

ENLIGHTEN

Brand Introduction



Table of Contents

BRAND OVERVIEW

MARKETING & ONLINE ENGAGEMENT

PRODUCT LINE

STOCKISTS

CONTACTS

BRAND OVERVIEW



WHO WE ARE

We believe in living with intentional simplicity.

We celebrate clean lines, clean ingredients and the comfort of a clean home.

We believe in the calming quiet of candlelight and the power of transforming your space and state of mind.

Hand poured in Arizona, each Enlighten candle is designed to celebrate the luxury of living simply, with transformative scents thoughtfully designed to enliven your spirit.

It is our mission to provide the highest quality clean candles with the longest burn time and the best scent throw.

Enlighten your space. Enlighten your spirit.

WE'RE UNIQUE

1. We strive to create the cleanest burning candles.

Thoughtfully and intuitively curated clean ingredients.

2. Our candles have premium phthalate-free fragrance and essential oil blends at double the scent load.

Double the industry standard –12% vs 6% scent load.

3. We offer luxury at affordable prices.

Accessible pricing without sacrificing quality, clean ingredients, and scent throw.

4. Female owned and made in the USA.

Every candle is hand-poured at our factory that we own and operate in Arizona.



INGREDIENTS

We keep the good, cut the bad, and focus on ingredients that work: 100% pure soy wax, phthalate-free fragrance and essential oil blends, cotton/paper blend wicks.

Prop 65 compliant

NO phthalates

NO petroleum

NO paraffin

NO dyes

Recyclable vessels

Sustainable packaging

NO unnecessary outer packaging



PREMIUM SCENTS

Creating a luxurious candle requires more than just quality ingredients; it demands an intuitive sense of balance and harmony to craft premium scents.

Phthalate-Free Aromatherapy Blends - Our experienced aromatherapy experts blend natural essential oils and high-quality phthalate-free fragrance oils.

Layered Scent Experience - We carefully layer scent notes to create perfectly balanced fragrances, proudly highlighted on our label.

Double Scent Formula - We double the scent load in our candles compared to others, ensuring a bold and transformative scent experience.



PRODUCTION PRACTICES

We combine artisanal values with lean manufacturing best practices.

Centralized Operations - Our 6300 sq ft Arizona Factory serves as the hub for all production, warehousing, and fulfillment operations.

Scalable Capacity - With the capability to produce up to 20k candles per week, we maintain high-quality standards and competitive pricing.

Owner-Operated - Our owner-operated model ensures complete control over production, fulfillment, and just-in-time production with short lead times, integrated quality control, and waste eliminating practices.



MARKETING & ONLINE ENGAGEMENT

MARKETING CAPABILITIES

We are actively investing in and developing our marketing capabilities to drive brand growth and engagement.

Our marketing team is consistently reaching upwards to 500k users per month, with our reach continuously expanding across the following channels:

Instagram

Influencer Outreach

Email Marketing









Paid Advertising

Event Engagements

Public Relations



Top Organic Influencer Engagement

| HANDLE | NAME | FOLLOWING | TYPE | LINKS/PHOTOS |
|--|-------------------------|-----------|------------|--|
|  @FASHIONLUSH | ERICA S. DOWDY | IG: 121K | PHOTO REEL | https://www.instagram.com/p/Cs7aqifPJwj/ https://www.instagram.com/p/Cs7aqifPJwj/ |
|  @DISSEYNAILS | DAYANNA SAPIENS | IG: 146K | REEL PHOTO | https://www.instagram.com/p/CtaOGQdgCOr/ https://www.instagram.com/p/Cr7BINXJ17c/ |
|  @SKINBYSTARR | STARR KUTCHINS | IG: 86.1K | REEL | https://www.instagram.com/p/Cs9WdrBr4jF/ |
|  @SAMIRARADMEHR | SAMIRA RADMEHR | IG: 86.1K | REEL | https://www.instagram.com/p/CsEugNIOR2J/ |
|  @DRTOMASIAN | CHRIS TOMASSIAN | IG: 484K | STORY |  |
|  @THESISTERSHOPPERS | KARISA UDY, KAILY ADAIR | IG: 50.9K | STORY |  |

Customer Feedback and Testimonials



rahimahnikki 4w

I love your products! My Mom purchased this one for me, and it is truly one of my favorites. I can't wait to try and experience your other candles. Thank you for creating some things so lovely!

