

L I N N E A

SCENTS THAT SURROUND

FALL & WINTER 2026 COLLECTION

TABLE OF CONTENTS

MEET LINNEA® P. 3

OUR PROCESS P. 4

GIVING LIGHT P. 5

CLASSIC COLLECTION P. 6-10

FALL COLLECTION P. 11-15

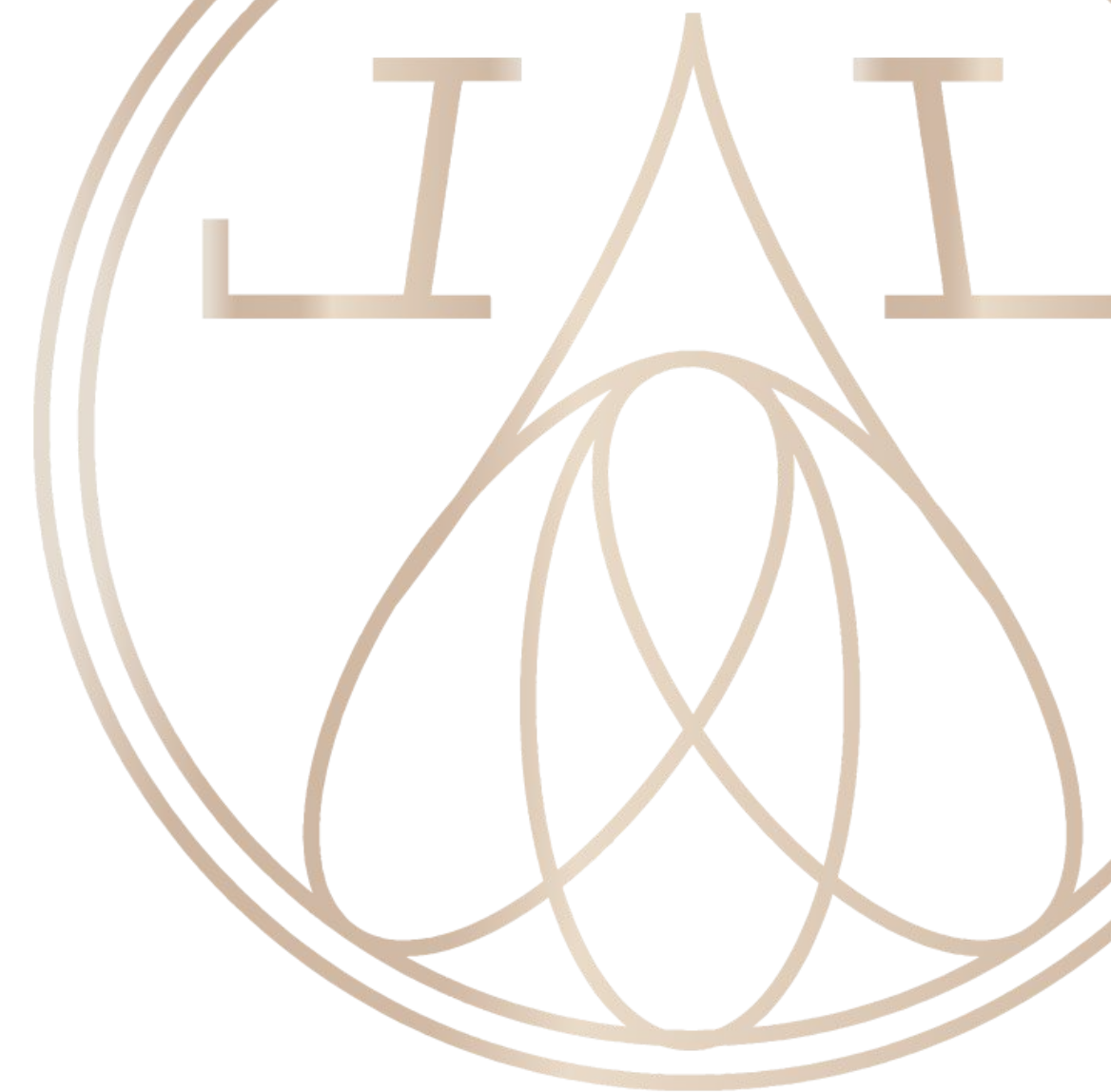
WINTER COLLECTION P. 16-22

BOTANIK COLLECTION P. 23-26

ACCESSORIES P. 28

SCENT AND PRODUCT GUIDE P. 29-30

FAQ AND T&C P. 31-34



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.

