

LINNEA<sup>®</sup>

SCENTS THAT SURROUND

SPRING & SUMMER 2026



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SCENTS THAT SURROUND

## OUR STORY

Founded in 2009, LINNEA® is a luxury brand of home fragrances and goods built on a foundation of quality and fine craftsmanship. The name LINNEA® is a tribute to our family's rich Swedish lineage and a nod to Sweden's national flower, Linnaea Borealis. At our helm, Laura Cler continues to build a brand focused on quality, integrity, and social consciousness. As a world traveler and lover of beauty, Laura infuses adventure and substance into every scent and product. LINNEA® is the culmination of our most meaningful moments and collected experiences. We are an accessible luxury brand that is sustainable, mindful, and created for all.

## OUR BELIEFS

We believe in mindful making and doing business with integrity. When sourcing, we uphold high standards ensuring all of our ingredients are eco-friendly and cruelty-free. We value long-term relationships with our partners, customers, and employees. We prioritize independent and local suppliers and pay our team of artisans living wages. We pride ourselves in doing business fairly and creating a positive and uplifting working environment for our LINNEA® team.





## OUR PROCESS

Throughout our process from beginning to end, we believe in the touch of the human hand. As society and culture move forward, we cannot forget where we come from. Our collective experiences and hopes for the future meet in these in-between moments. Though ephemeral in nature, our essence remains founded in the most human of endeavors, creating beauty and providing hope.

## OUR COMMITMENT

A commitment to quality, and our tried and true methods of creating artisanal products for over a decade, is what sets LINNEA® apart. We emphasize quality over quantity and create objects of beauty with the finest ingredients. The difference is illuminating.

## GIVING LIGHT

LINNEA® focuses on being mindful and thoughtful in each step as a home fragrance maker. We prioritize leaving a lasting impression in the world through meaningful connection and we are proud to partner with impactful organizations to create positive change.

**\$49K**  
**DONATED SINCE 2020**

In October, we donate 10% of online sales to the National Breast Cancer Foundation, Inc.® to help forward research to fight breast cancer.



Proud supporter of National Breast Cancer Foundation, Inc.®

**644,940**  
**MEALS DONATED SINCE 2021**

Each November, LINNEA® donates to Feeding America® to help provide nutritious food for those in need.



**56K+**  
**TREES PLANTED SINCE 2021**

As a One Tree Planted® distinguished donor, our contributions have been and continue to be essential to the restoration and conservation of forests worldwide.





## CLASSIC COLLECTION

Modern yet timeless, featuring our most coveted fragrances, the LINNEA Classic Collection delivers sensorial experiences best suited for your mood and space. Enjoy solo, build intensity by layering with accompanying products, or combine a few of your favorite fragrances for a more bespoke symphony of scents.





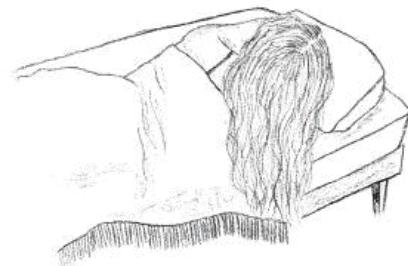


## BELGIAN LINEN

SEA AIR | TARRAGON | GOLDEN FLAX

*a note of inspiration:*

TRANQUIL SUNDAY MORNINGS,  
A REFRESHING BREATH OF  
FRESH SEA AIR, GOLDEN FLAX  
FIELDS OF BELGIUM



## CASHMERE

CHAMOMILE | AMBER WOODS | PATCHOULI

*a note of inspiration:*

SOFT AND SENSUAL CASHMERE  
DRAPES THE SKIN, COMFORTING  
WARMTH ON A BRISK DAY,  
MEMORIES OF HOME



## HINOKI

MATSU NEEDLE | MINERAL WATER | CEDAR

*a note of inspiration:*

PRECIOUS MINERALS OF THE  
EARTH, ANCIENT CLEANSING  
RITUALS, MOVEMENT OF  
RUSHING SACRED WATER

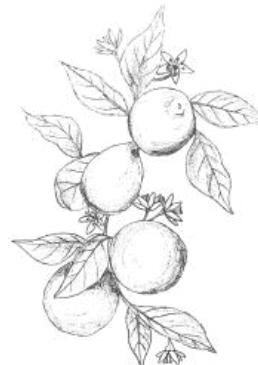


## LAVENDER ROSEMARY

CHAMOMILE | LAVENDER | ROSEMARY

*a note of inspiration:*

GLORIOUS FIELDS OF PROVENCE,  
A BELOVED HERB GARDEN, THE  
TRAVELER'S QUEST FOR  
HEALING AND PEACE



## PERSIAN LIME

LIME | NEROLI | VETIVER

*a note of inspiration:*

COLD TONIC BRIMMING WITH  
EFFERVESCENCE, A KICK OF SPICY  
GINGER, THE PUNCH AND  
PLAYFUL TWIST OF CITRUS



## SACRED SMOKE

BLACK PEPPER | PALO SANTO | OAKMOSS

*a note of inspiration:*

PERUVIAN ADVENTURES, A  
SOLO QUEST FOR PEACE AND  
HARMONY, THE DISCOVERY OF  
ANCIENT HEALING RITUALS

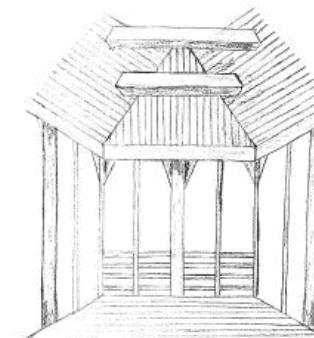


## SEA SALT

FRESH CITRUS | OCEAN MIST | KELP

*a note of inspiration:*

WAVES MISTING THE AIR,  
MINERALITY OF FRESHLY  
HARVESTED MEDITERRANEAN SALT,  
PURSUIT FOR TRANQUILITY



## WOOD HOUSE

BERGAMOT | VIOLET | SANDALWOOD

*a note of inspiration:*

A MINIMALIST HAVEN OF SOLITUDE  
AND SPIRITUALITY, A GENTLE BREEZE  
OF VIOLETS AND BERGAMOT,  
MODERN-DAY REFINEMENT

# H A N D   W A S H

*A ritual of renewal for your hands.*

Each wash begins with a soft, comforting lather that cushions the skin and invites a brief pause. Hydrating oils smooth as they cleanse, setting the stage for deeper care. Ceramides help support the barrier, niacinamide refines, and hyaluronic acid brings lasting moisture. As the ritual finishes, a gentle veil of fragrance lingers, leaving the hands restored in touch and scent.



## ROOM SPRAY

Designed to transform the air into a sanctuary, our Room Spray blends modern fragrance artistry with water-based, advanced odor-neutralizing technology.





### LARGE CANDLE

Housed in a light-diffusing gray glass vessel, our iconic double-wicked Large Candle will transform any surrounding. Handcrafted with clean, non-toxic, and cruelty-free ingredients, and our proprietary fragrance blends.

LARGE CANDLE | double cotton wick | gray glass vessel | wood matches | rolled edge container  
nt wt 11 OZ / 311 g e | 3.625"D x 5"H



### PETITE CANDLE

Preciously contained in a pearlized, lidded tin, making it the perfect travel companion bringing fragrance to your smaller spaces. Once candle is used, repurpose the tin as a jewelry box.

