

PRODUCT  
*style guide*

SPRING 2019

Discover the latest  
Party innovations

Income boosting  
tips and tricks!

The latest trends  
to help you style  
and sell



PARTYLITE®

# Step inside the Spring Collection

Discover what makes this season's collection special, plus we've got tips to help you sell more and build your business at every step. Explore a new Find Your Signature Party format, exciting insights into product development and much more!



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# ♡ Find Your Signature

Find Your Signature Parties make sure Consultants and Guests alike get the most from every Party. With our redesigned parties, the focus on matching each person with their Fragrance Family helps them discover more fragrances. That helps you sell more too.



**24 of the world's finest fragrances**  
**In 6 beautiful forms**  
**Give you 144 ways to fill your life with fragrance**

Now every Signature fragrance is available in every form

Find Your Signature with a mix of forms

Encourage Guests to create their own combinations

## FRAGRANCE FAMILIES

Our Parties start with the fragrance family quiz, helping you and your Guests to narrow down the options and easily find their favourites on the wheel. The next page shows you more info on how the new structure works.



## TRY BEFORE YOU BUY

Our crayons and stackers allow fragrances to sell themselves. Give each Party time to explore the full range.

## EVEN MORE COMBINATIONS

Let Guests know they can Find their Signature as many times as they want. The wheel holds endless possibilities!



## Discover all that's new in FYS 2.0

Keep reading to find out all about the latest innovation in our Party structure. It's perfect to help you sell so easily and get Guests excited.



## Business Tips

Use these quick tips for Parties, social media and more to boost your business.

## PARTY TIP ★

Tell the story of your favourite fragrances. Which one do you find you can't live without? Recommend it to the Party!

## SELL MORE 📦

Don't forget all our forms! Every fragrance on the wheel is now available in the full range of candles and flameless forms.

## BE SOCIAL 🗨️

The fragrance wheel always intrigues new Party goers. Show it on social and tease new Guests with how much they can explore at a Party.

# ♡ Party with FYS 2.0

We've reimagined and reinvented the Find Your Signature Party to make it more fun and easier for both Consultants and Guests alike. New Consultants can use it to begin selling fragrance instantly with confidence.



## Three steps to personalised fragrance for everyone



### 1. FRAGRANCE QUIZ

Our easy quiz gives you a fun Party activity and personalized fragrance finder in one! It helps Guests find their favourites.

### 2. HOUSE TOUR

Touring your Host's home means you can showcase fragrances from every family that suit each room.



### 3. FIND YOUR SIGNATURE

Now that the choices that suit each Guest have been narrowed down, using the fragrance wheel and crayons is even easier for everyone.



## Business Tips

### PARTY TIP

For Hosts who don't have large homes to tour, why not set up mini room sets in one space to showcase the different features of your favourite fragrances?

### SELL MORE

Every single fragrance on the Find Your Signature wheel is available in the full range of forms. Your Guests can try one of each if they can't pick just one fragrance.

### BE SOCIAL

You can tease to the new and improved Party format on social media to reinvigorate Hosts and Guests who haven't had a Party in a while. Tempt them to find out what it's all about!



**Maria Carolsson**  
Area Leader  
Sweden

"I've tested the new Party concept and I have to say, it's a lot of fun for both the Guests and for me. Some Guests need a little help and encouragement to answer the questions honestly, but when you reveal the results from the quiz, you see a lot of excited reactions. I had one Guest who got goosebumps because the result was so accurate!

At the end of the Party when I look at the orders, it's surprising to see how many Guests have based their orders on the results of the quiz. It's a great ice breaker and a big help for new Consultants. I'm going to use FYS 2.0 a lot!"

# ♥ Our Fragranced Candles

When you tell your Guests all that PartyLite Candles have to offer, you'll see sales go from strength to strength. Fragrance, technology and design are all the selling points for your Parties. Don't forget to let everyone know that our beautiful fragrances are created by world-renowned fragrance houses.

**To increase your Party sales, tell Guests the interesting facts about our candles**

## PartyLite® Candles are always

- Made with our non-toxic, high-quality paraffin and soy wax blend that offers a consistently clean burn
- Free of parabens, phthalates, sulfates and palm oil
- Cruelty-free – our ingredients are never tested on animals
- Fashioned with lead-free, 100% cotton wicks stabilized in wick clips for added safety
- Compliant with worldwide safety standards
- Jar candles that are 100% recyclable
- Crafted in the USA by expert chemists

### Business Tips

#### PARTY TIP ★

We use high-quality wax in all our candle forms. Light a range of candles at your Parties to show that no matter what candle your Guests prefer they'll always get great value for money.

#### SELL MORE

Different Guests will have different concerns. Find out what is important to your Guests and be ready to supply the answers that help them make the decision to go with PartyLite. For example, many people will be happy to hear that our candles are cruelty-free.

#### BE SOCIAL

Share a few of the benefits of PartyLite candles when you're sending WhatsApp messages to your Guests. This will get them excited ahead of the Party.

Our wax blends burn evenly to fill every room with stunning fragrance

All our candles offer the same great fragrance experience for cold throw (unlit) and hot throw (lit)

We search the globe for the highest quality ingredients including the finest natural essential oils

100% cotton wicks and exceptional wax blends provide a beautiful melt pool for the best fragrance experience

Our fragrances are "True to Life Scent" giving the best experience of any fragranced candle



# ♥ Forms for Every Room

When it comes to home fragrance, everyone's tastes and needs are unique. That's exactly why we offer such a huge range! Don't forget to explain all our forms and let everyone know that all our Signature Fragrances are available in all the forms below.

