

YANKEE CANDLE®

SPRING / SUMMER 2024 TRADE CATALOGUE





Welcome Home

The Yankee Candle® brand helps create that special ambiance for savouring moments and making memories together. Our in-house fragrance experts have found new and innovative ways for your consumers to do just that. They have explored key trends to bring to you relevant offerings that your consumers will be looking for - including innovations delivering against home fragrance user unmet needs.

Product Focus

NEW Seasonal Spring / Summer Collection

Under the
DESERT SUN
COLLECTION

Experience the unique beauty of the desert with the new Spring/Summer Yankee Candle® collection.



Contents

4
The World of Yankee Candle®

6
Yankee Candle® Signature

10
NEW Under the Desert Sun Collection

16
NEW Gift Ideas

18
Signature Reed Diffusers



20
Original Collection

22
Home Fragrance

25
Travel

26
Accents

28
Fragrances A-Z

32
Visual Merchandising

34
SS24 Wall Bay Fragrance Assortments

38
SKU Information

40
Fast Facts

YANKEE CANDLE®

On a cold December night in Massachusetts, Mike Kittredge, a 16-year-old boy, sat at his family's kitchen table. Christmas was just around the corner and he did not have any money to buy a gift for his mother. Fortunately, his desperation led to inspiration. He decided to make a candle for his mother because it would be a completely unique and personal gift, something she would really appreciate.



"He knew she was a little nostalgic and that memories and emotions were important to her."

So he created a simple candle from everyday materials he found there in the kitchen, consisting of household wax, a red crayon, some string for a wick and a milk carton for the mould. A neighbour happened to see the candle before he could give it to his mother and was so impressed, she convinced him to sell it to her. With his new-found wealth, the teenager bought enough materials to make two new candles, one for his mother and another to sell.

Our Philosophy



AUTHENTIC FRAGRANCES

We have been sharing our passion for fragrance with the world since 1969. Authenticity leads everything that we create – it's important that every fragrance we launch is true-to-life and realistic to the experience that inspired it.



THOROUGH TESTING AND QUALITY CONTROL

Master perfumers develop Yankee Candle® fragrances for consistent and satisfying performance across all of our products. Our candles are made by master chandlers (candlemakers) and each candle is a complex system of custom blended wax, a specifically selected wick, and carefully crafted fragrance. Each and every fragrance, from our home fragrance products to our candles, is rigorously screened, reviewed, and tested by our team of experts to achieve a strong fragrance and quality experience.



MADE WITH QUALITY INGREDIENTS

All of our Yankee Candle® products are produced at our in-house production facilities in the US and Europe or at carefully selected global partners, with quality ingredients from around the world. Our master candlemakers maintain high standards, commitment, and craftsmanship.

EVOLUTION OF THE YANKEE CANDLE® JAR

Our brand has evolved over the past 50 years in order to stay relevant with our loyal consumers and to also attract new users. And, we are continuing this journey...



1974

Apothecary jar launched

Mike Kittredge has the very big idea of adding fragrance to apothecary jar candles.



1980's

Country Kitchen label

Yankee branding and 'Country Kitchen' style label is in use creating traditional Americana brand image.



1995

Photo label introduced

Branded Housewarmer® jars are introduced with labels featuring true-to-life photography. The candles are promoted as consumable giftware.



2019

Refreshed photo label

Updated to the EMEA Yankee Candle® labels and packaging to modernise the brand.



2016

Vertical photo label

Launched for the US market. Updated Yankee Candle® logo introduced in US.



2006

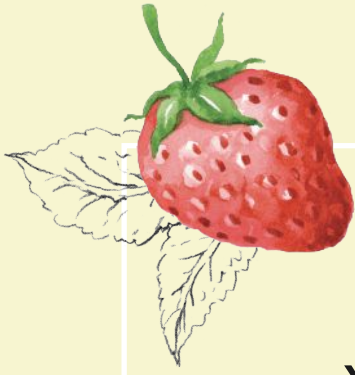
Photo label refined

Yankee Candle® replaces Yankee/Housewarmer®. Stripes are replaced with gold borders and accents. Tumblers and pillars are also introduced.



Future

Capture new and existing shoppers with high quality candles that reflect consumers décor and ambiance needs.



Yankee Candle[®], completely reimagined

With Signature, we invite you to
rediscover Yankee Candle[®] products.

On-trend fragrances,
as well as top selling favourites,
are in a premium soy-wax blend
that provides an experience like no
other. Beautiful designs and
hand-illustrated labels make a décor
statement that's perfect
for their home.



SIGNATURE

Offer your consumers a way to experience on-trend fragrances and their tried-and-true favourites in a beautiful candle that reflects their signature style. Our latest designs, optimised fragrance formulas, and a premium soy-wax blend make it even easier to create just the right atmosphere for their welcoming home.



DÉCOR ENHANCING

Décor-friendly refined vessel design

MULTI-WICK

100% natural fibres enhance ambience and fragrance experience

SOY BLEND WAX MIX

Vibrant colour and even burn

FRAGRANCE

Our best-selling & on-trend fragrances

DECORATIVE LABELS

Hand-illustrated fragrance imagery on label



A mix of everyday, on-trend, inspiring fragrances available in the following Signature forms



Yankee Candle® Signature Large 2-Wick Jar Candle
567g

Two wicks and a premium soy wax blend provide beautiful ambiance. Hand-illustrated labels and vibrant wax colours are perfectly matched with our Signature exclusive and tried-and-true fragrances to create an inspired addition to your home.



Yankee Candle® Signature Medium 2-Wick Jar Candle
368g

Two wicks and a premium soy wax blend provide beautiful ambiance. Hand-illustrated labels and vibrant wax colours are perfectly matched with our Signature exclusive and tried-and-true fragrances to create an inspired addition to your home.



Yankee Candle® Signature Large 2-Wick Tumbler Candle
567g

Our Tumbler shape features a brushed tin lid that fits neatly under the base to serve as a candle coaster. Two wicks and a premium soy-wax blend provide beautiful ambiance.



Yankee Candle® Signature Small Tumbler Candle*
122g

A fresh take on our Tumbler shape features a brushed tin lid that fits neatly under the base to serve as a candle coaster. A 100% natural fibres wick and a premium soy-wax blend provide beautiful ambiance.



Yankee Candle® Signature Single Filled Votives*
37g

Single Filled Votives come in the collection-exclusive and tried-and-true fragrances, making these tiny treats an easy (and adorable) way to try something new.

