

PURSCENTS

RETAIL PARTNERSHIP OPPORTUNITY



Bringing, nature-inspired scents to your customers

WHY STOCK PURSCENTS?

1: Good Quality and Environmentally Friendly Candles and Reed Diffusers

Attract eco-conscious customers looking for luxurious and sustainable home fragrance options.

2: Commitment to Sustainability

Offer products that support a sustainable lifestyle, appealing to the growing market of environmentally aware consumers.

3. Highly Praised by Customers

Stock products with excellent customer satisfaction, encouraging repeat purchases.



Unlike many leading brands, our scented candles are handmade in London using rapeseed and coconut wax, infused with 100% pure essential oils and extracts. Our easy-to-use candle refills are also a game changer, reducing waste in the home fragrance sector.

SUMMARY

Introduction

Purscents is a UK-based brand dedicated to bringing luxurious, nature-inspired, sustainable scents into homes across the UK.

Launched in 2022, our brand focuses on enhancing wellbeing through high-quality, handmade products, all while committing to sustainability.

Core Offering

We offer a range of candles, reed diffusers, and candle refills made with 100% pure essential oils and plant-based waxes and oils, packaged with sustainability in mind.



Our core values:

Quality - Handmade in London, Small-batches, high-quality ingredients.

Impact & Sustainability - Low carbon footprint, responsible freight, zero waste focus.

Customer Satisfaction - Highest level of customer service.

Responsibility - Living wage business, donate 3% of sales to charities

MARKETING OPPORTUNITY

Home Fragrance Industry - Industry Trends & Consumer Insights

- Valued at approximately £1.39 billion in 2024
- UK market projected to grow at a CAGR of 6.10% between 2024 and 2032.
- Increasing preference for natural ingredients

Source: <https://www.expertmarketresearch.com/reports/united-kingdom-home-fragrance-market>

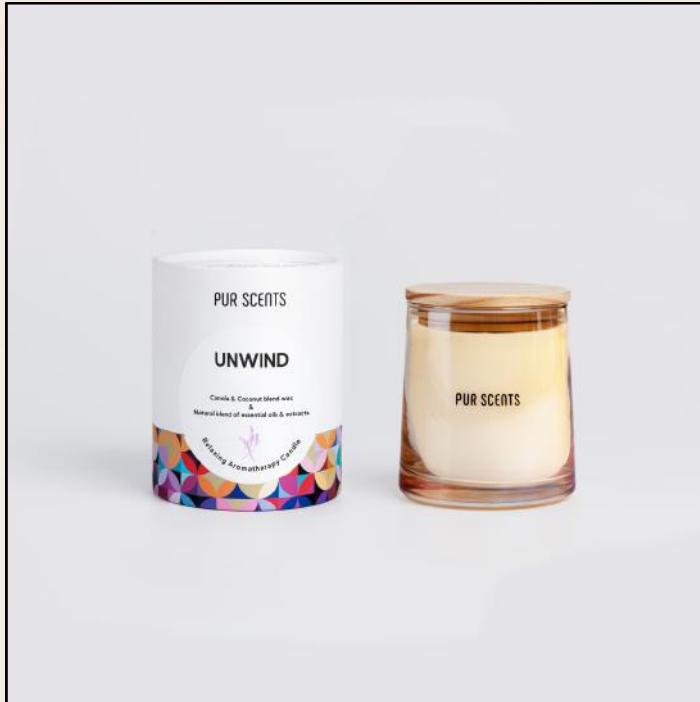
- Approx 80% of UK consumers are concerned about environmental sustainability.
- 70% of UK consumers are willing to pay a premium for sustainable and ethically produced goods.

Source: <https://store.mintel.com/report/uk-fragrance-trends-in-market-report>

With the demand for eco-friendly home fragrance products rising, Purscents addresses this demand by providing high-quality, sustainable candles and diffusers, appealing to a growing market of environmentally conscious consumers