18.6K+

DONATED SINCE 2024

Our partnership with the Alzheimer's Association is close to our hearts, grounded in a shared commitment to families affected by Alzheimer's. Through the Walk to End Alzheimer's, we are proud to support awareness and critical research.



\$61.9K

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.®

122,076

MEALS DONATED SINCE 2021

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



65.9K+

TREES PLANTED SINCE 2021

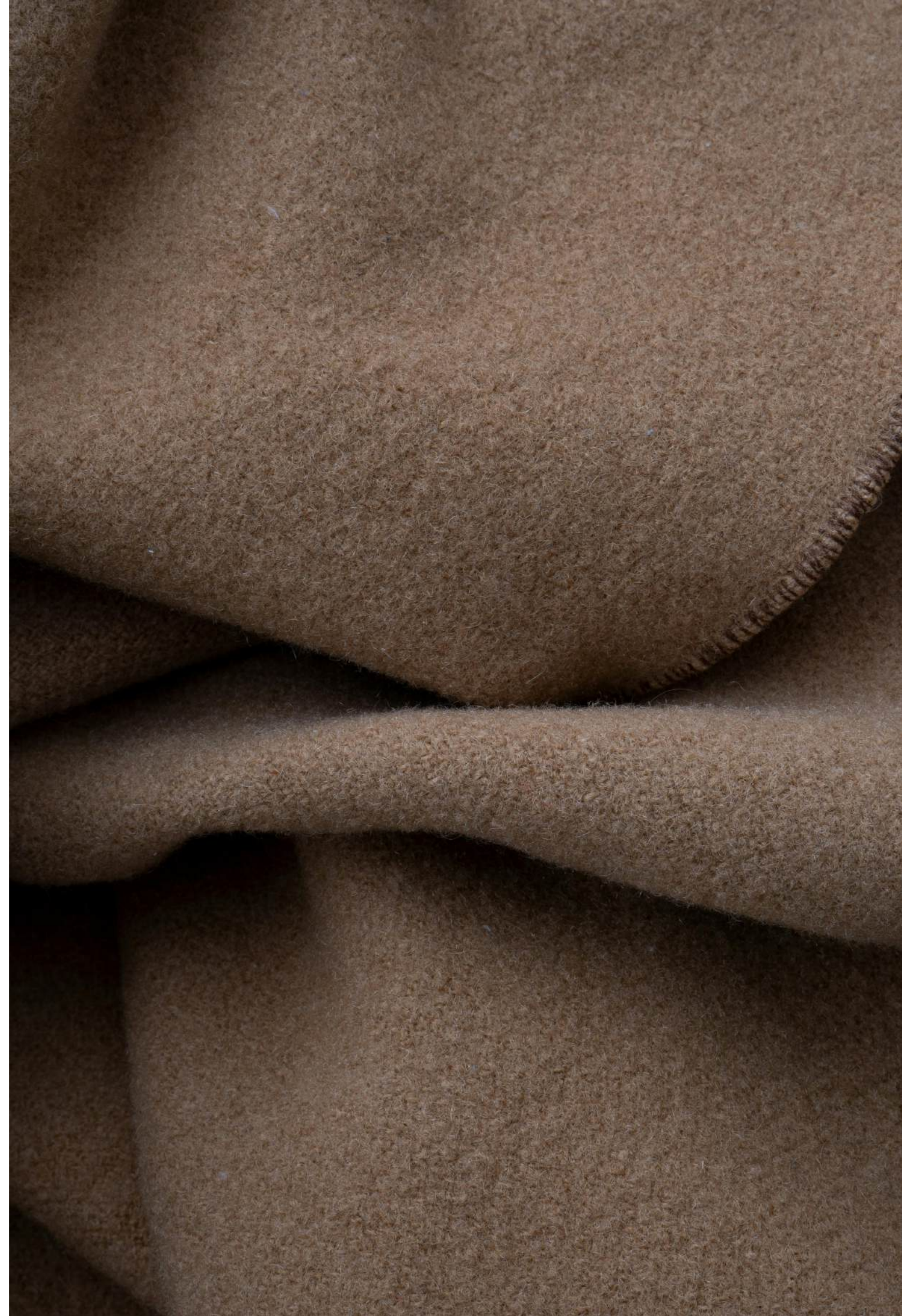
As a One Tree Planted® distinguished donor, our contributions have been and continue to be essential to the restoration and conservation of forests worldwide.





