

LITTLE
kar
ma
CO.

Endlessly refillable,
clean burning candles with
limitless personalisation

Brand
Profile
2023



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OUR IDENTITY

**special gifts that
last a lifetime**

At Little Karma Co. we handcraft endlessly
refillable, clean burning candles with limitless
personalisation to satisfy
all our nation's gifting needs.



we handcraft 100% natural essential oil candles with zero nasties

Our mission is to rid the world of toxic, environmentally-harmful candles, one handcrafted, clean burning, refillable candle at a time. We handcraft 100% natural, pure essential oil candles with no nasties, phthalates, lead, synthetic fragrance oils or scent boosters.

OUR MISSION





OUR PURPOSE

**we want to do better for
our world and give back
to our community**

Our purpose is to do better for our world and give back to our community. Our seeded dust covers allow our customers to support wildlife by growing their own wildflowers. We are committed to donating 5% of our profits to charitable causes to support those most in need. Since 2022, we have chosen to donate to The Trussell Trust to help others during the cost of living crisis.

OUR VALUES

REFILLABLE

Our aim is to create a collection that's not only beautiful, but also satisfies our personal desire to do better for our planet. What's better than a smells-amazing, looks-gorgeous candle? One that's refillable and doesn't add to our waste problem!

CLEAN

We wanted to create candles that burn cleanly by eliminating all nasties. Our range of 100% natural scented candles, which are fragranced using only pure essential oils, are not only clean burning but bring with them amazing aromatherapy benefits.

PERSONALISED

Our goal is to make our products personal to our customers, so that they become more than just candles and instead serve as unique reminders of special events in their lives. So we offer personalisation on every candle at very little extra cost.



we are a family run small business based in the bucks countryside

Little Karma Co. was started by a husband and wife team, who turned a passion into a beloved small business in 2020.

While preparing for the arrival of our daughter the previous year, we set about eliminating all nasties from our home, including candles made with paraffin and synthetic fragrance oils. This led us to develop our 100% natural candles, fragranced using only pure essential oils that are clean and provide amazing aromatherapy benefits.



OUR STORY

” these are among
the cleanest candles
that we have tested ”

**USP | SCIENTIFICALLY PROVEN
CLEAN BURNING**

Our best selling Luna candle has been tested by an independent laboratory who found these to have extremely low soot when lit.

**USP | ESSENTIAL OIL BLENDS
DEVELOPED IN-HOUSE**

Each scent is a blend of at least 5 pure essential oils, and are all developed in-house, so you won't find the same scents elsewhere.

**USP | TRULY PARAFFIN-FREE
WICKS**

While most candles are made with pre-made wicks which are coated in a layer of paraffin, we wax our wicks in-house to ensure there truly is zero nasties in our candles.

SIGNATURE COLLECTION



NEW: SLOGAN COLLECTION

we help customers give
effortlessly personal gifts,
whatever the occasion

USP | ZERO WASTE CLOTH BAGS

Our zero waste approach means our candles are packaged in reusable GOTS cotton bags instead of wasteful candle boxes.

USP | SEEDED DUST COVERS

We encourage our customers to support wildlife by growing their own wildflowers in our candle containers.



GIFT SETS

LITTLE
**kar
ma**
CO.

an unboxing experience like no other

USP | CUSTOMISABLE TO RETAILER

With a choice of 8 essential oil scents to choose from, our candle trio sets can be easily adapted to suit each retailer.

USP | NATURAL FINISHING TOUCHES

We believe our attention to detail sets us apart. Our natural finishing touches elevate the gift sets and look great on display.

USP | INNOVATIVE MYCELIUM PACKAGING

Not content with being plastic-free, we've taken our packaging to the next level by collaborating with a specialist to develop naturally grown home-compostable inserts for our gift sets. (COMING SOON)

we increase customer retention with easy 3-step candle refills

USP | REFILLABLE SINCE 2020

While many candle brands are starting to now introduce candle refills to their existing collections, we are proud that we're one of the original candle refill brands and that this has been our purpose from the very beginning of our journey.

USP | 100% OF OUR PRODUCTS ARE REFILLABLE

We strongly believe that our entire collection should be a solution to our planet's waste problem, so we have developed all of our candles to be endlessly refillable.

CANDLE REFILLS





press-worthy products

AS SEEN IN

Red

ELLE

STYLIST

AD

OK!

Fabulous

PERIOD LIVING

The Telegraph

GoodHomes

YOU
MAGAZINE

HomeStyle



Endlessly refillable,
clean burning candles with
limitless personalisation

BRAND PROFILE

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