

Beautifully Handcrafted  
in Cornwall

artisan hand poured soy wax candle and diffuser range

# OUR STORY

During the development stage of our candles we, as a family, took a trip to London. We were visiting relatives who were visiting from overseas. It was a wonderful opportunity for us all to share news and catch up.

As is quite often the case, the inspiration for Cornish Sea Breeze, which is now our number one selling fragrance, came quite by surprise and literally out of the blue.

Our family trip to London was such a short trip and we were really busy seeing all the tourist sights and sounds. We had flown to and from London and, as we got back off of the plane in Newquay and walked the short distance from the plane to the car park my daughter turned around to us and made a statement that little did I know at the time would provide the basis for our Cornish Collection.

*“It was a warm summers evening and the wind was gently blowing, Lucie turned to us and said I never knew air could smell so sweet.... no really she continued it’s lovely. I’m so happy to be home.”*

I pondered her statement which was said so innocently, so matter-of-fact, on the way home. She was right - we were so fortunate to live in a place that had such clean, fresh air and it was so welcome after having spent some days in the capital where the air was often polluted.

So Cornish Sea Breeze was born. We carefully sourced a fragrance that would replicate the fresh sweet crispness of that evening. Lucie loves it and judging by the volume of sales we have had already so do our customers. I really do hope that you will enjoy it and our range of Cornish-inspired products.



*- Liz Wells, Co-Founder*





# HUFFPOST

As featured in Huffington Post

**“Jo Malone Pomegranate Noir Candle Vs Aldi and Cheaper Alternatives”**



## ABOUT US

Guided by looking to traditional techniques and combining state-of-the-art equipment, we fuse unique handcrafting skills from Cornwall to create a stunning collection of gifts and prints. We make everything in our purpose-built eco-production facility in Cornwall in batches, by hand.

# Authenticity

## Our products carry the Made in Cornwall Logo

Cornwall County Council's Trading Standards Service launched The 'Made in Cornwall' scheme, or Approved Origin scheme as it is officially known, in 1991 to protect the identity of genuine Cornish products. It introduced the distinctive Engine House logo that members of the scheme can use on their products so that the public can buy goods safe in the knowledge that what they are purchasing is indeed Made in Cornwall.

Before products are allowed to carry the Made in Cornwall logo they need to be assessed by Trading Standards to ensure that they are indeed being made in Cornwall, that the business attempts to source ingredients or raw materials from within the County (with extra merit given to those that do) and that the finished products comply with the relevant UK and EU regulations. Therefore any business wishing to become a member of the Scheme will firstly receive a visit from the Trading Standards Team.



traditional handcraft-  
ing techniques fused  
with state-of-the-art  
equipment





coastal inspiration.  
fresh fragrances.

By taking inspiration directly from the stunning Cornish coast, we have created a stunning artisan candle range.



love and passion.  
in all that we do.

From our inspiring, subtle candle range to our invigorating luxury diffusers, you'll experience the love and passion that goes into every Beautifully Handcrafted product.



hand poured.  
perfectly blended.

It takes time to craft the perfect candle. That's why we make everything in batches to ensure consistency and stunning products.



**NEW!** Living the Dream

Signature Range

We all want to live the dream, for that holiday to last longer than it did, to live everyday full of wonder and excitement. We never plan to become overwhelmed and stressed - it just happens - instead of us running our own lives, it overtakes us. Schedules which once seemed so sensible become unmanageable. As the list of uncompleted tasks, unanswered emails grows, life begins to defocus. We try to see our way forward and try to reprioritise but instead we become entrapped in mundane tasks and our hope and energy for life begins to wain.

Regular breaks are so important, but it isn't possible to be jetting off every few weeks for a holiday or a weekend Spa; whilst these things are lovely, for most, they are a rare treat to be repeated a few times a year at most!

You only have to catch up with the daily news to see that we are all becoming more stressed and how, as a result, our health and happiness is negatively affected by this. Wanting in some small way to try and help, we have developed Living the Dream range.

