

Spring | Summer 26 Collection



the
fragrance
house

Grasse • Dubai • Washington • London

from field to fragrance



Welcome to Home Fragrance

about us

Welcome to The Fragrance House Group, a trusted partner behind some of the most loved and leading brands in the home fragrance, bath, and body care industries.

What sets us apart is our unwavering commitment to quality, expertise, and transparency. We work in close partnership with some of the world's most respected suppliers of fragrance ingredients, building long-standing relationships that allow us access to the finest raw materials available. These trusted collaborations ensure exceptional consistency, purity, and performance across everything we create.

At the heart of our business is a deep understanding of fragrance. We are experts in harnessing the finest fragrance molecules derived from essential oils and plant-based compounds, skilfully blending them to create distinctive, high-quality scents. Our dedicated research and development laboratories play a vital role in this process, allowing us to innovate, refine, and perfect fragrances that meet both creative and commercial demands.

Our fragrances are developed in collaboration with master perfumers and crafted with care to deliver rich, authentic aromas that reflect both technical excellence and artistic expression. By focusing on what we do best, formulation, fragrance development, and product creation, we maintain outstanding standards while offering our customers competitive pricing without compromising on quality.



the
fragrance
house

Grasse • Dubai • Washington • London



All our creations are made using natural and organic plant-based compounds and are developed with the environment in mind. Proudly produced in Britain, every product is certified cruelty-free and approved by PeTA, because we believe beautiful scents should never come at a cost to the planet or its creatures. We're also committed to giving back to nature and are actively raising funds to plant 10,000 trees, helping create a more sustainable future for generations to come.



Welcome to our brands

Our collection brings together a carefully curated portfolio of fragrance and skincare brands, each created to serve a distinct customer need while working seamlessly alongside the others. Designed for today's retail environment, the range spans home fragrance, bath & body, wellness and gifting - giving retailers the flexibility to build a varied, commercially strong offer from one supplier. Every brand is developed with clarity of purpose, strong shelf presence and consistent quality, making it easy to mix categories, price points and aesthetics while maintaining a cohesive overall look.



Each brand within the collection has its own personality, heritage and fragrance story - from heritage-inspired soaps and botanical body care to eco-conscious wax melts, premium candles, decorative diffusers and wellbeing-led blends. This diversity allows retailers to appeal to different customers, occasions and seasons, while benefiting from shared values of craftsmanship, sustainability and fragrance expertise. Together, the brands create a complementary range that encourages cross-selling, repeat purchase and long-term customer loyalty, all supported by the simplicity of buying from one trusted fragrance house.



Waxkind®
KIND-TO-EARTH



Our Kind-to-Earth Wax Melts range offers a best-in-class fragrance experience with sustainability at its heart - now joined by matching candles and reed diffusers for even more choice across the home fragrance category. Featuring 20 of our most popular premium scents, plus rotating Limited Editions released throughout the year, the collection delivers variety your customers will love, whatever their preferred format.

Each 50g wax melt bar provides up to 90 hours of long-lasting fragrance, offering exceptional value and making them ideal for multibuy promotions. The complementary candles and reed diffusers allow retailers to extend best-selling fragrances into higher-value formats, encouraging trade-up and repeat purchase while keeping pricing accessible.

To support sell-through, we also offer flexible in-store merchandising solutions, including FSDU and CDU display options, making it easy to showcase wax melts, candles and diffusers together for maximum visibility and impact



Waxkind®

KIND-TO-EARTH

Kind-to-earth wax melts use plant-based ingredients, powerfully scented, and crafted to leave homes smelling amazing. With biodegradable packaging and a focus on sustainability, we're raising funds to plant 10,000 trees and help nature thrive.

Wax bar melts 50g 90hr melt

1	Apple, Freesia & Rose	WK026
2	Blossoming Beauty	WK021
3	Calm Sunset	WK027
4	Cherry Blossom	WK023
5	Deep Sea Minerals	WK018
6	White Dove	WK040
7	Fresh Linen	WK010
8	Lavender & Chamomile	WK001
9	Soft Blanket	WK024
10	Lily Rose	WK037
11	Myrrh & Tonka	WK003
12	Pineapple Party	WK019
13	Pink Sands Beach	WK014
14	Red Raspberry & Honeydew	WK034
15	Sandalwood Vanilla	WK020
16	Sweater Weather	WK011
17	Sweet Musk	WK033
18	Thai Lime & Mango	WK015
19	Vanilla Orchid	WK022
20	Cashmere Rose & Oud	WK016

Up to
90 hours
of fragrance
per bar



new

Spring Summer 26

**Your 10 Bestsellers.
Now in Candle & Diffuser.**

Introducing our brand-new Tin Candle collection, featuring Waxkind's 10 bestselling fragrances. Made with our signature clean-burning wax blend, these handy tins offer a premium burn at an affordable price point - ideal for gifting, impulse buys and stocking up. Strong scent-throw, great margins and fast repeat purchases make this a simple, high-performing addition to your shelves.

Tin candle 175g 50hr burn

- | | |
|--------------------------|------------|
| 1 Deep Sea Minerals | WK-CAN-018 |
| 2 White Dove | WK-CAN-040 |
| 3 Fresh Linen | WK-CAN-010 |
| 4 Lavender & Chamomile | WK-CAN-001 |
| 5 Myrrh & Tonka | WK-CAN-003 |
| 6 Pineapple Party | WK-CAN-019 |
| 7 Pink Sands Beach | WK-CAN-014 |
| 8 Sandalwood Vanilla | WK-CAN-020 |
| 9 Thai Lime & Mango | WK-CAN-015 |
| 10 Cashmere Rose & Oud | WK-CAN-016 |



great price points

DELIVERING QUALITY, MARGIN AND EVERYDAY APPEAL

Waxkind®
KIND-TO-EARTH

DESIGNED TO HIT THE SWEET SPOT: ACCESSIBLE PRICING WITHOUT COMPROMISING ON FRAGRANCE OR PERFORMANCE



Waxkind tin candles fill the gap for well-made, entry-level candles customers can trust. Where many lower-priced options compromise on scent or burn quality, Waxkind offers an accessible introduction without diluting brand values. Appealing to first-time buyers, gifting customers and those trading down, they work as a strong stepping-stone product. For retailers, they sit neatly alongside wax melts and diffusers, helping attract new customers and encourage repeat purchase.