PETITE CANDLE | double cotton wick | pearl tin vessel  
nt wt 3 OZ / 85 g e | 3.5"D x 1.625"H



### GRAND CANDLE

Simply more of what you love. Made to add essence to larger spaces, this generous Grand candle lives up to its name, created as the perfect gift for the individual who has everything.

GRAND CANDLE | triple cotton wick | gray glass vessel | wood matches | rolled edge container  
nt wt 26 OZ / 737 g e | 5.37D x 5.31"H



### REED DIFFUSER KIT

Perfect for spaces requiring less attention but enjoy the same care, natural rattan reeds disperse fragrance to your environment. Kit includes a mouth-blown refillable smoke gray glass, premium scent blend refill, and rattan reeds requiring a regular flip or swirl to enjoy.

REED DIFFUSER KIT | 10 rattan reeds | smoke gray glass vessel | scented refill | white rectangular box with gray sleeve  
6.8 FL OZ / 200 mL e | 3.56)L x 3.2"W x 10.5"H



### REED DIFFUSER REFILL

Perfect for spaces requiring less attention but enjoy the same care, natural rattan reeds disperse fragrance to your environment. Refill includes one premium scent blend, and rattan reeds requiring a regular flip or swirl to enjoy.

REED DIFFUSER REFILL | 10 rattan reeds | scented refill | white rectangular box  
6.8 FL OZ / 200 mL e | 3.29)L x 2.31"W x 6.22"H



### NEW! ROOM SPRAY

Refresh and renew, a room spray to transform and freshen any space with just a few mists. Designed to neutralize odors while lightly adding fragrance to your space.

ROOM SPRAY | round clear glass vessel | silver pump | wood cap | rectangle carton  
4 FL OZ / 118 mL e | 2.1)L x 2.1"W x 6"H



### NEW! HAND WASH

Gentle and richly lathering, our luxurious hand wash cleanses and nourishes the skin. Active ingredients to soothe, protect, and restore the skin to health.

HAND WASH | round gray glass vessel | black pump | rectangle carton  
10.1 FL OZ / 300 mL e | 3)L x 3"W x 6.25"H



## SPRING COLLECTION

A delightful nod to the season's highlights, these thoughtful blends serve to stir and awaken the senses. Inspired by springtime when Mother Earth experiences renewal and rebirth, this collection is designed to enhance the present and celebrate the metamorphosis of the season.



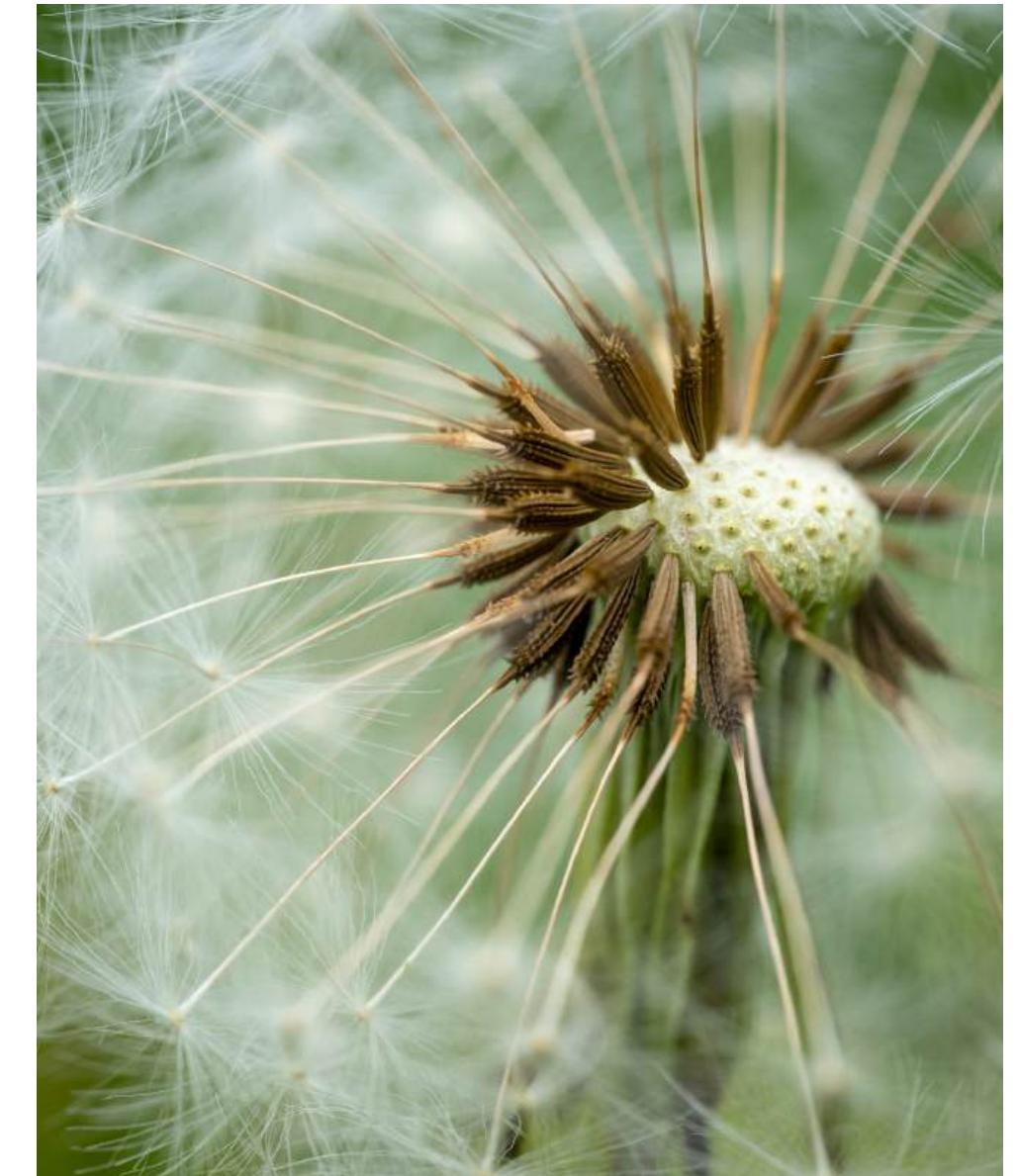


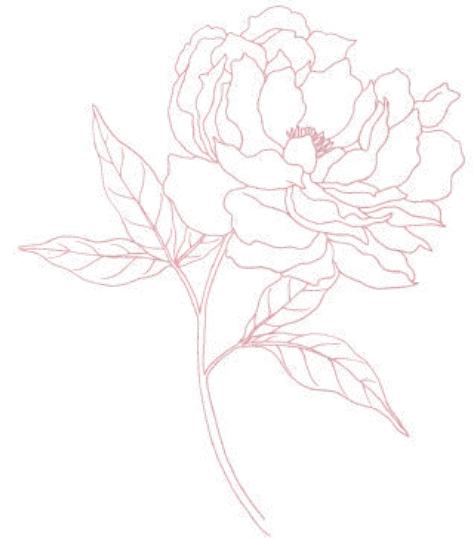
# AIR

SAGEBRUSH | SKY | WILDFLOWER

## A NOTE OF INSPIRATION

*expansive and alive with natural clarity, weightless but  
textured, the earth kissing the sky*