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.





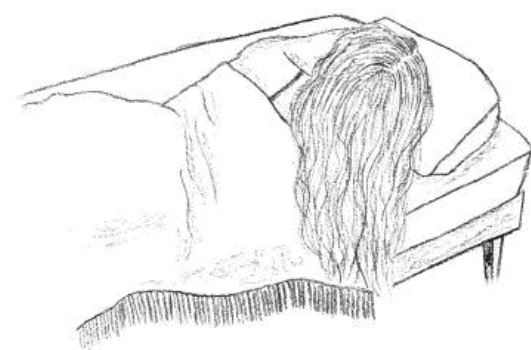
BELGIAN LINEN

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



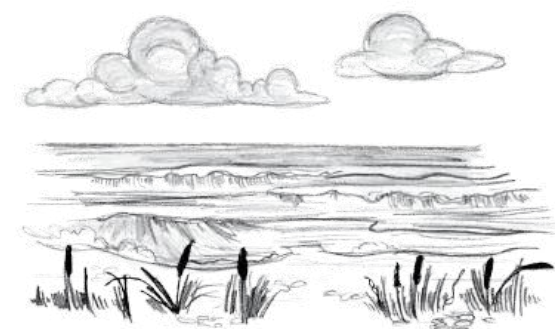
SACRED SMOKE

BLACK PEPPER | PALO SANTO | OAKMOSS



A NOTE OF INSPIRATION:

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



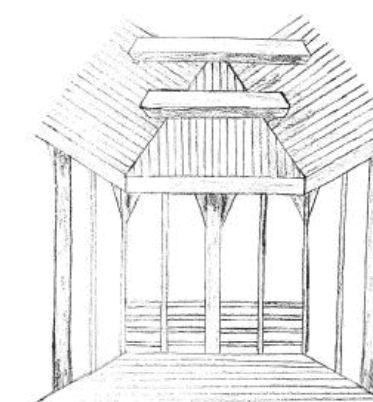
SEA SALT

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

New

HAND LOTION

Our Hand Lotion delivers a restorative layer of comfort after every wash. Crafted with shea butter and avocado oil to soften and smooth, plus jojoba oil to help condition with a refined, lightweight feel. With peptides and our signature scents.

available in Cashmere and Lavender Rosemary







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 | 3.375"L x 3.5"W x 9.5"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



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



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



NEW HAND LOTION

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



FALL COLLECTION

A delightful nod to the season's highlights. These thoughtful blends serve to stir and awaken the senses. Inspired by harvest, bounty, and gratitude, this collection is designed to enhance the present and celebrate the metamorphosis of the season.