*Selected fragrances only

Under the
DESERT SUN
COLLECTION



NEW

Find your
OASIS

*Escape from the ordinary
into the sun-drenched
desert. Discover an oasis
where you can relax and
unwind, inspired by the
desert landscape. Satisfy
your wanderlust as you
experience the unique
beauty of the desert.*



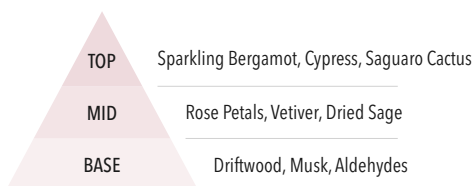
Under the
DESERT SUN
COLLECTION





Desert Blooms

Discover the beautiful scents of colourful blooms in the warm desert: notes of rose petals, saguaro cactus, and sage.



Aloe & Agave

The fragrances of aloe, tea leaves, and blue lotus create refreshing aromas of desert flora.



Sweet Vanilla Horchata

The perfect sweet, refreshing treat after a day of exploring: the fragrance of icy, sweetened rice milk with notes of cardamom and vanilla.

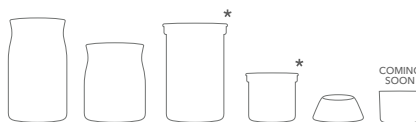


Stargazing

Enjoy stargazing into the endless night sky over the sand dunes, surrounded by notes of lavender, eucalyptus, and vanilla sugar.



Formats Available:



*Select fragrances only

Suggested fragrance pairings
that will help bring the
Under the Desert Sun
SS24 Collection to life.





Mango Ice Cream

Enjoy a refreshing treat - scents of juicy mango and creamy vanilla notes blend to create an indulgent dessert.



Iced Berry Lemonade

Enjoy a tall cold glass of pink lemonade on a hot summer's day. Notes of Lemon sugar are mixed with ruby red grapefruit and juicy pomelo scents to create a refreshing drink.



Cucumber Mint Cooler

Experience the fragrance of a zesty drink with aromas of refreshing cucumber, lemon, and mint. Perfect for a summer's day in the park.



Amber & Sandalwood

A secluded beach welcomes you with sun-warmed sand and the relaxing scents of driftwood, cardamom, and amber.



Watercolour Skies

A spectrum of colours appears in the sky, with the intriguing aromas of cashmere, jasmine, and musk.

Formats Available:



Gift Ideas

These thoughtfully designed gift sets will convince customers that gifting isn't exclusive to birthdays, anniversaries, and other special events – Yankee Candle® gift sets are perfect for all occasions, big or small. Dressed in beautiful floral-inspired boxes, these favourite Yankee Candle® fragrances are perfect for making every day feel more special. Spotlight celebrations such as housewarming, teacher appreciation, and “just because” to encourage customers to continue gifting year-round.



NEW



3 Filled Votive Gift Set

Includes:

- 1 x Midsummer's Night® Filled Votive Candle
- 1 x Soft Blanket Filled Votive Candle
- 1 x Red Raspberry Filled Votive Candle

SKU: 1746026E



4 Original Votive Gift Set

Includes:

- 1 x Midsummer's Night® Original Votive Candle
- 1 x Pink Sands Original Votive Candle
- 1 x Red Raspberry Original Votive Candle
- 1 x Lemon Lavender Original Votive Candle

SKU: 1748947E



Small tumbler and Filled Votive Gift Set

Includes:

- 1 x Bayside Cedar Small Signature Tumbler Candle
- 1 x Lemon Lavender Filled Votive Candle
- 1 x Iced Berry Lemonade Filled Votive Candle
- 1 x Tropical Breeze Filled Votive Candle

SKU: 1746134E



*Designed to be
enjoyed again
and again*



Introducing the Yankee Candle® Signature Reed Diffusers

The beautifully styled diffuser showcases hand-illustrated designs to complement any décor and is designed to be enjoyed again and again. Experience on-trend fragrances from our Signature candles as well as tried-and-true favourite scents. All natural rattan reeds diffuse fragrance for up to 6 weeks of scent, expertly crafted with essential oils.

The decorative, reusable glass vessel as well as the reed refills come in recyclable packaging, making the Signature Reed Diffuser packaging a more environmentally conscious choice for your customer's welcoming home. For added convenience, the new refill bottle and reed refills contain enough fragrance and reeds to reuse the vessel twice. For inviting scent and thoughtful decoration, Yankee Candle® Signature Reed Diffuser is the perfect finishing touch to any space. Plus, they also make a perfect gift for loved ones!



On-trend, best loved fragrances



Hand illustrated labels



Décor friendly vessel design



Recyclable packaging



Refill bottle (2 x vessel size)

Signature Reed Diffusers and Refills are available in these fragrances:

	REED DIFFUSER	REFILL
<input type="checkbox"/> Clean Cotton®	1745742E	1745726E
<input type="checkbox"/> Midnight Jasmine	1745731E	1745744E
<input checked="" type="checkbox"/> Iced Berry Lemonade	1745750E	1745740E
<input type="checkbox"/> Amber & Sandalwood	1745720E	1745753E
<input type="checkbox"/> Black Cherry	1745716E	1745756E
<input type="checkbox"/> Pink Sands	1745723E	1745747E
<input type="checkbox"/> Wild Orchid	1745724E	1745738E
<input type="checkbox"/> Lemon Lavender	1745729E	1745734E
<input checked="" type="checkbox"/> Midsummer's Night®	1745757E	1745759E
<input type="checkbox"/> Bayside Cedar	1745755E	1745739E
<input type="checkbox"/> Ocean Air	1745722E	1745736E



Reed Diffuser Sticks
SKU: 1745732E



Our iconic and much loved Apothecary Jar

Yankee Candle® Original Jar is the embodiment of over 50 years of Yankee Candle® heritage. Select forms will continue to be available in 20 best selling and most loved fragrances.



We recommend that our fragrances are displayed in a spectrum of colour. We refer to this as our "Colour Run". Even if you have only 11 fragrances we advise you apply the below approach. The Colour Run below is a guide to use when displaying fragrances on your furniture.



Clean Cotton®
SKU:1010728E



Midnight Jasmine
SKU:1129548E



Soft Blanket
SKU:1725591E



Warm Cashmere
SKU:1556251E



Christmas Cookie*
SKU:115504E



Vanilla Cupcake
SKU:1093707E



Cinnamon Stick
SKU:1055974E



Christmas Eve*
SKU:1199601E



Red Raspberry
SKU:1323186E



Sparkling Cinnamon*
SKU:1100952E



Black Cherry
SKU:1129749E



Red Apple Wreath*
SKU:1120697E



Fresh Cut Roses
SKU:1038367E



Pink Sands
SKU:1205337E



Cherry Blossom
SKU:1542836E



Lemon Lavender
SKU:1073481E



Black Coconut
SKU:1254003E



Midsummer's Night®
SKU:115174E



A Calm & Quiet Place
SKU:1577119E



Vanilla Lime
SKU:1106730E

Formats Available:



*Not available in Original Medium Jar Candle



AVAILABLE
FOR 3 PIN
PLUGS

ULTRASONIC AROMA DIFFUSER

To help create the right mood, the Yankee Candle® Ultrasonic Aroma Diffuser features customisable light, mist and fragrance with essential oils.