Waxkind reed diffusers fill the gap for well-made, entry-level home fragrance customers can trust. Where many lower-priced diffusers compromise on scent quality or longevity, Waxkind offers a reliable alternative with strong fragrance performance at an accessible price. Appealing to first-time buyers, gifting customers and those seeking everyday fragrance, they act as a natural stepping-stone within the range. For retailers, they sit seamlessly alongside candles and wax melts, helping attract new customers and drive repeat purchase.



ACCESSIBLE HOME FRAGRANCE WITHOUT COMPROMISING ON PERFORMANCE

long lasting



1



2



3

new
Spring Summer 26



4



5



6

Our bestselling scents are now available as long-lasting, alcohol-free based Reed Diffusers - designed for steady, reliable scent that keeps customers coming back. The contemporary bottle and giftable packaging sit beautifully in any retail environment, while the fragrance performance offers exceptional value for money. A perfect everyday home-fragrance staple to encourage multi-buy purchases and year-round sales.

Reed diffuser 90ml

- | | | |
|----|----------------------|------------|
| 1 | Deep Sea Minerals | WK-DIF-018 |
| 2 | White Dove | WK-DIF-040 |
| 3 | Fresh Linen | WK-DIF-010 |
| 4 | Lavender & Chamomile | WK-DIF-001 |
| 5 | Myrrh & Tonka | WK-DIF-003 |
| 6 | Pineapple Party | WK-DIF-019 |
| 7 | Pink Sands Beach | WK-DIF-014 |
| 8 | Sandalwood Vanilla | WK-DIF-020 |
| 9 | Thai Lime & Mango | WK-DIF-015 |
| 10 | Cashmere Rose & Oud | WK-DIF-016 |



7



8



9



10

Affordable entry-level diffusers

Waxkind... is the best kind

SPACE-SAVING DISPLAYS THAT WORK HARD FOR YOU - NEATLY SHOWCASING YOUR WAXKIND BESTSELLERS WHILE DRIVING EASY, EVERYDAY IMPULSE SALES.

Our FSDU and CDU displays are designed to give you maximum sales from minimal floor or counter space. Compact, tidy and easy to refresh, they make it simple to keep your shelves looking full while showcasing your bestselling Waxkind fragrances. A quick, effective way to drive impulse buys and keep your home-fragrance offer feeling new.



1

DIMENSIONS

47.5cm x 47.5 cm footprint. 1.7m high



2



○ Holds 4 boxes of your customers' favourite scents. Perfect for a last minute pick-up purchase at the till.

Floor Display - Launched last year, these are now our bestseller. Holds 40 bars and creates strong in-store impact. There are also 2 other combinations that hold candles and diffusers.

Counter Display - Compact and ideal for point-of-sale areas, perfect for smaller spaces.

1 | Display FSDU and stock

WAX-FSD-001

2 | CDU holds 4 packs

WAX-CDU-001



Waxkind®
KIND-TO-EARTH

NOSE KIND

Fragrances made with natural, organic compounds and essential oils.

PLANT KIND

No endangered plants used - we give back by planting pollinator-friendly flowers.

ANIMAL KIND

Cruelty-free and proudly PeTA certified.

WALLET KIND

Premium scents at prices your customers will love.

ENVIRONMENT KIND

Reusable moulds from recycled plastic, with biodegradable packaging.

CARBON KIND

We plant trees to help offset our carbon footprint.



KIND TO EARTH



THE
Wellness
 RANGE

THE
Wellness
 RANGE
**WELLNESS
 REED DIFFUSER**
 WILDFLOWER SEEDS

Uplifting
 JUNIPER, LEMON
 & KAFFIR LIME

Is your wellbeing feeling off balance? Our Wellness Range invites customers to explore the power of fragrance beyond the familiar. Aromatherapy isn't just lavender and chamomile - nature offers thousands of plants, herbs, and spices that can help lift mood, rebalance energy, and support emotional wellbeing.

Crafted by expert perfumers and aromatherapists, each blend combines natural extracts with some of the most loved notes in personal fragrance. Whether calming, uplifting or energising, these functional fragrances are designed to help lighten the mental load and bring moments of balance to everyday life.

This best-selling range taps into the rising demand for wellness-led self-care and offers retailers a natural way to connect with today's mindful consumer.



THE
Wellness
RANGE

The Wellness Range features a curated collection of beautifully crafted products - from frosted glass and metal tin candles, to long-lasting reed diffusers and refills. Each blend is developed by expert aromatherapists using natural ingredients to support mood and wellbeing. A bespoke free-standing display unit is also available to showcase the range.

Glass candle 260g 60hr burn



← The market for aromatherapy candles is growing faster than many other home-fragrance areas.



- | | |
|---------------------------------|-------------|
| 1 CLARITY | POT-GLA-082 |
| Artemisia, Vetiver & Ginger | |
| 2 PEACE | POT-GLA-083 |
| Fern, Geranium & Hawthorn | |
| 3 VITALITY | POT-GLA-084 |
| Grapefruit, Cedar & Musk | |
| 4 UPLIFTING | POT-GLA-085 |
| Juniper, Lemon & Kaffir Lime | |
| 5 STRENGTH | POT-GLA-086 |
| Sandalwood, Mint & Peppercorn | |
| 6 CALM | POT-GLA-087 |
| Vanilla, Oud & Jasmine | |
| 7 ENERGY | POT-GLA-088 |
| Violet, Sandalwood & Orris Root | |
| 8 CHEER | POT-GLA-132 |
| Blackcurrant, Goji & Plum | |
| 9 JOY | WEL-GLA-011 |
| Freesia, Lemon & Clary Sage | |
| 10 SOOTHE | WEL-GLA-009 |
| Ylang Ylang, Amber & Cocobolo | |

Tin candle 240g 55hr burn

- 1 | CLARITY POT-TIN-082
Artemisia, Vetiver & Ginger
- 2 | PEACE POT-TIN-083
Fern, Geranium & Hawthorn
- 3 | VITALITY POT-TIN-084
Grapefruit, Cedar & Musk
- 4 | UPLIFTING POT-TIN-085
Juniper, Lemon & Kaffir Lime
- 5 | STRENGTH POT-TIN-086
Sandalwood, Mint & Peppercorn
- 6 | CALM POT-TIN-087
Vanilla, Oud & Jasmine
- 7 | ENERGY POT-TIN-088
Violet, Sandalwood & Orris Root
- 8 | CHEER POT-TIN-132
Blackcurrant, Goji & Plum
- 9 | JOY WEL-TIN-011
Freesia, Lemon & Clary Sage
- 10 | SOOTHE POT-TIN-130
Ylang Ylang, Amber & Cocobolo



Blended using natural extracts harvested from nature.



