



About Us

Aurora Heat, Inc. offers long-lasting, reusable, and sustainably-sourced fur warmers that effectively use your own body heat to keep you warm. Crafted by Canadian Indigenous Artisans, Aurora Heat™ warmers are made of beavers furs from the Genuine Mackenzie Valley Fur Program™. This program helps to preserve the cultural heritage of Indigenous Northern Trappers and ensures all fur is wild, exceeding strict standards under International Trade Regulations.

Handmade in Fort Smith, Northwest Territories for nature lovers of all ages, Aurora Heat envisions a world where we live in harmony with nature and look to the Land to provide for our basic needs.



Quick Facts

What's unique about Aurora Heat™ warmers?

- Made of premium sheared beaver fur which is the velvety-soft underfur found beneath the waterproof guard hairs. This insulating underfur is composed of 10,000 fur filaments per square inch which is why our warmers are extremely effective at insulating body heat and keeping people warm.
- Unlike single-use and battery operated warmers they don't "turn off".
- Reusable and enjoyed season after season with simple care.
- No chemicals are used in the harvesting process making our warmers 100% non-toxic, hypoallergenic, and biodegradable.



Our Products

Which Aurora Heat™ warmers are available for retailers?

- Traditional Hand Warmers (Natural Brown/Luxurious Black)
- Traditional Foot Warmers (Natural Brown/Luxurious Black)
- Traditional Head & Body Warmer (Natural Brown/Luxurious Black)
- Natural Fur Cleaner



Packaging

What does your packing look like?



Packaging

What information is included in your packaging?

- A Genuine Mackenzie Valley Furs™ authenticity tag (image 1)
- An info sheet with more information about Aurora Heat, sheared beaver fur, and helpful tips for using natural fur warmers (image 2)
- A history scroll which describes the story of how Aurora Heat, Inc. came to be and the inspiration behind our nature-based products (image 3)

Images of each provided on the next slide.



Packaging

Image 1: Genuine Mackenzie Valley Furs™ Authenticity Tag



Front



Back

Genuine Mackenzie Valley Furs™

Why are Genuine Mackenzie Valley Furs™ preferred?

- They are in compliance with the International Agreement of Humane Trapping Standards (IAHTS)
- They are harvested from 100% wild beavers in the Northwest Territories, meaning they are not farmed
- They support the traditional practices and lifestyles of Northern Indigenous trappers who have sole rights to trap and hunt in the Northwest Territories
- Indigenous trappers practice trapping using traditional knowledge of their ancestors—all parts of the beaver is respectfully put to use and nothing goes to waste. The Indigenous way of trapping is in harmony with nature where humans are not superior to animals.



International Agreement of Humane Trapping Standards (IAHTS)

What does it mean to be compliant with IAHTS?

- Traps are certified by authorities to ensure they meet IAHTS animal welfare standards for use in designated setting conditions.
- Traps are only used for listed species and are evaluated/tested to ensure they meet animal welfare requirements if used in Canada, the EU or Russia.
- Canada leads this initiative to ensure only humane trapping methods are practiced. Over 200 manufactured traps have been tested in Canada.

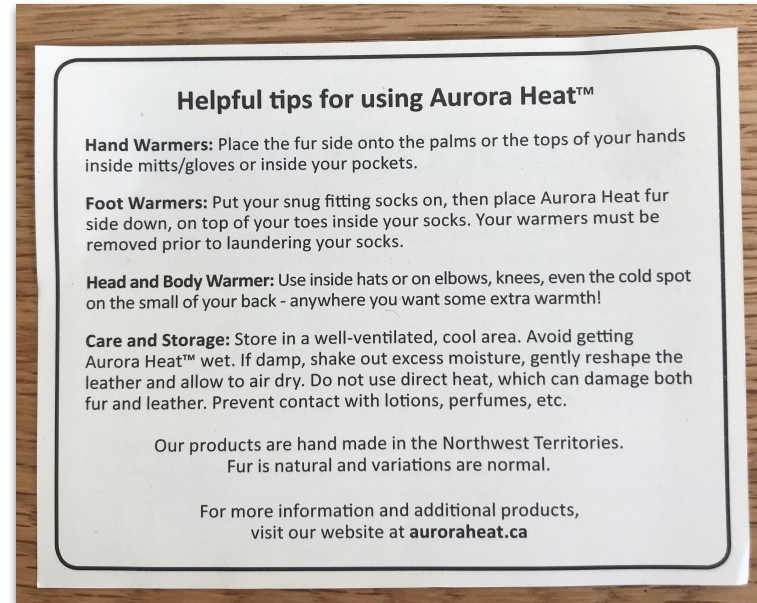


Packaging

Image 2: About Aurora Heat & Usage Instructions Sheet



Front



Back

Packaging Image 3: Aurora Heat History Scroll



Sometimes a particular scent can bring back vivid childhood memories, leaving you awash in feelings of love, warmth, and belonging. It may be cinnamon buns, fresh laundry or ice rinks for some. For me, it is the smell of hides and fur. Wild fur is a part of my family heritage.



