

# elä



Elä, derived from the Finnish word 'to live,' embodies the essence of cherishing life and nurturing our planet and is the sister wellness brand to our homewares brand 'ALSO Home'.

At Elä Life, our mission is to craft a collection of goods that not only enhance our well-being but also leave a gentle footprint on Earth's delicate tapestry. With utmost care, our skincare and candles are meticulously crafted using 100% essential oils, plant-based ingredients sourced from nature's bounty. To further honour our commitment to sustainability, our products are thoughtfully packaged using recycled materials, designed for reusability, or easily recyclable.

Elä Life is a commitment to living well throughout the journey of life by embracing self-care and practicing the art of self-love. Everything we do, and everything we create, is inspired by the simplicity of Scandinavia.

When our founder, Anna, set out to create a beautiful brand, little did she know where the journey would take her. As part of her 2nd year of a Textile Design Degree at Winchester School of Art, she spent 3 months in Norway and connected with a new outlook on the world. As she immersed her senses in the depths of winter and marvelled at the many candles that are staples of Norwegian living, she knew she had found a creative foundation.

To this day, Elä is connected with wholesome living and Scandinavian simplicity through a quintet of essential oil blends. Each one is personally hand blended by Anna and designed to provide an intuitive lift at a key part of your daily journey. These fragrances have since found places for expression in daily touch points such as candles, fragrances and skincare.

When it's time to live well no matter where life takes you, Elä Life is an expression of everything that makes this practise possible.

'We understand that modern life means we are often pressed for time and juggling multiple responsibilities. We have created a range of aromatherapy products specifically designed to cater to the needs of busy individuals like yourself. Our aromatherapy products are carefully crafted to help you be intentional, find moments to pause, and prioritise self-care in your daily routine.'

*Discover the full range on our wholesale site linked in our bio.*