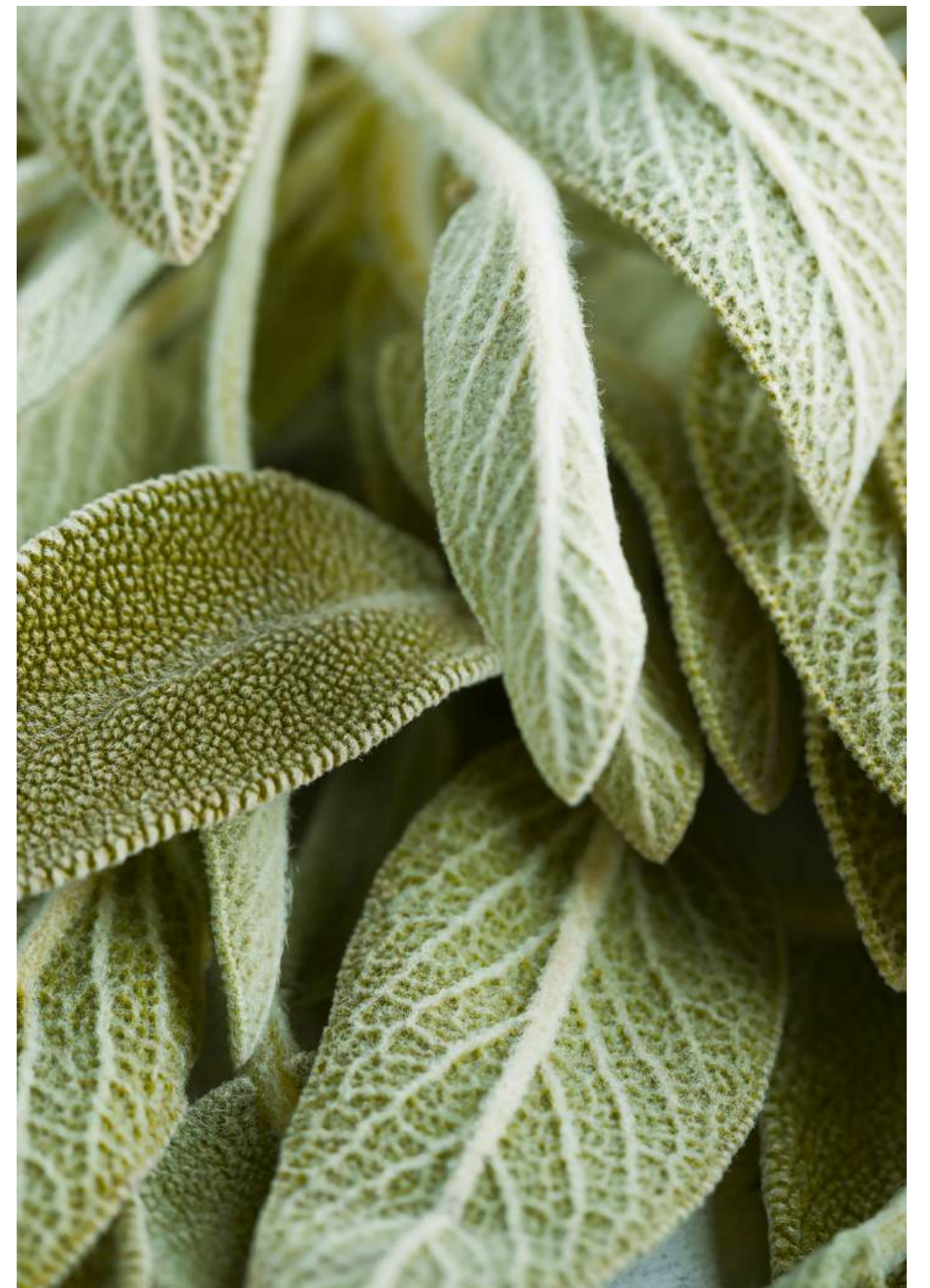


NEW
HAY

SALTED GRAPEFRUIT | SAGE | AMBRETTE SEED

A NOTE OF INSPIRATION

*pale golden light, earthy and grassy, the exhale of the
harvestland*





NEW HAY

SALTED GRAPEFRUIT | SAGE | AMBRETTE SEED

a note of inspiration

PALE GOLDEN LIGHT, EARTHY AND GRASSY, THE EXHALE OF THE HARVESTLAND



HARVEST PUMPKIN

PUMPKIN | SAVORY THYME | WARM SPICES

A NOTE OF INSPIRATION

FALL LEAVES, WARM SWEATERS, ROASTED PUMPKINS WITH BROWNED BUTTER AND THYME

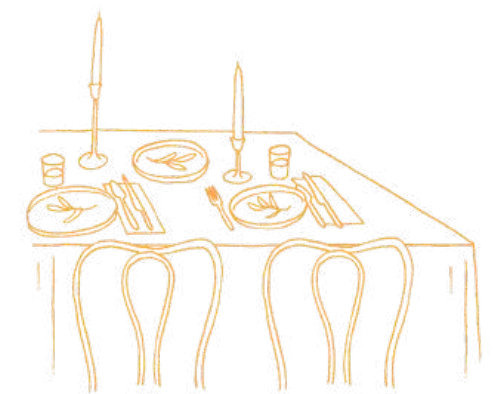


CEDAR CARDAMOM

CARDAMOM | FIR | CEDARWOOD

A NOTE OF INSPIRATION

FRESH BAKED GOODS, TOASTED SPICES, THE WARMTH OF A COZY BLANKET



GATHER

NUTMEG | AMBER | VETIVER

A NOTE OF INSPIRATION

THE COMMUNAL TABLE, THE FEAST OF THANKSGIVING, FAMILY TRADITIONS



FOG

CRISP APPLE | MIST | WHITE OAK

A NOTE OF INSPIRATION

MISTY MORNINGS, SAUNTERING THROUGH THE FALL APPLE ORCHARDS, AUTUMN LEAVES CRUNCHING BENEATH OUR FOOTSTEPS



GILDED HONEY

WHITE THYME | VANILLA | DARK AMBER

A NOTE OF INSPIRATION

LAST HARVEST OF HONEY, WILDFLOWERS OF FALL, LAYERED AND VIBRANT AUTUMNAL FOLIAGE



LINNEA
EST. 2009
HAY
salted grapefruit | sage | umbrette seed
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
HAY
salted grapefruit | sage | umbrette seed
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
CEDAR
CARDAMOM
cardamom | fir | cedarwood
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