MIND BALANCE

new
Spring Summer 26



New to the range, our 25g wax melts offer an easy, low-commitment way to explore each fragrance. Perfect for scent discovery, gifting, or adding a smaller format option to your shelves, these individual melts deliver the same strong throw and quality as our core range, in a perfectly sized portion. Designed to encourage trial and repeat purchase, they're an ideal entry point for new customers and a simple add-on for existing fans.

Melt pot 25g up to 45hr melt

encourages trial of range

1 CLARITY	WEL-MLT-001
2 PEACE	WEL-MLT-002
3 VITALITY	WEL-MLT-003
4 UPLIFTING	WEL-MLT-004
5 STRENGTH	WEL-MLT-005
6 CALM	WEL-MLT-006
7 ENERGY	WEL-MLT-007
8 CHEER	WEL-MLT-008
9 JOY	WEL-MLT-010
10 SOOTHE	WEL-MLT-009





Our Wellness reed diffusers offer a gentle, continuous way to fragrance a space using carefully selected essential oils designed to support mood, balance, and wellbeing. The alcohol-free base allows the scent to diffuse slowly and evenly, creating a long-lasting, calming fragrance without overpowering.

With a clean, considered design, these diffusers are ideal for bedrooms, bathrooms, living spaces, or work environments. They combine aromatherapy benefits with a strong wellness story, making them a natural fit for wellbeing-led retail collections.

Clean, long-lasting scent for a more

mindful home

“Such a calming range - the scents feel beautifully balanced and never overpowering. It’s become part of my daily wind-down routine and makes the whole house feel more peaceful.”

Clare Marshall, Sheffield, Yorkshire

Diffuser refill 200ml



- | | | |
|----|-----------|--------------|
| 1 | CLARITY | POT-REFW-095 |
| 2 | PEACE | POT-REFW-096 |
| 3 | VITALITY | POT-REFW-097 |
| 4 | UPLIFTING | POT-REFW-098 |
| 5 | STRENGTH | POT-REFW-099 |
| 6 | CALM | POT-REFW-100 |
| 7 | ENERGY | POT-REFW-101 |
| 8 | CHEER | POT-REFW-104 |
| 9 | JOY | WEL-REFW-011 |
| 10 | SOOTHE | WEL-REFW-130 |



1



2



3



4



5



6



7



8



9



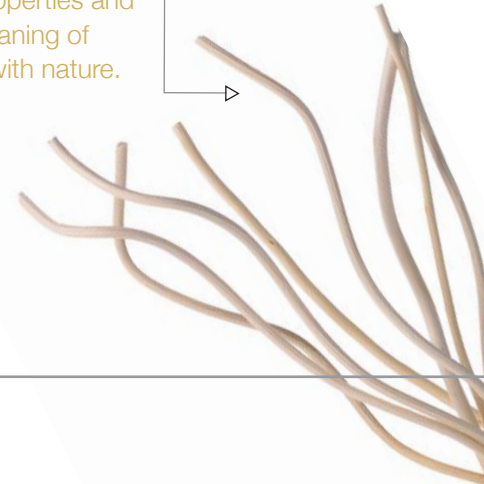
10

A GENTLE, CONTINUOUS SCENT DESIGNED FOR EVERYDAY WELLBEING

Reed diffuser 125ml

- 1 | CLARITY POT-DIFL-095
Artemisia, Vetiver & Ginger
- 2 | PEACE POT-DIFL-096
Fern, Geranium & Hawthorn
- 3 | VITALITY POT-DIFL-097
Grapefruit, Cedar & Musk
- 4 | UPLIFTING POT-DIFL-098
Juniper, Lemon & Kaffir Lime
- 5 | STRENGTH POT-DIFL-099
Sandalwood, Mint & Peppercorn
- 6 | CALM POT-DIFL-100
Vanilla, Oud & Jasmine
- 7 | ENERGY POT-DIFL-101
Violet, Sandalwood & Orris Root
- 8 | CHEER POT-DIFL-104
Blackcurrant, Goji & Plum
- 9 | JOY WEL-DIFL-011
Freesia, Lemon & Clary Sage
- 10 | SOOTHE POT-DIFL-102
Ylang Ylang, Amber & Cocobolo

Natural willow reeds with medicinal properties and symbolic meaning of connecting with nature.





Feel good fragrance,
in demand, ready to retail.

Floor Display - Launched last year, now a real hit with stores.
Holds the full range and creates strong in-store impact

1 | Display FSDU and stock WEL-FSD-001

DIMENSIONS

47.5cm x 47.5 cm footprint. 1.7m high

THESE THOUGHTFULLY BALANCED AROMAS TAP INTO THE GROWING DEMAND FOR WELLNESS-LED HOME FRAGRANCE, GIVING YOUR CUSTOMERS FRAGRANCES THAT BOTH SMELL BEAUTIFUL AND FEEL PURPOSEFUL.



CLARITY

Fragrant notes of artemisia to aid fatigue and warm ginger to fortify. Beautifully blended with citrus accords and tobacco to eliminate negative thoughts and refresh the mind.

PEACE

Lavender, geranium and jasmine ease anxiety and promote relaxation, while hawthorn oil supports circulation and calms palpitations. Woodland fern adds a soothing sense of wellbeing.

