

# WEBSITE COPY - FOR STOCKISTS

## ABOUT P.F. CANDLE CO.

P.F. Candle Co. is a Los Angeles-based home fragrance company owned and operated by wife-and-husband team Kristen Pumphrey and Thomas Neuberger. We believe that fragrance is an extension of your home design, and create high-quality products with accessible price points in mind.

P.F. is a completely independent business: what started as a one-woman operation in 2008 is now an entire team designing and producing our collection under one roof in Southern California. As we grow, so does our commitment to sustainability, to our planet, and to our crew who makes it all happen.

Yearly, we donate a portion of our total net profits to local and national charities. We are proud to contribute to the Los Angeles Regional Food Bank and the Natural Resources Defense Council.

P.F. Candle Co. is proudly a Climate Neutral Certified Brand.

## ABOUT OUR PRODUCTS

The entire P.F. Candle Co. collection is vegan, cruelty-free, and phthalate-free, and all of our candles are made with 100% domestically-grown soy wax.

While our production methods have improved over the years, something that hasn't changed about P.F. products are the people behind them. Each of our products are developed, produced, tested, packed, and sold by our team out of our Los Angeles warehouse.

## THE P.F. DIFFERENCE.

***THE PRODUCTS*** – *Thoughtfully designed to look & smell good.*

Our mission is to create fragrance experiences that elevate your home's atmosphere and enhance your daily rituals. Our line completes the stories your home tells, with uncomplicated packaging and non-cloying fragrance formulas to uplift a space instead of overpowering it.

***THE PROCESS*** – Made by our team since 2008.

The entire P.F. Candle Co. home collection is designed, developed, produced, tested, packed, and shipped by our Los Angeles team – always. We don't outsource any step of production, so you can rely on high-quality fragrances that meet both your standards and ours.

Our processes and formulas are always improving, but if something goes awry or you don't totally love what you received, our highly-rated customer care team will make things right every time.

***THE POINT*** – Luxury quality at a friendly price.

We believe that what you bring home should be practical *and* accessible. We're honored to be a staple in your fragrance stash and the scent you always come home to.

## CANDLE CARE 101

Following Candle Care helps to ensure product quality + longevity. We highly recommend following each of the following steps:

- Trim your candle's wick to 1/4" before each lighting or once your candle has cooled.
- Never attempt to trim a burning candle.
- Discard the snipped portion in the trash; never leave wick trimmings in your candle jar.
- The wick should always remain centered and away from the sides of the vessel.
- Allow the wax to melt to the edges of the jar during each burn to prevent tunneling.
- Once the candle's gone, we hope you'll re-use it. Clean it out and you've got a new planter or pencil holder – or whatever you want!

Safety first - because candles burn and contain a small flame, so we encourage following these common sense rules of thumb:

- Never leave a candle burning unattended, near a draft, or in reach of children or pets.
- Don't burn your candle for more than 4 hours at a time.
- Do not allow your wick to curl over, as this can create a larger than normal flame.
- Stop burning your candle when only 1/4" of wax remains.
- Do not pick up a burning candle or immediately after it's been blown out.
- Protect the surface underneath the candle no matter the material.

## CLASSIC LINE

Meet our signature collection, featuring our iconic amber jar packaging. Classic Line scents are inspired by travels to our favorite places, and are meant to convey the memories attached to them. What began as an apothecary-inspired candle line expanded over the years into a home collection including various candle sizes, reed diffusers, linen sprays, incense, and car fragrance.



### CLASSIC LINE PRODUCTS

#### Mini 3.5 oz Candle

For small spaces, for desks, or for trying new scents. Travel-friendly, too!

Ingredients: 100% natural soy wax, phthalate-free premium fragrance oil, cotton wick

**Burn Time:** 20-25 hours

**Size:** 3.5 oz, 2.25" in diameter and 2.75" in height.

#### Standard 7.2 oz Candle

This is our most popular size and is meant for dressers, countertops, nightstands – basically everywhere.

**Ingredients:** 100% natural soy wax, phthalate-free premium fragrance oil, cotton wick

**Burn Time:** 40-50 hours

**Size:** 7.2 oz, 2.9" in diameter, and 3.5" in height.

### Large 12.5 oz Concentrated Candle

Meant for big rooms, spaces with high ceilings, and those who want a stronger scent throw.

**Ingredients:** 100% natural soy wax, phthalate-free premium fragrance oil, cotton wick

**Burn Time:** 60-70 hours

**Size:** 12.5 oz, 3.6" in diameter, and 3.75" in height.

### 3.5 fl oz Reed Diffuser

Low-maintenance scent throw, all day long. Just set it and forget it - no matches or flame necessary! Flip the reeds every so often to refresh the scent.

**Ingredients:** Naturally harvested rattan reeds, fine fragrance oil

**Duration:** 3-4 months. Low maintenance and long lasting home fragrance.

**Size:** 3.5 fl oz of fine fragrance inside of a 4 oz bottle. Bottle measures 4.25" in height, reeds are 9" long.

### 7.75 fl oz Room + Linen Spray

Spray into the air for a quick refresher or use on your bedsheets, pillows, couches - anywhere in the home that needs a bit of a boost.

**Ingredients:** water, phthalate-free premium fragrance oil (body safe), and two cosmetic-grade preservatives meant to maintain quality and prolong shelf-life: phenoxyethanol and caprylyl glycol.

**Duration:** 3-4 months depending on frequency of use

**Size:** 7.75 fl oz, bottle measures 6.6" in height and 2.36" diameter.

### Incense Sticks

Incense quickly transforms a room: transformative smoke uplifts the space while our signature scents linger for hours even after extinguishing.

**Ingredients:** Our charcoal-based incense is hand-dipped in our Los Angeles studio using fine fragrance oils and dipropylene glycol (DPG), a synthetic base commonly found in body care and home fragrance products.