## P E T A L S

PEONY | GREEN STEM | AMBERGRIS

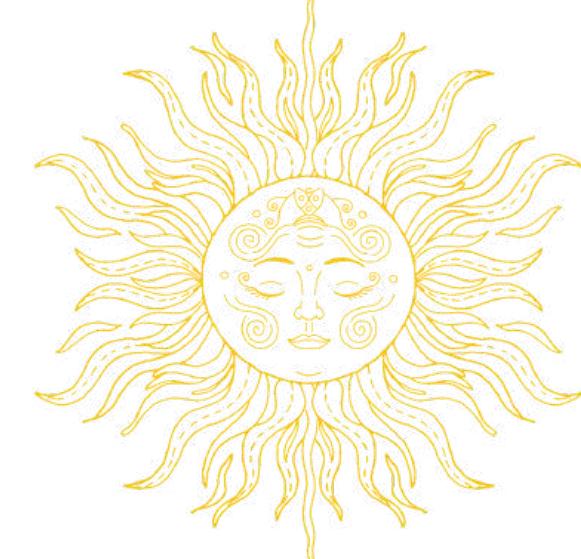
A NOTE OF INSPIRATION  
FRESH STARTS AND NEW BEGINNINGS,  
SUMMER ROMANCE, THE Ephemeral  
BEAUTY OF THE PEONY



## L I L A C

FERN | LILAC | MOSS

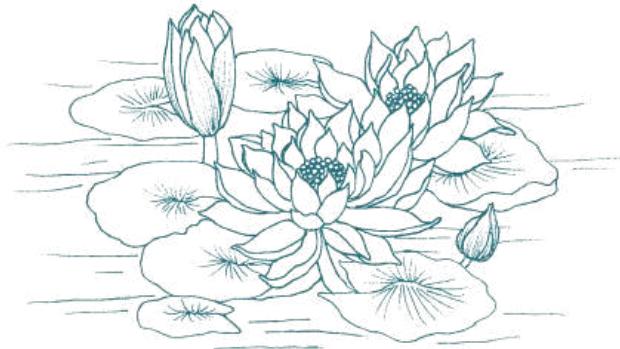
A NOTE OF INSPIRATION  
SUMMERTIME IN THE MIDWEST, LILAC  
BUSHES HEAVY WITH DEWY BLOSSOMS,  
HOLIDAYS ON THE GREAT LAKES



## S U N D A Y

NEROLI | MANDARIN | BERGAMOT

A NOTE OF INSPIRATION  
THE WARMTH OF SUNLIGHT ON  
SKIN, JOY OF DAWN, THE SCENT  
OF HAPPINESS



## R A I N

DEW DROP | WATER LILY | STONE

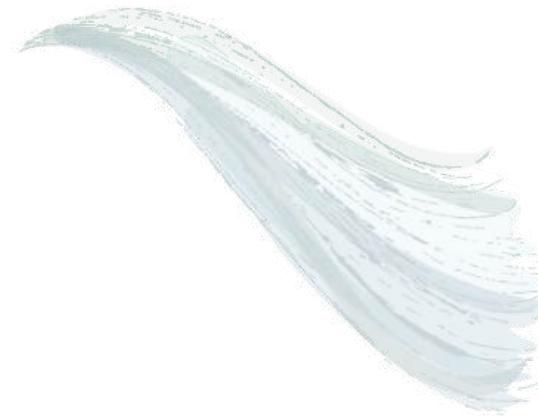
A NOTE OF INSPIRATION  
GENTLE RAINFALL, FLORA  
LISTENING WITH MORNING MIST,  
PUDDLES REFLECTING SUNLIGHT



## F I E L D S

CUT GRASS | LAVENDER | HAY

A NOTE OF INSPIRATION  
RUNNING BAREFOOT IN AN  
OPEN MEADOW, PRAIRIES OF THE  
HEARTLAND, GOLDEN HAY



## A I R

SKY | SAGE BRUSH | WILDFLOWER

A NOTE OF INSPIRATION  
EXPANSIVE AND ALIVE WITH NATURAL  
CLARITY, WEIGHTLESS BUT TEXTURED,  
THE EARTH KISSING THE SKY

## P E T I T E S

Preciously contained in a pearlized, lidded tin, making it the perfect travel companion bringing fragrance to your smaller spaces. A lovely little addition to our Spring Collection.



## ROOM SPRAY

New to Spring Collection, designed to transform.  
Our Room Spray blends modern fragrance artistry  
with advance odor-neutralizing technology, making  
any space your personal sanctuary.





### LARGE CANDLE

Housed in a light-diffusing white alabaster glass vessel, our iconic Large 2-wick Candle will transform any surrounding. Handcrafted with clean, non-toxic, and cruelty-free ingredients, our proprietary fragrance blends offer the ultimate sensory experience

LARGE CANDLE | double cotton wick | white alabaster glass vessel | wood matches | rectangle box with design  
11 OZ / 311 g e | 3.5"W x 3.5"D x 4.5"H



### REED DIFFUSER KIT

Perfect for spaces requiring less attention but enjoy the same care, natural rattan reeds disperse fragrance to your environment. Kit Includes a mouth-blown refillable clear glass, premium scent blend refill, and rattan reeds requiring a regular flip or swirl to enjoy.

REED DIFFUSER KIT | 10 rattan reeds | clear glass vessel scented refill | white rectangular box with design sleeve  
6.8 FL OZ / 200 mL e | 3.625"W x 3.25"D x 10.5"H



### NEW! ROOM SPRAY

Refresh and renew, a room spray to transform and freshen any space with just a few mists. Designed to neutralize odors while lightly adding fragrance to your space.

ROOM SPRAY | round clear glass vessel | wood cap and silver pump | rectangle carton  
4 FL OZ / 118 mL e | 2.1"L x 2.1"W x 6"H