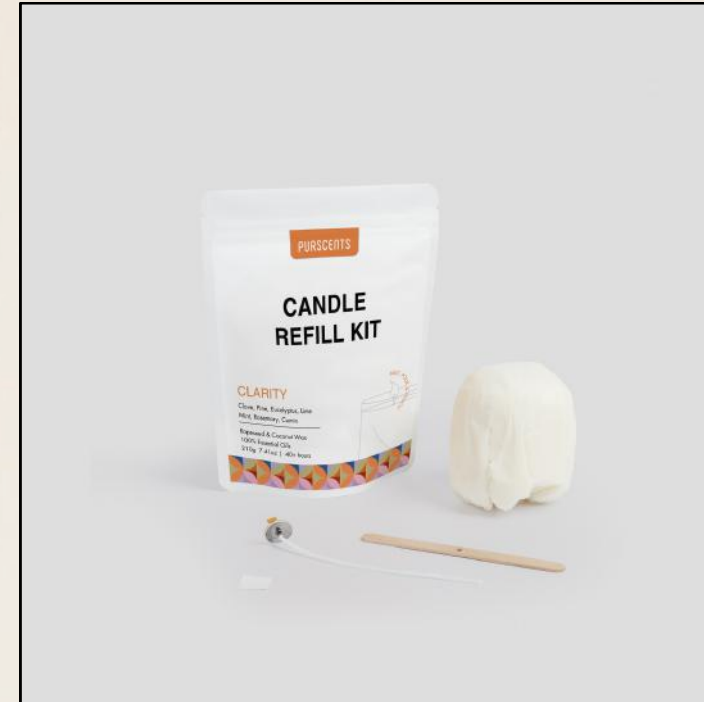
PRODUCT INFORMATION



Candles

A luxury aromatherapy candle to enhance the home and wellbeing.

- Made with rapeseed and coconut wax
- 100% pure essential oils.
- Recyclable glass, & packaging, wooden lid with rubber ring
- Burn time: 40+ hours
- Net weight: 190g



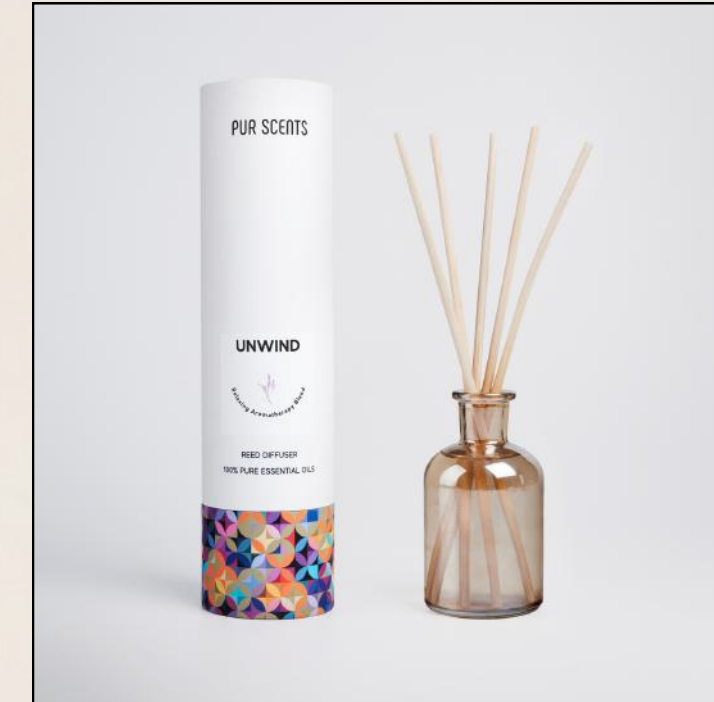
Candle Refills

A luxury aromatherapy candle without the waste. Our easy-to-use pouch candles melt effortlessly, transforming into a full sized candle in **ANY** jar.

- Made with rapeseed and coconut wax
- 100% pure essential oils.
- Compostable plastic free pouch
- Burn time: 40+ hours
- Net weight: 210g

Curious to see how it works?

[CLICK HERE](#)



Reed Diffusers

Elegant reed diffusers effortlessly disperse beautiful scents throughout the home

- Made with vegetable glycerin base
- 100% pure essential oils.
- Recyclable glass & packaging, rattan wooden sticks and TPE lid
- Lasts 3+ months
- Net weight: 110ml



Paraffin free
Alcohol free
Vegan friendly
Phthalates free
Soy free
Clean burning
Long lasting

ESSENTIAL OIL CANDLES

Net Weight: 190g | Case Size: x4 | Dimensions (mm): 85 x 107 | Burn Time: 40+ hours
Case Price: From £50.00 + VAT | Unit Price: From £12.50 + VAT | RRP: £30.00 (£25.00 ex VAT)



BE STILL
ITEM #: CAN-SIG-BES



CALM FOCUS
ITEM #: CAN-SIG-CAL



CLARITY
ITEM #: CAN-SIG-CLA



DE STRESS
ITEM #: CAN-SIG-DES



OASIS (Winter 25)
ITEM #: CAN-SIG-OAS



PAUSE N RESET
ITEM #: CAN-SIG-PAU



RECHARGE
ITEM #: CAN-SIG-REC



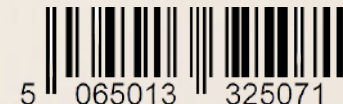
RISE N SHINE
ITEM #: CAN-SIG-RIS



SECRET GARDEN
ITEM #: CAN-SIG-SEC



SPARKLE
ITEM #: CAN-SIG-SPA



UNWIND
ITEM #: CAN-SIG-UNW



ESSENTIAL OIL CANDLE REFILLS

Net Weight: 210g | Case Size: x6 | Dimensions (mm): 180 x 140 x 60 | Burn Time: 40+ hours
Case Price: £50.00 | Unit Price: From £8.33 + VAT | RRP: £20.00 (£16.67 ex VAT)



