

AN INTRODUCTION TO...

SASSY
SHOP WAX

HANDMADE IN BRISTOL, UK

CONNECTING PEOPLE AND MEMORIES THROUGH THE LOVE OF FRAGRANCE

Introduction

In 2017 our then 21-year-old founder Keely spotted a gap in the market for a premium product that could make her home smell like her favourite bath products.

Armed with pure passion and excitement Keely started making wax melts from her kitchen with sales growing rapidly until, in December 2018, the Facebook shop sold out within moments of announcing new stock.

By Mid-2020, Sassy Shop Wax had grown to inhabit a 5,300 SQ foot warehouse in Bristol, employing 20 members of staff and generating company-record-breaking revenues purely from online sales every month, fueled by a unique blend of wax and an extensive range of scents.

Having grown so rapidly from humble beginnings, Sassy Shop Wax brings fresh, ambitious energy, nurturing, down-to-earth culture and aims to add value to our customers in any way possible - from £1000 giveaways to adding free products to customers' products as a surprise when they tell us that they love a scent so much - community and customer service is at the heart of what we do.



Our Founder Keely

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About Us

2017

Our house proud founder Keely spotted a massive gap in the market for a premium scented wax melt brand that could make her home smell like her favourite bath bomb.

Keely started making her own from her kitchen in Bristol and began selling through a Facebook Shop as well as working a full time job in recruitment.

By December, the shop was selling out within minutes of new stock being added. Stock that would have taken Keely and her family all month to make and wrap by hand.

2018

2019

It was time to start thinking about expansion, with a small warehouse and a growing team to help keep up with demand.

In March, Sassy became a limited company and everything got a bit 'official'.

Sassy now called home a 5,000 SQ foot commercial space, employed 20 members of staff and generated company record-breaking revenues solely from online home fragrance sales every month.

Despite rapid growth, every product was still made, wrapped and packed by hand by our small team in Bristol, using our own unique blend of wax, tabletop melters and tools you would find in most commercial kitchens.

2020

2021

Despite Covid 19 still causing mayhem, Sassy made some big moves yet again, launching Sassy Shop Bath, securing some big stockists such as BooHoo and Pretty Little Thing, developing a range of fragrance oils, and you guessed it - We grew out of our warehouse.

In a step to future proof our brand, we also made the decision to focus on our segment pots and phase out the snap bars that were central to our business.

This year we celebrated our 3rd anniversary by hosting our first in-person event.