### NEW! PETITE CANDLE

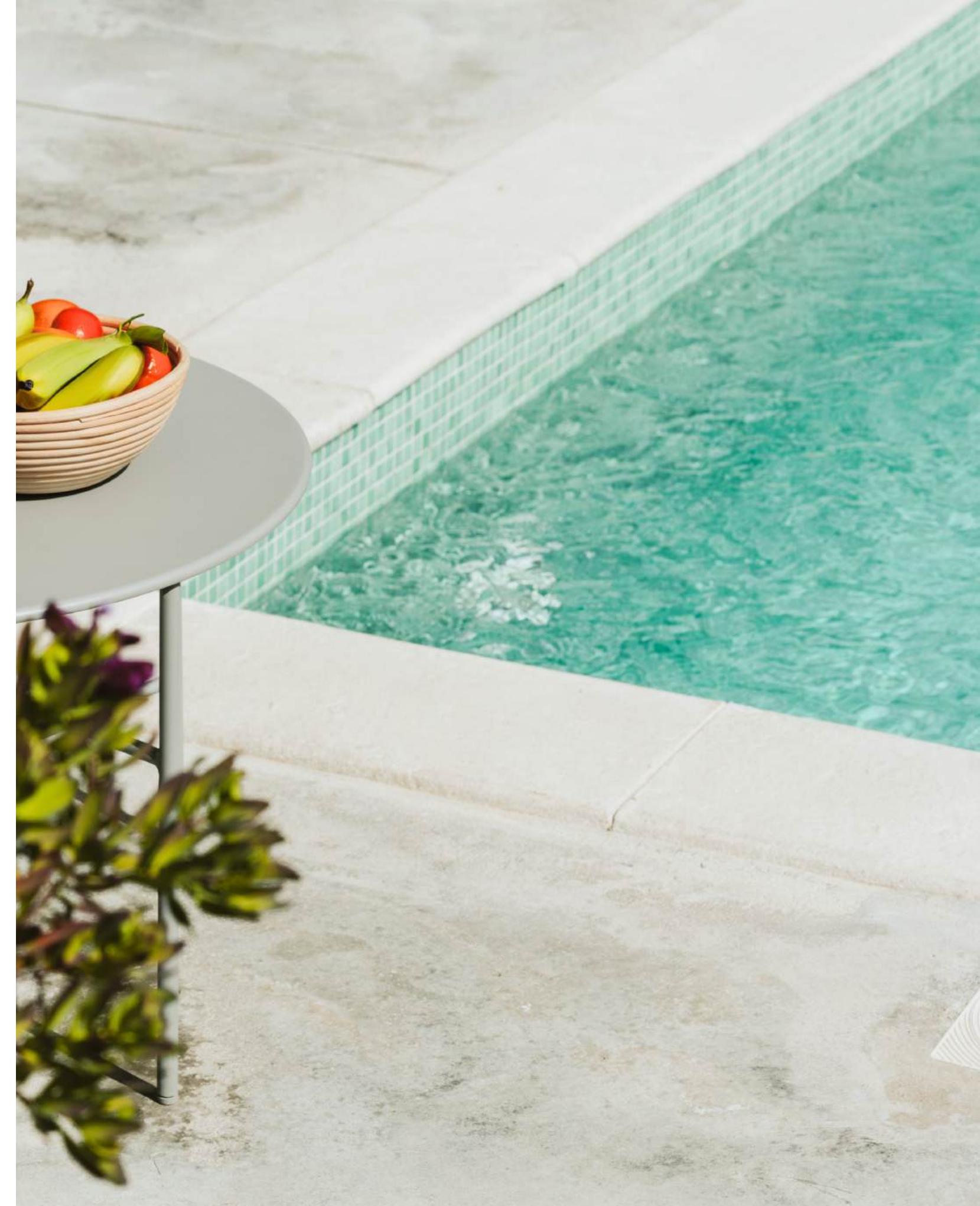
Preciously contained in a pearlized, lidded tin, making it the perfect travel companion bringing fragrance to your smaller spaces. A lovely little addition to our Spring Collection.

PETITE CANDLE | double cotton wick | pearl tin vessel  
nt wt 3 OZ / 85 g e | 3.5"D x 1.625"H



## ESCAPE COLLECTION

A dreamscape born of still waters and wild beauty, where lush flora meets crystalline reflections and sandy horizons. Escape is an ode to places of infinite exploration and serenity, holding time a bit more still, creating an unbound sanctuary.

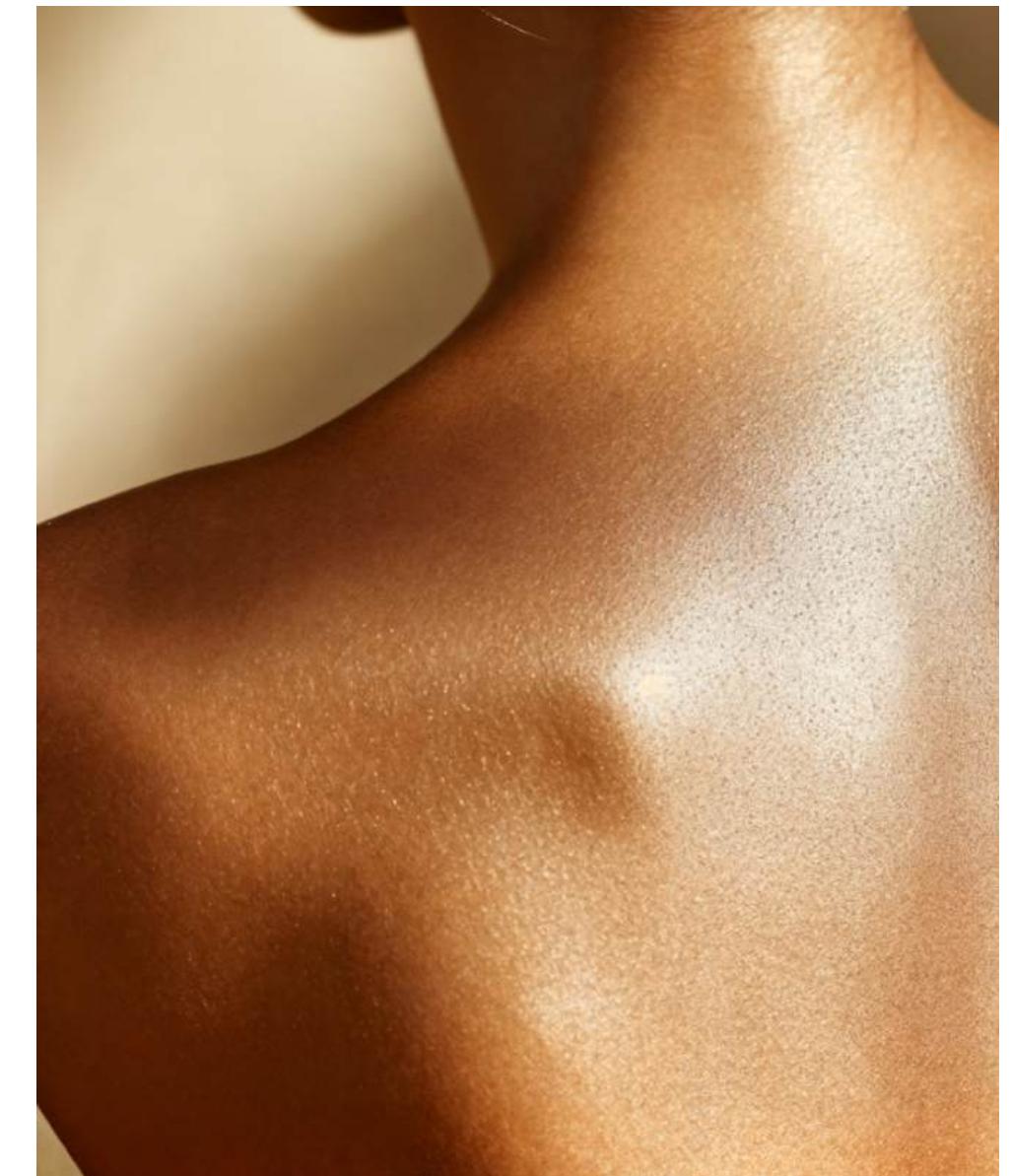
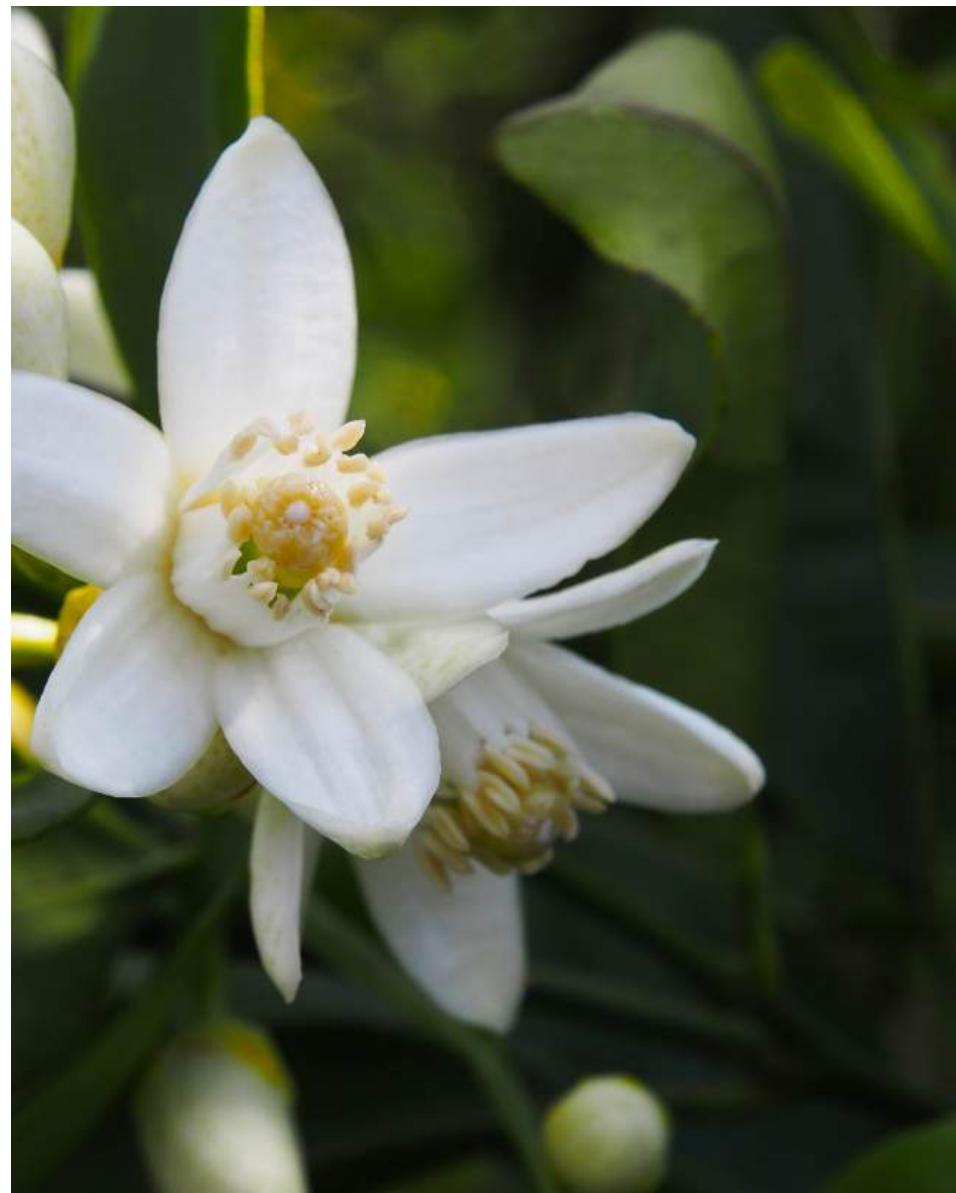