Dragon family photo, circa 1969

My father, Dave Dragon, came from a line of French Canadians who were trappers in northern Alberta and the Athabasca Delta. Settling in Fort Smith, Northwest Territories, at the age of 23, he married his perfect match and they happily shared their lives for 56 years.

My mother is Dēnesyltīne from Northern Saskatchewan. She moved to Fort Smith as a young teenager. Being the young wife of a trapper, she instinctively turned to elders of her new community for their knowledge. The trapper's way of life came to define my parents and our family's way of being.

After a long day on his trapline, dad would tend to the fur while mom would sew late into the evenings. She became a well respected and expert sewer of fur and hides. My parents kept our large family well fed and healthy with wild meat. We were dressed in the warmest of furs. The six "little Dragons" were northern kids who didn't know the meaning of cold!



My parents, enjoying each other on the Taltson River east of Fort Smith.

When my father passed away several years ago, I thought a lot about my parents' remarkable life together, the trapline, and the beautiful furs my mom continues to sew today. I wished for a way to carry on my family traditions.



Joel having fun in Yellowknife, NWT

My son, Joel, is an avid snowboarder. To keep him warm, I added fur to the inside of his gear. I soon found myself cutting little pieces of fur into squares and gifting them to his buddies to slip inside their mittens. My "ah-ha" moment came when friends started asking for "more of those cozy warmers". I then realized that this gift from nature was something I could share with many.

Encouragement and sage advice came from my mother, as well as from those who purchased the first Aurora Heat™ warmers which they still love and use 5 years later! We soon began to hear how our warmers were not only making a difference in their enjoyment of cold weather, but relieving sore joints caused by poor circulation.



Me & Mom, Elder Jane Dragon

I'm passionate about sharing our Indigenous culture and ancestral knowledge with you. I love that I am part of a way of life that continues to thrive in Canada, with our long winters, hardy people, and our deep connection to the Land.

I especially love being part of the societal reawakening of our need for natural and sustainable products like fur. There is something about having a piece of nature next to you, in your hat, mittens, or socks, that grounds and connects you to the natural world.



Aurora Heat™ can now be found in several retail stores across Canada. Additional products are also exclusively available at auroraheat.ca.

My vision for Aurora Heat™ is to offer more people the warmth and comfort of our Northern way of life. I truly believe that when we rely on nature for our needs, we come closer to living in harmony with the Earth.

tThá Huná – May you live a long time!

Brenda

President & Founder

Traditional Hand Warmers (Natural Brown)

About

Our cozy hand warmers drastically increase the warmth and comfort from any mitts, gloves, and pockets. Customers can keep your spirits high in winter by avoiding painfully-numb fingers with Dënesųtiné traditional warmth. These are the perfect addition to everyday fall/winter lifestyles.

Material

Sustainably-sourced wild beaver fur from the Genuine Mackenzie Valley Fur Program™. This program complies with sustainable wild fur practices, the International Agreement of Humane Trap Standards, and preserves cultural heritage for Indigenous people.

Sizing

- Small: 3 X 4 inches
- Large: 3.5 X 5 inches

Usage Instructions

Insert the Hand Warmers into mittens, with the fur against skin on either the front or back of hands or in your pockets. Body heat is stored within the fur and circulated back to the body. This passive warming system does an incredible job of holding a comfortable temperature, keeping wearers warm but not too hot.



Traditional Hand Warmers (Luxurious Black)

About

Our cozy hand warmers drastically increase the warmth and comfort from any mitts, gloves, and pockets. Customers can keep your spirits high in winter by avoiding painfully-numb fingers with Dënesųłiné traditional warmth. These are the perfect addition to everyday fall/winter lifestyles.

Material

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Insert the Hand Warmers into mittens, with the fur against skin on either the front or back of hands or in your pockets. Body heat is stored within the fur and circulated back to the body. This passive warming system does an incredible job of holding a comfortable temperature, keeping wearers warm but not too hot.



Traditional Foot Warmers (Natural Brown)

About

Cold feet? Slip a pair of these remarkable warmers into your socks and ward off that pesky feeling! Keep your spirits lifted with the confidence of Dënesųtiné traditional warmth. Our Foot Warmers are made with the ideal fur to fit comfortably inside socks and footwear. Our Traditional Foot Warmers are perfect for winter lifestyles in and out of the house, keeping feet forever warm.

Material

Sustainably-sourced wild beaver fur from the Genuine Mackenzie Valley Fur Program™. This program complies with sustainable wild fur practices, the International Agreement of Humane Trap Standards, and preserves cultural heritage for Indigenous people.

Sizing

- Small: up to women's shoe size 8, men's 6.5
- Large: up to women's shoe size 10.5, men's 12

Usage Instructions

Match the shape of the warmers with the top of feet and place the fur side on top of toes, to provide the loft that holds warmth. Best worn inside snug-fitting socks. Body heat is stored within the fur and circulated back to feet. This passive warming system does an incredible job of holding a comfortable temperature, keeping wearers warm but not too hot.