It is a set of three scented Soy candles, with three distinct themes:

RELAXATION  
REFLECTION  
RESTORATION

Available in candle tins, clear glass jars, rose gold tins, triple wicks, triple tin gift sets  
and luxury diffusers



# NEW for 2019

## *Frozen Cranberry & Ginger*

Our Signature Christmas Fragrance — with notes of peely orange, green mandarin and succulent tamarind that provide sparkle to our Signature blend. The fragrance finishes with mouthwatering cranberry infused with root ginger that is further warmed with spicy clove and topped with creamy vanilla.



Beautifully  
Handcrafted Co.

artisan hand poured soy  
www.beautifullyhandcrafted.com

# FREE Display Crate\*

\*On all orders over £350, we will include our custom-made, sustainably-sourced, display crate complete with our brand logo and key benefits. We also include a display crate on our Starter Pack and Premium pack.





Every fragrance tells a story.

# The Power of the Blueberry

As we went on our way developing new flavours, there was one we were wary to produce: vanilla. We felt that vanilla has been done a thousand times before. However, our customers are so important to us, so when we had multiple requests for a scent with vanilla in, of course it would be rude not to.

Previous careers and passions have led to a strong belief in health and well-being. Being a nurse was a rewarding job, with many twists and turns, many emotional times, but also many amazing moments. Through many years of study, one area I was always interested in was the health benefits of certain foods. Combining this with our love for nature, we wanted to incorporate a beneficial fruity hint to our next fragrance.

Our typical morning consists of preparing breakfast for the family, and a fresh smoothie always goes along a treat to start with. Blending up berries with kale, our minds began to wander; blueberries, a classic super-food, would this work well with vanilla? Blueberries are really good for you. They are what we like to call the granddad of the super-food trend. This sweet, appealing little North American fruit packs a powerful nutritional punch. They are an excellent source of vitamin K. They also contain vitamin C, fibre, manganese and other antioxidants such as anthocyanin's - known to lower the risk of type 2 diabetes. It is valued for its high levels of antioxidants; some nutritionists believe that if you make only one change to your diet, it should be to add blueberries. Some claim blueberries can help protect against heart disease and some cancers, as well as improve your memory.

So if we were to change one thing to a vanilla scented candle, it should be blueberry, right? A fruit so small but mighty. A fruit with so much power in such a tiny ball. A smooth outer shell, concealing a juicy, squidgy inner core. A deep blue indigo colour unique to a berry.

Sometimes, a break is needed from the practicalities of life, baking is one way to relax: a therapy all of its own. Picture a blueberry and vanilla pie. Pastry rolled out, you reach for the mixing pot. With your wooden spoon you begin to gently stir the blueberries together with tiny vanilla pods. Adding sugar to the mix, the blueberries begin to sparkle as the mixture comes together. Preparation finished, you precariously place the pie in the oven. As it bubbles away, the fruity mixture squeezes through the gaps in the pastry, the fruits burst to your attention.

As you lay it by the open window to cool, the breeze carries the divine smell through your home; a relaxed and mouth-watering scent of cooked blueberries is not to be ignored when combined with the creamy undertones of vanilla. "Our Vanilla and Blueberry scent really does take you to a place of relaxation and ignites health and well-being." - **Liz Wells, Co-Founder**

↑ a typical example



## Sometimes, less is more

No Dyes or Parabens | Vegan & Vegetarian Friendly

Not tested on Animals | IFRA Compliant | Nearly Zero Plastic Waste |

Handcrafted in Cornwall

Trading Standards Certified

# Personalisation

FREE personalisation subject to minimum order quantity

1

At Beautifully Handcrafted we create everything that goes into and onto our products. The fragrance, product images, etc. are all crafted in-house. This ability to adapt our products has allowed us to meet the needs and brand expectations of our clients.

Whether you are looking to simply adapt the name of a product right through to 'white labelling' we are able to offer a bespoke solution. The best part is that we do not charge for this as we believe relationships work best in business.

2

3

When you're ready to begin to create your own, personalised, collection. Simply get in touch with us so that we can better understand *you* and *your* business needs. That way, we can leverage our expertise with your ideas to create a truly stunning, one-of-a-kind product range.

