

Trade Catalogue

Spring/Summer 2026



WW
WoodWick.
Feel grounded in nature

Welcome

At WoodWick[®], our fragrance strategy is designed to do more than just scent a room.

It's about creating a holistic, multi-sensory experience that helps our audience feel grounded and connected to nature.

We understand that our consumer seeks to bring the outdoors into their homes to create a sanctuary of peace and wellbeing. And our unique approach to fragrance is built on this understanding.

Our patented wick designs create a beautiful even burn and evoke the soft sounds of a crackling fire. While the trend-forward fragrances create a tailor-made atmosphere.

The WoodWick[®] range is crafted to celebrate the elemental importance of nature in the home.

WoodWick[®] is excited to be entering a new era. Not only addressing product upgrades, it is a comprehensive commercial transformation across markets.



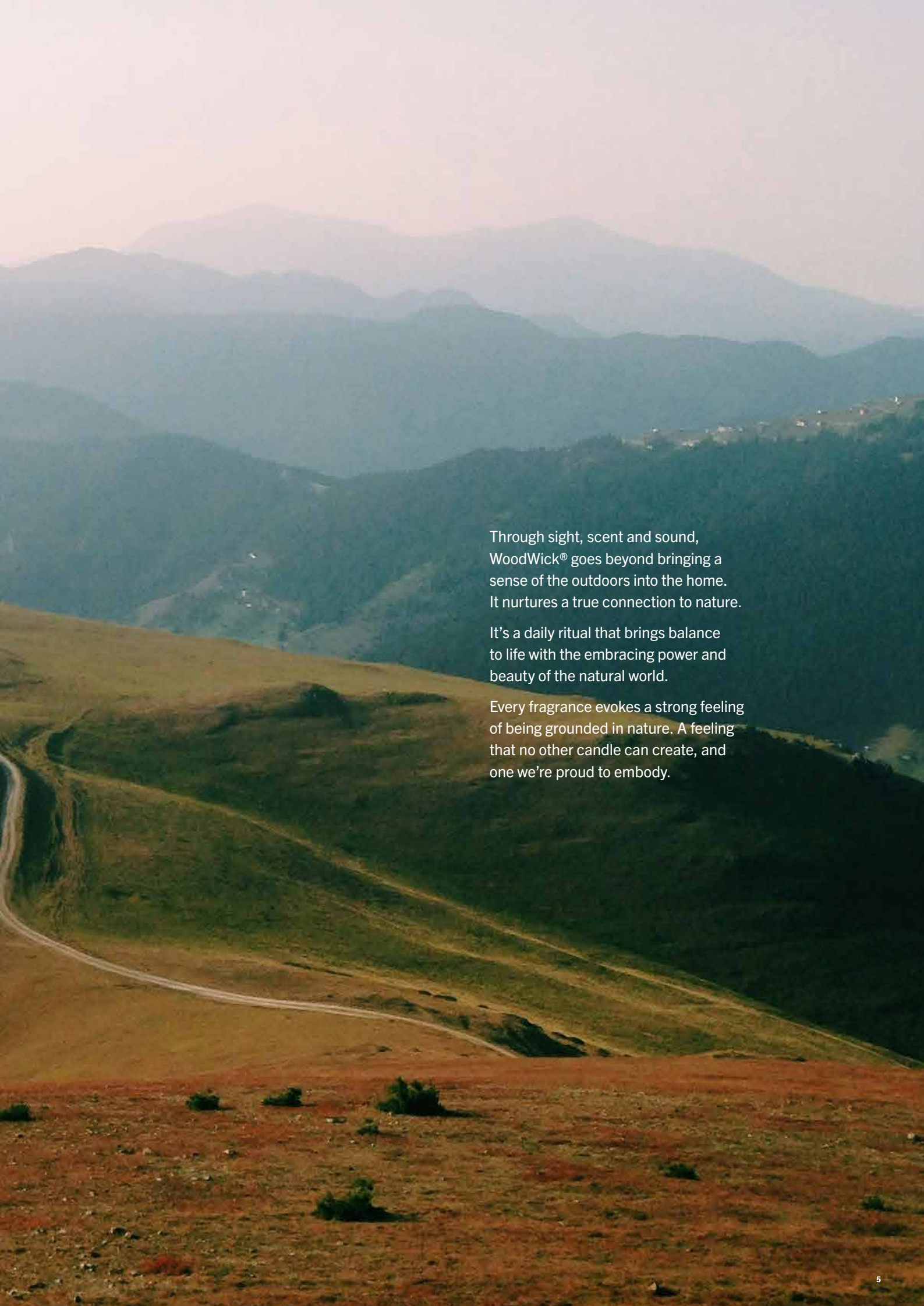


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Hear the
crackle,
feel grounded
in nature



Through sight, scent and sound,
WoodWick® goes beyond bringing a
sense of the outdoors into the home.
It nurtures a true connection to nature.

It's a daily ritual that brings balance
to life with the embracing power and
beauty of the natural world.

Every fragrance evokes a strong feeling
of being grounded in nature. A feeling
that no other candle can create, and
one we're proud to embody.

For 2026, WoodWick® is launching a modernised, premium portfolio with an elevated positioning, grounded entirely in nature.

All elements have been created to meet the motivational drivers of your customers, delivering an unparalleled, multi-sensory experience that engages the senses of sight, sound, and scent.

Sight

Our elegant vessels like the iconic hourglass evoke nature's organic shapes. They are filled with a premium, plant-based wax blend with soft colours inspired by nature, and finished with a redesigned lid and refined branding for a seamless, premium aesthetic.

Sound

Our patented wooden wicks provide the product's signature point of difference: a distinctive crackling fire that taps into nature's acoustics with the soothing sound of a fire. The wicks are made from 100% natural, responsibly sourced wood.

Scent

We use a refined olfactive strategy with nature-inspired fragrances that are true-to-life, with added depth. These scents are a blend of natural materials and ingredients inspired by nature, including essential oils.