VITALITY

A luxurious blend of grapefruit, blood mandarin and cinnamon oil act as a tonic and immunostimulant, with mint and cedar to ease headaches and migraines. Rose and amber for wellbeing.

UPLIFTING

Fragrant and uplifting notes of juniper berry, yuzu fruit and sweet orange blended with therapeutic Thai kaffir limes, amyris and lemon to uplift and brighten your mood.

SOOTHE

Aromatic and soothing notes of cocobolo wood and musk. Blended with ylang ylang to ease anxiety and amber for a sense of grounding. Apple and orange oil for positive thinking.



STRENGTH

Lemon and Italian bergamot help relieve stress and calm fears, while mint and vetiver support mental exhaustion, apathy and nervous restlessness.

CALM

Vanilla, musk, oud and patchouli ease tension and calm emotions, with revitalising, anti-inflammatory notes of apple, blackcurrant and pineapple.

ENERGY

Orris root and violet leaf help ease nervous exhaustion and irritation, while lemon verbena, amber and sandalwood work together to uplift and restore.

CHEER

Wild blackcurrants for a sense of optimism and positivity. Blended with goji berries for a feeling of contentment and plums to boost serotonin.

JOY

A radiant blend of freesia, lemon and clary sage to awaken the senses and inspire pure joy.

QUINTESSENTIAL



HEYLAND & WHITTLE
SOAP & HERBAL MERCHANTS



At Heyland & Whittle, we are proud to be a quintessentially British brand. We create artisan bath and body products by hand and supply hundreds of independent retailers across the UK.

Our signature soaps are lovingly handmade using the traditional cold process method, combining natural, plant-based ingredients with a base of nourishing coconut oil and shea butter. Each bar features its own distinctive blend of pure essential oils, natural powders and exfoliants like poppy seeds or turmeric. Giving each recipe a unique set of health benefits.

We're committed to making products that are as kind to the planet as they are to the skin. Our entire collections are free from parabens, sulphates and palm oil. All our packaging is fully recyclable.

Designed for everyday indulgence, made with care and trusted by hundreds of stockists nationwide.



Our collection of handmade cold process soaps is crafted with the purest ingredients. Each bar offers unique benefits from its essential oil blend, herbs, spices, and natural colourings. Designed to suit different skin types, they help with concerns like eczema and dryness - cleansing gently while moisturising, exfoliating, and nourishing.

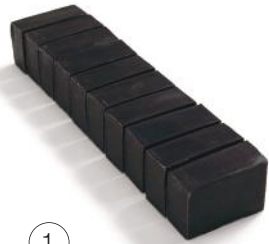
Each soap brick is cut into 10 x 150g bars.

Soap Brick 1.5kg 10 bars

- | | | |
|----|-----------------------|-----------------|
| 1 | Activated Charcoal | H&W-SOP-CUT-001 |
| 2 | Amber Poppy Scrub | H&W-SOP-CUT-002 |
| 3 | Citrus & Turmeric | H&W-SOP-CUT-003 |
| 4 | English Lavender | H&W-SOP-CUT-004 |
| 5 | Gardeners' | H&W-SOP-CUT-005 |
| 6 | Hemp & Walnut | H&W-SOP-CUT-006 |
| 7 | Herbal Mint | H&W-SOP-CUT-007 |
| 8 | Kaleidoscope | H&W-SOP-CUT-008 |
| 9 | Monochrome | H&W-SOP-CUT-009 |
| 10 | Pure (Fragrance Free) | H&W-SOP-CUT-110 |
| 11 | Patchouli & Oat Milk | H&W-SOP-CUT-111 |
| 12 | Spirulina Seaweed | H&W-SOP-CUT-012 |
| 13 | Tea Tree & Nettle | H&W-SOP-CUT-013 |
| 14 | Vintage Rose | H&W-SOP-CUT-014 |

Naked soap

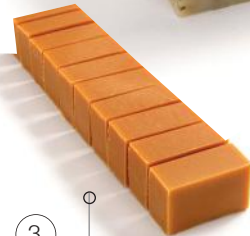
Each recipe has it's own specific health benefit



1



2



3



4



5



6



7



8



9



10



11



12



13



14



Hand crafted, plant based, cold process soap bars. Lovingly made in the UK using the best natural ingredients. Our deeply nourishing formulations are thoughtfully designed to support skin health at a deeper level. Soothing irritation, repairing damage and promoting natural renewal.

Each of our recipes has a unique selling point & individual health benefits for customers. With restorative vitamins and powerful antioxidants, carefully blended with essential oils to hydrate, protect and balance.





1



2



3



4



4



6



7



8



9



10



11



12



13



14

Soap Giftboxed 120g 12 pack

- | | | |
|----|-----------------------|-----------------|
| 1 | Activated Charcoal | H&W-SOP-BOX-001 |
| 2 | Amber Poppy Scrub | H&W-SOP-BOX-002 |
| 3 | Citrus & Turmeric | H&W-SOP-BOX-003 |
| 4 | English Lavender | H&W-SOP-BOX-004 |
| 5 | Gardeners' | H&W-SOP-BOX-005 |
| 6 | Hemp & Walnut | H&W-SOP-BOX-006 |
| 7 | Herbal Mint | H&W-SOP-BOX-007 |
| 8 | Kaleidoscope | H&W-SOP-BOX-008 |
| 9 | Monochrome | H&W-SOP-BOX-009 |
| 10 | Pure (Fragrance Free) | H&W-SOP-BOX-110 |
| 11 | Patchouli & Oat Milk | H&W-SOP-BOX-111 |
| 12 | Spirulina Seaweed | H&W-SOP-BOX-012 |
| 13 | Tea Tree & Nettle | H&W-SOP-BOX-013 |
| 14 | Vintage Rose | H&W-SOP-BOX-014 |



Soaps come in ready to display boxes. Just lift the lid, fold back, and pop on your shelf!