## SIGNATURE FRAGRANCES SHAPES AND SIZES



3-Wick Jar  
25-45 hrs.



Essential Jar™ Candle  
40-60 hrs.



Universal Tealight® Candle  
4-6 hrs.



Votive Candle  
8-11 hrs.



Scent Plus® Melts  
up to 60 hrs.



SmartScents by PartyLite™  
up to 30 days

### FRUIT

Afternoon Breeze	G73C1003	○	G451003	●	V041003	●	V061003	●	SX1003	●	FS1003	●
Berry Blossom	G73C247	○	G45247	●	V04247	●	V06247	●	SX247	●	FS247	●
* Fig Fatale	G73C821	○	G45821	●	V040821	●	V06821	●	SX821	●	FS821	●
Iced Snowberries™	G73C123	○	G45123	○	V04123	○	V06123	○	SX123	○	FS123	○
Island Paradise	G73C907	○	G45907	●	V04907	●	V06907	●	SX907	●	FS907	●
Mulberry	G73C29	○	G4529	●	V0429	●	V0629	●	SX29	●	FS29	●
Peach Nectar	G73C1005	○	G451005	●	V041005	●	V061005	●	SX1005	●	FS1005	●
Pineapple Sugarcane	G73C926	○	G45926	●	V04926	●	V06926	●	SX926	●	FS926	●
Pink Grapefruit	G73C789	○	G45789	●	V04789	●	V06789	●	SX789	●	FS789	●
Pink Guava	G73C923	○	G45923	●	V04923	●	V06923	●	SX923	●	FS923	●
* Raspberry Rhubarb	G73C1031	○	G451031	●	V041031	●	V061031	●	SX1031	●	FS1031	●
Red Apple Orchard	G73C898	○	G45898	●	V04898	●	V06898	●	SX898	●	FS898	●
* Sweet Nectarine	G73C1028	○	G451028	●	V041028	●	V061028	●	SX1028	●	FS1028	●
Sweet Strawberry	G73C1010	○	G451010	●	V041010	●	V061010	●	SX1010	●	FS1010	●

### EXOTIC

Cinnamon Woods	G73C946	○	G45946	●	V04946	●	V06946	●	SX946	●	FS946	●
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### FLORAL

* White Lilac & Ivy	G73C1029	○	G451029	●	V041029	●	V061029	●	SX1029	●	FS1029	●
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### FRESH

Garden Mint	G73C1004	○	G451004	●	V041004	●	V061004	●	SX1004	●	FS1004	●
Mediterranean Blue	G73C930	○	G45930	●	V04930	●	V06930	●	SX930	●	FS930	●
Morning Tide	G73C1000	○	G451000	●	V041000	●	V061000	●	SX1000	●	FS1000	●
* Rose Vetiver	G73C1033	○	G451033	●	V041033	●	V061033	●	SX1033	●	FS1033	●
Sun-Kissed Linen	G73C927	○	G45927	○	V04927	○	V06927	○	SX927	○	FS927	○

### GOURMAND

Berry Vanilla	G73C945	○	G45945	●	V04945	●	V06945	●	SX945	●	FS945	●
Marshmallow Vanilla	G73C900	○	G45900	●	V04900	●	V06900	●	SX900	●	FS900	●
Vanilla Coconut	G73C929	○	G45929	●	V04929	●	V06929	●	SX929	●	FS929	●

### UNSCENTED

White	-	-	V0310	○	N0610	○	-	-	-	-	-	-
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## Find Your Signature



### 3-WICK JAR CANDLE

25-45 hour burn time.

Exclusive illustrated glass jar shaped to enhance fragrance throw and wax consumption.

Stand alone candle or for use with recommended Home Décor products. Label can be removed.



### ESSENTIAL JAR™ CANDLE

40-60 hour burn time.

The unique tapered design gives clean burn and the exclusive base shape clearly signals the end of the candle burn.

Unlike the white wax of a 3-Wick Jar, the colour is fragrance inspired.



### VOTIVE CANDLES

8-11 hour burn time.

Votives completely liquefy so always burn them in PartyLite Holders made specifically to display their shimmering pool of melted wax.

Sold as a 6-pack or in a pack of 12.



### UNIVERSAL TEALIGHT® CANDLES

4-6 hour burn time.

Completely liquefy when lit and may be burned until completely consumed.

Pack of 12.



### SCENT PLUS® MELTS

60 hour fragrance life and 180 hours for a tray.

For use with any of our stylish ScentGlow Warmers®, this flame-free form delivers long-lasting fragrance safely.

The ScentGlow Warmer gently heats up to three Scent Plus Melts, releasing a fantastic fragrance experience.



### SMARTSCENTS

Up to 30 days fragrance life per stick and 150 for a pack.

SmartScents provide beautiful long lasting fragrance with no liquid to spill.

Mix fragrances together and Find Your Signature Fragrance with SmartScents.

No flame, no spills!

Eco-friendly: made of paper from sustainable forests.

Display in our SmartScents Holders.

Pack of 5.

## Business Tips

### SELL MORE

There is a form for every room. Suggest SmartScents for the bathroom, Scent Plus Melts for the entryway and Essential Jars for the kitchen.

### SELL MORE

Using social media, particularly WhatsApp, find out more about some of your Guests before the Party. If they have long commutes, you could suggest SmartScents and the GoSmart Holder for their car. If they have children, the safe, flame-free wax fragrance of a ScentGlow Warmer could be just what they need.

These must be kept out of reach of children.