10 Colour LED
lights create
added ambience



4 Hours of
continuous
mist



100ml Water
capacity



Automatic
shut-off timer



Quiet
operation

Just 5 to 7 drops from the Yankee Candle® Aroma Diffuser Oils provides up to 8 hours* of fragranced mist. For extra ambience, the diffuser lights up and has ten colours available. The colours can be set to cycle or a preferred colour can be selected to create the perfect atmosphere. The auto switch off feature allows for worry-free relaxation.

10ml refills are available in these fragrances

<input type="checkbox"/> Clean Cotton®	SKU:1631927E
<input type="checkbox"/> Midnight Jasmine	SKU:1631926E
<input checked="" type="checkbox"/> Pink Sands	SKU:1631934E
<input checked="" type="checkbox"/> Black Cherry	SKU:1631931E
<input checked="" type="checkbox"/> Lemon Lavender	SKU:1631929E

*4 hours of continuous mist/8 hours of intermittent mist.



**Ultrasonic Aroma Diffuser Starter Kit -
Black Cherry**
SKU: 1631925E

WAX MELTS

Yankee Candle® Wax Melts create a relaxing feeling of home for your consumers and their families. With easy-to-open packaging and our wax formula, enjoy room-filling fragrance even more quickly*.

Simply place a Wax Melt into a Yankee Candle® wax warmer, and enjoy true-to-life Yankee Candle® fragrance in minutes. Yankee Candle® Wax Melts are available in a wide variety of our most loved fragrances.



- Yankee Candle® Wax Melts melt quickly for up to 8 hours of room-filling fragrance
- Two-sided shape fits perfectly in all electric and non-electric wax warmers
- Available in 54 Yankee Candle® fragrances
- Easy-to-open recyclable PET packaging

Available in a range of favourite Yankee Candle® fragrances:

<input type="checkbox"/> Clean Cotton®	SKU: 1676079E	<input type="checkbox"/> Desert Blooms NEW	SKU: 1750737E
<input type="checkbox"/> Midnight Jasmine	SKU: 1676082E	<input type="checkbox"/> Pink Cherry & Vanilla	SKU: 1633257E
<input type="checkbox"/> White Gardenia	SKU: 1632729E	<input type="checkbox"/> Fresh Cut Roses	SKU: 1676097E
<input type="checkbox"/> Soft Blanket	SKU: 1676087E	<input type="checkbox"/> Pink Sands	SKU: 1676084E
<input type="checkbox"/> Coconut Beach	SKU: 1632730E	<input type="checkbox"/> Art in the Park	SKU: 1728828E
<input type="checkbox"/> Soft Wool & Amber	SKU: 1719396E	<input type="checkbox"/> Lemon Lavender	SKU: 1676095E
<input type="checkbox"/> Sweet Vanilla Horchata NEW	SKU: 1750733E	<input type="checkbox"/> Lilac Blossoms	SKU: 1632731E
<input type="checkbox"/> Banoffee Waffle	SKU: 1729290E	<input type="checkbox"/> Ocean Air	SKU: 1633242E
<input type="checkbox"/> Iced Berry Lemonade	SKU: 1633250E	<input type="checkbox"/> A Calm & Quiet Place	SKU: 1676098E
<input type="checkbox"/> Vanilla Cupcake	SKU: 1676089E	<input type="checkbox"/> Smoked Vanilla & Cashmere	SKU: 1633240E
<input type="checkbox"/> Vanilla Crème Brûlée	SKU: 1633251E	<input type="checkbox"/> Black Tea & Lemon	SKU: 1633252E
<input type="checkbox"/> Warm Cashmere	SKU: 1676091E	<input type="checkbox"/> Bayside Cedar	SKU: 1633256E
<input type="checkbox"/> Amber & Sandalwood	SKU: 1633235E	<input type="checkbox"/> Aloe & Agave NEW	SKU: 1750735E
<input type="checkbox"/> Mango Ice Cream	SKU: 1632520E	<input type="checkbox"/> Lakefront Lodge	SKU: 1633246E
<input type="checkbox"/> Spiced Banana Bread	SKU: 1633259E	<input type="checkbox"/> Midsummer's Night®	SKU: 1676083E
<input type="checkbox"/> Autumn Daydream	SKU: 1742163E	<input type="checkbox"/> Stargazing NEW	SKU: 1750732E
<input type="checkbox"/> Cinnamon Stick	SKU: 1676078E	<input type="checkbox"/> Black Coconut	SKU: 1676074E
<input type="checkbox"/> Black Cherry	SKU: 1676073E	<input type="checkbox"/> Vanilla Bean Espresso	SKU: 1632732E
<input type="checkbox"/> Red Raspberry	SKU: 1676086E	<input type="checkbox"/> Sage & Citrus	SKU: 1632734E
<input type="checkbox"/> Watercolour Skies	SKU: 1729293E	<input type="checkbox"/> Cucumber Mint Cooler	SKU: 1728835E
<input type="checkbox"/> Wild Orchid	SKU: 1633237E	<input type="checkbox"/> Vanilla Lime	SKU: 1676090E

*Compared to Yankee Candle® Tarts.

SCENTPLUG COLLECTION

The Yankee Candle® ScentPlug Collection is perfect for everyone! It has a variety of base designs and refills which bring consistent and room filling true-to-life fragrance to any home.

Providing up to 30 days of authentic Yankee Candle® fragrance, with 3 intensity settings for a customisable experience, the Yankee Candle® ScentPlug is ready to fragrance any room.



DÉCOR SCENTPLUG BASES

Home Fragrance with choice and colour! Mix and match plug-in bases, in a variety of colours and designs with your favourite Yankee Candle® fragrance refills to create your perfect combination.



Organic
SKU:1629332E



Faceted
SKU:1629329E

ScentPlug Starter Kits UK:

Organic Pattern Starter Kit Clean Cotton®

SKU:1723619E

Organic Pattern Starter Kit Pink Sands

SKU:1723613E

Organic Pattern Starter Kit Black Cherry

SKU:1629344E



AVAILABLE
FOR 3 PIN
PLUGS

Twin-pack fragrance refills are available in these fragrances:

- Clean Cotton® SKU:1723617E
- Midnight Jasmine SKU:1629321E
- Amber & Sandalwood SKU:1633667E
- Pink Sands SKU:1723614E
- Cinnamon Stick SKU:1629317E
- Red Raspberry SKU:1629324E
- Black Cherry SKU:1629315E
- Wild Orchid SKU:1633224E
- Lemon Lavender SKU:1629320E
- Black Coconut SKU:1629316E
- Midsummer's Night® SKU:1629322E
- Vanilla Lime SKU:1629325E
- Bayside Cedar SKU:1633216E

TRAVEL

Bring the feeling of comfort from home onto the road, our car fragrance collections help your consumers enjoy a more pleasant journey.