1 like Reply



ericaginzobean 1w

Loveee recycling jars like this! 🙌

1 like Reply



gaby.marshall 5d

Best candles ever!!!

1 like Reply Message



missnjade 7w

@enlightencandlesaz I want this candle!!

1 like Reply



bethlucyblogs 4w

Beautiful 🙌🌍

1 like Reply



ikaraboutyou 9w

Love this brand ❤️🙌

1 like Reply



dlboers 1w

I recycle ALL the wax by cleaning it all out and using the wax in a wax warmer!

1 like Reply



I have to say I've never been more in love with candles the way I am with these, I love them all!!! It's funny because I told my husband I've never loved a candle this much that I even feel guilty using it because of how good it smells I don't want it to run out 😊 I have to say though, the scent is there even without using the candle, I have Egyptian moonstone in my bathroom currently and it smells amazing and I haven't even used it



fashionlush 1w

So delicious 🍷

1 like Reply



aimeefrederickgalvin 9w

My very favorite always and forever!

2 likes Reply



prescott_real_estate 9w

Absolutely awesome candles and this family owned Arizona business is A+ in my book.

1 like Reply



aimeefrederickgalvin 5w

My favorite!

1 like Reply



trishaduchyns 6w

The cleanest burn - I loooooove these candles!

1 like Reply



minastudios 5w

It is so pretty and authentic 🙌

1 like Reply



luckygracepanda 10w

Yessss Orange 🍊 Blossom 🌸 is AMAZING 🙌

1 like Reply



PRODUCT LINE

CLASSIC COLLECTION

Introducing our **Classic Collection**. Where it all started, this collection embodies our core brand values of clean ingredients, clean lines, and premium scents at double the scent load. Available in three sizes and a wide selection of twenty two different scents. To explore our complete Classic Collection, please visit www.enlightencandles.com/collections/classic



3oz Glass Tumbler
Wholesale: \$6
Retail: \$12



8oz Tin
Wholesale: \$8
Retail: \$16



12oz Glass Tumbler
Wholesale: \$14
Retail: \$28

INTENTION COLLECTION

Introducing our **Intention Collection**.

A cult classic with a dedicated following, this collection features glass pillar vessels and is available in six unique scents. Each candle is thoughtfully infused with a quartz crystal, charged under the full moon.

The Intention Collection is designed for ritual, meditation, manifesting dreams, and infusing spaces with positive energy.

To explore our complete Intention Collection, please visit www.enlightencandles.com/collections/mantra



14oz Glass Pillar
Wholesale: \$17.50
Retail: \$35

AMBER COLLECTION

Introducing our newest addition, the **Amber Collection**.

Setting the mood with elegance and allure, this collection features hand-poured candles in modern 12oz amber glass tumblers and adorned with foil stamped labels.

Crafted to embody all our brand values, these candles are a testament to our commitment to quality. With a carefully curated selection of three scents, the Amber Collection showcases some of our most sophisticated scents.

To explore our complete Amber Collection, please visit www.enlightencandles.com/collections/amber



12oz Glass Tumbler

Wholesale: \$14

Retail: \$28

STOCKISTS

STOCKISTS

500+ Whole Foods markets across the US

Boutiques concentrated in the Northeast and Southwest regions of the US

Online @ www.enlightencandles.com



CONTACTS

CONTACTS

Julianna Lyddon

Owner & CEO

julianna@enlightcandles.com

Justin Sullivan

Head of Operations

justin@enlightcandles.com