## BE SOCIAL

When you post photos on social media, be sure to include a few fragrance forms in one picture. A Guest might not be interested in a 3-Wick Jar Candle, but loves the look of the Votive or Essential Jar Candle.

# ♥ A Few Added Extras

Alongside our Seasonal and Everyday Signature fragrance, offer your Guests our exclusive fragrance collections with their own unique forms like GloLites, Fresh Home and Nature's Light™.

Sell more of a fragrance in more than one form.

## SHAPES AND SIZES



Jar Candle  
50-60 hrs.



Large Tealights  
8-11 hrs.  
4-pack



3' x 4' Pillar  
50-60 hrs.



3' x 5' Pillar  
60-75 hrs.



3' x 6' Pillar  
80-100 hrs.



3-Piece  
Pillar Garden  
set of 3



Votive Candle  
8-11 hrs.  
6-pack / dozen



Scent Plus® Melts  
up to 60 hrs.  
9-piece tray

### GLOLITE BY PARTYLITE – GLOWING CANDLES

	GLOLITE BY PARTYLITE – GLOWING CANDLES				WHITE WAX			
* Olive Grove	G511044	V091044	-	-	L361044	-	V061044	SX1044
Mountain Retreat	G511024	V091024	-	-	L361024	-	V061024	SX1024
Seaside Escape	G511025	V091025	L341025	L351025	L361025	P95682	V061025	SX1025
Unscented White	G51B10	-	-	-	UL3610	-	-	-

## SHAPES AND SIZES



Jar Candle  
40-60 hrs.



SmartBlends  
2 capfuls up to 60 hrs.  
2.5 oz. 70 g. each



Room Spray  
6.5 fl. oz. 192 ml.



Universal Tealight® Candle  
4-6 hrs.  
dozen



Votive Candle  
8-11 hrs.  
6-pack / dozen



Scent Plus Melts  
up to 60 hrs.  
9-piece tray



SmartScents by  
PartyLite™  
up to 30 days  
5-pack

### FRESH HOME

* Garden Herbs	G91B1043	SB1043	P95703	V041043	V061043	SX1043	FS1043
Perfect Pet	G91B870	SB870	P95B675	V04B870	V06B870	SXB870	FS870
Lavender Sandalwood	G91B810	SB810	P95B651	V04B810	V06B810	SXB810	FS810
Tropical Breeze	G91B1011	SB1011	P95B679	V04B1011	V06B1011	SXB1011	FS1011
Citrus Nectar	G91B809	SB809	P95B652	V04B809	V06B809	SXB809	FS809

## SHAPES AND SIZES



Wooden Wick Jar Candle  
40-60 hrs.



Universal Tealight Candle  
4-6 hrs.  
dozen



Votive Candle  
8-11 hrs.  
6-pack/dozen



Scent Plus Melts  
up to 60 hrs.  
9-piece tray

### NATURE'S LIGHT™

* Island Driftwood	G461039	V041039	V061039	SX1039
* Coconut Teakwood	G461040	V041040	V061040	SX1040
Tamboti Woods	G461020	V041020	V061020	SX1020



## GloLite

### GLOLITE PILLARS

25-100 hour burn time.

Our exclusive GloLite by PartyLite® Pillar Candles are made through a proprietary wax process and wax formula that takes 38 hours from start to finish to complete!

The outer layer contains the fragrance and colour, allowing the middle layer to focus on the "all over glow".

Available in three sizes, the hand made aspect of our pillar candles allows for a unique candle appearance and experience every time.

### GLOLITE JAR CANDLE

50-60 hour burn time.

GloLite Jar Candles give a unique, all-over glow and an even stronger fragrance.

Always on trend, our PartyLite Designers recently introduced our new mixed metal GloLite Jar, featuring a gold and silver jar design, with a rose gold lid that also doubles as a coaster.

The proprietary wax blend, beautiful clear glass jars and the 2-Wicks in the GloLite Jar Candle have all been carefully selected to maximize the glow!

### LARGE GLOLITE TEALIGHTS

8-11 hour burn time.

Featuring our exclusive GloLite wax formula for an all-over, instant glow.

Large sized tealight that's truly on trend.

Pack of 4.



## Fresh Home

### SMARTBLENDS™

One capful lasts up to 60 hours of fragrance life.

Instant fragrance plus odour-neutralization.

No liquid means no spills and easy clean.

Dial up or down the fragrance intensity as you choose.

Made from paper from sustainable forests and fragranced with natural essential oils and NEOFRESH® so they naturally neutralize odours.

### ROOM SPRAY

Instant fragrance plus odour-neutralization.

Safe for use in pet areas.

## Nature's Light™

### JAR CANDLE

40-60 hour burn time.

Wooden Wicks burn with a firewood crackling sound.

Faux bois jar design.



## Business Tips

### SELL MORE

There is a form for every room. Suggest SmartScents for the bathroom, Scent Plus Melts for the entryway and Essential Jars for the kitchen.

### SELL MORE

Using social media, particularly WhatsApp, find out more about some of your Guests before the Party. If they have long commutes, you could suggest SmartScents and the GoSmart Holder for their car. If they have children, the safe, flame-free wax fragrance of a ScentGlow® Warmer could be just what they need.

These must be kept out of reach of children.

## BE SOCIAL

When you post photos on social media, be sure to include a few fragrance forms in one picture. A Guest might not be interested in the 3-Wick but loves the look of the Votive or GloLite Jar Candle.

# ♥ Escential Jars™

First seen in their current unique design in our 2015 Fall Collection, Escential Jars have been a Guest and Consultant favourite for many years. They're not just beloved because of their pricepoint, but because of their elegance, colourways and so much more. Excite your Guests to choose this alternative to 3-Wicks for jar candle lovers.