CAR JAR®

Fragrance that goes everywhere! Great for cars and small spaces at home. Available in popular Yankee Candle® fragrances.



CAR JAR® ULTIMATE

Neutralise odours and freshen the air in vehicles and small spaces, such as gym lockers and pet areas, with the Car Jar® Ultimate. Each Car Jar® Ultimate provides up to 4 weeks of continuous fragrance.



3 PACK CAR JAR®

Keep your car smelling great inside with authentic, true-to-life Yankee Candle® fragrances. Try it in small spaces at home too!



CAR VENT STICK

Great Yankee Candle® fragrance on-the-go! Works in vehicles to neutralise odours and freshen air with Yankee Candle® fragrances. Fastens securely to vehicle dash vents.

	CAR JAR®	CAR JAR® ULTIMATE	3 PACK CAR JAR	CAR VENT STICK
<input type="checkbox"/> Clean Cotton®	SKU:1020639E	SKU:1220878E	SKU:1114305E	SKU:1194395E
<input type="checkbox"/> Soft Blanket	SKU:1723599E	SKU:1521593E		
<input checked="" type="checkbox"/> Amber & Sandalwood	SKU:1633278E			
<input checked="" type="checkbox"/> Midnight Jasmine	SKU:1224921E			
<input checked="" type="checkbox"/> Vanilla Cupcake	SKU:1158159E	SKU:1220923E		
<input checked="" type="checkbox"/> Black Cherry	SKU:1133672E	SKU:1221000E	SKU:1137658E	SKU:1723623E
<input checked="" type="checkbox"/> Red Raspberry		SKU:1521592E		
<input checked="" type="checkbox"/> Pink Sands	SKU:1207566E	SKU:1723597E		
<input checked="" type="checkbox"/> Wild Orchid	SKU:1633677E			
<input checked="" type="checkbox"/> Lemon Lavender	SKU:1172084E	SKU:1220907E		
<input checked="" type="checkbox"/> Midsummer's Night®	SKU:1020366E	SKU:1220877E	SKU:1114285E	SKU:1194390E
<input checked="" type="checkbox"/> Black Coconut	SKU:1295691E	SKU:1295841E		
<input checked="" type="checkbox"/> Bayside Cedar	SKU:1633296E			

Accents

Everyday accessory collections showcasing fresh, modern designs that work with any fragrance and any home décor.

EVERYDAY MELT WARMERS

Available in a range of styles to fit every season and design, these Melt Warmers let you enjoy the exceptional fragrances of our Wax Melts warmed by an unscented tea light candle. Great for mixing and matching scents to create your own personal aroma blends.



**Pebble Melt Warmer
- Spa Blue**
h123 x w100 x d100mm
SKU:1663050E



**Pebble Melt Warmer
- Grey Lilac**
h123 x w100 x d100mm
SKU:1663052E



**Pebble Melt Warmer
- Pure Cashmere**
h123 x w100 x d100mm
SKU:1663053E



ELECTRIC WAX MELT WARMERS

These electric warmers let you enjoy the exceptional fragrancing of our wax melts.



**Kensington Electric Wax Warmer
Reactive Glaze (UK)**
h115 x w90 x d90mm
SKU:1615763

POP TEA LIGHT / VOTIVE HOLDERS

Add an injection of colour to your home with the Yankee Candle® POP votive and tea light holder.

Available in a selection of on trend colours to partner with your favourite fragrance.



Pink
h70 x w70 x d70mm
SKU:1665068E



Clear
h70 x w70 x d70mm
SKU:1666591E



Blue
h70 x w70 x d70mm
SKU:1665069E

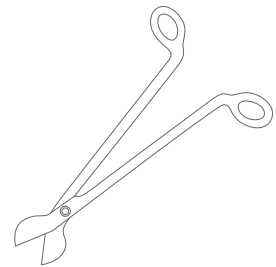


LOVE *your* CANDLE

To keep your home beautifully fragranced throughout the year simply follow our handy tips on how to love your Yankee Candle®

1 Use a Wick Trimmer

Use a Wick Trimmer to keep your wick neat and tidy. Trim your wick to the length recommended on the bottom label of your candle.



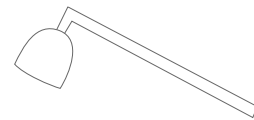
2 Allow to pool

Let the top layer of wax liquefy and pool to the edges to avoid tunnelling. Wondering how long this should take? We recommend, that for every 1 cm in diameter, you burn for 30 minutes.



3 Use a Candle Snuffer

Gently douse the flame when you're done to prevent your candle from smoking.



4 Know when to say goodbye

We never like to see the end of our favourite fragrance, but once your candle wax is 1cm from the bottom; it's officially finished. Time to choose another favourite to burn.



Fragrance Information

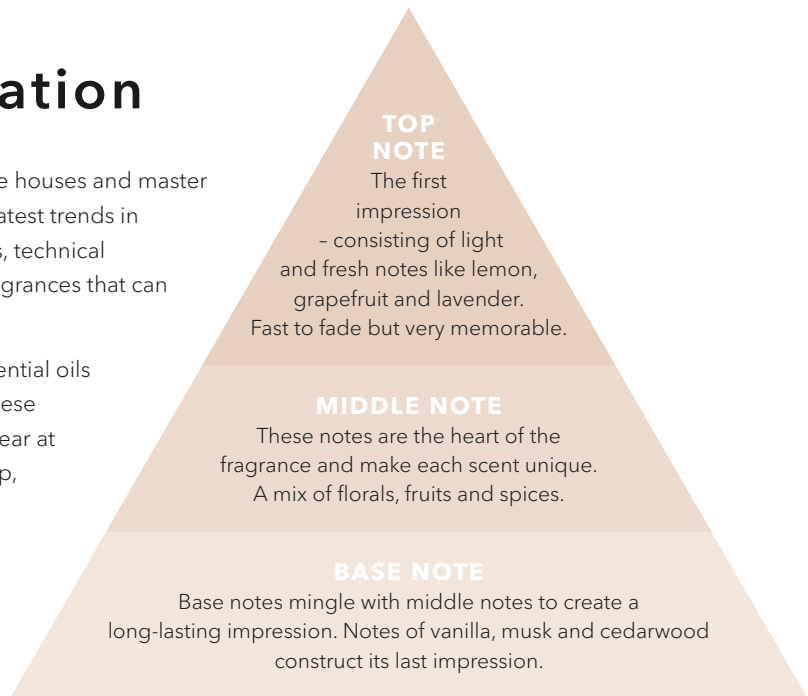
Working with the world's most renowned fragrance houses and master perfumers, we bring you and your customers the latest trends in fragrance, colour and home décor. With their tools, technical knowledge and artistic sense, perfumers create fragrances that can evoke a variety of emotions and sensations.