**Duration:** 15 charcoal incense sticks per pack, approx. 1-hour burn per stick.

**Size:** 15 sticks in each kraft package, each stick measures 10.75" long

### Air Fresheners

Introducing Air Fresheners: a flame-free collection designed to scent small spaces, like closets, bathrooms, gym lockers, trash cans, hotel rooms, and anywhere else that needs a little fragrance boost.

**Duration:** Based on use

**Out of Packaging Measurement:** 3.63" tall x 2.4" wide and includes a string for hanging

**In Packaging Measurement:** 6.625" tall x 3" wide

## **CLASSIC LINE SCENTS**

### No. 04: Teakwood & Tobacco

The one that started it all. Some call it the boyfriend scent, we call it the O.G. Leather, teak, and orange.

### No. 10: Sweet Grapefruit

Ice cold lemonade. Dinner on the patio with your favorite people. Grapefruit, yuzu, and lemon.

### No. 11: Amber & Moss

A weekend in the mountains, sun gleaming through the canopy. Sage, moss, and lavender.

### No. 21: Golden Coast

Big Sur magic, wild sage baking in the sun, the rumble of waves and rocks. Eucalyptus, sea salt, redwood, and palo santo.

### No. 29: Piñon

Winters in the Southwest, lingering bonfires, wool jackets in rotation. Piñon logs, cedar, and vanilla.

### No. 32: Sandalwood Rose

New York meets Los Angeles. Cashmere rose, oud, and sandalwood.

### No. 35: Ojai Lavender

Sun-drenched fields, orange groves and lavender farms, jagged mountains washed in a rosy, sunset glow. Pixie tangerine, blue lavender, coyote mint.

### No. 36 Wild Herb Tonic

Barefoot walks through wild herb gardens, cool mountain stream baths, crisp morning air. Lemon balm, crushed thyme, orange rind, and fir.

### No. 37 Arroyo Oak

A love letter to the quiet wild of the Arroyo Seco. A passageway of twisted terrain perfumed by native sagebrush, crushed oak leaves, shady creek beds, and canyon stone. Notes of vetiver, frankincense, and California oak.

### No. 38 Saltwater Jasmine

Coastal mornings blanketed in a gentle marine layer, the warmth of the rising sun, wild white blossoms collecting dew. Ozonic, crisp, clean, with bergamot, muguet, sea moss, and sandalwood.

### Los Angeles

Overgrown bougainvillea, canyon hiking, epic sunsets, city lights. Redwood, lime, jasmine, and yarrow.

# THE HI-FI COLLECTION



**INTRODUCING – THE HI-FI COLLECTION.** Inspired by low-lit listening bars and ultra-chic hotel lounges, HI-FI is an olfactive expression of transportive sensory experiences and a meticulous attention to quality and atmosphere.

Escape the everyday with a trio of premium fragrances that serve as an antidote to a digitally sanitized world, with notes inspired by multi-sensorial touch points of texture, smell, taste, and touch.

## **Hi-Fi Collection Products**

### Double Wicked 13 oz Candle

Housed in a premium cocoa brown vessel with vermilion debossed label. Packaged in a premium paper gift box.

**Ingredients:** 100% domestically-grown soy wax, fine fragrance oils, and double cotton-core wicks

**Burn Time:** Up to 60 hours

**Size:** 13 oz, 3.75" in diameter and 4.25" in height.

### 4 Fl. Oz Reed Diffuser

Housed in a premium cocoa brown glass bottle with black rattan reeds and vermilion debossed labels. Packaged in a premium paper gift box.

**Ingredients:** Naturally harvested rattan reeds, fine fragrance oil

**Burn Time:** 3 - 4 Months

**Size:** 4 Fl. Oz of Fine Fragrance Oils, Bottle is 4" in height, w Reeds 9.25" in height, 3 1/8 " in Diameter

### Incense Sticks

Twenty vermilion-hued charcoal incense sticks, dipped in California and packed by hand in premium paper drawer-style boxes.

**Ingredients:** Our charcoal-based incense is hand-dipped in our Los Angeles studio using fine fragrance oils and dipropylene glycol (DPG), a synthetic base commonly found in body care and home fragrance products.

**Duration:** Approx. 1-hour burn per stick.

**Size:** 20 sticks per box, each stick measures 7" long

## **THE SCENTS:**

### **BLONDE HINOKI**

Inspired by the light woods used to house records in a HI-FI listening bar. Clean and warm, uplifted by aromatic greenery and eucalyptus. Golden cypress, green petitgrain, and elemi resin.

### **PLUSH VETIVER**

Plush velvet and smooth banquettes in a dimly lit cocktail lounge. Musky, earthy, and soft with a velvety floral undertone. Haitian vetiver, velvet iris, patchouli leaf, and beetroot.

### **SMOKED CHERRY**

An organic take on a gourmand, like biting into a whiskey-tinged maraschino cherry. Fruity and a little earthy. Marasca cherry, ylang-ylang, and smoked cedar.

### **MILKY SANTAL**

A creamy, grounding gourmand. Rice milk vapor, warm plush robes, grounding sandalwood. Top notes of rice milk vapor, oats, and patchouli leaf are blended with santal, warm cashmere, and white jasmine, then slightly sweetened by creamy tonka bean, musk, ambrette seed, and woody amyris, creating a nuanced gourmand.

### **TUBEROSE MUSK**

An opulent green floral. Escapes to warmer climates, gardens draped in morning dew, light streaming through sheer curtains. Top notes of fresh cut stems, orange blossom, and ozone are blended with blooming tuberose, jasmine sambac, and ylang ylang, balanced by cashmere wood, sheer sandalwood, and translucent musk.