## AVAILABLE IN COLOURS

Each one of our Escential Jars uses wax that's made to complement the long-lasting fragrance. Guests can choose not only the fragrances they respond best to, but can accessorize with their favourite shade.



## STYLISH JARS WORK TO YOUR STYLE

The clear glass of each jar lets the colours become the accessory. Show Guests how they're perfect to mix and match or create a unique display in every room of the home.



## GIFTABLE PACKAGING

Why not spoil someone who loves fragrance? Our Escential Jars each come in their own chic box, so there's no need to wrap it!



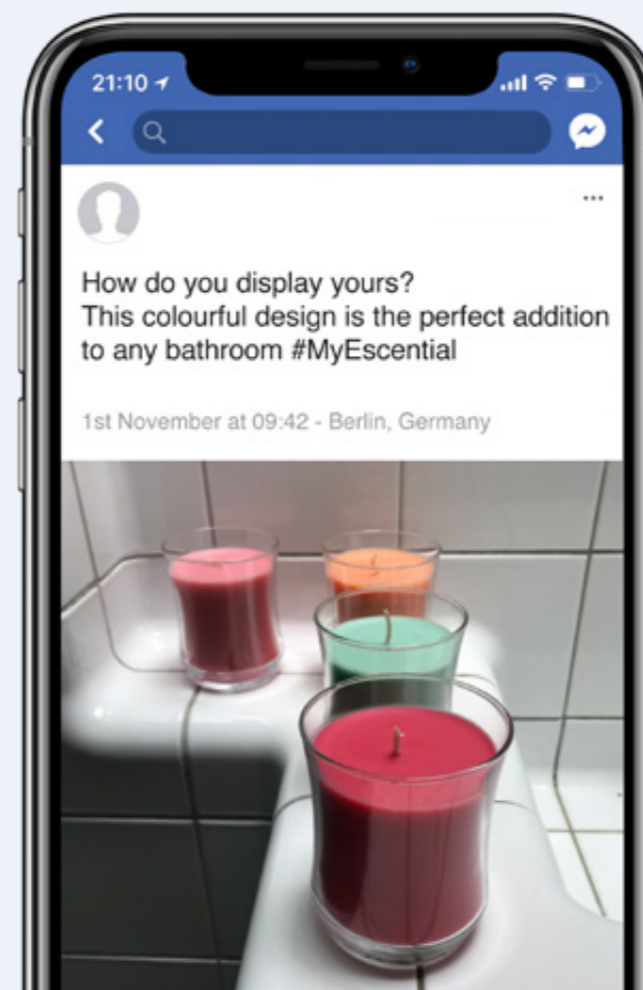
## GLASS DESIGNED TO SPREAD FRAGRANCE

The flared opening makes these candles perfect for spreading fragrance! Talk to your Guests about the fragrance throw they'll get, plus the even wax melt that lengthens the life of the candle.

up to  
**60**  
hours  
burn time

## #MyEscential

The coloured wax makes Escential Jars a perfect way to enhance the look of your home, not just the fragrance. Share your displays on social media and let the vibrant shades tempt Guests this season!



**Remind Guests that all Signature 3-Wick Jar Candles are available in white wax.**



## Business Tips

### PARTY TIP ★

Ask Guests to share their colour scheme in their bathrooms, living rooms and kitchens. From here you can help recommend complementary colours in Escential Jars, and explore the fragrances together.

### SELL MORE

Don't forget that Escential Jars can work with a range of décor. Find the perfect match with your Guest's shade and encourage them to express their style.



# ♥ Behind a Brand New Spring Fragrance

Creating a premium fragrance is just like perfecting a gourmet recipe. Adding unexpected ingredients, finding the perfect balance and choosing quality all combine to make something truly mouthwatering.

**6**  
different  
forms

**The balance of sweet and tart notes in Raspberry Rhubarb even tempts people who don't love fruity fragrances!**



## Fragrances formulated by experts

We collaborated with internationally renowned fragrance experts at IFF to create Raspberry Rhubarb. It takes months to go from seasonal trends to the final fragrance creation, working together.

First, the team perfects the cold fragrance, creating several samples that are tested to find the best blend.

When we've chosen the favourite, the IFF experts then work hard to match the hot fragrance experience. This is how we ensure all PartyLite fragrances are equally enticing when they're lit or when they're not.

Finally, the fragrance is combined with our wax and flameless technologies, ready to be enjoyed by Guests all over the globe.



## More Combinations

Of course, our fragrances are always designed to blend. Tell your Guests what your favourite combination is this season.



FIND YOUR  
*Signature*  
SCENT

## Bitesize Business Tips

### PARTY TIP ★

Why not dress your table with some fresh ingredients from this fragrance to set the scene and tempt Guests to engage?

### SELL MORE

Use the credentials from PartyLite's work with top fragrance houses to show off the premium nature of our fragrances. Quality sells!

### BE SOCIAL

Social media is great to help engage Guests and Hosts before a Party. Ask your followers what new fragrance they're most intrigued by and you can focus on it at the party.

### PARTY TIP ★

To highlight a fragrance at the Party, ask your Host to prepare a cocktail that matches the ingredients! It will bring a whole new sensory experience that your Guests will respond to.

NEW NATURAL FRAGRANCE

# Garden Herbs

No odour, naturally  
No harsh chemicals



ALL NATURAL  
Recyclable paper plus  
instant fragrance

**FRESH HOME.**  
BY  
PARTYLITE

## ♡ Fresh Home

No matter what their lifestyle, all your Guests could do with at least one Fresh Home product.