Many of our candle fragrances contain natural essential oils and feature a harmonious blend of ingredients. These ingredients translate into fragrance notes that appear at different stages of the overall scent experience: top, middle, and base.

Our true-to-life fragrances evoke memories and emotions that you'll want to cherish forever. Yankee Candle® is a trusted choice for quality, long-lasting fragrances. In the world of perfume, fragrances are classified by their key characteristics, creating olfactory families. These are then broken down further into sub-families. At Yankee Candle®, we help consumers find their favourite fragrance by categorising our fragrances into 6 simple families.

The fragrance family key will help you identify the family of your favourite fragrance! Some fragrances embrace notes from more than 1 of our olfactive families and for these you will see 2 dots, the top tells you the primary family and the bottom their secondary.

For SKU details see page 38.



Floral

Bright, fresh, lush, and sensual; Floral fragrances are uplifting and happy



Citrus

Bright and zesty with a hint of sweet; Citrus fragrances are energetic and refreshing



Fruity

Vibrant and lush with a satisfying juiciness; Fruity scents evoke a sense of abundance



Fresh & Clean

Cool, watery, bright, and breezy; Fresh and Clean fragrances are vibrant and optimistic



Woody

Earthy, smoky, and warm; Woody scents are cosy and grounding



Sweet & Spicy

Warm, comforting, and indulgent; Sweet and Spicy fragrances are welcoming and relaxing



A Calm & Quiet Place

Fragrance Notes

- TOP** Mandarin Leaf
- MID** Jasmine, Cedarwood
- BASE** Patchouli, Sandalwood, Amber Musk



New



Aloe & Agave

Fragrance Notes

- TOP** Green, Lemon, Cactus Water, Aloe
- MID** Blue Lotus, Coriander, White Peony
- BASE** Mineral Wood, Musk, Tea Leaves, Agave



Amber & Sandalwood

Fragrance Notes

- TOP** Pepper, Tonka Bean, Cardamom
- MID** Caramel, Lavender, Amber
- BASE** Cedarwood, Sandalwood, Vanilla, Patchouli



Art in the Park

Fragrance Notes

- TOP** Green Apple, Violet, Waterlily
- MID** Jasmine, Rose, Ylang Ylang
- BASE** Sandalwood, Cedarwood, Sheer Musk



Autumn Daydream

Fragrance Notes

- TOP** Clove, Clary Sage, Persimmon
- MID** Rhubarb, Lavender, Geranium
- BASE** Eucalyptus Woods, Balsam



Banoffee Waffle

Fragrance Notes

- TOP** Banana Cream, Ice Cold Lemon, Lime
- MID** Banana Ice Sorbet
- BASE** Chocolate, Vanilla



Bayside Cedar

Fragrance Notes

- TOP** Bergamot, Green Pear, Grapefruit
- MID** Mandarin Blossom, Water Lily
- BASE** Amber, Cedarwood, Musk



Black Cherry

Fragrance Notes

- TOP** Cherry, Almond
- MID** Cherry, Cinnamon
- BASE** Sweet Cherry



Black Coconut

Fragrance Notes

- TOP** Fruity Pineapple, Coconut
- MID** Coconut Blossom
- BASE** Powdery Notes, Woody Notes, Musk



Black Tea & Lemon

Fragrance Notes

- TOP** Yuzu, Lemon, Pink Pepper
- MID** Black Sesame Seeds, Ginger, Lime Leaves
- BASE** Warm Vanilla, Clove, Coconut, Creamy Musk



Cinnamon Stick

Fragrance Notes

- TOP** Cardamom, Clove
- MID** Cinnamon Stick
- BASE** Bay Leaf, Cedarwood



Clean Cotton®

Fragrance Notes

- TOP** Ozone, Leafy Greens, Bergamot
- MID** Lily of the Valley, Rose
- BASE** Vetiver, Cedar, Musk, Woody Notes



Coconut Beach

Fragrance Notes

- TOP** Salty Air, Pineapple
- MID** Fresh Coconut, Lei Blossom
- BASE** Airy Musk, Tahitian Vanilla



Cucumber Mint Cooler

Fragrance Notes

- TOP** Lemon, Eucalyptus, Orange, Spearmint, Grapefruit
- MID** Cucumber, Jasmine
- BASE** Sloe Berries, White Musk



New

Desert Blooms

Fragrance Notes

- TOP** Sparkling Bergamot, Cypress, Saguaro Cactus
- MID** Rose Petals, Vetiver, Dried Sage
- BASE** Driftwood, Musk, Aldehydes



● Floral

● Citrus

● Fruity

● Fresh & Clean

● Woody

● Sweet & Spicy



Fresh Cut Roses

Fragrance Notes

- TOP** Fruity Apple Peel, Green Leaf, Citrus
- MID** Red Rose, Geranium
- BASE** Soft Powder, Musk



Iced Berry Lemonade

Fragrance Notes

- TOP** Strawberry Leaf, Lemon Sugar, Sweet Mandarin, Ruby Red Grapefruit
- MID** Yuzu, Red Raspberry, Pomelo, Pineapple
- BASE** Vanilla Bean, Malt, Violet Leaf



Lakefront Lodge

Fragrance Notes

- TOP** Aldehydes, Ozone Accord, Mandarin
- MID** Fir Balsam, Pine Needle, Cedarwood
- BASE** Tonka, Cedarwood, Labdanum



Lemon Lavender

Fragrance Notes

- TOP** Tangerine, Lemon, Aromatic Lavender
- MID** Fruity Notes, Orange, Petitgrain, Eucalyptus
- BASE** Vanilla, Hints of Spice



Lilac Blossoms

Fragrance Notes

- TOP** Dewy Greens, Water Lily, Bergamot
- MID** Lilac Petals, Hyacinth, Tulip Bulbs
- BASE** Cedarleaf, Vetiver, Moss



Mango Ice Cream

Fragrance Notes

- TOP** Orange, Pineapple Juice, Banana Puree
- MID** Sliced Mango, Fresh Berries
- BASE** Vanilla Cream



Midnight Jasmine

Fragrance Notes

- TOP** Neroli, Orantique, Mandarin Blossom, Yellow Grapefruit
- MID** Grapefruit
- BASE** Musk, Powdery Notes



Midsummer's Night®

Fragrance Notes

- TOP** Citrus, Herbaceous, Woody, Bergamot, Lime
- MID** Lavender, Pine Floral Sage
- BASE** Cedarwood, Vetiver, Juniper Berry, Clary Sage, Moss



Mulled Sangria

Fragrance Notes

- TOP** Mulled Apple, Orange, Peppercorn
- MID** Pear, Cinnamon Sugar, Cider Spices
- BASE** Apple Brandy, Vanilla Bean, Cedar