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Upgrading our WoodWick® Candle

New Lid

Our products feature an **elevated design**, and **finish**, including a **natural wood finish** that is responsibly sourced.

They are enhanced by a **modern stain colour** with a **premium, wood-engraved logo**.

The refined design includes a **thinner lid** with a **minimised plastic gasket**, and all stickers have been removed for a **cleaner, more premium aesthetic**.

Improved Wax

Our formulation has been enhanced for quality, featuring a premium blend of plant-based and paraffin wax for a refined look and a clean, even burn. Also free from sulfates, parabens & phthalates.





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—
VANILLA & SEA SALT
VANILLE & SEL DE MER

The Wooden Wick

Our product's signature point of difference is its ability to tap into nature's acoustics with the subtle, soothing sound of a crackling fire. This is achieved using our patented **Pluswick® Technology** and **Hearthwick® Flame** for an unparalleled multi-sensory experience. Furthermore, the wood is responsibly sourced, reflecting expert craftsmanship and quality, as each piece is **hand-assembled** and carefully positioned in every candle.

Refined Branding

The updated design acts as a branding and fragrance identifier to aid consumer navigation of the portfolio. The sleek design achieves a high-end appearance that conveys our premium positioning.

Olfactive Strategy

Fragrances are designed with a focus on an identifiable, natural ingredient and essential oils which are supported by accompanying notes to bring depth, complexity and elevation.

Wax Colour

Wax colour refresh aligns with target consumer's motivators. As part of the relaunch our portfolio will transition to a cohesive, soft-colour palette inspired by shades found in nature.



The Range

WoodWick® indulges the senses with carefully chosen materials and luxury craftsmanship. Our elegant vessels evoke organic shapes of nature as well as amplifying the acoustics of our wooden wicks.

Hourglass

Available in Mini, Medium and Large Jars



The iconic hourglass-shaped candles fill your home with a soft crackle and indulgent WoodWick® fragrances. The candles feature a clean, contemporary design with an elegant shape.

Ellipse

One size



The main design of the wick is not for fast fragrance release but for the ambiance. These wooden wicks are handcrafted for each candle to product the optimum wax pool, fast fragrance release and a one-of-a-kind ambiance.