# S A N D

OZONE | ORANGE FLOWER | MUSK

## A NOTE OF INSPIRATION

*vast sloping horizons, sun hats and seagrass,  
warming sugary sand and glowing skin*





## LARGE CANDLE

Hand-poured in our light-diffusing alabaster white glass vessel, our Summer Large 2-wick Candles are packaged in a colorful patterned box.

Handcrafted with clean, non-toxic, and cruelty-free ingredients, our proprietary fragrance blends offer the ultimate sensory experience.

LARGE CANDLE | double cotton wick | alabaster white glass vessel  
 match box | rectangle designed box  
 nt wt 11 oz/ 311 g e | 3.5" L x 3.5" W x 4.5" H



## POOLSIDE

LINEN | MARINE BREEZE | WATERLILY

### A NOTE OF INSPIRATION

HIDDEN LUXURY RETREAT,  
 LAZY DAY LOUNGING BY THE POOL,  
 COOL WHISPERING WINDS



## BANANA WILD

COCONUT | GREEN BANANA | BERGAMOT

### A NOTE OF INSPIRATION

CREAMY COCONUT AND WILD  
 BANANA, PALM TREE PARADISE, BLUE  
 SKIES AND LUSH GREEN FLORA



## SAND

OZONE | ORANGE FLOWER | MUSK

### A NOTE OF INSPIRATION

VAST SLOPING HORIZONS, SUN  
 HATS AND SEAGRASS, WARMING  
 SUGARY SAND AND GLOWING SKIN



## BOTANIK COLLECTION

Inspired by the flora that surrounds, the Botanik Collection is designed to align us with the beauty and bounty of Mother Earth. Each scent has been thoughtfully created and developed to soothe the soul, enliven the spirit, and bring us into communion with nature. Whether seeking respite or rejuvenation, nature moves to heal the heart, quiet the mind, and freshen the senses.



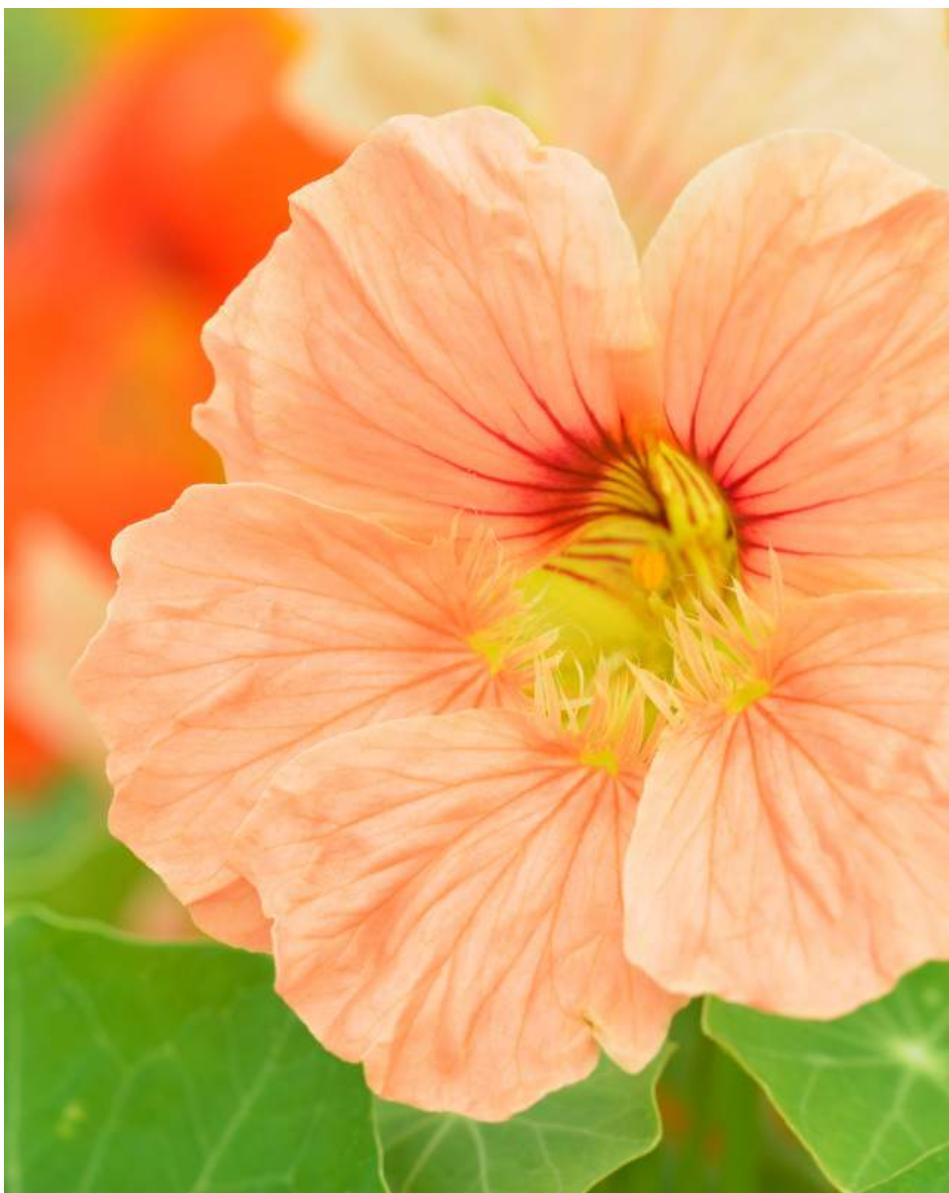


# CUCUMBER VINE

CUCUMBER | NASTURTIUM | VETIVER

## A NOTE OF INSPIRATION

*aqueous cooling cucumber to refresh, verdant green  
tendrils playfully curled, delicate nasturtium petals*