The special ingredients of NEOFRESH® eliminates everyday malodours and leave only fresh PartyLite scents. Our updated Fresh Home Collection now features advanced natural essential oil formulations and each fragrance fights multiple odours in one! Fresh Home is an easy sell.

NEOFRESH is a registered TRADEMARK of Symrise AG.

### 5 Fresh Home fragrances

Our Fresh Home fragrances are exclusive to PartyLite and specifically engineered by top perfumers and scientists with premium essential oils and no harsh chemicals. Each scent combats the following odours: kitchen, pet, smoke, mould and bathroom. All our Fresh Home scents come in 7 product forms, so your Guests can customise to their needs.

Our newest Fresh Home fragrance available only for this Spring and Summer is Garden Herbs.

**New**



GARDEN HERBS



TROPICAL BREEZE



PERFECT PET



LAVENDER SANDALWOOD

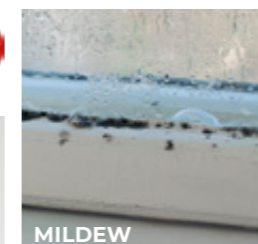


CITRUS NECTAR

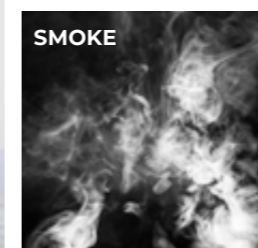
**symrise**



PET



MILDEW



SMOKE

### Fresh Home neutralizes unwanted odours

The NEOFRESH® technology in our Fresh Home collection naturally neutralizes malodours. Instead of harsh chemicals, we use high quality essential oils to deactivate the bad molecules of unpleasant odours.

### Business Tips

Use these quick tips for Parties, social media and more to boost your business.

### PARTY TIP



Ask Guests for examples in their life that they need odour neutralizing fragrances. This will quickly show them that Fresh Home is essential for everyone.

### SELL MORE



Recommend different forms for different rooms. SmartBlends are perfect for the kitchen, while our Perfect Pet Room Spray is ideal for the dog's bed.

### BE SOCIAL



Share tips for when to use your different Fresh Home products. For example, you might always have SmartScents in your bathroom but if a visitor is coming over you can light a jar candle to increase the odour neutralization.

# ♡ The beauty of Nature's Light™

Where exclusive fragrances meet innovative crackling wicks and special design, this range is perfect to show off in person and wow at your party. It's the perfect choice for nature lovers too.

## TWO NEW FRAGRANCES

Two brand new fragrances give Nature's Light a Spring Collection update. With Island Driftwood and Coconut Teakwood you can show Guests how rich woody blends can be perfectly seasonal for warmer months.



## WOODEN WICKS

The unique crackling wicks in these candles are made from wood that's sustainably harvested in the USA. They're non-toxic, vegan and cruelty-free, and of course let you enjoy the sound and ambiance of a real fire in a jar.

**40-60  
hours  
burn  
time**



## JAR DESIGN

Inspired by the beauty of nature, a wood grain design creates a bark effect and renders a beautifully textured design on the glass. It perfectly matches and enhances the outdoorsy fragrances and taps into spring trends.



This range is inspired by nature in every detail, a trend that's big this Spring but never goes out of style. Nature's Light partners with Trees for the Future, empowering rural families to gain economic independence by planting trees and forest gardens!

Get your Guests inspired to do good and take the feel of the woodland into their homes in fragrance, style and ambient sound!

## Enjoy wicks created from untreated native cherry wood from the USA, to create that signature crackle safely

Nature's Light's packaging isn't just inspired by nature, it looks out for it too. The beautifully designed faux bois packaging is fully recyclable. It's a perfect gift for the nature lover in your life.



## Business Tips

### PARTY TIP ★

Show Guests these wicks are easy to care for. There's no need to trim, you can simply break the burnt edges off gently, down to 3mm, and discard the used pieces.

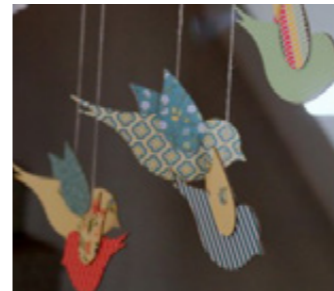
### BE SOCIAL

For online sales, why not showcase the crackling wood wicks on video? You can sell more with moving images and sound.

♥ Your beautiful Spring trend

# heartland

The heady and nostalgic fragrances of fresh meadows and just-picked ripe fruits combine with the rustic charm of cozy country retreats in this stunning Spring trend. A perfect update on the charms of childhood Springtime, outdoor elements come into the home with seamless ease.



Neutral shades in décor from pastels to taupes let texture, unusual materials and unique motifs adorn your interiors. Let playful elements and nods to childlike wonder bring rustic real woods, porcelains and coarser fabrics to life.



## Business Tips

### SELL MORE

This trend has lots of neutral coloured décor that can coordinate with any home's colour palette. Or for home with white walls, encourage Guests to get carried away with colour.