Unique Wooden Wicks

WoodWick® is like no other candle with its distinctive crackle and long dancing flame, which creates a truly multi-sensory experience.



+PLUSWICK INNOVATION

The Pluswick® Innovation features patented wooden wicks that creates an unparalleled multi-sensory experience. The distinctive sound of a crackling fire makes for a beautiful burn every time.

Featured in the Hourglass Jars



HEARTHWICK® FLAME

WoodWick® is the only candle brand that offers Hearthwick® Flame technology. The unique wick creates a soft distinctive crackle and a long dancing flame.

Featured in the Ellipse Jars

Discover the Woodwick® Fragrance Families

Since 2006, WoodWick® has been meticulously crafting candles that bring the multi-sensory beauty of nature into every home. Working with the world's most renowned fragrance houses and master perfumers, our fragrances extend across the whole olfaction range and fit within six fragrance families.

This immersive experience is defined by the distinctive crackle of our wooden wicks. This unique sound reflects the rhythm of nature's own soundtrack. The combined scent and sound creates an atmosphere where your customers can feel grounded in nature.



Fruity & Citrus

Deep and vibrant notes of fruit combined with sharp citrus, these fragrances are refreshing and optimistic.



Fresh & Clean

Crisp, pure, and airy; these fragrances provide a space to relax and breathe.



Floral

Dreamy, lush, and romantic; these fragrances are enchanting and captivating.



Gourmand

Sweet, satisfying, and delectable; these fragrances appeal to the refined palate.



Ambery

Warm, indulgent, and rich; these fragrances are sophisticated and rare.



Woody

Earthy, smoky, and authentic; these fragrances are grounding and iconic.



WW
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LAVENDER & CEDAR
LAVANDE & CÈDRE

All our candle fragrances are made with natural essential oils and a premium wax blend for a clean, consistent burn.

These ingredients translate into fragrance notes that appear at different stages of the overall scent experience: top, middle, and base.

Top Notes

The first impression – consisting of light and fresh notes like lemon, grapefruit and lavender. Fast to fade but very memorable.

Mid Notes

These notes are the heart of the fragrance and make each scent unique. A mix of florals, fruits and spices.

Base Notes

Base notes mingle with middle notes to create a long-lasting impression. Notes of vanilla, musk and cedarwood construct its last impression.

Power Fragrances

Our power fragrances are the cornerstone to the range. We've added new and exciting fragrances to our iconic range, which we believe your customers will love just as much.

They're the catalyst to connecting them with the outdoors and the feeling of being grounded in nature in only a way WoodWick® can.



Feel grounded in glowing warmth with Fireside

Captures a beautiful evening spent outside by a campfire with scents of Italian bergamot, golden amber, and smoked mahogany.

Essential oils

Clove Oil
Cinnamon Leaf Oil
Eucalyptus Oil
Orange Oil
Patchouli Oil



Feel at peace amongst lavender meadows with Lavender & Cedar

Scents of blonde woods and leafy greens drift through a forest clearing full of lavender.

Essential oils

Clove Oil
Black Pepper Oil
Cedarwood Oil
Cypress Oil
Eucalyptus Oil
Lavandin Oil
Pinacea Oil
Patchouli Oil
Thuya Oil
Lemon Oil



Feel refreshed in citrus freshness with **Lush Pomelo**

Pomelo trees bear ripe fruit amongst the flowers. Scents of juicy grapefruit, bright hibiscus, and sweet rosewater fill out the sensory landscape.

Essential oils

Grapefruit Oil
Lemon Oil
Orange Oil



Feel cosy in the soft vanilla breeze with **Vanilla & Sea Salt**

Notes of soft vanilla orchid and cool melon are sprinkled with a hint of sea salt aromas to create a relaxing yet luxurious fragrance.

Essential oils

Lemon Oil
Orange Oil



Feel at peace in nature's bloom with **Rose Blush**

Subtle notes of black currant and smooth sandalwood round out this homage to an English rose garden.