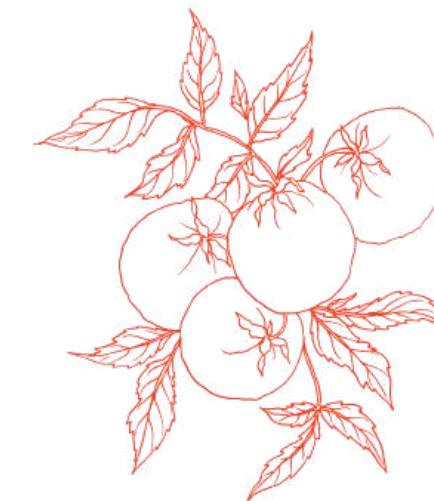


## CRUSHED MINT

LEMON ZEST | WILD MINT | CLARY SAGE

A NOTE OF INSPIRATION

FRESHLY-PICKED AND DAZZLING  
GREEN, THE STEEPING OF  
MOROCCAN MINT TEA, A  
SWEET SUMMER HERB GARDEN



## HEIRLOOM TOMATO

RIPE TOMATO | GREEN STEMS | SOIL

A NOTE OF INSPIRATION

STRAIGHT FROM THE VINE, THE  
TASTE OF SUMMER, AND THE  
TOILING OF EARTH AND SEEDS  
PASSED DOWN FROM GENERATIONS



## STRAWBERRY MOON

CLOVER | STRAWBERRY PULP | VIOLET

A NOTE OF INSPIRATION

SAVORING LIFE'S SWEETNESS, CONNECT  
WITH LOVE AND ABUNDANCE THAT  
SURROUNDS, MIDSUMMER NIGHTS AND  
PEAK HARVEST OF STRAWBERRY SEASON



## CUCUMBER VINE

CUCUMBER | NASTURTIUM | VETIVER

A NOTE OF INSPIRATION

REFRESHING AQUEOUS CUCUMBER WATER,  
VERDANT GREEN VINES PLAYFULLY CURLED  
IN THE SHADE, DELICATE NASTURTIUM  
PETALS GIVING LEVITY



## RHUBARB

CLEMENTINE | RHUBARB | GREEN MELON

A NOTE OF INSPIRATION

A NOD TO THE SWEDISH GARDEN,  
THE BURST OF CLEMENTINE AND  
FRESH AROMA OF GREEN MELON, THE  
EFFERVESCENCE OF SPARKLING WINE

# HAND WASH

*A ritual of renewal for your hands.*

LINNEA

HEIRLOOM TOMATO  
HAND WASH  
SAVON LIQUIDE

10.1 FL OZ | 300 mL

LINNEA

LINNEA

LINNEA

LINNEA  
CRUSHED MINT  
HAND WASH  
SAVON LIQUIDE

LINNEA  
HEIRLOOM TOMATO  
HAND WASH  
SAVON LIQUIDE

Botanik Hand Wash turns a simple cleanse into a small moment of care. The formula nurtures with five essential ceramides, niacinamide, hyaluronic acid, omega rich oils, and Centella Asiatica extract. It cleanses gently, supports the barrier, and leaves skin hydrated and softly scented by the garden.

LINNEA

SAVON LIQUIDE

SAVON LIQUIDE

## ROOM SPRAY

Designed to transform the air into a sanctuary.

Our Botanik Room Spray blends modern fragrance artistry with advance odor-neutralizing technology; a beautiful way to layer in your favorite garden scents.





### LARGE 2-WICK CANDLE

Hand-poured in a translucent moss green glass vessel, Botanik Large 2-wick Candles are packaged in a beautifully decorated vellum box. Handcrafted with clean, non-toxic, and cruelty-free ingredients, our proprietary fragrance blends offer the ultimate sensory experience.

LARGE CANDLE | double cotton wick | green glass vessel  
seeded dust cover | vellum designed rectangle box  
nt wt 11 OZ / 311 g e | 3.5"W x 3.5"D x 4.5"H



### REED DIFFUSER KIT

Perfect for spaces requiring less attention but deserve the same care, natural rattan reeds disperse fragrance to your environment. Kit includes a mouth-blown refillable green glass, premium scent blend refill, and rattan reeds requiring a regular flip or swirl to enjoy.

REED DIFFUSER KIT | 10 rattan reeds | green glass vessel  
scented refill | white rectangular box with vellum designed band  
6.8 FL OZ / 200 mL e | 3.625"W x 3.25"D x 10.5"H



### GRANDE 3-WICK CANDLE

Simply more of what you love. Made to add essence to larger spaces, this generous candle is created as the perfect addition for Botanik lovers. With our beautiful moss green glass, this Grande candle will bring the outdoors in to your gatherings.

GRAND CANDLE | triple cotton wick | green glass vessel  
wood matches | vellum design box  
nt wt 26 OZ / 733 g e | 5.375"W x 5.375D x 4.75"H



### NEW! ROOM SPRAY

Refresh and renew, a room spray to transform and freshen any space with just a few mists. Designed to neutralize odors while lightly adding fragrance to your space.

ROOM SPRAY | round green glass vessel | silver metal pump and wood cap | rectangle carton  
4 FL OZ / 118 mL e | 2.1"L x 2.1"W x 6"H



### NEW! HAND WASH

Gentle and richly lathering, our luxurious hand wash cleanses and nourishes the skin. Active ingredients to soothe, protect, and restore the skin to health.

HAND WASH | round green glass vessel | black pump rectangle carton  
10.1 FL OZ / 300 mL e | 3)L x 3"W x 6.25"H

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## SATISFACTION IN SMALL RITUALS

WE TAKE GREAT CARE WITH DETAILS WHEN HAND-POURING OUR SMALL BATCH LINNEA® CANDLES. FOR OPTIMAL PERFORMANCE, WE RECOMMEND THAT CARE IS MAINTAINED BY THOSE WHO ENJOY THEM. THERE IS SATISFACTION TO BE FOUND IN SMALL RITUALS.

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### ACCESSORIES



### CANDLE CARE KIT

Your beloved candles deserve regular care. The Candle Care Kit includes a LINNEA® embossed matte black wick trimmer and snuffer, keeping your candles performing at their optimum.