FOG
crisp apple | mist | white oak
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
FOG
crisp apple | mist | white oak
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
GATHER
nutmeg | amber | cedar
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
HARVEST
PUMPKIN
pumpkin | savory thyme | warm spices
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
GILDED
HONEY
white thyme | vanilla | dark amber
SOY CANDLE
11 OZ | 311 g

LINNEA
EST. 2009
GILDED
HONEY
white thyme | vanilla | dark amber
SOY CANDLE
11 OZ | 311 g



LARGE CANDLE

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

LARGE 2-WICK CANDLE | double cotton wick | white alabaster glass vessel | wood matches | rectangular box
 nt wt 11 oz/ 311 g e | 3.5"L x 3.5"W x 4.5"H



PETITE CANDLE

Precisely 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



REED DIFFUSER KIT

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

REED DIFFUSER KIT | 10 rattan reeds | smoke gray glass vessel
 scented refill | white rectangular box with wrap
 6.8 fl oz/ 200 ml e | 3.375"L x 3.5"W x 9.5"H



WINTER COLLECTION

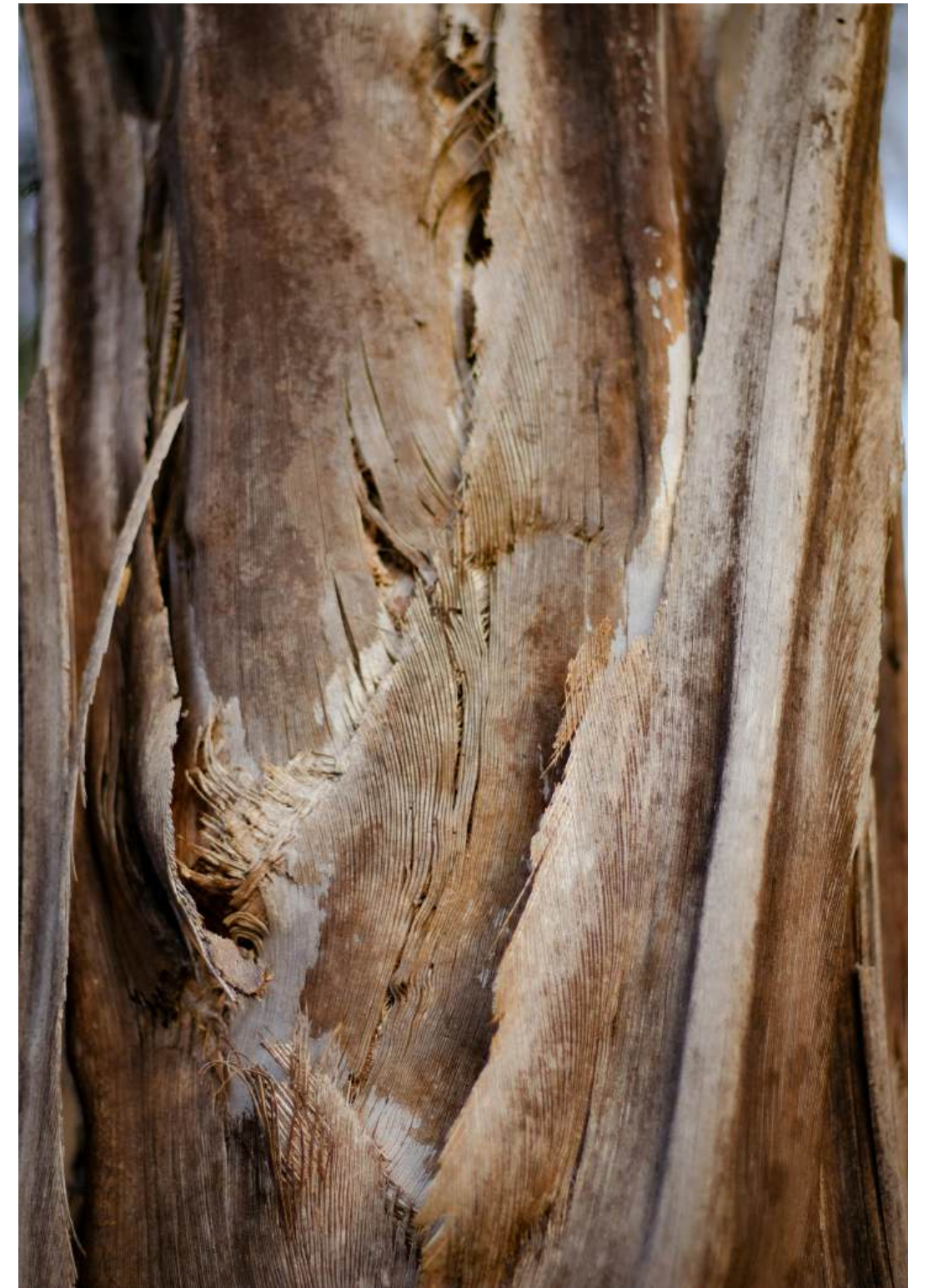
With winter's breath upon us, this collection is designed to enhance and celebrate final season of the year. A winter solstice - birth of the sun, our Winter collection brings nostalgia of past celebrations and a modern take on the season's highlights.