Essential oils

Mandarin Oil
Patchouli Oil
Bergamot Oil
Lemon Oil
Orange Oil
Elemi Oil
Black Pepper Oil



Feel grounded in lush abundance with **Verdant Fig**

The luscious scent of ripe, juicy fig is tempered by woody notes of fig leaves and cedarwood.

Essential oils

Mandarin oil
Cedarwood oil
Orange oil



Elevated Fragrance Portfolio

Cashmere

The warmth and comfort of a well-worn cashmere sweater, captured in fragrance notes of sweet quince, grounding sandalwood, and creamy tonka.

Ambery



Cedarwood & Ocean Moss

Fresh cedarwood notes mingle with scents of ocean moss and sea minerals in a lush coastal forest.

Fresh & Clean



Cherry Blossom & Vanilla

A grove of cherry blossom trees has reached peak bloom. Subtle scents of orange, almond, and vanilla catch the breeze.

Gourmand



Cinnamon Chai

Spicy and sweet, this enticing fragrance marks autumn's arrival with notes of cinnamon, clove, and vanilla.

Gourmand



Coastal Sunberry

A tropical getaway where juicy berries grow plump under the hot sun. Scents of lemon blossom, strawberries, and pink Himalayan sea salt add brightness and dimension.

Fruity & Citrus



Dark Cherry

Wild-growing black cherry trees exude sweetness deep within darkened woods. Scents of dark cherry and amberwood are warmed by notes of cashmere and smoked vanilla.

Fruity & Citrus



Fireside

This iconic fragrance captures a beautiful evening spent outside by a campfire...complete with scents of Italian bergamot, golden amber, and smoked mahogany.

Woody



Fraser Fir

Scents of fresh-cut balsam and fir needles tinged with amber create a classic woody fragrance that brings lush mountain forests inside.

Woody



Hazelnut Roast

The scents of smooth espresso and coconut milk are blended together and topped with notes of crushed hazelnut in this invigorating fragrance.

Gourmand



Iris Woods

Wild irises dot the edges of a forest, where aromas of white cardamom, tobacco leaves, and warm sandalwood beckon, hinting toward adventure.

Ambery



Lakeside Mist

A morning mist floats across the lakefront in faint sunlight. Refreshing notes of aldehydes, cedarwood, and mossy earth linger in the quiet scene.

Fresh & Clean



Lavender & Cedar

Scents of blonde woods and leafy greens drift through a forest clearing full of lavender.

Woody



Lush Pomelo

Pomelo trees bear ripe fruit amongst the flowers. Scents of juicy grapefruit, bright hibiscus, and sweet rosewater fill out the sensory landscape.

Fruity & Citrus



Manuka Nectar

The fruitful result of hardworking honeybees pollinating manuka trees. Notes of peach, soft florals, and - of course - honey all buzz together in this sweet fragrance.

Fruity & Citrus



Matcha Zest

A springtime indulgence - scents of delicate fennel, crisp citrus, and smooth green tea blend together in refined refreshment.

Gourmand



Patchouli Crème

Complex notes of cacao bean, smoked cashmere, and patchouli intertwine in a sumptuous scent full of warmth.

Gourmand



Pumpkin Praline

The scent of freshly baked pumpkin, drizzled with notes of nutmeg, ginger, and maple, evokes the essence of autumn indulgence.

Gourmand



Radiant Amber

The feeling of basking in warm sunlight. Notes of golden amber, smoky incense, and vanilla bean radiate as one.

Ambery



Available in

*Select fragrances only



Rose Blush

Subtle notes of black currant and smooth sandalwood round out this homage to an English rose garden.

Floral



Saffron Smoke

A fragrance of warm autumnal spices, with a twist: amber woods and smooth tonka notes create a subtle sweetness, deepened by the scent of aged leather.

Woody



Sagewood & Seagrass

Scents of crisp citrus and white sage tangle with ocean mineral notes along a shoreline where sagewood and seagrass flourish.

Fresh & Clean



Santal Myrrh

Woody with a hint of smokiness, this fragrance combines warm mahogany and golden amber scents with subtle notes of lemon.

Woody



Sea Spray

Ocean waves crash against the rocky coast as scents of water lily and deep-sea pearls swirl together in the salty spray.