CANDLE CARE KIT | accessories | gift box  
9.875" L x 4" W x 1.5" H



## CLASSIC COLLECTION

CURRENT ✓  
EXTEND ✓



| SCENT NAME        | LARGE CANDLE | PETITE CANDLE | GRAND CANDLE | REED DIFFUSER KIT | REED DIFFUSER REFILL | ROOM SPRAY | HAND WASH |
|-------------------|--------------|---------------|--------------|-------------------|----------------------|------------|-----------|
| CASHMERE          | ✓            | ✓             | ✓            | ✓                 | ✓                    | ✓          | ✓         |
| SEA SALT          | ✓            | ✓             | ✓            | ✓                 | ✓                    | ✓          |           |
| LAVENDER ROSEMARY | ✓            | ✓             | ✓            | ✓                 | ✓                    | ✓          | ✓         |
| HINOKI            | ✓            |               |              | ✓                 | ✓                    | ✓          |           |
| PERSIAN LIME      | ✓            |               |              | ✓                 | ✓                    |            |           |
| WOOD HOUSE        | ✓            |               |              | ✓                 | ✓                    | ✓          |           |
| BELGIAN LINEN     | ✓            |               |              | ✓                 | ✓                    |            |           |
| SACRED SMOKE      | ✓            |               |              |                   |                      |            |           |



## SPRING COLLECTION

| SCENT NAME | LARGE CANDLE | REED DIFFUSER KIT | ROOM SPRAY | PETITE CANDLE |
|------------|--------------|-------------------|------------|---------------|
| LILAC      | ✓            | ✓                 | ✓          | ✓             |
| SUN DAY    | ✓            | ✓                 | ✓          | ✓             |
| RAIN       | ✓            | ✓                 | ✓          | ✓             |
| FIELDS     | ✓            | ✓                 | ✓          | ✓             |
| PETALS     | ✓            |                   |            |               |
| AIR        | ✓            |                   |            |               |

|   |              |   |  |   |   |  |
|---|--------------|---|--|---|---|--|
| ESCAPE<br>COLLECTION  | CURRENT ✓    | <br>11 oz     |  |   |   |  |
|   | EXTEND ✓     |   |  |   |   |  |
|   | SCENT NAME   | LARGE CANDLE  |  |   |   |  |
|   | POOLSIDE     | ✓   |  |   |   |  |
|   | BANANA WILD  | ✓   |  |   |   |  |
|   | SAND         | ✓   |  |   |   |  |
|   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
| BOTANIK<br>COLLECTION   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
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|   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
|   |              |   |  |   |   |  |
| <br>11 oz |              | <br>6.8 oz | <br>26 oz | <br>4 oz | <br>6.8 oz | <br>10.1 oz |
| SCENT NAME  | LARGE CANDLE | REED DIFFUSER KIT   | GRAND CANDLE   | ROOM SPRAY  | REED DIFFUSER REFILL  | HAND WASH  |
| HEIRLOOM TOMATO   | ✓            | ✓   | ✓  | ✓   | ✓   | ✓  |
| CRUSHED MINT  | ✓            | ✓   | ✓  | ✓   | ✓   | ✓  |
| RHUBARB   | ✓            |   |  |   |   |  |
| STRAWBERRY MOON   | ✓            |   |  |   |   |  |
| CUCUMBER VINE   | ✓            | ✓   |  | ✓   |   |  |

# OUR COMPANY

## How do you pronounce your company name and what does it mean?

Linnea (le-NAY-uh) is a small pink mountain flower named after the famous Swedish naturalist Carl von Linné, who invented the classification system of plants, animals, and all living things. In addition, Linnea is a popular Swedish name given to girls and it's also the name of the national flower of Sweden. As a name deeply rooted in our founders' Swedish family heritage, we chose LINNEA® as a tribute to our ancestors, the strong women who came before us, and in homage to the beauty that exists in our natural surroundings.

## Is your packaging recyclable?

LINNEA® utilizes many recyclable components, including paper, and soy and water-based inks. We strongly recommend upcycling our glass and metal vessels after use; soy wax is easily washed away with warm soapy water. Our vessels have a myriad uses and make beautiful containers for flowers, desktop items and more.

## What is LINNEA® Layering?

LINNEA® Layering is our bespoke approach to home fragrance and invites blending a variety of scents from across our collections of candles, aromatic mists, and reed diffusers. Placing assorted fragrances in various rooms or placing various fragrances distally in the same room creates a unique and complex scent experience personally tailored to the individual and their space.

## What are the benefits of "small batch" candles?

### What does this mean, and why is it important?

LINNEA® candles are hand-poured in small batches, which produces a highly fragrant product. By creating products in this artisanal way, we maximize our fragrance-to-wax concentration by limiting the amount of time our wax and fragrance remain in a molten state. This method prevents the fragrance from flashing off before being carefully hand-poured into our vessels.

## What kind of fragrances do you use?

LINNEA®'s coveted, proprietary fragrance blends combine therapeutic-grade essential oils, natural oils, and perfume-grade fragrance oils. All our products are eco-friendly, cruelty-free, and void of harsh chemicals, endocrine disruptors, nitro musks, carcinogens, and phthalates. Our blends comply with the International Fragrance Association's safety and purity standards, and all applicable international, federal, state, and local regulations, including California Prop 65 and CARB.

## Do you give to charitable organizations?

LINNEA® is proud to partner with multiple charitable organizations and our philanthropic commitments are ongoing. Our partnerships have included One Tree Planted®, Feeding America®, The National Breast Cancer Foundation Inc®, Alliance for the Great Lakes®, Alzheimer's Association and more.

LINNEA® enjoys a special and enduring partnership with Janus Developmental Services Inc®, a local nonprofit organization providing individuals with disabilities the opportunity to participate and contribute within the community. Since 2013, our Janus team has played an important role in the success of our business by cleaning and wicking LINNEA®'s glass candle vessels. We are honored to provide consistent, meaningful work that builds confidence, provides purpose, and helps those with differing abilities achieve independence.

## OUR CANDLES

### What type of wax do you use in your candles?

LINNEA®'s handcrafted candles are poured using locally grown, natural soy wax from the Midwest. Soy wax is 100% natural, biodegradable, and safe for the environment. In addition, soy wax has a relatively low melting point; it burns cooler and more slowly than other forms of wax.

### Why do you double wick the large candle?

LINNEA® uses a double-wick system to provide optimal pleasing scent throw and a clean, clear burn without any tunneling. LINNEA®'s watermark logo shows a modern interpretation of the Swedish Linnea flower, along with two "L"s, as a nod to our signature double wick design and in reference to our inception as Linnea's Lights in 2009.

### Why don't you color your candles?

LINNEA® is committed to enhancing one's surroundings with beautifully complex fragrance - not decorating it with colored wax. Our clean white soy wax, our timeless vessels, and our elegant packaging are designed to blend seamlessly into their environment and allow LINNEA®'s fragrances to draw attention.

### What type of material do you use for your wicks?

LINNEA® candles are made with 100% natural cotton braided wicks.

### What is the shelf life of your candles?

LINNEA® candles and reed diffusers are made with all-natural bases and a high concentration of fragrance and essential oils; we recommend enjoying our products within one year of opening the original packaging.

## OUR ROOM SPRAYS

### Can Room Sprays be used as perfume?

LINNEA® Room Sprays are intended to scent the air, alone or in tandem with a candle or diffuser. Due to the content of our Room Spray fragrance oil, we do not recommend spraying your skin. We also recommend using caution when spraying our Room Spray near fabrics and/or an open flame.

## OUR HAND WASH

### A ritual of renewal for your hands.

Each wash begins with a soft, comforting lather that cushions the skin and invites a brief pause. Hydrating oils smooth as they cleanse, setting the stage for deeper care. Ceramides help support the barrier, niacinamide refines, and hyaluronic acid brings lasting moisture. As the ritual finishes, a gentle veil of fragrance lingers, leaving the hands restored in touch and scent.