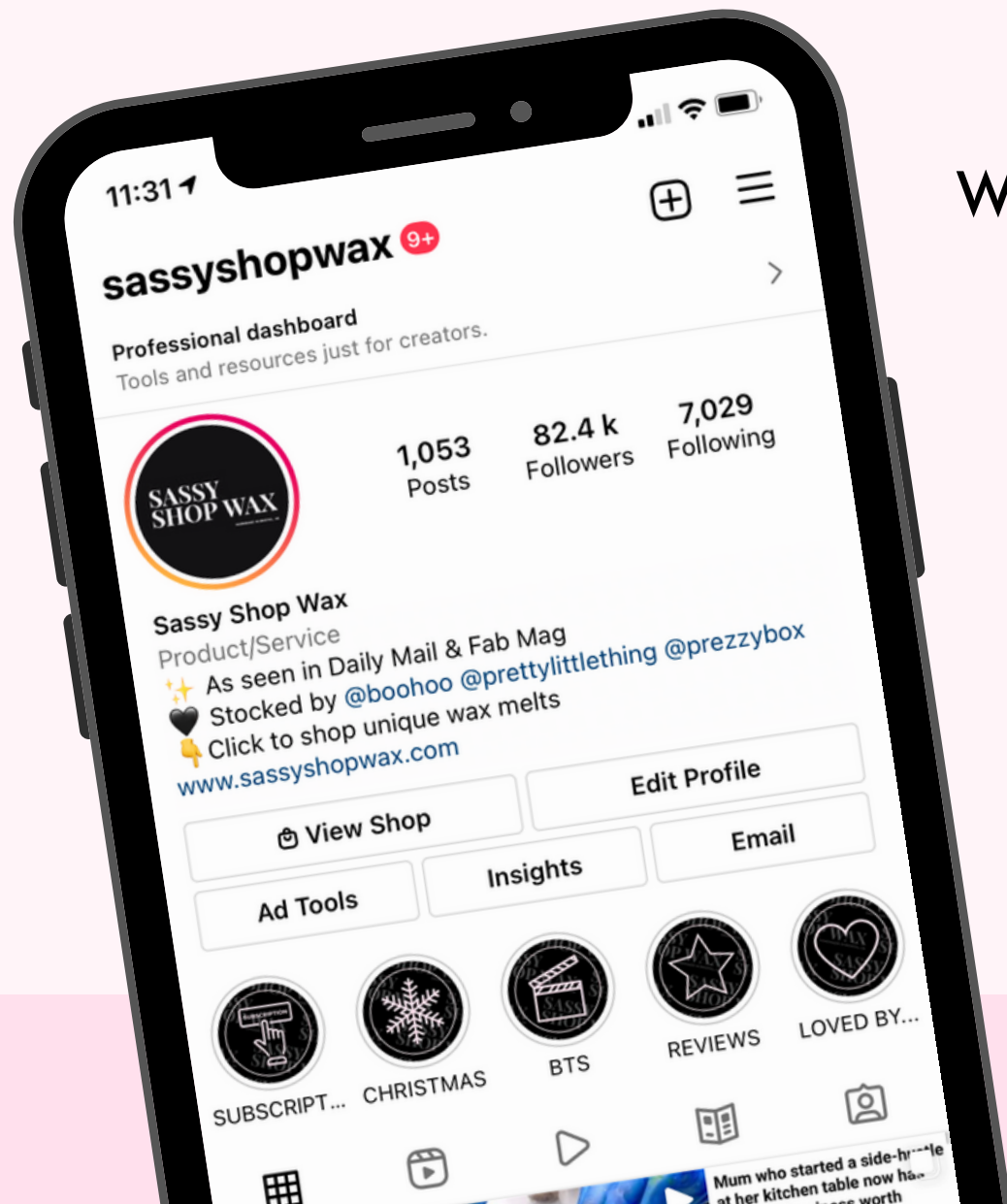
2022



Our Community

We have a Facebook online community group of 17.5k members which offers real reviews about our products, allows our consumers to connect with each other and hear about our latest product launches and more.

We also have a large following on Instagram with over 82k followers.



CONNECT WITH US



@SASSYSHOPWAX

**SASSY
SHOP WAX**
HANDMADE IN BRISTOL, UK

UNIQUE SELLING POINTS

UNIQUE BLENDED WAX

HANDMADE IN BRISTOL

AFFORDABLE LUXURY

OVER 500 FRAGRANCES

Our Brand Values

LOYALTY

Family, Community, Strength and Pillar of Success

POSITIVITY

Motivation, Good Vibrations, Enthusiasm and Gratitude

SERVICE

Motivation, Good Vibrations, Enthusiasm and Gratitude

OUR PRODUCTS

SASSY
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Why Wax Melts?

All of our Sassy Shop Wax melts are handmade in house by the Sassy team in our Bristol workshop. We have a library of over 500 scents and release new scents to wholesale every month. We create exclusive Sassy scents that can't be found anywhere else.

Wax melts are far more cost-effective than candles, with the scent from 1 segment typically lasting 12 hours.

Simply pop one segment of your favourite wax melt into a tealight or electric burner and melt the wax to release the fragrance, filling your room with a beautiful aroma.

Consistent customer feedback is that our wax melts are stronger and longer-lasting than any other leading brands on the market.