Soap Giftboxed 45g 21 pack

Perfect for guests,
gifts and travel

- 1 | Activated Charcoal H&W-SOP-MIN-BOX-001
- 2 | Amber Poppy Scrub H&W-SOP-MIN-BOX-002
- 3 | Citrus & Turmeric H&W-SOP-MIN-BOX-003
- 4 | English Lavender H&W-SOP-MIN-BOX-004
- 5 | Gardeners' H&W-SOP-MIN-BOX-005
- 6 | Hemp & Walnut H&W-SOP-MIN-BOX-006
- 7 | Herbal Mint H&W-SOP-MIN-BOX-007
- 8 | Pure (Fragrance Free) H&W-SOP-MIN-BOX-110
- 9 | Patchouli & Oat Milk H&W-SOP-MIN-BOX-111
- 10 | Spirulina Seaweed H&W-SOP-MIN-BOX-012
- 11 | Tea Tree & Nettle H&W-SOP-MIN-BOX-013
- 12 | Vintage Rose H&W-SOP-MIN-BOX-014



1



2



3



4



5



6



7



8



9



10



11



12



TRAVEL MUST-HAVE



CRAFTED WITH CARE, TRUSTED FOR YEARS



1



2



3



4

Great add on for all soap bars

Looking to stock the perfect presents? Our handmade gift range is filled with luxurious cold process soaps, bath truffle sets & a festive addition - all lovingly crafted with a personal touch.

Gift Sets

- 1 | Gift Box with 3 Bath Melts & 2 Round Soaps
H&W-CLA-GIF-002
- 2 | Gift Selection of 10 Small Soaps
H&W-CLA-GIF-004
- 3 | Wooden Soap Saver H&W-SOP-BUN-006
- 4 | Branded Wooden Nail Brush
H&W-SOP-BUN-005



Our Bath Melt Truffles are carefully handcrafted using luxurious shea butter and indulgent cocoa butter, two of nature's most nourishing ingredients. Renowned for their deep moisturizing properties, these natural butters are rich in vitamins and essential fatty acids that help to soothe, soften and protect the skin.

Cherished by our customers, this product has quickly become a standout favourite. Praised for exceptional quality, beautiful formulation and visible results.

← True luxury & relaxation



Shea & Cocoa butter

Each melt is hand rolled and covered in a decadent layer of natural flower petals.

Bath Melt Truffle 40g

- | | | |
|---|-----------------------|---------------------|
| 1 | Amber Oakmoss | H&W-SOP-BAT-MLT-001 |
| 2 | Citrus & Lavender | H&W-SOP-BAT-MLT-002 |
| 3 | Clementine & Fizz | H&W-SOP-BAT-MLT-003 |
| 4 | Greentea & Grapefruit | H&W-SOP-BAT-MLT-004 |
| 5 | Neroli & Rose | H&W-SOP-BAT-MLT-005 |
| 6 | Wild Lemongrass | H&W-SOP-BAT-MLT-006 |

At The Fragrance House Group, every scent begins long before it reaches a bottle, a candle, or a diffuser. Through long-standing partnerships with some of the world's most respected ingredient suppliers, we source exceptional raw materials chosen for their quality, purity, and performance.

These materials are expertly transformed through our fragrance development process, working closely with master perfumers and supported by our dedicated research and development laboratories. The result is a collection of carefully crafted fragrance compounds, developed exclusively for our brands.

This depth of expertise and attention to detail ensures every aroma is balanced, distinctive, and full of character, fragrances retailers can confidently stand behind and customers return to time and time again.

What makes our scents truly unique

STEP-BY-STEP: HOW OUR FRAGRANCE IS MADE

1 | GROWING & HARVESTING

Through long-standing partnerships with trusted growers and suppliers, key botanicals are responsibly cultivated and sourced to meet strict quality and sustainability standards, ensuring purity and consistency.

2 | SELECTING THE FINEST RAW MATERIALS

Each plant, resin, and essential extract is carefully assessed for quality, freshness, and fragrance profile, ensuring only the finest ingredients are selected for fragrance development.

3 | DELIVERED DIRECTLY TO GRASSE

Our raw ingredients are transported to Grasse, France, the home of world-leading perfumery - where our dedicated perfumers take over.

4 | EXPERT EXTRACTION

Using proven extraction methods such as distillation, pressing, and CO₂ extraction, aromatic materials are refined to capture their purest and most expressive scent characteristics.



CONSCIOUSLY MADE

Our field-to-fragrance model gives you something customers can't find anywhere else: exclusive scents with true provenance. With consistent quality, traceable ingredients and no mass-market duplication, you can stock products that feel premium, perform beautifully and build loyalty. Retailers tell us that once shoppers understand the story behind our fragrances, they return again and again - because they're not just buying a scent, they're buying craftsmanship and credibility.



the
fragrance
house

Grasse • Dubai • Washington • London

FIELD TO FRAGRANCE | EXCLUSIVE SCENTS WITH TRUE PROVENANCE

5 | CRAFTING EXCLUSIVE COMPOUNDS

Working closely with master perfumers and supported by our dedicated research and development laboratories, bespoke fragrance compounds are expertly formulated exclusively for our brands.

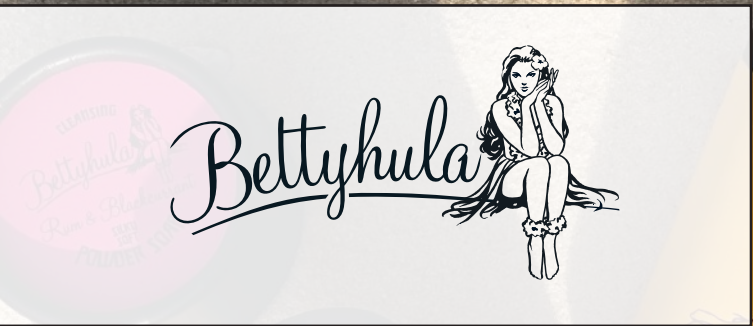
6 | QUALITY TESTING & MATURATION

Each fragrance undergoes rigorous quality assessment and controlled maturation, allowing the blend to stabilise, deepen, and develop balance and complexity over time.

7 | FINISHING, POURING & PRODUCT FILLING

The finished fragrance compounds are incorporated into candles, diffusers, soaps, and body care products within our UK facilities, ready for retail presentation.