BE STILL
ITEM #: CAN-REF-BES



CALM FOCUS
ITEM #: CAN-REF-CAL



CLARITY
ITEM #: CAN-REF-CLA



DE STRESS
ITEM #: CAN-REF-DES



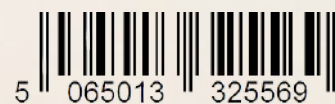
OASIS (Winter 25)
ITEM #: CAN-REF-OAS



PAUSE N RESET
ITEM #: CAN-REF-PAU



RECHARGE
ITEM #: CAN-REF-REC



RISE N SHINE
ITEM #: CAN-REF-RIS



SECRET GARDEN
ITEM #: DIF-SIG-SEC



SPARKLE
ITEM #: CAN-REF-SPA



UNWIND
ITEM #: CAN-REF-UNW



ESSENTIAL OIL REED DIFFUSERS

Net Weight: 110ml | Case Size: x4 | Dimensions (mm): 270 X 66 | Diffusing Time: 3 months +
Case Price: From £58.33 + VAT | Unit Price: From £14.56 + VAT | RRP: £35.00 (£29.17 ex VAT)



BE STILL
ITEM #: DIF-SIG-BES



DE STRESS
ITEM #: DIF-SIG-DES



PAUSE N RESET
ITEM #: DIF-SIG-PAU



RISE N SHINE
ITEM #: DIF-SIG-RIS



SECRET GARDEN
ITEM #: DIF-SIG-SEC



UNWIND
ITEM #: DIF-SIG-UNW



OUR BRAND STORY

Inspired by a commitment to sustainability and wellbeing. Purscents was born out of a common frustration: synthetic scents that trigger headaches and a cupboard overflowing with non-recyclable candle jars.

Founder Maame Sarpong set out to create beautifully scented, plant-based candles and refills made with 100% essential oils and plant based waxes. No toxins, no synthetic fragrances - just clean, mood-enhancing scents that help you relax, energise, focus, or unwind.

Growing up in Ghana, Maame witnessed first hand the impact of deforestation and plastic waste, shaping her deep commitment to sustainability and ethical practices. Purscents is more than just a candle brand—it's a movement towards cleaner living and conscious choices.

What sets us apart? Our innovative refill candles, eliminating the need for discarded jars and reducing landfill waste. Each candle refill is packaged in a 100% compostable, plastic-free pouch, delivering luxury without waste.



SCENTS FOR EVERY MOOD

BE STILL

CALMING

Scent: Earthy

Scent Notes:

Petitgrain, Cypress,
Patchouli and Vetiver

CLARITY

REFRESHING

Scent: Herbaceous

Scent Notes: Clove,

Pine Eucalyptus, Lime,
Rosemary,
Cumin Mint, Anise

DE
STRESS

RELAXING

Scent: Floral (sweet)

Scent Notes: Lavender,

Ylang Ylang, Geranium,
Vetiver, Amyris,
Spearmint

PAUSE N
RESET

REVITALISING

Scent: Woody

Scent Notes: Sweet

Orange, Rose
Geranium, and Amyris

RISE N
SHINE

INVIGORATING

Scent: Citrus (vibrant)

Scent Notes:

Lavender,
Bergamot and Lemon

SECRET
GARDEN

SOOTHING

Scent: Floral

Scent Notes: Bergamot,
Cypress, Orange, Ylang
Ylang, Cedarwood

SPARKLE

UPLIFTING

Scent: Citrus

Scent Notes: Lemongrass,
Lemon,
Geranium, and May Chang

UNWIND

RELAXING

Scent: Floral (aromatic)

Scent Notes: Lavender,
Bergamot, Clary Sage, and
Chamomile

RECHARGE
October 24

REFRESHING

Scent: Floral

Scent Notes:

Lavender, Lemon,
Ylang Ylang and Sage

CALM
FOCUS

GROUNDING

Scent: Floral

Scent Notes: Lavender,
Cedarwood, and
Rosemary

PRESS



coast

CUSTOMER REVIEWS

Just love your beautiful smells. I thought I had a favourite one but love all your candles

Angie T

Absolutely love this Unwind scent! It's so nice smells amazing! This has really got me through the week working from home and with two lil puppies it just gets rid of any bad smell 🤗🤗🤗

@thehouseinarow

WHAT WE OFFER?