SASSY SHOP WAX
HANDMADE IN BRISTOL, UK

Just some of our BEST SELLING SCENTS



BLUEBERRY & VANILLA



LA VIE EST BON



SNOW PIXIE



ANTIQUÉ BOOKSTORE



RHUBIE ROSE



CHAMPAGNE TOAST

Our Signature Scents



Bedtime Baby

The soothing bedtime blend of mandarin, lavender and chamomile, neroli and lily of the valley. Bottom notes of hay and musk



Blueberry & Vanilla

A super-strong fruity blend dominated by blueberries and strawberries with the powdery sweetness of vanilla



Snow Pixie

A vibrant, sweet, fruity accord with notes of bubblegum, banana, pear drops, musk and vanilla with sweet candy floss



Kreede

An aromatic accord opening with top notes of bergamot, lemon, cassis, incense, pink pepper and juniper, leading to heart notes of jasmine, rock rose and velvet woods, resting on a base of ambergris, musk, moss and patchouli



White Linen

A pure and airy fragrance reminiscent of clean cotton blowing in the breeze



La Vie Est Bon

An oriental, edible smelling fragrance that opens with top notes of bergamot grapefruit and cassis, followed by floral notes of jasmine orange blossom and lily



Rhubie Rose

A crisp mouthwatering rhubarb fragrance smoothed by elderflower, tea rose and hints of pineapple resting on a base of musk, velvety woods and dry fruits



Antique Bookstore

Baies rose, incense and rock rose, dry black pepper supported by a rich woody base of cedarwood, sandalwood, sensual amber, leather, musk, vetivert, patchouli, moss and vanilla



Oudh & Tonka

A soft woody fragrance with top notes of citrus, bergamot and geranium on a warm base of tonka bean, vanilla, oakmoss and oudh



Happy Moments

A joyful blend with juicy cherries, pink raspberries and tart pineapple lifted by the delicate sweetness of candyfloss



Soft Towels

The fresh scent of clean towels warm and fluffy straight from the dryer



Champagne Toast

A cheers-worthy spritzer of pink champagne, blackcurrant liquor, sparkling nectarine and sugared musk



I Love You

Flirtatious Berry and Blackcurrant Leaf intertwined with Turkish Rose and enchanting Jasmine with a sophisticated base of Patchouli, Vanilla and Precious Woods



Rose Jam

Fluffy vanilla, comforting tonka and cotton blossoms on a base of blue sweet pea and sweet clementine



Blonde Moment

An incredible iced champagne mixed with sweet raspberry and cranberry, this is super fabulous and super strong!



Sparkling Lavender

A fresh accord with crisp eucalyptus and citrus nuances alongside aromatic rosemary supported by a base of softwoods and sweet musk

Sassy Slumber

Our own take on creating the perfect scent to send you into dreamland. Heady notes of sweet tonka bean, freshly picked lavender and woods

Sandalwood & Patchouli Dreams

A warming and luscious scent with top notes of bergamot and lemon on a base of sandalwood, patchouli, musk & creamy vanilla

Strawberry Lily

A vibrant fragrance of juicy strawberries contrasted against waxier white lily petals, amber, cyclamen, gardenia and vanilla musk

Hibiscus & Sea Breeze

A delicate fragrance opening with citrus top notes resting over a fresh marine breeze, supported by a floral heart of hibiscus, freesia and waterlily

Opium Noir

Sensual notes of creamy vanilla and cedarwood mingle hypnotically with delicate orange blossom, mandarin and pea

Luscious Vanilla

A rich, sweet concoction of Madagascan vanilla pods whipped to a buttery cream

Strawberry Cream Lollipops

A classic combination of juicy strawberries with smooth milky notes and a base of warm sweet sugar

Forbidden

A mysterious perfume with white florals of orange blossom, jasmine and tuberose cut through with dark notes of vetiver and patchouli

Damson Blossom

Fragrant damson blossoms dance with notes of fresh lemon on a woody base of cedar and vanilla

Luscious Coconut

A delicious tropical fragrance with sweet coconut dominating over soft floral undertones on a buttery coconut and vanilla base