Fresh & Clean



Solar Orchid

The glowing sun coaxes sleepy flowerbuds into bloom. Aromas of jasmine, tuberose, and ylang ylang join subtle notes of musk and bergamot.

Floral



Spiced Blackberry

Ripe and freshly picked, these tart blackberry notes are sweetened by aromas of cinnamon, vanilla sugar, and a dash of zesty orange notes.

Fruity & Citrus



Tangerine & Citron

A citrus grove that's ready for picking: sweet tangerine and zesty citron notes waft from the branches, while scents of fresh green herbs perk up at the base of the trees.

Fruity & Citrus



Tonka & Almond Milk

Warm and creamy notes of tonka bean, soft willow, and cedarwood add sweetness to the comforting scent of almond milk.

Gourmand



Vanilla & Sea Salt

Notes of soft vanilla orchid and cool melon are sprinkled with a hint of sea salt aromas to create a relaxing yet luxurious fragrance.

Floral



Verdant Fig

The luscious scent of ripe, juicy fig is tempered by woody notes of fig leaves and cedarwood.

Fruity & Citrus



White Honey

Soft and sweet, this fragrance combines notes of candied orange blossom, vanilla orchid, and roasted toffee to create a honeyed scent.

Amberly



White Tea & Jasmine

A lush garden, home to tea plants and wildflowers, entices with scents of tea accord, roses, and subtle cedarwood.

Fruity & Citrus



White Teak

Scents of fir balsam, sandalwood, cedarwood, and moss mingle in this teakwood forest escape.

Fresh & Clean



Wood Smoke

Sophisticated notes of black cedar logs and leaves are enveloped in smoldering embers, evoking late-night bonfires.

Woody



Yuzu & Vetiver

Bright, aromatic scents of yuzu fruits, soft cedarwood, and dried vetiver slowly rise from tall grass and dense woods.

Fruity & Citrus





Trilogy Candles

Our new Trilogy range brings together three complementary scents. Carefully chosen from our core fragrances, they combine for a one-of-a-kind fragrance experience that evolves as the candle burns.

Trilogy drives trial and discovery of WoodWick® core fragrances, as well as differentiation for our brand, delivering an unparalleled fragrance experience.



Caffe Machiatto

Gourmand
Hazelnut Roast
Tonka & Almond Milk
White Honey

Size	SKU #
Medium jar	2674588E
Large jar	2674583E
Ellipse	2674586E



Driftwood Shores

Woody
Sea Spray
Sagewood & Seagrass
White Teak

Size	SKU #
Medium jar	2674592E
Large jar	2674544E
Ellipse	2674278E



Floral Blossoms

Floral
Solar Orchid
Rose Blush
White Tea & Jasmine

Size	SKU #
Medium jar	2674266E
Large jar	2674546E
Ellipse	2674538E



Lush Nectar

Fruity & Citrus
Dark Cherry
Manuka Nectar
Lush Pomelo

Size	SKU #
Medium jar	2674401E
Large jar	2674399E
Ellipse	2674539E



Radiant Cashmere

Ambery
Iris Woods
Radiant Amber
Cashmere

Size	SKU #
Medium jar	2674463E
Large jar	2674405E
Ellipse	2674286E



Vanilla Embers

Woody
Saffron Smoke
Fireside
Patchouli Crème

Size	SKU #
Medium jar	2674593E
Large jar	2674322E
Ellipse	2674542E



Verdant Woods

Fresh & Clean
Verdant Fig
Matcha Zest
Lakeside Mist

Size	SKU #
Medium jar	2674464E
Large jar	2674584E
Ellipse	2674279E

Special Collection

Precious Metals



Sparkling Pomelo
Champagne

Fruity and Citrus

Scents of pink pepper, juicy lychee, and sparkling aldehydes bring this fragrance to life.