NEW
JULETIDE
ORANGE RIND | JUNIPER | SANDALWOOD

A NOTE OF INSPIRATION

*citrus rind turning elemental darken by flame, cooling juniper softly
mingles with architectural depth of sandalwood.*





FOREST FIR

SPRUCE | FIR NEEDLES | BALSAM

a note of inspiration:

DEEP SNOWCAPPED FORESTS, A FRESHLY CHOPPED EVERGREEN, THE BEAUTY OF A NOBLE FRASER FIR



NOEL

BAY LEAF | SUGARED BERRIES | CEDAR WOOD

a note of inspiration:

TWINKLING TABLESCAPES, SOFT JINGLING OF SILVER BELLS, A CRACKLING FIREPLACE SET



WINTER

EVERGREEN | MINT | VANILLA

a note of inspiration

WINTER'S BREATH, FROSTED WINDOW PANES, TREKKING THROUGH THE FRESH SNOW



NEW JULETIDE

ORANGE RIND | JUNIPER | SANDALWOOD

a note of inspiration

CITRUS RIND TURNING ELEMENTAL DARKEN BY FLAME, COOLING JUNIPER SOFTLY MINGLES WITH ARCHITECTURAL DEPTH OF SANDALWOOD. SABLE NOTES

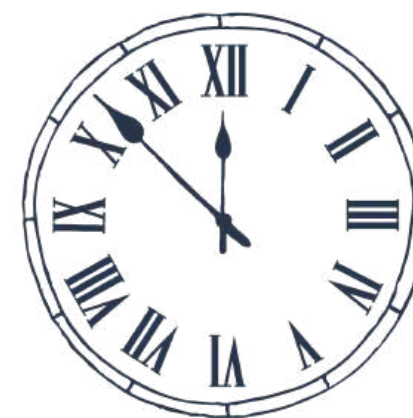


STARDUST

CHAMPAGNE | GRAPEFRUIT | ORANGE BLOSSOM

a note of inspiration:

A CELESTIAL CELEBRATION, BURSTING OF STARS ON A DARK NIGHT, BIRTHDAY OF THE SUN -THE WINTER SOLSTICE



MIDNIGHT

CASSIS | DARK AMBER | INCENSE

a note of inspiration

STILLNESS OF A WINTER'S NIGHT, COZYING UP TO FIREPLACE, HOPES AND PROMISES TO COME



PINEWOOD

SAGE | PINE | CEDAR

a note of inspiration

GATHERING WOOD FOR THE FIRE, AN HEIRLOOM WOOL BLANKET, CABIN NESTLED IN A WINTER WONDERLAND



New to Forest Fir and Cashmere

GRAND CANDLE

Mouth-blown custom glass, in a bold 28oz size, making a statement in any room.
After candle is finished, repurpose as a beautiful vase or centerpiece.