Blush Pink Peony

This unique scent opens with top notes of juicy red apple, floral notes of peony blossom, jasmine and rose mixing with soft blush suede

Rouge

An intense linear harmony of jasmine and saffron rounded with woody amber and fir balsam

Juicy Mango

A rich fruity accord with dominant notes of ripe mango, with further fruity hints of green apple, raspberry and juicy peach

Juicy Berry

Juicy red strawberries and raspberries are lifted by the freshness of peach, kiwi and green apple

Coconut Milk & Lavender

A delicious tropical fragrance with sweet coconut dominating over soft floral undertones on a buttery coconut and vanilla base

Pretty in Pink

Zesty and fresh with exotic papaya, aloe, peach and juicy green apple, this scent is sweet, fruity and very feminine

Wild Cranberry

Tart cranberry and cherry combine with sweet raspberry and sugary notes to create a rich, sparkling fragrance

Believe in Magic

Do you believe in magic? We do! You will love this sugary, sweet and totally yummy blend. Loads of sweet sugary crystals with hints of sweet butter and even sweeter vanilla!

Sparkling Floral

A sparkling fruity floral fragrance where breezy marine notes sweetened by mandarin, peach and apple rest upon a base of musk, woods and vanilla

Juicy Fruit

A fruity fragrance that includes notes of lime, lemon and zesty orange on a sweet base of bubble-gum, fresh peppermint and vanilla

Home Fragrance

Home fragrance is in demand more than ever. Along with our hugely popular wax melts, we offer a range of room sprays to keep your homes filled with fragrance all day long.

Our beautifully scented room sprays are available in all of our best selling scents for a quick hit of your favourite fragrance.

- Instantly freshen up your home before visitors arrive.
- Mask unwanted cooking, bathroom, pet and gym kit smells with strong long-lasting fragrance. or simply pop in your bag as an on-the-go travel companion.
- Simply hold your spray upright and press to release a burst of fragrance into your home.

Available in our Signature Sassy Collection and Occasions

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Snow Pixie

ROOM SPRAY

A VIBRANT SWEET FRUITY
ACCORD WITH NOTES OF
BUBBLEGUM, BANANA, PEAR
DROPS, MUSK AND VANILLA
WITH SWEET CANDYFLOSS

150ML

**SASSY
SHOP WAX**
HANDMADE IN BRISTOL, UK

**Blueberry
& Vanilla**

ROOM SPRAY

A SUPER-STRONG FRUITY
BLEND DOMINATED BY
BLUEBERRIES AND
STRAWBERRIES WITH THE
POWDERY SWEETNESS
OF VANILLA

150ML

Sassy Shop Bath

Sassy Shop Bath was introduced in 2021 to allow our customers to relax and unwind. Using our best selling fragrances, we perfected our range to make your bath and shower times Sassy!

3-IN-1 WASH

These have been specially created to turn your favourite Sassy scent into your favourite bathroom product, these can be used as a shower gel, bubble bath or hand wash. Available in a 220ML bottle.

WHIPPED SOAPS

Hugely popular!! Our Whipped Soaps gently cleanse from your hands to your toes. A soft, indulgent foaming texture and a heady perfume that stays with you all day.



Gifting Range



OCCASION RANGE



SWEET AND SLEEP COLLECTION BAGS



COLLECTION GIFT BOXES

OUR SUPPORT TO YOU

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Point of Sale

The perfect way to display your Sassy Wax products in-store to maximise sales opportunities.

Our countertop display unit can hold up to 32 of our Sassy Shop Segment Pots. This along with our Tall Display Stand which is able to hold all our Sassy Shop products, will help with merchandising and optimise space.

SASSY COUNTER TOP DISPLAY

L: 52CM / W: 30.5CM / H: 25CM

SASSY TALL DISPLAY STAND

L: 46.5CM / W: 36.5CM / H: 171CM



MOST POPULAR SASSY TALL DISPLAY STAND



SASSY SHOP WAX

HANDMADE IN BRISTOL, UK

CONTACT US TO FIND OUT MORE!
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