Top notes

Pink Pepper, Lychee, Sparkling Aldehydes, Grapefruit

Mid notes

Jasmine, Waterlily, Blue Sea Salt

Base notes

Hibiscus, Tart Berries, Gardenia

Size	SKU #
Medium jar	2659615E



Cypress Ore
Warm Nickel

Ambery

Over thousands of years, cypress tree resin forms into beautiful amber. Warm scents of lavender and blonde woods balance the cypress notes in this time-transcending fragrance.

Top notes

Leafy Green, Pink Pepper, Lemon Rinds

Mid notes

Lavender, Cypress, Sage Flower, Fir Needle

Base notes

Patchouli, White Amber, Blonde Woods

Size	SKU #
Medium jar	2659629E



Volcanic Orris
Copper

Woody

At the base of a volcano, mineral-rich soil brings forth new life. Lush fragrance notes of pear, orris, and sandalwood herald renewed growth.

Top notes

Quince, Pear, Red Fruit, Iced Ginger

Mid notes

Orris, Pink Pepper, Blackthorn, Blackberry

Base notes

Sandalwood, Cedarwood, Tonka Bean

Size	SKU #
Medium jar	2659610E



Candescent Coast
Silver

Fruity and Citrus

Bright marine notes mingle with scents of white teak and moss to channel a subtle coastal fragrance.

Top notes

Fresh, Marine Notes

Mid notes

White Teak, Fir Balsam, Oak, Sandalwood

Base notes

Moss, Teakwood

Size	SKU #
Medium jar	2659613E



Melanite Mist
Gunmetal

Fresh and Clean

Formed deep beneath the earth, this glimmering mineral rapidly cools once it reaches the surface, greeted by scents of misty aldehydes and rain on rock moss at the end of its journey.

Top notes

Misty Aldehydes, Orange, Rain

Mid notes

Eucalyptus, Jasmine, Birch

Base notes

Cedarwood, Amber, Rock Moss

Size	SKU #
Medium jar	2659612E

Nature's rarest materials inspire this elegant and richly fragrant collection. The iconic hourglass jar with elevated metallic finish inspired by the gleaming troves of pure gold, shimmering caches of silver, and precious mixed metals. It brings the pure luxury of the natural world in your customer's home.



Discover DASH

Our Digital Asset Storage House

Fast, Easy & Free

A free resource for approved marketing materials exclusively for our wholesale customers.

We are currently updating DASH with everything you need to advertise and promote your WoodWick® products, right at your fingertips, 24/7. We'll keep you updated.



Visit **DASH** for dozens of branded and approved materials for all your marketing needs including:
Logos, POS, Order Forms, Product Images, Catalogues and more.

New Users please consult with your sales representatives for registration instructions.

dash.newellbrands.com

Candle Care

We want to make sure that your customers can enjoy WoodWick® candles to their full potential, for as long as possible. By understanding the different burning characteristics of WoodWick® you can help them do just that.

Here are some simple steps to help your customers enjoy the best burn every time.

1. Allow wax to pool

The best burn results come from when the candle remains lit for 3-4 hours. For the Ellipse candles with Hearthwick Flame, one end of the wick should be lit first, allowing the flame to flow naturally across the wick.

The wax should be allowed to melt from the edge of the candle before extinguishing it, this may take between 30 to 60 minutes. This allows the wax to pool and discourage 'tunnelling' or leaving wax on the sides of the vessel.

It should be noted that the flame height may vary at times and occasionally even appear to extinguish, but this is normal. Even at a 'low' flame, it will continue to heat and the flame height should return.

2. Keep candles in sight

It's crucial to place the candle on a flat, heatproof surface, and away from children, pets, flammable materials and other heat sources.

3. Let candles cool

To be safe, the candle should only be moved once the flame is extinguished and the wax has completely cooled.

4. Trim the wick

For the Hourglass candles, the wick should be trimmed to 6mm before each use.

Due to the nature of the Ellipse candles the wick does not need to be trimmed. The only exception is when the flame exceeds 25mm or the candle begins to smoke.

To trim the wick, the candle should be carefully extinguished, and the wick and wax allowed to cool. Then trim the wick to 6mm by gently breaking off the burned edges with a cloth or paper napkin. Safely remove and discard all wick trimmings and debris before relighting the candle.