Ocean Air

Fragrance Notes

- TOP** Blue Ozone, Linen Breeze, Bergamot, Lemon
- MID** Cotton Flower, Muguet, White Lily, Fresh Clover
- BASE** Sheer Musk, Fresh Vanilla, Cedarwood



Pink Cherry & Vanilla

Fragrance Notes

- TOP** Cherry, Raspberry, Apricot
- MID** Pistachio, Cherry Blossom, Milk Accord
- BASE** Vanilla, Almond Granola Accord, Musk



Pink Sands

Fragrance Notes

- TOP** Citrus, Melon, Berry
- MID** Osmanthus
- BASE** Spicy Vanilla, Musk, Woody Notes



Red Raspberry

Fragrance Notes

- TOP** Juicy Orange, Sweet Mandarin, Black Cherry
- MID** Black Raspberries, Juicy Strawberries, Blackcurrant, Strawberry Leaves
- BASE** Crystallized sugar, sweet musk



Sage & Citrus

Fragrance Notes

- TOP** Herbaceous, Lavender, Citrus
- MID** Geranium, Lavender
- BASE** Patchouli, Powdery Notes, Musk, Woody Notes



Smoked Vanilla & Cashmere

Fragrance Notes

- TOP** Raw Sugar, Black Currant, Charred Marshmallow
- MID** Smoked Cinnamon, Charcoal, Vanilla Ash, Clove Bud, Cashmere
- BASE** Molten Amber, Creamy Musk, Red Cedar, Guaiacwood



● Floral

● Citrus

● Fruity

● Fresh & Clean

● Woody

● Sweet & Spicy



Soft Blanket

Fragrance Notes

- TOP** Bergamot, Citrus, Blackberry
- MID** Cashmere Vanilla, Powdery Rose, Tobacco Flower
- BASE** Amber, Cocoa, Musk



Soft Wool & Amber

Fragrance Notes

- TOP** Heliotrope, Orange, Tangerine
- MID** Lily of the Valley, Jasmine
- BASE** Musk Flower, White Amber, Cashmere, Sandalwood, Vanilla



Spiced Banana Bread

Fragrance Notes

- TOP** Cinnamon Sugar, Gingersnap, Apple Spice
- MID** Nutmeg, Banana, Baked, Pumpkin, Buttercream, Cashew Milk
- BASE** Vanilla, Malt, Clove, Coconut Milk



New

Stargazing

Fragrance Notes

- TOP** Lilac, Mineral Air, Eucalyptus
- MID** Lavender, Geranium, Violet
- BASE** Vanilla Sugar, Rose Petals, Sandalwood



New

Sweet Vanilla Horchata

Fragrance Notes

- TOP** Rice Milk, Orange Peel, Sweet Yuzu
- MID** Soft Rose, Velvet Jasmine, Stone Fruit
- BASE** Sandalwood, Amber, Cardamom, Vanilla



Vanilla Bean Espresso

Fragrance Notes

- TOP** Lemon Rind, Whipped Cream, Sweet Mandarin
- MID** Rich Dark Caramel, Mocha, Espresso, Tuberose, Coffee Bean, Toffee
- BASE** Patchouli, Cocoa Bean, Cacao, Black Vanilla



Vanilla Crème Brûlée

Fragrance Notes

- TOP** Cinnamon Bark, Red Fruits, Orange Peel
- MID** Coconut Pulp, Baked Cookie, Milk Accords, Jasmine, Tiare Flower
- BASE** Vanilla, Toasted Praline, White Musk, Tonka Bean



Vanilla Cupcake

Fragrance Notes

- TOP** Vanilla Icing, Malted Sugar
- MID** Cake Batter, Chocolate
- BASE** Cocoa, Vanilla Bean



Vanilla Lime

Fragrance Notes

- TOP** Kaffir Lime, Lemon Zest
- MID** Sugar, Cocoa
- BASE** Vanilla, Tonka Bean



Warm Cashmere

Fragrance Notes

- TOP** Sun Kissed Orange
- MID** Cashmere Wood, Golden Amber, Cardamom
- BASE** Creamy Sandalwood, Sueded Musk, White Patchouli, Vanilla



Watercolour Skies

Fragrance Notes

- TOP** Fresh Picked Lemon, Blooming Cyclamen
- MID** Midnight Jasmine, Balsam, Cashmere Accord
- BASE** Comforting Vanilla, Tonka Bean, Soft Resin, Addictive Musk



White Gardenia

Fragrance Notes

- TOP** Peach, Berry, Clove
- MID** Gardenia, Jasmine, Lily, Freesia
- BASE** Musk, Woody Notes



Wild Orchid

Fragrance Notes

- TOP** Sunny Ozone, Mandarin Blossom, Bergamot, Palm Leaf
- MID** Wild Orchid, Hibiscus, Strawberry Nectar, Midnight Jasmine, Banana Flower
- BASE** Fruity Musk, Sandalwood, White Amber



● Floral

● Citrus

● Fruity

● Fresh & Clean

● Woody

● Sweet & Spicy

What is Visual Merchandising?

Successful Visual Merchandising is the art of presenting products through attractive displays to drive commercial performance, maximise sales, and encourage repeat purchases. This can be achieved by creating visually compelling displays that accentuates a product's appearance, features and benefits, which can help define a brand's identity as well as boost revenue.

Elements such as store design, layout, merchandising and cleanliness, along with lighting in a store, all contribute to creating a great atmosphere that draws consumers, giving consumers a desire to shop, browse and make a purchase.

Here are some Visual Merchandising tips to consider when displaying your product...

1 Whether you are creating a small, medium, or large shop floor layout, Yankee Candle® can offer you branded furniture and recommend what products to display on each furniture to increase customer interaction and optimise sales results. All of this information can be found in our latest Visual Merchandising (VM) guides.

Below is an overview of our current furniture offering.



Furniture Description	Item Code
1 WS Double Wall Bay Kit	1594402
2 WS Single Wall Bay Kit	1594407
3 WS Gondola	1594417
4 WS Combination Fixture	1594419

Furniture Description	Item Code
5 WS CDU	1594421
6 WS Large Table	1594423
6 WS Medium Table	1594424
6 WS Small Table	1594425

Furniture Description	Item Code
7 WS Table Topper	1601956
8 WS Ladder	1594426
9 WS Multi Brand CDU	1680265

2

Consider the best location to attract your consumers and use brand signage to aid navigation.



OUTSIDE THE SHOP



Window Display - The entrance to your store has the highest footfall. We supply a Stockist window sticker to ensure consumers know Yankee Candle® is available inside. Yankee Candle® window graphics are available to order from your customer care representative.

INSIDE THE SHOP



Location - Inspire the trial of new fragrances as well as customer favourites by out positioning fixtures in high footfall areas.



Best sellers - Position best sellers in clear prominent positions within their merchandised layout.