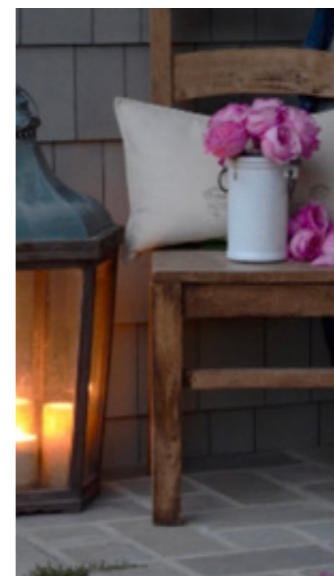
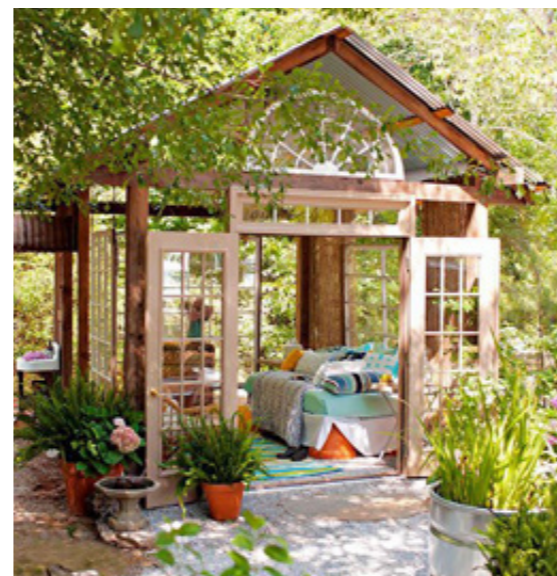
### BE SOCIAL

Spotted some Spring inspiration in your life? Contrast the true blossoming of Spring in photographs of the outdoors and the product it reminds you of.



## Key Colours

Neutral pastels and taupes accented with pops of berry and buttercup.



FIND YOUR Signature SCENT



**SWEET NECTARINE**  
G73C1028



**RASPBERRY RHUBARB**  
G73C1031

♥ Your beautiful Spring trend

# fresh kitchen

Invigorating fragrances that enliven your home are a must for the burgeoning Springtime. Let zest and freshness meet a crisp elegance in style, where natural colours complement the sun that streams through kitchen windows for a clean and classic fresh feel. The perfect way to shed the last remnants of Winter.



## Key Colours

Fresh herb green and zesty citrus against clear and brushed glasses.



Let the luxury of crisp marbles, embellished glass and silver tones be enlivened by dappled Spring light and citrus colourways. It's all about bringing the irresistible lush green of a fresh herb garden inside. We love pairing real fresh florals with our versatile décor, too.



FIND YOUR Signature SCENT

**ROSE VETIVER**  
G73C1033

**WHITE LILAC & IVY**  
G73C1029

## Business Tips

### BE SOCIAL

Fresh trends come to life in foods and drinks. Share your favourite Spring recipe, gardening tips or more alongside your favourite décor items.

### SELL MORE

Don't forget to tell Guests about our Fresh Home by PartyLite™ fragrances, perfect to pair with this light and airy aesthetic.

### PARTY TIP

Tell Guests about the unique selling points of products. This trend's featured Hurricane includes a hand drawn pattern created over 18 hours!

# ♥ Exclusively for Hosts

These must-have items are the perfect way to recruit new Hosts and re-energize your favourite Hosts for their next Party. They're the only ones who can snap them up!



Each individual glass jar takes four hours to make and no two are alike.

## Artisan Craft

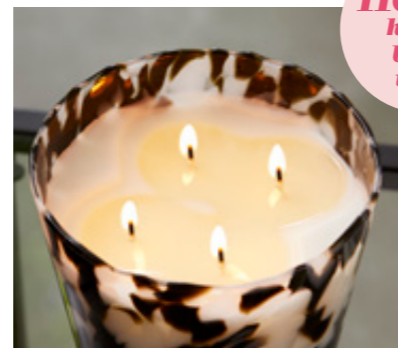
This stunning glass jar candle is a true "wow!" piece thanks to its unique design and extra large size. With mouth-blown glass, no two pieces are alike. Each Host walks away with a unique piece of home art.



Only available to buy when you Host a Party.

I AM TALL  
16 cm h

110-120 hours burn time



## Filled With Fragrance

We've filled this huge, 4-Wick Jar Candle with our top quality wax infused with a favourite fragrance, Iced Snowberries™. This best-seller is one our Guests and Hosts love all year round, making this candle work for every room.

## Business Tips

### PARTY TIP ★

Any time you see a Guest admiring a Host Exclusive in catalogues at your Party, tell them how simple it is to Host and get their own. Sometimes Guests can be surprised that it's so easy and rewarding!

### SELL MORE 🛒

Everyone loves added value, especially when it means their piece is one of a kind. Let Hosts know they're getting something special with pieces like the 4-Wick Jar.



Antiqued powder-coated finish

## Rustic Chic

A companion piece to the Rustic Lantern in catalogues, this Large version features the same antiqued look and tempered glass, only bigger! Tell Party Guests how they can upgrade to this version when they Host a Party.

I AM TALL  
58 cm h

Only available to buy when you Host a Party.



**1 Rustic Lantern**  
This faux-antiqued lantern brings a classic, rustic feel that can be enjoyed indoors and out. Use the Large Host Exclusive to recruit Hosts!

**2 Modern Impressions Votive Holder**  
Minimalist and elegant, this holder's contrasting glass panels change how light shines through from different angles.

**3 Springtime Jar Candles**  
A perfect trio to bring home the fragrances and style of Spring, these are great for first time PartyLite buyers to sample the range.

**4 SmartScents Holder - Contempo**  
This Spring's trends love a little minimalism, so this holder is ideal. Guests can make the colour of their favourite fragrance stick the focal point.

**5 Clearly Creative™**  
Even more versatile than ever, there are three different Tealight Tree Holders to choose from making the Clearly Creative concept truly customizable.