5. Say goodbye

Knowing when to stop using the candle is important too. The candle should be extinguished when 6mm of wax remains and then recycled according to their recycling centre's guidance.

6. Upcycling

Why not showcase your creativity and passion for upcycling by repurposing your empty WoodWick® candles into something new? Take your empty candle and turn it into something for your home or office.



Portfolio Guide



Hourglass

Ellipse

Mini Jar
Pluswick® Innovation

Medium Jar
Pluswick® Innovation

Large Jar
Pluswick® innovation

One size
Hearthwick® flame

Cashmere		2674392E	2674529E	2674285E	2674116E
Cedarwood & Ocean Moss		2238137	2238120	2238140	2238143
Cherry Blossom & Vanilla		2238136	2238135	2238139	2238142
Cinnamon Chai		2674572E	2674206E	2674242E	2674192E
Coastal Sunberry		2670660E	2670653E	2670622E	2670619E
Dark Cherry		x	2670685E	2670707E	2670655E
Fireside		2674315E	2674186E	2674263E	2674302E
Fraser Fir		x	2674129E	2674131E	2674203E
Hazelnut Roast		x	2675699E	2675698E	2675697E
Iris Woods		x	2674581E	2674290E	2674406E
Lakeside Mist		x	2670623E	2670659E	2670708E
Lavender & Cedar		2674357E	2674530E	2674537E	2674255E
Lush Pomelo		2674155E	2674582E	2674430E	2674461E
Manuka Nectar		x	2674373E	2674121E	2674551E
Matcha Zest		x	2674372E	2674371E	2674366E
Patchouli Crème		x	2674270E	2674125E	2674358E
Pumpkin Praline		x	2670621E	2670675E	2670643E
Radiant Amber		x	2670696E	2670665E	2670614E
Rose Blush		2670699E	2670633E	2670673E	2670671E
Saffron Smoke		x	2674299E	2674189E	2674520E
Sagewood & Seagrass		2674133E	2674181E	2674389E	2674115E
Santal Myrrh		2674527E	2674306E	2674183E	2674308E
Sea Spray		x	2674303E	2674576E	2674518E
Solar Orchid		x	2674250E	2674241E	2674507E
Spiced Blackberry		x	2670657E	2670717E	2670704E
Tangerine & Citron		x	2670639E	2670634E	2670693E
Tonka & Almond Milk		x	2674300E	2674269E	2674521E
Vanilla & Sea Salt		2670722E	2670700E	2670644E	2670627E
Verdant Fig		2674429E	2674410E	2674136E	2674291E
White Honey		2674304E	2674510E	2674579E	2674368E
White Tea & Jasmine		2674526E	2674307E	2674197E	2674524E
White Teak		2674390E	2674119E	2674190E	2674273E
Wood Smoke		x	2670648E	2670666E	2670672E
Yuzu & Vetiver		2238119	2238141	2238134	2238138



Trilogy

Medium Jar
Pluswick® Innovation

Large Jar
Pluswick® innovation

Ellipse
Hearthwick® flame

Café Macchiato		2674588E	2674583E	2674586E
Driftwood Shores		2674592E	2674544E	2674278E
Floral Blossoms		2674266E	2674546E	2674538E
Lush Nectar		2674401E	2674399E	2674539E
Radiant Cashmere		2674463E	2674405E	2674286E
Vanilla Embers		2674593E	2674322E	2674542E
Verdant Woods		2674464E	2674584E	2674279E



Precious Metals

Medium Jar
Pluswick® Innovation

Sparkling Pomelo	2659615E
Cypress Ore	2659629E
Volcanic Orris	2659610E
Candescent Coast	2659613E
Melanite Mist	2659612E

The background of the entire page is a photograph of a dense, green forest covering a rolling hillside. The sky is a pale, clear blue. The WoodWick logo, consisting of a stylized 'WW' monogram, is centered at the top. Below it, the brand name 'WoodWick' is written in a classic serif font, followed by a registered trademark symbol. Underneath the brand name is the tagline 'Feel grounded in nature' in a similar serif font.

WW
WoodWick®
Feel grounded in nature

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