Replenishment - Keep the displays fully replenished, fill up any gaps so shelves look full and attractive, ensuring products look presentable.



POS and Graphics - Is branding clearly visible and is the furniture displaying the correct POS matching the product displayed?

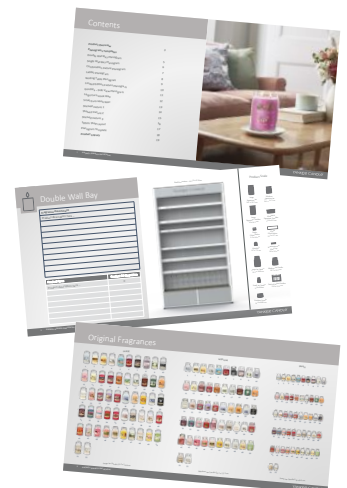


3

Visual Merchandising Support Tools

Our Visual Merchandising best practice guides and planogram templates have all the information you need to improve the overall product presentation and commerciality within your store.

For more information, log on to DASH, our Digital Asset Storage House platform or speak to your customer care representative.



SS24 Wall Bay Fragrance Assortments

Yankee Candle® provides recommended fragrance assortments to ensure your store carries the most seasonally appropriate and sales optimised selection. Whether you have 1 double wall bay or 3, our recommended assortments are based on understanding fragrance sales, market trends and consumer buying behaviour.

1 Double Wall Bay /
11 Fragrance Planogram



2 Wall Bay /
22 Fragrance Planogram



	Spring 2024	Summer 2024
1	Clean Cotton®	Clean Cotton®
2	Sweet Vanilla Horchata NEW	Sweet Vanilla Horchata NEW
3	Vanilla Cupcake	Iced Berry Lemonade
4	Black Cherry	Mango Ice Cream
5	Red Raspberry	Black Cherry
6	Wild Orchid	Red Raspberry
7	Pink Sands	Desert Blooms NEW
8	Desert Blooms NEW	Stargazing NEW
9	Stargazing NEW	Ocean Air
10	Bayside Cedar	Cucumber Cooler
11	Aloe & Agave NEW	Aloe & Agave NEW

	Spring 2024	Summer 2024
1	Clean Cotton®	Clean Cotton®
2	Midnight Jasmine	Coconut Beach
3	Sweet Vanilla Horchata NEW	Sweet Vanilla Horchata NEW
4	Vanilla Cupcake	Iced Berry Lemonade
5	Amber & Sandalwood	Mango Ice Cream
6	Black Cherry	Black Cherry
7	Red Raspberry	Red Raspberry
8	Art in the Park	Art in the Park
9	Wild Orchid	Wild Orchid
10	Pink Sands	Pink Sands
11	Fresh Cut Roses	Watercolour Skies
12	Pink Cherry Vanilla	Fresh Cut Roses
13	Desert Blooms NEW	Pink Cherry Vanilla
14	Lemon Lavender	Desert Blooms NEW
15	Black Tea & Lemon	Lemon Lavender
16	Stargazing NEW	Stargazing NEW
17	Ocean Air	Lilac Blossoms
18	A Calm & Quiet Place	Ocean Air
19	Bayside Cedar	Midsummer's Night®
20	Midsummer's Night®	Vanilla Lime
21	Vanilla Lime	Cucumber Cooler
22	Aloe & Agave NEW	Aloe & Agave NEW

3 Wall Bay /
33 Fragrance Planogram



	Spring 2024	Summer 2024
1	Soft Blanket	Soft Blanket
2	Clean Cotton®	Clean Cotton®
3	Midnight Jasmine	White Gardenia
4	Sweet Vanilla Horchata NEW	Coconut Beach
5	Soft Wool & Amber	Midnight Jasmine
6	Banoffee Waffle	Sweet Vanilla Horchata NEW
7	Iced Berry Lemonade	Iced Berry Lemonade
8	Vanilla Cupcake	Vanilla Cupcake
9	Amber & Sandalwood	Amber & Sandalwood
10	Mango Ice Cream	Spiced Banana Bread
11	Cinnamon Stick	Mango Ice Cream
12	Black Cherry	Black Cherry
13	Red Raspberry	Red Raspberry
14	Mulled Sangria	Mulled Sangria
15	Art in the Park	Art in the Park
16	Wild Orchid	Wild Orchid
17	Pink Sands	Pink Sands
18	Fresh Cut Roses	Watercolour Skies
19	Pink Cherry Vanilla	Fresh Cut Roses
20	Desert Blooms NEW	Pink Cherry Vanilla
21	Smoked Vanilla & Cashmere	Desert Blooms NEW
22	Lemon Lavender	Lemon Lavender
23	Black Tea & Lemon	Black Tea & Lemon
24	Stargazing NEW	Stargazing NEW
25	Ocean Air	Lilac Blossoms
26	A Calm & Quiet Place	Ocean Air
27	Bayside Cedar	A Calm & Quiet Place
28	LakesideLodge	Bayside Cedar
29	Midsummer's Night®	Midsummer's Night®
30	Black Coconut	Black Coconut
31	Vanilla Espresso Bean	Vanilla Lime
32	Vanilla Lime	Cucumber Cooler
33	Aloe & Agave NEW	Aloe & Agave NEW

Top tip

For best visual presentation merchandised Wax Melts and Filled Votives to follow the colour run of the Signature fragrances

Spring / Summer '24 Fragrance Colour Run

We recommend that our fragrances are displayed in a spectrum of colour. We refer to this as our "Colour Run". Even if you have only 11 fragrances we advise you apply the below approach. The Colour Run below is a guide to use when displaying fragrances on your furniture.

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Discover DASH

(DIGITAL ASSET STORAGE HOUSE)



[DASH.NEWELLBRANDS.COM](https://dash.newellbrands.com)

Free marketing tools exclusively
for our wholesale customers

**IT'S FAST,
EASY & FREE!**

New users: please
consult with your sales
representatives
for registration
instructions.