Traditional Foot Warmers (Luxurious Black)

About

Cold feet? Slip a pair of these remarkable warmers into your socks and ward off that pesky feeling! Keep your spirits lifted with the confidence of Dënesųtiné traditional warmth. Our Foot Warmers are made with the ideal fur to fit comfortably inside socks and footwear. Our Traditional Foot Warmers are perfect for winter lifestyles in and out of the house, keeping feet forever warm.

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Traditional Head & Body Warmer (Natural Brown)

About

Upgrade headwear with Dēnesųtīné traditional warmth to block out the cold. This warmer is known for its effectiveness in hats, toques, and helmets. Additionally, its large surface area gives you the versatility to add warmth wherever you need it, like a sore elbow or knee. Our Head & Body Warmer is the perfect addition to winter lifestyles, keeping wearers warm and spirits high.

Material

Sustainably-sourced wild beaver fur from the Genuine Mackenzie Valley Fur Program™. This program complies with sustainable wild fur practices, the International Agreement of Humane Trap Standards, and preserves cultural heritage for Indigenous people.

Sizing

- One size fits all: 7-inch diameter

Usage Instructions

When using as a Head Warmer, position the fur side towards your head and tuck inside your headwear. When using as a Body Warmer, place the fur side against your skin and tuck into snug clothing. Body heat is stored within the fur and circulated back to the head or body.



Traditional Head & Body Warmer (Luxurious Black)

About

Upgrade headwear with Dēnesuḡtiné traditional warmth to block out the cold. This warmer is known for its effectiveness in hats, toques, and helmets. Additionally, its large surface area gives you the versatility to add warmth wherever you need it, like a sore elbow or knee. Our Head & Body Warmer is the perfect addition to winter lifestyles, keeping wearers warm and spirits high.

Material

Sustainably-sourced wild beaver fur from the Genuine Mackenzie Valley Fur Program™. This program complies with sustainable wild fur practices, the International Agreement of Humane Trap Standards, and preserves cultural heritage for Indigenous people.

Sizing

- One size fits all: 7-inch diameter

Usage Instructions

When using as a Head Warmer, position the fur side towards your head and tuck inside your headwear. When using as a Body Warmer, place the fur side against your skin and tuck into snug clothing. Body heat is stored within the fur and circulated back to the head or body.



Natural Fur Cleaner

About

Our Natural Fur Cleaner keeps Aurora Heat™ clean and refreshed so they can last a lifetime. Infused with our locally harvested northern wild sage, this Indigenous medicine enhances positive energy. Crafted for spot cleaning on all natural fur products and accessories.

Ingredients

Distilled Water, 90% Isopropyl Alcohol, Northern Sage

Size

120 ml / 4 oz

Instructions

Spray evenly once or twice across fur products. Rub gently and pat with a clean, dry cloth. Shake to fluff and lay flat to air dry.



Wholesale Price List

	Natural Brown			
	Suggested Retail Price	Wholesale Price	Margin/Unit	Margin %
Hand Warmers - S	\$49.99	Please contact sean@auroraheat.ca for pricing.		
Hand Warmers - L	\$69.99			
Foot Warmers - S	\$49.99			
Foot Warmers - L	\$69.99			
Head & Body Warmer	\$59.99			
	Luxurious Black			
Hand Warmers - S	\$59.99			
Hand Warmers - L	\$79.99			
Foot Warmers - S	\$59.99			
Foot Warmers - L	\$79.99			
Head & Body Warmer	\$69.99			
	Product Maintenance			
Natural Fur Cleaner	\$14.99			

Reviews

Thoughtful messages from customers who love their warmers.

★★★★★

I was just in the Northwest Territories and found Aurora Heat. My wife LOVES her hand warmers. I'm getting her the foot warmers and a pair for me too!

- D. Hoffman, Pennsylvania

★★★★★

If you have poor circulation these will keep you at a perfect temp. I wear my warmers all year long in the house and outdoors and they're still good as new! :).

- Katie Santos, Yellowknife

★★★★★

It is so powerful to support a Northern business that centers traditional knowledge, teachings and climate justice at the heart of their work.

- Chúk Odenigbo, Montréal

Reviews

Thoughtful messages from customers who love their warmers.

★★★★★

I bought the hand warmers for my wife for Christmas. Three years later, they're still good as new and she never goes without her hand warmers. Thank you!

- Greg Shone, Quebec City

★★★★★

The Sekui (kids) warmers have allowed my children to enjoy the cold weather and play outside for much longer than previously! Aurora Heat is a winter must for us now.

- Wendy Lahey, Yellowknife

★★★★★

The hand and foot warmers kept me warm during my hour-long walk in the -21°C weather this morning. Haven't had this before. So pleased!!

- Kat Dornian, Calgary

Questions?

We welcome your inquiries.



Sean Myomi Hougan
Head of Revenue & Operations
sean@auroraheat.ca

“It’s a gift to support Aurora Heat in this exciting stage of growth. From offering you sustainable warmth, to preserving cultural heritage, and creating jobs for Indigenous women and youth in a remote area of Northern Canada—there is so much goodness in what we do!”