1. **Competitive Pricing**

- 35% - 50% off RRP depending on volume.
- Early Settlement Discounts

2. **Sales Support:**

- High Quality Marketing Materials, including product images, descriptions, and point-of-sale displays to help you effectively promote Purscents products.
- Staff Training to ensure your staff are knowledgeable about our products and can confidently assist customers.
- Participate in Seasonal Promotional Campaigns to drive sales and increase customer engagement in your store.
- Dedicated Account Manager to assist with orders, provide product insights, and support your sales strategy.

3. **Commitment to Sustainability:**

- Quality Eco-Friendly Candles and Reed Diffusers that aligns with the growing consumer demand for environmentally friendly products.
- Ethical Practices including our commitment to pay the living wage and donate 3% of our annual sales to our charity partners in UK and Ghana.

Next Steps:

For any queries or to start working with us, email maame@purscents.co.uk or call +44 7950 943173.

OUR IDEAL CUSTOMER

Profile: Female or Male aged 25 - 60

- **Eco-Conscious Shoppers** who prioritises sustainability and environmentally friendly practices in their purchasing decisions.
- **Quality Home Fragrance Buyers** who value high-quality, luxurious home fragrances made from natural scents and plant based ingredients.
- **Health and Wellness Enthusiasts** focused on enhancing their wellbeing through aromatherapy and natural scents.
- **Gift Buyers** looking for thoughtful and sustainable gift options. The beautiful packaging will also attract those looking for attractive gifts.



WHOLESALE TERMS & CONDITIONS

To start working with us, please contact us via email at maame@purscents.co.uk or phone +44 7950 943173 to discuss your requirements.

- **VAT:** Wholesale prices are subject to VAT at the standard rate.
- **Minimum Order Value:** £200
- **Delivery Charges:** Orders below £400 are subject to a delivery charge of £7.99 plus VAT.
- **Payment Terms:**
 - For opening orders, payment is due in full on order confirmation.
 - Credit terms are available for successful applicants for subsequent orders. If credit terms are not approved, full payment will be due on order confirmation.
 - Invoices for credit accounts must be settled within 30 days of the invoice date.
- **Lead Time:** We operate a lead time of 3-5 working days from order confirmation.
- **Shipping:** Orders will be sent on a 48-hour or overnight service. Tracking details will be provided once your order has been shipped.
- **Damages and Returns:** Any damages or discrepancies must be reported within 7 days of receipt of goods. We will provide replacements or issue a credit note for any damages or discrepancies.
- **Cancellation Policy:** Orders can be cancelled within 24 hours of confirmation. After this period, cancellations may not be accepted.
- **Payment Methods:** Payments can be made via bank transfer, debit, or credit cards.

HOW TO WORK WITH US

We're excited to partner with you! Here's how to get started:

1. Open an Account

All new customers need to complete a New Customer Account Form. If you're applying for credit, you'll also need to provide two trade references with your application.

2. Place an Order

- You can email your purchase order to hello@purscents.co.uk.
- Alternatively, submit your purchase order using our online form via JotForm. We aim to make the process as smooth as possible and are here to assist you every step of the way. If you have any questions or need support, don't hesitate to reach out.

Next Steps:

For any queries or to start working with us, email maame@purscents.co.uk or call +44 7950 943173.



ABOUT THE FOUNDER



Growing up in Ghana, my childhood dream was simple: to become an accountant. Perhaps it was the influence of my father, also an accountant. Fast forward 25 years, and I've immersed myself into the world of finance, finding it incredibly rewarding. Yet, beneath my financial expertise, a burning desire lingered—to venture into entrepreneurship. As responsibilities increased in my personal life, taking that leap became increasingly daunting.

During the COVID-19 pandemic my love for burning candles intensified, yet I couldn't ignore two major frustrations: my husband's recurring headaches from synthetic fragrances and the mounting pile of empty, non-recyclable jars. It was a wake-up call - an industry I loved was far from sustainable. And just like that, an idea was born. My passion for change, for experiencing and sharing scents sustainably, overpowered any hesitation I had.

With 20 years of professional experience - including a decade at REN Ltd - I decided to step into the home fragrance market, determined to redefine it in my own way. I've never considered myself a creative, but this journey has unearthed layers of untapped skills I never knew I had.

Through it all, I've learnt that entrepreneurship isn't just about products - it's about passion, persistence, and the courage to challenge the status quo. By combining sustainability, quality, and a deep love for fragrance, I'm not just launching a brand—I'm building a movement for cleaner, more conscious living.

NEXT STEPS

To start working with us, please contact us to discuss your requirements

Email: maame@purscents.co.uk or

Phone: +44 7950 943173

Purscents Ltd

37 Pragnell Road, London SE12 0LF

purscents.co.uk

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Co Reg Number 13772493



Thank you and I look forward to hearing from you!