## OUR DIFFUSERS

### How long do your diffusers last?

LINNEA®'s Reed Diffusers are designed to introduce subtle fragrance from one to three months. To intensify the scent from a reed diffuser and eliminate dust buildup, we recommend flipping the reeds regularly. The fragrance will continue to disperse as long as there's oil in the container. Replacement reeds may be required to extend the shelf life of the product.

### Do you offer refills for your diffusers?

Yes. LINNEA® Reed Diffuser Refills are sold separately and include a bottle of diffuser oil and 10 fresh rattan reeds. When the original reed diffuser kit is finished and no longer throws scent, one may refill the original vessel, using a LINNEA® refill with fresh reeds.

# OUR TERMS & CONDITIONS

## NEW CUSTOMERS

LINNEA® is a wholesale company and sells to "the trade" only. By submitting an order, you are certifying that you are ordering for a legitimate business and are recognized at the federal and state level to make tax-exempt purchases for resale. We reserve the right to request a tax ID and to reject any application that we feel is not authentic. Discovery Kits are available to allow sampling of our signature fragrances before purchasing full-size products. Each discovery kit value will be credited back to the partner's account in the form of a discount code for a future order. However, if no wholesale order is placed within 30 days, the price of each kit is non-refundable.

## MINIMUM ORDER REQUIREMENTS

Our minimum opening order is \$450. Reorders are \$200. All orders must be placed in case pack quantities.

## ORDERING & TERMS OF PAYMENT

Orders can be made by phone, at 317-324-4002 (M-F, 8-4 EST), by email at [wholesale@linneaandco.com](mailto:wholesale@linneaandco.com), or on our wholesale online ordering platform. All domestic and international orders are shipped under prepaid conditions. We accept Visa, Mastercard, American Express, and payment by direct deposit or ACH. Please note all credit cards will be charged at the time of order unless a future ship date is requested.

Orders with future ship dates and flow orders will be charged (5) days prior to the ship date. Please ensure the specified ship date or charge card date is included in your order. You have until the next business day at 8 am EST to change or cancel your order. After that time, your order may be fully processed, and LINNEA® may not be able to accommodate changes or cancellations.

## NET 30 TERMS OF CREDIT

Net 30 terms with a completed credit application are only available to active domestic customers after three (3) consecutive pre-paid invoices. The exception to this policy is only for the following industries: hotels and multi-point stores with a consolidated accounts payable department. Net 30 payments must be made by check or ACH only. We do not accept credit/debit cards for terms. Delinquent accounts are subject to a service charge of 3.5% on the past due balances starting 30 days after the date of invoice, as well as possible revocation of the Net 30 terms. If the need for collection arises, all collection fees are to be paid by the customer and litigated in Hamilton County, Indiana. There is also a \$25 fee for any returned checks.

## TERRITORIES AND TERMS

LINNEA carefully reviews the location of all retail partners to protect territories. LINNEA reserves the right to determine exclusivity based on annual order volume, zip code, and other criteria. LINNEA cannot guarantee all territory protection but will research proximity to existing partners to the best of our ability with each new wholesale inquiry received.

For an account to remain active and for their territory to remain protected, one active order must be placed semi-annually per calendar year. Partners with no account activity within this timeframe may have their account(s) closed and be subject to opening order minimums upon their account reactivation, as well as revocation of established payment terms. LINNEA reserves the right to open a new account in any territory where these terms are not met.

To ensure sustained growth and brand integrity, territory protection will be limited to retailers who demonstrate a strong commitment to the LINNEA brand. Retailers seeking complete territory protection or expanded ZIP code coverage must submit an inquiry or formal application for review to [wholesale@linneaandco.com](mailto:wholesale@linneaandco.com). Territory or ZIP code protection is not guaranteed and will be evaluated based on sales performance, order frequency, and overall alignment with LINNEA's brand standards.

States represented by a sales representative or rep group will be managed at the representative's discretion. Should a new partnership be considered or opened within an established territory, the rep will notify the existing LINNEA partner(s) in that area prior to opening a new account, ensuring transparent communication and collaboration within the territory.

LINNEA and our representatives may potentially separate collections or fragrances among neighboring retailers to thoughtfully grow the LINNEA footprint while maintaining exclusivity and individuality for each store. In that case, all partners will be contacted in advance. In determining territory boundaries, densely populated areas, store types, and customer demographics will all be considered, to potentially allow for multiple retail locations within the same zip code.

## DAMAGE CLAIMS

Freight damages are the responsibility of the carrier. Damage from shipping must be reported within five (5) days of the shipment's receipt and requires a photograph of the damaged goods along with a full description of the issue emailed to [wholesale@linneaandco.com](mailto:wholesale@linneaandco.com). Keep all packaging materials and do not use the product(s) until the shipping issue has been documented with the carrier. LINNEA® will file a carrier claim on your behalf. LINNEA® will replace the damaged goods or issue a refund on the original form of payment at our discretion. If the customer's shipping carrier account was requested and used, all claims for damages and shipping issues are the customer's responsibility.

## ONLINE RETAIL POLICY

We are currently limiting the number of US-based online-only retailers. If you are interested in selling online, please send a link to your store's website to [wholesale@linneaandco.com](mailto:wholesale@linneaandco.com). For approved online stores, product pricing must be MAP/MSRP. LINNEA® may not be sold on Amazon.com, EBay.com, or any other unauthorized 3rd party resale website. We reserve the right to revoke wholesale partnerships for all unauthorized reselling or pricing below MAP/MSRP.

## MAP/MSRP PRICING

We respectfully request all LINNEA® products be priced at or above our MAP/MSRP in your retail location or online store. Wholesale and MAP/MSRP prices are subject to change without notice. We reserve the right to revoke wholesale partnerships for pricing below MAP/MSRP.

## RETURNS

At LINNEA®, we take great pride in producing the highest quality products available. Slight variations are considered a part of the unique handcrafted process and are to be expected. If you are dissatisfied with your order, contact us within five (5) days of receipt of your merchandise to resolve. Any unauthorized returns or refused orders will be charged a 20% restocking fee plus all freight charges.

## SHIPPING

Orders are shipped prepaid via the LINNEA® UPS Ground account but can honor third-party shipping requests or local pick-ups with a shipping or handling fee applied. Expedited or alternate shipping method requests must be approved prior and will incur additional handling charges. A \$25 pallet fee will be included in your shipping and handling costs if your shipment reaches such requirements. Since LINNEA® products are handcrafted in small batches, please allow a five (5) to ten (10) business day turnaround from the time of order. During peak seasons and holiday times, the lead time may be longer so please call for special accommodation should a faster turnaround time be needed. We reserve the right to halt shipments during periods of extreme heat and cannot guarantee the condition of candles or temperature-sensitive products during such periods. If shipments are made during extreme heat conditions, additional packaging fees will be applied. For international orders, all orders are shipped F.O.B. Carmel, Indiana 46032.

## PRODUCT AVAILABILITY AND EXCLUSIVES

At times, certain products available through the LINNEA online store may not be offered to wholesale partners. This may occur due to limited inventory, exclusive releases, or strategic market testing. We occasionally conduct limited-edition or early-access product releases ("drops") for research and audience insights prior to broader wholesale availability.

On occasion, we may accommodate special requests for limited-edition fragrances or products. For inquiries, please contact our wholesale team at [wholesale@linneaandco.com](mailto:wholesale@linneaandco.com)



LINNEA

EST. 2009



317.324.4002

CARMEL, IN

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