The multi-award-winning range of luxury bath and body hand creams, body moisturiser, body scrub, hand wash and more.

Dedicated to honest, natural beauty, Betty Hula prioritises the finest ingredients that rejuvenate, whilst being kind to skin. Committed to The Fragrance House's vision, we are proudly eco-friendly. Our bioplastic packaging is made from sustainably-sourced sugarcane and we continually strive to produce award-winning products customers love, that work to reduce our carbon footprint.





INNOVATIVE & QUIRKY GIFT



1

2

3



Our mild soap powder needs only a few drops of water to create a soft, silky lather. Add a little powder to your hands, moisten, and rub together. It's perfect for travel.

JOIN OUR
Talc-free revolution



Handy shaker top ideal for gym and travelling

1

2

3

Dry Soap Powder 15g

- 1 | Champagne & Spice **CSSP01**
- 2 | Lime & Mango **LMSP01**
- 3 | Rum & Blackcurrant **RBSP01**

Our delicate dusting powder smells divine and keeps skin naturally dry by gently absorbing excess moisture, leaving you soothed and refreshed. Made from ultra-soft natural (talc-free) powders, it leaves skin feeling beautifully smooth.



1

2

3

Talc-free Dusting Powder 50g

- 1 | Champagne & Spice **CSDP02**
- 2 | Lime & Mango **LMDP02**
- 3 | Rum & Blackcurrant **RBDP02**

Talc-free Dusting Powder 100g

- 1 | Champagne & Spice **CSDP01**
- 2 | Lime & Mango **LMDP01**
- 3 | Rum & Blackcurrant **RBDP01**



I'm green
BIO-BASED
I AM MADE OF SUGAR CANE

Just 4 ingredients:
Cane Sugar, Sea Salt,
Shea Butter, Coconut Oil

Sugarcane bio-plastic tubes

ECO-FRIENDLY. Our tubes are made from sustainably-sourced sugarcane

LOW CARBON FOOTPRINT. Sugarcane captures CO2 from the environment, helping to slow down climate change

100% RECYCLEABLE. Our bio-plastic tubes can be fully recycled alongside other plastics

CHAMPAGNE & SPICE
Musky, spicy and sophisticated.

RUM & BLACKCURRANT
A sweet, fruity holiday aroma.

LIME & MANGO
A fresh, zesty tropical scent.

Body wash 200g

- | | |
|------------------------|--------|
| 1 Champagne & Spice | CSBW01 |
| 2 Lime & Mango | LMBW01 |
| 3 Rum & Blackcurrant | RBBW01 |

Body Scrub 200g

- | | |
|------------------------|--------|
| 1 Champagne & Spice | CSBS01 |
| 2 Lime & Mango | LMBS01 |
| 3 Rum & Blackcurrant | RBBS01 |



FULLY CERTIFIED

Silver

The Secret's in the Silver - Gentle, Effective Protection

A natural 2-in-1 for soft, hygienic hands in one stylish tube. Betty Hula's antibacterial hand cream deeply moisturises while protecting against germs. Quickly absorbed, it nourishes skin and cuticles with natural ingredients like Shea Butter and Coconut Oil, helping reduce signs of ageing and blemishes. The silver chromide-based antibacterial formula is gentle yet effective - perfect for the bag, car, or kitchen.



Anti-bacterial Hand Cream Tube 70g

- | | | |
|---|--------------------|----------|
| 1 | Champagne & Spice | CSABHC01 |
| 2 | Lime & Mango | LMABHC01 |
| 3 | Rum & Blackcurrant | RBABHC01 |

Our Lip Polish gently exfoliates skin. Using natural Jojoba beads



Nourishing Lip balm 15g

- | | | |
|---|--------------------|--------|
| 1 | Champagne & Spice | CSLB01 |
| 2 | Lime & Mango | LMLB01 |
| 3 | Rum & Blackcurrant | RBLB01 |

Exfoliation Lip Polish 15g

- | | | |
|---|--------------------|--------|
| 1 | Champagne & Spice | CSLP01 |
| 2 | Lime & Mango | LMLP01 |
| 3 | Rum & Blackcurrant | RBLP01 |

KEY INGREDIENTS:

**APRICOT KERNEL OIL, AVOCADO OIL, HEMP OIL,
JOJOBA OIL, FRANKINCENSE OIL, NEROLI OIL,
MANDARIN OIL, VITAMIN E.**

The Secret range



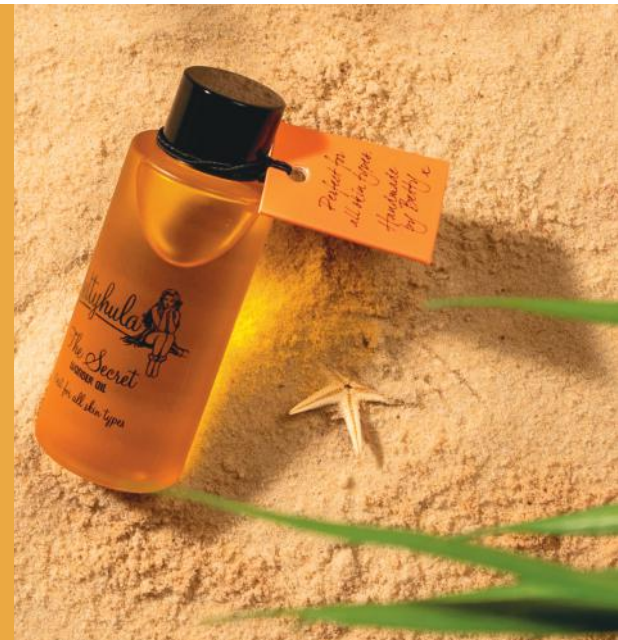
A multi award winning highly praised, versatile and great smelling moisturising oil. A great nourishing multi-tasker, relieving signs of stretch marks, scaring, dry/sensitive and ageing skin, perfect for soothing sunburn and a great post wax soother.