New to Forest Fir

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 white alabaster glass vessel, our iconic double-wicked Large Candle will transform any surrounding. Handcrafted with clean and cruelty-free ingredients, our proprietary fragrance blends offer the ultimate sensory experience.

LARGE CANDLE | double cotton wick | white alabaster glass vessel
wood matches | rectangular box
nt wt 11 oz/ 311 g e | 3.5"L x 3.5"W x 4.5"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 candle is created as the perfect statement piece for LINNEA® lovers. With a touch of gold, our Grand will add extra spark to all gatherings.

GRAND CANDLE | triple cotton wick | alabaster white glass vessel
wood matches | rectangular box
nt wt 28 oz/ 794 g e | 5.375"W x 5.375D x 4.75"H



REED DIFFUSER KIT

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

REED DIFFUSER KIT | 10 rattan reeds | white design glass vessel
scented refill | rectangular box
6.8 fl oz/ 200 ml e | 3.375"L x 3.5"W x 9.5"H



ROOM SPRAY

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

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



BOTANIK COLLECTION

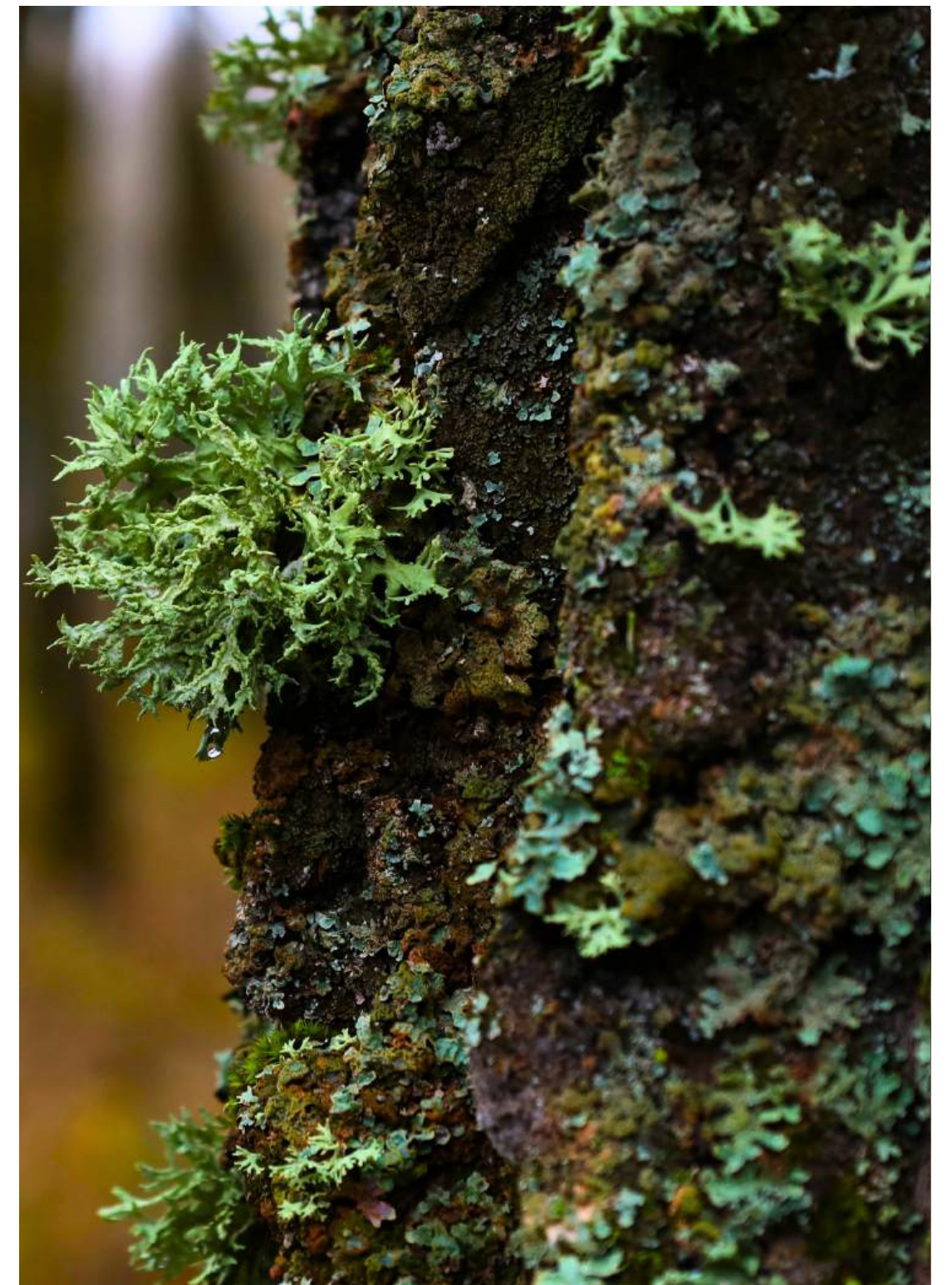
Inspired by the flora that surrounds, the Botanik Collection is designed to align us with the beauty and bounty of Mother Earth. Each scent has been thoughtfully created and developed to soothe the soul, enliven the spirit, and bring us into communion with nature. Whether seeking respite or rejuvenation,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