# Candle Range

Crafted from the finest, natural and sustainable ingredients

Key benefits recyclable packaging // artisan hand poured soy wax // no dyes // no parabens // vegan and vegetarian friendly // not tested on animals // IFRA compliant // handcrafted in Cornwall // nearly zero plastic waste

Candle Tins // up to 18hr burn time

Wholesale	RRP
£3.85	£8 - £10

Frosted Glass Jars // up to 45hr burn time

Wholesale	RRP
£8.90	£20 - £27

Coastal / Heritage / Living the Dream Collection Gift Sets

Wholesale	RRP
£12.00	£25 - £30

Living the Dream // up to 45hr burn time

Wholesale	RRP
£7.50	£15 - £20
also available as a Triple Wick	

Clear Glass Jars // up to 40hr burn time

Wholesale	RRP
£8.30	£18 - £25

Triple Wick // up to 40hr burn time

Wholesale	RRP
£13.90	£30 - £40

The Outdoor Range // up to 55hr burn time

Wholesale	RRP
£13.30	£25 - £35

## Notes

- Frosted and clear glass Candle Jars are retail packaged in a custom-engineered food-grade kraft tube with stainless steel lid & base. This ensures that the fragrance is sealed to ensure the perfect customer experience.

- Triple Wick & Outdoor ranges are retail packaged in a beautiful kraft box with lid.

## Candle Fragrances

Bluebell  
 Blackberry & Rhubarb  
 Cornish Sea Breeze  
 Cornish Seasalt & Sage  
 Eden  
 Footprints  
 Fresh Linen  
 Lavender Spa  
 Lime & Mango  
 Pomegranate Noir  
 Seaweed & Juniper  
 Rocksalt & Driftwood  
 Vanilla & Blueberry

## Seasonal Fragrances

Christmas Spice  
 Merry Morning  
 Mulled Wine  
 Shimmering Spruce  
 Frozen Cranberry & Ginger

## Outdoor Fragrance

Citronella

## Living the Dream

Relaxation  
 Reflection  
 Restoration

# Diffuser Range

Crafted from the finest, natural and sustainable ingredients

Key benefits recyclable packaging // artisan hand poured fragrance // no dyes // no parabens // vegan and vegetarian friendly // not tested on animals // IFRA compliant // handcrafted in Cornwall // nearly zero plastic waste

Diffuser // 100ml // lasts up to 12 weeks

Wholesale	RRP
£9.90	£20 - £25
Our signature, luxury diffuser range epitomises everything we stand for: stunning fragrances, beautifully presented and completely recyclable / reusable.	

Refill // 100ml // lasts up to 12 weeks

Wholesale	RRP
£7.50	£15 - £20
Crafted from recycled glass with an integrated pourer; our refills perfectly represent our ethos of sustainability.	

Refill // 500ml // trade use only, not for resale

Wholesale	RRP
£33.00	N/A
Created in response to our boutique hoteliers, this refill offers the ability to refill 5 diffusers. We've ensured nothing goes to waste by including an integrated pourer and recycled glass.	

## Starter Pack £199

Intended to represent our brand and ensure that you have sufficient stock to get you started. Choose 5 x fragrances and receive 45 candle tins, point of sale material, a display crate and UK shipping. Call or email us for further details.

## Premium Pack £299

Suited to larger stores - choose 7 x fragrances and receive 42 candle tins, 8 candle jars and 6 luxury diffusers + point of sale material, an XL display crate and UK shipping. Call or email us for further details.

## Diffuser Fragrances

Bluebell  
Blackberry & Rhubarb  
Cornish Sea Breeze  
Cornish Seasalt & Sage  
Eden  
Footprints  
Fresh Linen  
Lavender Spa  
Lime & Mango  
Pomegranate Noir  
Seaweed & Juniper  
Rocksalt & Driftwood  
Vanilla & Blueberry

## Living the Dream Diffuser Fragrances

Relaxation  
Reflection  
Restoration

## Seasonal Fragrances

Christmas Spice  
Merry Morning  
Mulled Wine  
Shimmering Spruce  
Frozen Cranberry & Ginger

# Next Steps

**Call us** 01326 375 814

**Email us** [hello@beautifullyhandcrafted.com](mailto:hello@beautifullyhandcrafted.com)

**[www.beautifullyhandcrafted.com](http://www.beautifullyhandcrafted.com)**

All rights reserved. We operate a policy of continuous product development and may change design, packaging, labelling or product ingredients without notice. Please contact us prior to ordering for clarification.

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