The Secret Wonder Oil Range

- 1 | The Secret Oil Bottle 50ml TSO01
- 2 | The Secret Oil Rollerball 10ml TSORB01
- 3 | The Secret Oil Wonder Balm 50ml TSOWB01
- 4 | The Secret Oil Bath Salts 300g TSOBS01



MULTI-AWARD WINNING





New Display Sets That Sell

Floor Display - Launched in February, now a real hit with stores. Holds the full range and creates strong in-store impact.

Counter Display - Compact and ideal for point-of-sale areas, perfect for smaller spaces.



1 DIMENSIONS
47.5cm x 47.5 cm footprint. 1.7m high



3



2



4



5

- | | |
|-------------------------|-------------|
| 1 Display FSDU | BET-CDU-005 |
| 2 Secret Oil CDU | BET-CDU-004 |
| 3 Dry Soap CDU | BET-CDU-003 |
| 4 Hand Cream CDU | BET-CDU-001 |
| 5 Lip balm and Polish | BET-CDU-002 |

Each CDU comes fully stocked and has leaflets. The Display has all the benefits of each product clearly visible for customers to read.



For over 40 years, Potters Crouch has been driven by a genuine passion for fragrance. From the very beginning, our mission has been to create luxurious, high-quality scents using carefully selected natural ingredients, without compromising on affordability.

We work closely with trusted growers, suppliers, and our perfumery who share our commitment to quality and sustainability. These long-standing relationships allow us to source exceptional raw materials, chosen for their purity, performance, and fragrance character.

Our fragrances are expertly developed and blended using proven perfumery techniques, ensuring every scent is balanced, distinctive, and consistent. By focusing on formulation expertise and quality control at every stage, we are able to deliver fragrances our customers trust and return to time and time again.

Our wax blends are carefully formulated using sustainably sourced, plant-based ingredients and are always cruelty-free, a thoughtful choice for both people and the planet.





Our candles are formulated without soy, DEP, or genetically modified ingredients, and are fully PeTA-certified cruelty-free, reflecting our commitment to responsible formulation and ethical production.



No soy

with decorative sprinkles



Tin candle 220g 50hr burn

- 1 | African Spice POT-TIN-002
- 2 | Arabian Oudh, Amber & Bergamot POT-TIN-117
- 3 | Basil, Pomelo & Orange POT-TIN-116
- 4 | Fireside POT-TIN-021
- 5 | Freesia Jasmine & White Orchid POT-TIN-113
- 6 | Gardenia & Tuberose POT-TIN-026
- 7 | Indian Flowers POT-TIN-035
- 8 | Lavender & Amber POT-TIN-037
- 9 | Malabar Lemongrass POT-TIN-040
- 10 | Sea Breeze POT-TIN-051
- 11 | Tonka Bean & Sandalwood POT-TIN-059
- 12 | Vetiver & Grapefruit POT-TIN-062



Melt pot 40g 60hr melt

- 1 | African Spice POT-MLT-011
- 2 | Basil, Pomelo & Orange POT-MLT-012
- 3 | Fireside POT-MLT-013
- 4 | Gardenia & Tuberose POT-MLT-014
- 5 | Indian Flowers POT-MLT-015
- 6 | Malabar Lemongrass POT-MLT-016
- 7 | Sea Breeze POT-MLT-017
- 8. | Tonka Bean & Sandalwood POT-MLT-018

Diffuser refill 200ml

- 1 | African Spice POT-REF2-001
- 2 | Arabian Oudh, Amber & Bergamot POT-REF2-002
- 3 | Basil, Pomelo & Orange POT-REF2-003
- 4 | Fireside POT-REF2-004
- 5 | Freesia Jasmine & White Orchid POT-REF2-005
- 6 | Gardenia & Tuberose POT-REF2-006
- 7 | Indian Flowers POT-REF2-007
- 8 | Lavender & Amber POT-REF2-008
- 9 | Malabar Lemongrass POT-REF2-009
- 10 | Sea Breeze POT-REF2-010
- 11 | Tonka Bean & Sandalwood POT-REF2-011
- 12 | Vetiver & Grapefruit POT-REF2-012



1

2

3

4



5

6

7

8



1

2

3

4

5

6



7

8

9

10

11

12

Free
CDU
fits
24

“We have found Potters Crouch Candles to be of exceptional quality, their fragrances are second to none. Compared to other more well known brands we sell through our stores, Potters Crouch Candles have outperformed them all, regardless of cost.”
Carl Esberger, Bigwicks Barnsley & Chesterfield



Reed diffuser 100ml

- 1 | African Spice POT-ECODIF-001
- 2 | Arabian Oudh, Amber & Bergamot POT-ECODIF-002
- 3 | Basil, Pomelo & Orange POT-ECODIF-003
- 4 | Fireside POT-ECODIF-004
- 5 | Freesia Jasmine & White Orchid POT-ECODIF-005
- 6 | Gardenia & Tuberose POT-ECODIF-006
- 7 | Indian Flowers POT-ECODIF-007
- 8 | Lavender & Amber POT-ECODIF-008
- 9 | Malabar Lemongrass POT-ECODIF-009
- 10 | Sea Breeze POT-ECODIF-010
- 11 | Tonka Bean & Sandalwood POT-ECODIF-011
- 12 | Vetiver & Grapefruit POT-ECODIF-012

no alcohol



OVER 30 YEARS OF HISTORY



McKELVIE



With over 30 years of fragrance expertise, McKelvie has built a reputation for creating beautifully blended, high-quality scents inspired by nature and tradition. Each fragrance is carefully developed using thoughtfully selected natural ingredients, chosen for their quality, character, and performance.

Our vegetable-based wax blends are soy-free, DEP-free, and GMO-free, and are always cruelty-free, with PeTA certification to support our commitment to ethical production.

Working closely with trusted suppliers and our fragrance specialists, we focus on expert formulation, quality control, and consistency at every stage of development. This collaborative, hands-on approach ensures every product meets our high standards for purity, performance, and sustainability.

Rooted in Scottish heritage, our fragrances capture the spirit of the Highlands, from heathered hills and fresh lochs to wild botanicals creating timeless scents that resonate with customers and perform confidently at retail.



Traditional scents



Our candles are soy-free, palm-free, DEP-free, and GMO-free - crafted with carefully selected ingredients that are safer for people and the planet. Fully certified by PeTA, they are 100% cruelty free and made with ethics and sustainability at their core.