♡  
**Everybody wants them**

*Display this season's must-have products and watch your next Party's sales soar*

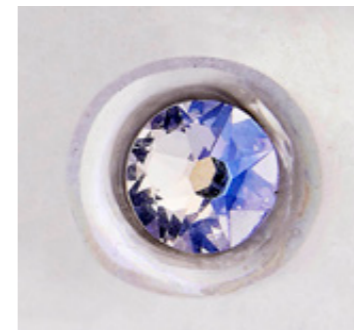
# Crystal Amaze

*A great way for Guests to treat someone special or simply indulge in the finest crystal-adorned décor from PartyLite.*



## Crystals by Swarovski®

We worked alongside the finest Austrian crystal makers at Swarovski to create these designs that are truly chic and indulgent.



## The Highest Quality Crystals

Swarovski has collaborated with world-class designers and fashion, jewelry and interior design brands. With over 120 years experience of crafting beautiful crystal designs, Swarovski crystals was the perfect match for our elegant décor. The crystals on our tealight holder beautifully sparkle when illuminated by our candles.

This newly expanded collection is designed to sparkle and shine in harmony with the scents of Springtime.



## The Perfect Gift for Valentines & Mother's Day



What better way to show your loved one that they're precious to you, than with the most premium crystals in the world?

Each item from the collection made with Swarovski Crystals comes with gorgeous giftable packaging.



## Business Tips

### PARTY TIP



Show off the versatility of these pieces. The Opulent Tall Votive Holder can be used either end up, and the Opulent Pink Heart Tealight Holder makes for the perfect gift to hold small jewelry or trinkets.

### SELL MORE



For Guests who love this décor, you can remind them that this is a collection that they can continue to purchase with each season.

### BE SOCIAL



If you're filming a quick video of these unique pieces to share on social media, create extra impact by lighting candles to highlight the elegant sparkle.



### **A constant flurry**

The on/off switch keeps a constant snowfall, so there's no shaking necessary. Guests can enjoy the tealight with the snow effect.



### **This season's design features a mother and her cub, Lion's Pride Tealight Holder.**

Look for future designs and collect them all.



## ♥ Enjoy Nature's Wonders™

This stunning collection returns this Spring with two new additions. Perfect for the animal lover, this collection adds to the animal kingdom. A limited edition.



### **The Perfect Gift**

Remind Guests how items like this are the perfect gift! All our Nature's Wonders products come with a romance card and beautiful, giftable packing that is sure to impress.



### **Hand Crafted**

The first step for all our designs are the sketches, hand drawn by our design team. Next, the designs are modelled by experts and finally hand finished and painted to the last detail. That means your Guests get something made with love, by us, every time.



### **Business Tips**

#### **BE SOCIAL**

Show the snowglobe in a video to capture the full effect for your followers.

#### **SELL MORE**

Display these unique pieces at Parties and let Guests know they will only be available for a limited time. Encourage them to move fast to get theirs!

#### **SELL MORE**

Elephants are one of the most popular animals to collect. Tell Guests how the unique mother and child design is hand drawn and hand painted.

# Scent with joy

*The best gift doesn't just come in a box, it is the box.*

Our new packaging means you never need to wrap a PartyLite gift again – it comes in its own chic, giftable packaging that's premium and modern.



It starts with our new shipping packaging, always #ScentWithJoy.

Every package comes in our new branded boxes with links to PartyLite's online shop. The hashtag means it's easy for our whole community to stay connected online.

## Unbox your joy

Our product packaging has a stylish branded look and features fun and inspiring messages too. Our 3-Wick Jars come in their own Perfume for your Home boxes.



Every other item, from wax to décor and more, comes delivered as one of your Shining Moments every single time you shop.



### Let's Clean Up!

We're proud that our new packaging is eco-friendly, made from recycled materials and printed with inks free from chemical solvents.

# AT HOME WITH Kecia

**We spoke to Kecia Hielscher, Chief Merchandising Officer of Luminex, in her beautiful design studio and asked what makes this season special.**



**Q: What would your secret selling tips for Consultants be for this season?**

**A:** After a busy holiday season, you deserve a little treat. Fragrance has so many benefits: it welcomes, comforts, calms and rejuvenates. It feels like a luxurious indulgence at an affordable price.

Once you've taken care of yourself, you'll want to share the feeling. The gift-giving season isn't over when the New Year begins. Spring is full of giftable moments – birthdays and new babies, engagements and weddings, not to mention Valentine's Day, Mother's Day and Easter. PartyLite offers unique and exclusive gifts, beautifully packaged original designs for all those occasions and more.



**Q: Tell us more about how this catalogue is designed to transform each room in the home.**

**A:** You'll find statement pieces like Hurricanes and Lanterns for living room or entryway plus sweet little tealight and votive holders that brighten any corner. Fresh Home fragrances neutralize odours in kitchen and bathroom, while GloLite Candles add drama to the dining room and Nature's Light™ Wooden Wicks Jar Candles bring warmth to the den.

**Q: What were yours and the merchandizing team's biggest trend influences for this collection?**

**A:** For Spring 2019, the top trends in both fragrance and décor are all about the comforts of home that bring the best of the outdoors into indoor spaces. Nature inspires the shapes and finishes, the colours and scents that together create a comforting, garden-fresh ambiance that welcomes and restores. The season embraces the simple and authentic like our white ceramic butterflies, bunnies and birds.

We've layered in micro trends: customization and personalization. You're going to love our Clearly Creative™ Hurricane that you can pair with our decorative tealight trees or jar sleeves.

