

SHIFA®  
AROMAS

*Silk Route  
Collection*

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HAND MADE IN ENGLAND

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**New Collection A/W 2022**

# The Inspiration

Shifa Aromas brings you an opulent collection that has been inspired by the famous Silk Route which was used for more than 1,500 years to trade commodities such as; Silk, luxurious fruits, spices, teas & porcelain.

In this collection we have curated the essence of the Silk Route through high quality fragrances in a luxurious home fragrance collection that will evoke your senses back thousands of years.

Let's take you on a  
'Journey of Aromas'



# The Fragrance Portfolio

ANOR | KASHGAR | SAHRO

# Anor

SAFFRON, TAIF ROSE & CASHMERE WOODS  
INFUSED WITH NATURAL ESSENTIAL OILS

## PERFUMER'S NOTES



This fragrance has been inspired by the Pomegranate, which in Uzbekistan is called Anor, Pomegranates were one of the many luxurious fruits that was traded on the Silk Route. This sensual fragrance has the enticing opening notes of Saffron, an aromatic heart of Taif Rose & Geranium, followed by a calming base of Patchouli, Musk & Cashmere Woods.

The diffuser & candle has been finely crafted & finished with botanicals of Gomphrena Amaranth, Peach Blossom Flowers, Tea Rose Petals & dried Pomegranate powder.





SHIFA  
AROMAS

# SHIFA®

## AROMAS

PREMIUM COCONUT & RAPESEED WAX CANDLE  
UP TO 45-50 HOURS BURN-TIME - 220G - 7.7OZ

PRESENTED  
IN A  
LUXURY  
SILK POUCH

*Anor*

HAND-CRAFTED  
WITH THE  
FINEST  
BOTANICALS

SAFFRON, TAIF ROSE & CASHMERE WOODS  
INFUSED WITH NATURAL ESSENTIAL OILS

### PERFUMER'S NOTES

This fragrance has been inspired by the Pomegranate, which in Uzbekistan is called Anor. Pomegranates were one of the many luxurious fruits that were traded on the Silk Route. This sensual fragrance has the opening notes of Saffron, an aromatic heart of Taif Rose & Geranium, followed by a calming base of Patchouli, Musk & Cashmere Woods.

This candle has been finely crafted & finished with botanicals of Gomphrena Amaranth, Peach Blossom Flowers, Tea Rose Petals & dried Pomegranate powder.

DIRECTIONS FOR USE: When first lighting your candle, allow it to burn for 2 to 3 hours or until the pool of wax reaches to the edge of the

# Kashgar

**BLACK PEPPER, BASIL & VETIVER**  
INFUSED WITH NATURAL ESSENTIAL OILS

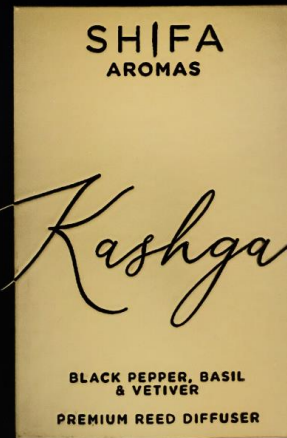
## PERFUMER'S NOTES



This fragrance has been inspired by the famous trade location of 'Kashgar'. 'Kashgar' was a popular destination for traders on the Silk Route where they would exchange teas, herbs, flowers and spices.

This aromatic fragrance has the luxurious opening notes of Black Pepper & Bergamot, a herbal heart of Basil & Lavender, followed by an earthy base of Patchouli, Cedarwood, Moss & Vetiver.

The diffuser & candle has been finely crafted & finished with botanicals of delicate Bamboo Leaf & Vanilla powder dust.





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*Kashgar*

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# Sahro

**NEROLI, PETITGRAIN & MUSK**  
INFUSED WITH NATURAL ESSENTIAL OILS

## PERFUMER'S NOTES



This fragrance has been inspired by the rich sandy deserts on the Silk Route. 'Sahro' is the ancient Arabic word for desert. The Silk Route crossed both the Gobi and Taklamakan deserts. This uplifting fragrance has refreshing opening notes of Orange & Petitgrain, a calming heart of Neroli & Jasmine, followed by a luxurious base of Musk.

The diffuser & candle has been finely crafted and finished with botanicals of Yellow Rose, Calendula petals & Catuaba Bark.



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*Sahro*

NEROLI, PETITGRAIN  
& MUSK  
PREMIUM REED DIFFUSER

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AROMAS

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AROMAS

The Travels  
of  
Marco Polo





Each candle is hand-crafted with the finest botanicals in our workshop in Sheffield

# Our Ingredients

Candles – made with luxurious Coconut & Rapeseed wax that is eco-friendly and clean burning.

Diffusers – we use a plant based solution that is eco-friendly & long-lasting.

Fragrances - high quality curated perfume grade fragrance that include essential oils & are paraben-free.

Botanicals – We use the finest botanicals, woods and herbs that are infused into our product to enhance the aromas





# Our Family

Our family business is based in Sheffield, Yorkshire. What makes our products unique are our special ingredients to which we add a pinch of ambition, infuse it with love, stir with passion, hand-pour with care and sprinkle it with creativity and all this wonderful magic happens in small batches in our family workshop.

Established since 2016 we've gained national & international attention & clients and aim to grow our trade community with our exciting new 'Silk Route Collection'.



Each product is carefully packaged in a Satin Silk pouch to add a touch of luxury

# Our Values

**Sustainability**- We aim to produce sustainably and apply this through sourcing locally where possible which includes ingredients, packaging, manufacturing & digital expertise.

**Community** - As a family run business we embrace the community spirit, we employ local individuals and also train young individuals developing positive social impacts.

**Giving Back** - Each year we aim to donate some of our profits to local & international charities.