1

2

3

4



5

6

7

8



1

2

3

4

5

6

7

8

Reed diffuser 100ml

- | | | |
|---|----------------------|-------------|
| 1 | Alexander's Gardenia | MCK-DIF-001 |
| 2 | Eriskay Love. | MCK-DIF-016 |
| 3 | Highland Heather | MCK-DIF-020 |
| 4 | Lothian Lavender | MCK-DIF-025 |
| 5 | Raspberry Cranachan | MCK-DIF-029 |
| 6 | Sherbert Lemons | MCK-DIF-031 |
| 7 | West Highland Way | MCK-DIF-041 |
| 8 | Wild Mountain Thyme | MCK-DIF-042 |

Diffuser refill 200ml

- | | | |
|---|----------------------|-------------|
| 1 | Alexander's Gardenia | MCK-REF-001 |
| 2 | Eriskay Love. | MCK-REF-016 |
| 3 | Highland Heather | MCK-REF-020 |
| 4 | Lothian Lavender | MCK-REF-025 |
| 5 | Raspberry Cranachan | MCK-REF-029 |
| 6 | Sherbert Lemons | MCK-REF-031 |
| 7 | West Highland Way | MCK-REF-041 |
| 8 | Wild Mountain Thyme | MCK-REF-042 |

new

Spring Summer 26



Free
CDU
fits
36



FREE CDU

Melt pot 25g up to 45hr melt

- | | |
|--------------------------|-------------|
| 1 Alexander's Gardenia | MCK-MLT-001 |
| 2 Eriskay Love. | MCK-MLT-016 |
| 3 Highland Heather | MCK-MLT-020 |
| 4 Lothian Lavender | MCK-MLT-025 |
| 5 Raspberry Cranachan | MCK-MLT-029 |
| 6 Sherbert Lemons | MCK-MLT-031 |
| 7 West Highland Way | MCK-MLT-041 |
| 8 Wild Mountain Thyme | MCK-MLT-042 |



Room mist 150ml

- | | |
|--------------------------|-------------|
| 1 Alexander's Gardenia | MCK-ROO-001 |
| 2 Eriskay Love. | MCK-ROO-016 |
| 3 Highland Heather | MCK-ROO-020 |
| 4 Lothian Lavender | MCK-ROO-025 |
| 5 Raspberry Cranachan | MCK-ROO-029 |
| 6 Sherbert Lemons | MCK-ROO-031 |
| 7 West Highland Way | MCK-ROO-041 |
| 8 Wild Mountain Thyme | MCK-ROO-042 |



no alcohol





new
Spring Summer 26

Now featuring brand-new premium lids, our candles are formulated without soy, DEP, or genetically modified ingredients. They are fully PeTA-certified, 100% cruelty-free, and developed with responsible formulation at their core.

Tin candle 210g 50hr burn

- | | | |
|---|----------------------|-------------|
| 1 | Alexander's Gardenia | MCK-TIN-001 |
| 2 | Eriskay Love. | MCK-TIN-016 |
| 3 | Highland Heather | MCK-TIN-020 |
| 4 | Lothian Lavender | MCK-TIN-025 |
| 5 | Raspberry Cranachan | MCK-TIN-029 |
| 6 | Sherbet Lemons | MCK-TIN-031 |
| 7 | West Highland Way | MCK-TIN-041 |
| 8 | Wild Mountain Thyme | MCK-TIN-042 |



No soy

Becoming a trade partner with The Fragrance House means more than simply stocking great products - it connects you with a family of trusted British brands, each designed with quality, sustainability and retail success in mind. From heritage soaps to luxury candles, wellness blends and bestselling wax melts, we make it easy for retailers to offer something distinctive, proven and profitable.

Your advantage starts here

THE BENEFITS OF A TFH TRADE ACCOUNT

1 | TRUSTED, PROVEN BRANDS

Six established home fragrance and skincare brands under one roof

Strong repeat purchase and customer loyalty

Products that perform well across garden centres, gift shops and lifestyle stores

2 | CONSISTENT NEW LAUNCHES

Seasonal collections and trend-led innovations

Exclusive first access for trade partners

Marketing assets supplied to support sell-through

3 | A SUSTAINABLE, RESPONSIBLE CHOICE

Field-to-fragrance ingredients and traceable supply chains

Recyclable packaging, plant-based recipes and eco-conscious manufacturing

PeTA-certified brands and ongoing environmental commitments

4 | A WIDE & VERSATILE RANGE

Candles, melts, diffusers, soaps, skincare, wellness and gifting

Multiple price points from everyday affordable to premium

Ready-to-merchandise displays, FSDUs and CDUs



www.tfhltd.co.uk/pages/trade



WHY PARTNER WITH THE FRAGRANCE HOUSE?

Premium brands, seamless service, and fragrances your customers will come back for.

When you open a trade account with The Fragrance House, you're partnering with a supplier who understands retail, champions quality, and is committed to helping your business grow. With trusted brands, exclusive perks and a team that genuinely cares, we make it easier for you to stock ranges that delight your customers and drive sales all year round. If you want to order with us through Faire, that's no problem either. Just go to thefragranthouse.faire.com

F A I R E

CONSCIOUSLY MADE



the
fragrance
house

Grasse • Dubai • Washington • London

5 | SIMPLE, FLEXIBLE ORDERING

Order all brands on TFH website, Faire, or regional agents - choose the channel that suits

Rapid turnaround and reliable fulfilment

6 | EXCLUSIVE PERKS FOR TRADE ACCOUNTS

Access to special promotions and pre-order opportunities

Priority stock allocation during peak seasons

Dedicated support from our UK-based team

7 | DESIGNED WITH RETAIL IN MIND

Eye-catching packaging that sells on sight

Great margins and competitive RRP's

A reputation for fragrances that perform and last



The Fragrance House Group Limited
Works Road, Letchworth Garden City, SG6 1JY
Tel: **01462 414741**
Email: enquiries@tfhltd.co.uk
Web: tfhltd.co.uk



the
fragrance
house

Grasse • Dubai • Washington • London