**Q: How are décor and fragrance working together in this Spring Collection?**

**A:** The same trends that influence décor are reflected in the new Spring fragrances, garden-inspired scents that speak to the heart. Velvety florals and luscious fresh fruits blend together with favourite sweet nectars and green herbs.



**Q: How can this help Consultants sell more of both?**

**A:** We all want to chase away Winter with a Spring refresh that reflects who we are. That's just what the PartyLite Catalogue offers a seasonal style boutique of on trend, complementary fragrances and décor all in one place. With you in mind, we've created a stunning assortment of scents, styles, materials and price points that lets everyone enjoy PartyLite.

**Do you have any teasers for the Summer Collection that you can share?**

**A:** Wait until you see our glow-in-the-dark accessories... glass globes flecked with glowing paint that are simply enchanting, even before you light the candles!

We looked at one of the biggest home décor trends – pop icons in vibrant colours – to create our bright Green Buddha. He made us so happy we added 2 more: hot pink and vivid orange.

## Kecia's TOP 5 MUST-HAVES THIS SEASON

**1.**

### Springtime Jar Candles

Our Springtime Jar Candles available in 3 of our new Spring fragrances. With their haute couture fabric inspired wraps and whimsical ceramic lids, these candles are as beautiful to look at as they are to burn.

**2.**

### Nature's Wonders™ Snowglobe Tealight Holder

Our newest Nature's Wonders Snowglobe Tealight Holder combines the popular snowglobe with a nurturing scene. Love in the Serengeti features a charming African elephant with her calf, hand-sketched by our designers.

**3.**

### Opulent Pink Heart Tealight Holder

Our Opulent Pink Heart Tealight Holder glitters with Crystals from Swarovski®. How romantic would your wedding rehearsal dinner be with one of these holders lit at each table setting? And it can also be used as a jewelry holder as well!

**4.**

### ScentGlow® Warmers

I love the Colour Mix ScentGlow Warmer. It is simple and sleek enough to blend with any décor and its colour-changing technology makes it a magical way to diffuse my Signature Scent.

**5.**

### SmartScents by PartyLite™ Photo Frame Holder

Our new SmartScents by PartyLite Photo Frame Holder is a totally unexpected way to diffuse fragrance. I frame my favourite photo and enjoy flameless fragrance all day, all night at the same time. When it's time to change the SmartScents, I can switch out the photo too! Plus, it makes a great gift – think parents or grandparents.

♡ secrets of success

# Room to room, express your style



***This season's décor is designed to be effortlessly versatile. In new combinations, in different areas in your home it can create a whole new feeling according to your mood. Show Guests on your room walkthrough how the same pieces can change in different settings and different lights through the season.***

The Rustic Lantern



Plus the Large Rustic Lantern for Hosts only



## ***Indoor or outdoor***

Several of our products are designed to be used indoors and out thanks to protective coating - they're shown in the catalogue. Don't forget to tell Guests to ensure their long life by taking them indoors in bad weather conditions.



## ***Day into night***

It goes without saying that candlelight works beautifully when it comes to nightfall, but it can also totally transform the look of many décor items. Even Spring nights love a feeling of coziness.



## ***Add a pop of colour***

For so many of us, neutral colours and shades can dominate soft furnishings and walls in our homes. That makes coloured candle wax or vibrant décor the ideal centrepiece to add a low-commitment colour pop to any look.

## ***Business Tips***

### **PARTY TIP** ★

Ask your Host if you can dim the lights or have one room in darkness during the Party, allowing Guests to be wowed by the ambiance you can create.

### **BE SOCIAL** 🗨️

Showcase two photographs of products side-by-side on Instagram to let Guests see how different one item can look in a fresh patio vs a cozy living room.



## Décor that's perfectly repurposed

Show your Guests how versatile PartyLite pieces can be throughout the home. Use the metal basket in the bathroom to hold hand soap and lotions or in the kitchen to hold small utensils or as a centerpiece with your favourite flowers.

## Mix and match with nature

Demonstrate to Guests how they can accessorize their favourite décor pieces with fabrics and touches of nature.

We love nestling the Bird's Nest Tealight Holder Trio among picked flowers or handmade wooden coasters.



## Find their perfect purpose

So many of our items are perfect to repurpose, making them a great investment for Guests.

The Spring Pals Tealight Holder Trio makes for a perfect trinket box to store jewelry and other small items.



# GET creative

WITH PARTYLITE®

This season our Clearly Creative collection is better than ever with unique Tealight Trees that inspire your Guests' creativity.



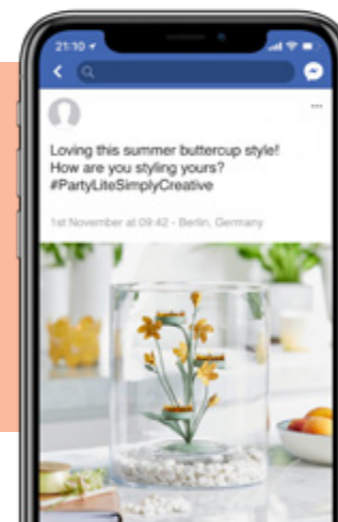
**1** CLEARLY CREATIVE HURRICANE

**2** CHOOSE YOUR TEALIGHT TREE

**3**

## EXPRESS YOUR STYLE

The details our Guests add make these designs come to life. What's the most creative idea you can suggest?



## #PartyLiteSimplyCreative

Tell your Guests to use this hashtag to share their Clearly Creative looks with us. We love getting inspired by their ideas, and we might even share them on our Instagram!

