# ASH + EMBER

AROMATHERAPY HOME FRAGRANCE

WHOLESALE CATALOGUE



## **OUR STORY + FOUNDER**

Thank you for taking the time to learn more about Ash + Ember. We are a UK-based luxury home fragrance brand founded in 2021. Ash + Ember creates and develops exclusive home fragrances that not only inspire, but have been devised using 100% clean, non-toxic and natural ingredients.

The company has grown from strength to strength with an ever-expanding range, which now includes candles, essential oil blends, room sprays, a pillow mist and bath soaks.

#### **FOUNDER**

After spending 12 years working and studying in architecture for a number of prestigious clients and buildings around London, it felt like the right moment for Adam to translate his years dedicated to this creative profession and turn his energy into something new, something he could call his own.

With a love for designing and creating, Adam was looking for a new outlet where he could create something personal that would be utilised in homes and touch peoples lives. He's always believed in being passionate about what work he does, and creating Ash + Ember has given him a fondness for creating something for everyone on a much more personal basis.

WINNER OF



BEST LUXURY CANDLE BRAND 2024



"After spending 12 years in the architectural industry, working 60-hour weeks, I started to feel the effects of a fast-paced corporate life, which led to poor sleep, high stress levels and low energy.

I didn't recognise where my life was heading until lockdown, during the Covid 19 pandemic. This led me to kickstart my own well-being journey and launched a new interest in aromatherapy and wanting to ditch toxic chemicals

So in 2021, Ash + Ember was born. Launching initially with three candles made with 100% natural wax and essential oils. It has since gone from strength to strength with a full line of home fragrance products that not only smell incredible, but help with our well-being. It brings me such joy to know I am hand-crafting a product that belongs in people's homes and has helped thousands of individuals. It's a new level of satisfaction that architecture couldn't give me. "

Adam Brindley - Founder

## **OUR VALUES**

#### NATURAL

All our products are fragranced using 100% essential oils along with high levels of natural or naturally derived ingredients to create effective and luxurious products for the home.

#### **ECO FRIENDLY**

Being a small business means we can control most of our eco decisions. We use non-plastic materials where possible including our deliveries. We only work with suppliers that follow our same mindset to help reduce our waste and non-recyclable materials.

#### HANDMADE

We hand-make everything you see, from the design of the illustrations on the labels, the blending of the oils with our wax, bases or salts, to the bottling/ pouring of every product to guarantee quality and personal touch.



## **OUR SCENTS**



CALIFORNIA

A light summer fragrance from the sunset hills of L.A.

Sweet Orange Grapefruit Bergamot

A happy scent that balances mood and helps boost energy.



LUNA

Our sleep scent to help aid a deep and restful sleep.

Lavender Clary Sage

A spa like scent which improves sleep and aids relaxation.



NIGHTSHADE

A dark seductive scent with a perfect balance of floral tones.

Lavender Cedarwood Jasmine

A scent to help calm the mind and improve sleep.



WOODLAND

A pine-like scent with the calming notes of nature.

Juniper Berry Frankincense Bergamot

A grounding scent that reduces stress and an anxious mindset while improving

concentration



NOEL - CHRISTMAS ONLY

A Christmas fragrance with all the scents of mulled wine.

Sweet Orange Clove Mandarin. Cinnamon

A Christmas scent with the power to lower stress, relieve fatigue, and reduce tension

## **PRODUCTS**



#### **CANDLES**

Our candles are made with only the finest soy wax, essential oils and a cotton wick. Thats it!

- + No synthetic fragrances
- + No harmful pollutants
- + No paraffin
- + No lead

Making our candles safe and natural alternatives for the home.



#### **MISTS**

Both our room mists and pillow mists are made using only essential oils and a vegan natural base, making it the perfect alternative to other toxic home air freshers.



## **ESSENTIAL OILS**

All of our scents come in 10ml bottles, which are all blended using aromatherapy-grade essential oils which can be used in many different ways including

- + Electric diffusers
- + Home-made skincare
- + Home-made cleaning products
- + Wax melt burners
- + In the bath or shower



### **BATH SOAK**

A few of our scents come in our mineral-rich bath soak. With a blend of Himalayan Pink Salt, Epsom Salt, and Dead Sea Salt all infused with natural essential oils bringing the spa experience to your home.

## AROMATHERAPY CANDLES

Our collection of candles are made how candles should be, naturally and only using the finest non-toxic ingredients. We use the highest quality soy wax making the range vegan-friendly and paraffin-free. All our fragrances are perfectly blended using aromatherapy-grade essential oils evoking a clean-smelling fragrance, free of toxins and chemicals. Our candles are available in unique scents that are bespoke to us.

- + 100% fragranced with essential oils
- + Soy wax with is GMO free
- + Vegan-friendly
- + Unique scents to Ash + Ember
- + Non-toxic
- + Paraffin-free
- + Cotton Wick (Lead free)

"Best candles I have used to date. Great product. Very sophisticated scents with long burn times and at a good price too. I use at home and in my work place and everyone always comments on how nice the smell is. Highly recommend."

Simon Cable - London - Google Review



Candle 170ml Candle 500ml



## **ROOM + PILLOW MISTS**

Our Room Mists are blended with a natural, veganfriendly base infused with the finest essential oil blends making them the perfect way to fragrance your home quickly and toxin-free. The Room Mist is available in all our scents.

We also provide a Pillow Mist in our sleep scent, Luna. The mist triggers the physical responses required for a long and deep sleep making it perfect for any bedtime routine.

- + Toxin-free
- + Natural base
- + Vegan-friendly
- + Quick way to fragrance a room
- + Helps aid sleep (Pillow Mist)

"Fabulous! I love my Ash + Ember products. A repeat purchase as love it so much!!! Great service as always!

Michelle Pritchard - Surrey - Website Product Review (Room Mist)

"This is special ...it literally sends me off to sleep with a relaxed smile on my face. Thank you".

Kathy Clarke - Derbyshire - Website Product Review (Pillow Mist)



Room Mist



## ESSENTIAL OIL BLENDS

All our scents come in 10ml Essential Oil Blends allowing a whole range of ways to allow Ash + Ember into homes. These blends are widely used in diffusers, bathing rituals and massage techniques. Each bottle is full of the finest aromatherapy-grade essential oils making them safe to use in the home and on the skin.

- + Safe to use on skin
- + Aromatherapy-grade essential oils
- + Wide range of uses
- + Vegan-friendly
- + Non-toxic

"I came across Ash + Ember quite by chance on Instagram and decided to buy the 3 oil blend pack - Luna, Woodland and Nightshade. For me, these blends are perfectly balanced and smell absolutely divine. I'll definitely be buying from here again."

Luisa Wise - Surrey - Website Product Review



Essential Oil Blend



## BATH SOAK

Ash + Ember Bath Soaks are the perfect addition to anyone's bathroom routine. Not only do our amber glass jars look stunning in any bathroom, but they also provide a spa-like experience, filling your bathroom with scent. Unlike most bath salts, our soak includes Himalayan Pink Salt, Epsom Salt, and Dead Sea Salt all infused with essential oil. Our unique mix contains 84 minerals including calcium, magnesium, iron, chloride, potassium and zinc providing the body with what it needs to recover

- + Available in Luna + Woodland Scent
- + Contains 84 minerals
- + Reduces feelings of stress and overextension
- + Helps aid sleep
- + Reduces anxiety
- + Eases aches and pains

"Glorious scent and so relaxing. I thoroughly enjoyed using this and the I highly recommend it."



Luna Bath Soak