Find everything you need to advertise and promote your Yankee Candle® products, right at your fingertips, 24/7. Visit the DASH (Digital Asset Storage House) for hundreds of branded and approved materials for all your marketing needs including:

- Logos
- Order Forms
- Signs
- Product images
- Catalogues

SKU information



Fragrance Family	Fragrance	Signature Large Jar Candle	Signature Medium Jar Candle	Signature Large Tumbler Candle	Signature Small Tumbler Candle	Single Filled Votives	Original Large Jar Candle	Original Medium Jar Candle	Original Votive Candle	Wax Melts
	A Calm & Quiet Place	1701373E	1701384E	1724379E		1701436E	1577119E	1577129E	1577150E	1676098E
NEW	Aloe & Agave	1749343E	1749328E							1750735E
	Amber & Sandalwood	1629982E	1630016E	1630050E	1744756E	1686347E				1633235E
	Art In The Park	1728890E	1728876E	1728878E		1728833E				1728828E
	Autumn Daydream	1743378E	1743348E	1743356E					1743388E	1742163E
	Banoffee Waffle	1734802E	1734821E	1734823E		1729279E				1729290E
	Bayside Cedar	1629980E	1630014E	1630048E	1744755E	1686345E				1633256E
	Black Cherry	1701380E	1701391E	1724478E	1744738E	1701433E	1129749E	1129752E	1129756E	1676073E
	Black Coconut	1701371E	1701382E	1724395E		1701432E	1254003E	1254004E	1254007E	1676074E
	Black Tea & Lemon	1629978E	1630012E	1630046E		1686343E				1633252E
	Cinnamon Stick	1701372E	1701383E	1631840E		1701435E	1055974E	1055975E	1055977E	1676078E
	Clean Cotton®	1630643E	1630816E	1630644E	1744735E	1701437E	1010728E	1010729E	1016719E	1676079E
	Coconut Beach	1629967E	1630001E	1630035E						1632730E
	Cucumber Mint Cooler	1728894E	1728904E	1728873E		1728834E				1728835E
NEW	Desert Blooms	1749339E	1749330E	1749339E	1749350E					1750737E
	Fresh Cut Roses	1630682E	1630660E	1630709E		1701465E	1038367E	1038356E	1038348E	1676097E
	Iced Berry Lemonade	1629983E	1630017E	1630051E	1744734E	1686348E				1633250E
	Lakefront Lodge	1629990E	1630024E	1630058E		1701444E				1633246E
	Lemon Lavender	1629970E	1630004E	1630038E	1744758E	1686388E	1073481E	1073482E	1085900E	1676095E
	Lilac Blossoms	1629963E	1629997E	1630031E		1686381E				1632731E
	Mango Ice Cream	1632326E	1632325E	1632321E		1632472E				1632520E
	Midnight Jasmine	1630688E	1630666E	1630715E	1744746E	1632046E	1129548E	1129551E	1129555E	1676082E

● Floral
 ● Citrus
 ● Fruity
 ● Fresh & Clean
 ● Woody
 ● Sweet & Spicy



Fragrance Family	Fragrance	Signature Large Jar Candle	Signature Medium Jar Candle	Signature Large Tumbler Candle	Signature Small Tumbler Candle	Single Filled Votives	Original Large Jar Candle	Original Medium Jar Candle	Original Votive Candle	Wax Melts	
	Midsummer's Night®	1629968E	1630002E	1630036E	1744757E	1701446E	115174E	114174E	578174E	1676083E	
	Mulled Sangria	1743369E	1743376E	1743352E					1743393E	1744609E	
	Ocean Air	1629984E	1630018E	1630052E	1744737E	1686349E				1633242E	
	Pink Cherry & Vanilla	1629986E	1630020E	1630054E		1686351E				1633257E	
	Pink Sands	1629962E	1629996E	1630030E	1744736E	1686380E	1205337E	1205340E	1205362E	1676084E	
	Red Raspberry	1701375E	1701386E	1724404E			1323186E	1323187E	1323190E	1676086E	
	Sage & Citrus	1629961E	1629995E	1630029E		1701453E				1632734E	
	Smoked Vanilla & Cashmere	1629989E	1630023E	1630057E		1701455E				1633240E	
	Soft Blanket	1701376E	1701387E	1724359E		1701452E	1725591E	1725588E	1725592E	1676087E	
	Soft Wool & Amber	1724952E	1721078E	1721005E		1722174E				1719396E	
	Spiced Banana Bread	1629991E	1630025E	1724485E		1701456E				1633259E	
NEW		Stargazing	1749347E	1749348E						1750732E	
NEW		Sweet Vanilla Horchata	1749332E	1749346E						1750733E	
		Vanilla Bean Espresso	1701377E	1701388E	1724491E		1701459E			1632732E	
		Vanilla Crème Brûlée	1629981E	1630015E	1630049E		1686346E			1633251E	
		Vanilla Cupcake	1629969E	1630003E	1630037E		1686387E	1093707E	1093708E	1093714E	1676089E
		Vanilla Lime	1630694E	1630670E	1630721E		1701460E	1106730E	1107077E	1107081E	1676090E
		Warm Cashmere	1701379E	1701390E	1724370E		1701464E	1556251E	1556252E	1556254E	1676091E
		Watercolour Skies	1734816E	1734799E	1734811E		1729295E			1729293E	
		White Gardenia	1630696E	1630672E	1630723E		1632047E			1632729E	
		Wild Orchid	1629979E	1630013E	1630047E	1744759E	1686344E			1633237E	

Floral
 Citrus
 Fruity
 Fresh & Clean
 Woody
 Sweet & Spicy

Fast Facts



Large Jar 2-Wick Candle

Burn Time: 60-90 hours
Size: 9.3cm x 15.7cm
Weight: 567g



Medium Jar 2-Wick Candle

Burn Time: 35-50 hours
Size: 9.3cm x 11.4cm
Weight: 368g



Large Tumbler 2-Wick Candle

Burn Time: 60-100 hours
Size: 9.9cm x 14.9cm
Weight: 567g



Small Tumbler 1-Wick Candle

Burn Time: 20-30 hours
Size: 8cm x 7.5cm
Weight: 122g



Large Original Jar Candle

Burn Time: 110-150 hours
Size: 10.7 x 16.8cm
Weight: 623g



Medium Original Jar Candle

Burn Time: 65-75 hours
Size: 10.7 x 12.7cm
Weight: 411g



Votive Candle

Burn Time: Up to 15 hours
Size: 4.6 x 4.8cm
Weight: 49g



Single Filled Votive

Burn Time: 5-10 hours
 Size: 5.4 x 4.4cm
 Weight: 37g



Wax Melts

Burn Time: Up to 8 hours
 Size: 5.6 x 1.5cm
 Weight: 22g



Ultrasonic Aroma Diffuser

Lasts up to 8 hours
 Volume: 10ml
 Size: 11 x 14.7 x 19cm



Electric Home Fragrance and ScentPlug Refills

Lasts up to 4 weeks
 Size: 7.6 x 7.9cm
 Volume: 18.5ml



Signature Diffusers

Lasts up to 6 weeks
 Volume: 100ml



Signature Diffusers refill

Lasts up to 6 weeks
 Volume: 200ml



Car Jar® and Car Jar® Ultimate

Lasts up to 4 weeks
 Car Jar® Single: Size: 7.8 x 19.7cm / Weight: 14g
 Car Jar® Ultimate: Size: 7.85 x 13.5cm / Weight: 24g



Car Vent Sticks

Lasts up to 2 weeks per stick (4/pack)
 Size: 7.65 x 19.3cm
 Weight: 28g



YANKEE CANDLE®

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