage.

Postage costs are determined by 4 main areas:

- Service and speed
- Dimension and weight
- Destination
- Postage volume

What will I need to decide?

Before posting, its best to shop around to find which couriers work best for you, this means you'll need to answer these questions;

- When do you want your package to arrive with a customer?
- Is a guaranteed delivery or delivery commitment required?
- Is tracking required?
- Is signature confirmation or any other service add-on required?
- What packaging do you want to use?
- Will you charge customers for postage?
- Will I be shipping outside my country of residence?
- Will I be able to ship certain products to other countries?
- Will I insure parcels?
- Will I accept returns?

What are the best ways to save money on shipping?

There are many ways you can save money on shipping by being cost effective and taking the time to shop around!

- **Research different postage companies and couriers**

It may seem obvious, but researching as many different couriers as possible might help you make more informed choices when it comes to postage.

- **Offer free shipping with a minimum order value**

A great cost-effective way to offer free shipping is by coupling it with a minimum order value, get your customers to spend more to cover the usual delivery charge and instead offer free shipping!

- **Recycle and Reuse**

It is the year of sustainability! Using packaging that is recycled and is recyclable is a great way to save money. Reuse shipping materials from returned orders — if it's still in good condition — or find a local recycling center that accepts or distributes recycled shipping materials. You can also encourage customers to recycle shipping materials and products such as candle glasses!

- **Effective packaging**

Think hard about how you want to package your products, without skimping on essentials such as bubble wrap and packing paper. Look at postal companies sizing and pricing ratios and work with them. Choose postage boxes that are classed as smaller parcels to save being charged for a large parcel, just make sure they work for your products and you get the measurements right! Don't forget minimum and maximum weights as this can change your postage costs.

- **Buy in bulk**

Buy your packaging, boxes, enveloped and everything in between in bulk or from a wholesaler, this will help keep costs down!

- **Post like a business**

If you're fulfilling orders over 20 times a week, you can look at business postage rates. Have your parcels picked up from your home or business for a flat rate and stop paying individually for every single parcel, it'll also save you heading to your local post office or drop off point several times a week!



Packaging safely

You've nailed your candle making process and have orders coming through the door, so ensure you don't fall at the last hurdle with breakages or lost parcels by ensuring your post is wrapped and packaged perfectly! Here's our top tips for posting!

- Write the address clearly on the front and always include a postcode when you can.
 - Use padded envelopes for sharp edges or odd shapes.
 - Make sure any outer containers are strong enough for their contents.
 - Fragile items shouldn't touch either each other, or the side of the container.
 - Fill out containers with cushioning material like bubble-wrap or polystyrene chips
- Write a return address on the item.
- Put a contact name, address and telephone number inside.
 - Seal securely with nylon or vinyl tape along all edges and openings.
 - Flatten any sharp edge from staples or metal fastenings, and cover with tape.
 - Use a 'FRAGILE' sticker, if necessary.
 - Ensure you aren't sending any restricted or prohibited items!

Calculating your shipping costs as a percentage of your inventory

Many businesses calculate the shipping cost as a percentage of inventory to better understand logistics expenditures on shipping relative to products held.

$$(\text{Shipping cost for specific period of time}) \div (\text{the average inventory figure}) \times 100$$

Testing Sheets

In this section, you'll find testing sheets that are perfect for keeping track of your crafts and how well they perform!

Candle Testing Sheet

A place to record your measurements, observations and outcomes!

Date:

Start Time:

End Time:

Test Number:

Before Test Burn

Wax Used:

Wick Used:

Size:

Fragrance Used:

Amount in %:

Amount in g:

Dye used:

Amount in %:

Amount in g:

Wax Melting Temp:

Blending Temp:

Pouring Temp:

Container size in cl:

Diameter in mm:

Brand:

Cured Observations

Frosting

Wet Spots

Jump Lines

Sweating

Off Centre Wick

Rough Top

Sink Holes

Air Bubbles

Cure Time:

Cold Throw Rating

1

2

3

4

5

6

7

8

9

10

Test Burn Observations

Burn Time	Mushrooming	Flame Size	Melt Pool Depth	Tunneling	Smoking	Notes
1 hour						
3 hours						
5 hours						

Total Test Burn Time:

Hot Throw Rating

1

2

3

4

5

6

7

8

9

10

Notes

Wax Melt Testing Sheet

A place to record your measurements, observations and outcomes!

Date:

Start Time:

End Time:

Test Number:

Before Test Burn

Wax Used:

Mould Used:

Fragrance Used:

Amount in %:

Amount in g:

Dye used:

Amount in %:

Amount in g:

Botanicals used:

Amount in %:

Amount in g:

Glitter used:

Amount in %:

Amount in g:

Mica used:

Amount in %:

Amount in g:

Wax Melting Temp:

Blending Temp:

Pouring Temp:

Cured Observations

Frosting

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Jump Lines

☐

Sweating

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Won't Release From Mould

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Rough Top

☐

Sink Holes

☐

Air Bubbles

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Cure Time:

Cold Throw Rating

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1

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Test Burn Observations

Test Burn Time:

Hot Throw Rating

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Notes

Reed Diffuser Testing Sheet

A place to record your measurements, observations and outcomes!

Date:

Start Time/Date:

End Time/Date:

Test Number:

Before Test Burn

Base Used:

Container Used:

Fragrance Used:

Amount in %:

Amount in g:

Container size in cl:

Diameter in mm:

Brand:

Number of Reeds:

Turned?:

Where Kept (sunlight, temperature etc):

Used Observations

Oily ☐ Discoloured ☐ Splitting/Seperation ☐ Dry Reeds ☐ Wet Reeds ☐

Cure Time:

Throw Rating Month 1:

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Throw Rating Month 2:

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12345678910

Throw Rating Month 3:

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Life length:

Throw Rating Month 4:

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12345678910

Notes

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