NEW
FIG LEAF
BERGAMOT | FIG LEAF | OAKMOSS

A NOTE OF INSPIRATION

*pulp, sap, and wood aromas blended, an autumn freshness
grounded in oakmoss and woody stem, verdant and
refined, perfect alone or to layer*





NEW FIG LEAF
BERGAMOT | FIG LEAF | OAKMOSS

A NOTE OF INSPIRATION:

FIG PULP. AROMA EVOKES A CERTAIN GREEN FRESHNESS, REMINISCENT OF THE LEAVES, SAP AND WOOD OF THE FIG TREE.



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



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





LARGE 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 disperses 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 | 3.375"L x 3.5"W x 9.5"H



GRAND 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



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



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

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.



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
- ✓ new



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



SCENT NAME	LARGE CANDLE	GRAND CANDLE	REED DIFFUSER KIT	REED DIFFUSER REFILL	ROOM SPRAY	HAND WASH
CRUSHED MINT	✓	✓	✓	✓	✓	✓
CUCUMBER VINE	✓		✓		✓	
FIG LEAF	✓					
HEIRLOOM TOMATO	✓	✓	✓	✓	✓	✓

BOTANIK COLLECTION

FALL
COLLECTION

- ✓ current
- ✓ new



11 oz



6.8 oz



3 oz

SCENT NAME	LARGE CANDLE	REED DIFFUSER KIT	PETITE CANDLE
CEDAR CARDAMOM	✓	✓	✓
FOG	✓	✓	✓
GATHER	✓	✓	✓
GILDED HONEY	✓		
HARVEST PUMPKIN	✓	✓	✓
HAY	✓		



11 oz



3 oz



28 oz



6.8 oz



4.0 oz

WINTER
COLLECTION

SCENT NAME	LARGE CANDLE	PETITE CANDLE	GRAND CANDLE	REED DIFFUSER KIT	ROOM SPRAY
FOREST FIR	✓	✓	✓	✓	✓
JULETIDE	✓				
MIDNIGHT	✓				
NOEL	✓				
PINEWOOD	✓				
STARDUST	✓				
WINTER	✓				
CASHMERE				✓	

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.

What is the burn time for your candles?

Burn time is dependent on several factors and ideal practices will help ensure optimum performance of any candle. We suggest burning candles long enough for the wax to melt all the way across the top. We also recommend not burning candles for longer than four hours at a time. Prolonged burning creates excessive heat and causes the wax to melt increasingly fast. Finally, we recommend snuffing out candles, as opposed to blowing them out and we suggest trimming candle wicks to reduce the chance of smoking. Using LINNEA®'s Candle Care Kit is a great way to prolong the life of any luxury candle.

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 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 spritzing your skin. We also recommend using caution when spritzing our Room Spray near fabrics and/or an open flame.

OUR HAND WASH

Care for your hands, as your hands care for you.

Our luxurious Hand Wash is formulated to cleanse and hydrate with fine ingredients and our coveted scent blends to gently fragrant while you wash.

OUR HAND LOTION

Restore. Condition. Repeat.

Our Hand Lotion delivers a restorative layer of comfort after every wash. Crafted with shea butter and avocado oil to soften and smooth, plus jojoba oil to help condition with a refined, lightweight feel. With peptides and our signature scents.

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, 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. 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 consulted 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. 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. 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



317.324.4002
CARMEL, IN 46032

LINNEAANDCO.COM