

**MAX
BENJAMIN**
Naturally
Made Scents



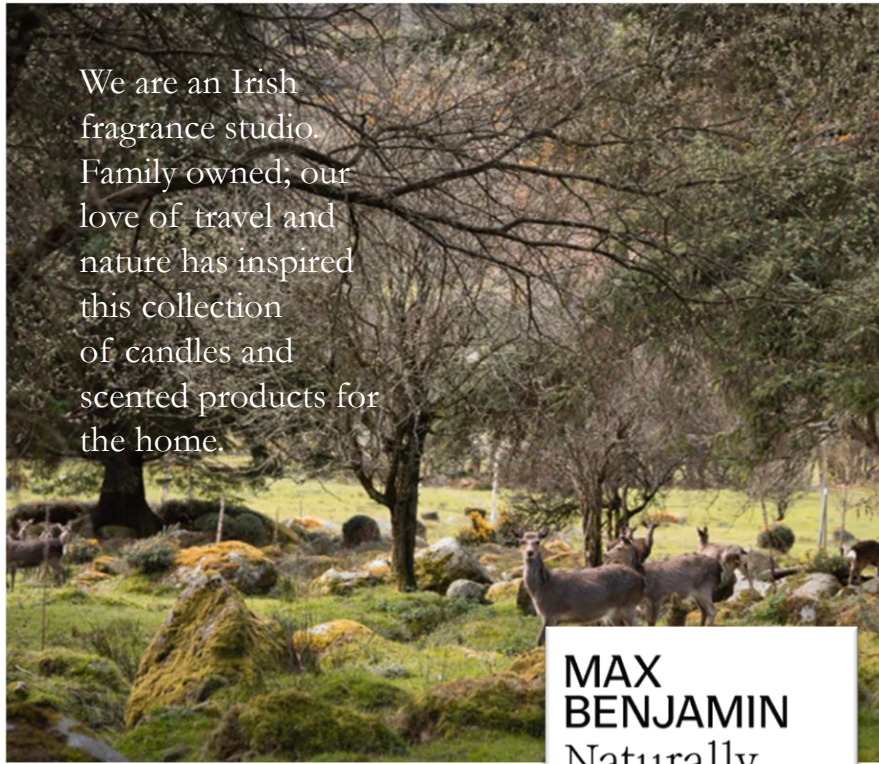
MAX BENJAMIN

Orla.. A unique family story

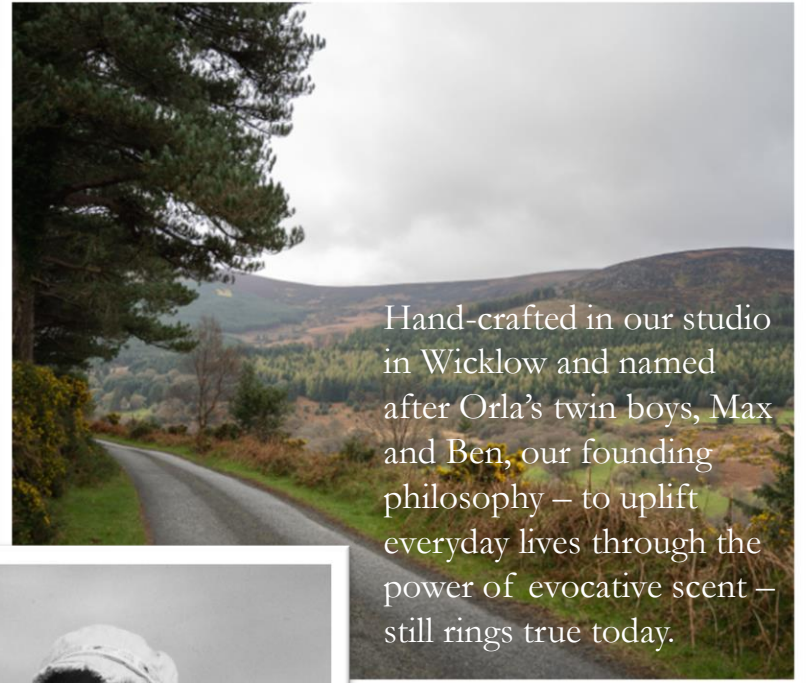
After graduating from college, Orla set out from Ireland to the United States, where an unexpected part-time job in a boutique candle workshop in Orlando became the beginning of a lifelong passion. Immersed in the artistry and craft of hand-poured candles, she discovered a creative calling that stayed with her long after she returned home. Back in Ireland, surrounded by the natural beauty of the Wicklow countryside — and inspired daily by her twin boys, Max and Ben, as they played in the fields near her studio — Orla transformed that passion into a vision. From this blend of craftsmanship, nature, and family, the Max Benjamin brand was born: a celebration of Irish creativity, mindful living, and the pursuit of a more beautifully scented world.



We are an Irish fragrance studio. Family owned; our love of travel and nature has inspired this collection of candles and scented products for the home.



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Hand-crafted in our studio in Wicklow and named after Orla's twin boys, Max and Ben, our founding philosophy – to uplift everyday lives through the power of evocative scent – still rings true today.



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Manufacturing & raw ingredients

Candles: handmade & hand poured at original studio in Ireland

Diffusers: assembled and hand poured in Ireland

Car fragrance & scented cards: manufactured in Italy

As a family, we combine traditional and modern fragrance-making techniques to create products that uplift the soul. Our candles use blends of natural waxes with lead-free cotton wicks.



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European fragrance and raw ingredients supply chain

Our essential oils are selected by hand from artisan fragrance houses and use the purest of time-honoured ingredients.



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FRAGRANCE
FAMILIES

Each fragrance is a journey, from Provence's lavender fields, and from the Amalfi coast to Southeast Asian beaches. Together, they embody our philosophy: scents inspired by travel and nature, nomadic in spirit.

A banner for the True Lavender Collection featuring a close-up of purple lavender flowers in bloom.

True Lavender Collection

AROMATIC

A banner for the Dodici Collection featuring a close-up of a bright yellow lemon on a tree with green leaves.

Dodici Collection

CITRUS | HERBAL

A banner for the French Linen Water Collection featuring a close-up of a bouquet of dried flowers and herbs.

French Linen Water Collection

FLORAL | CITRUS

A banner for the White Pomegranate collection featuring a close-up of a white pomegranate flower.

White Pomegranate

FLORAL | FRUITY | GOURMAND

A banner for the Lemongrass & Ginger Collection featuring a close-up of various fresh ingredients including lemons, ginger, and other produce.

Lemongrass & Ginger Collection

AROMATIC | CITRUS | HERBAL

A banner for the Acqua Viva Collection featuring a close-up of clear blue water with white foam or bubbles.

Acqua Viva Collection

CITRUS | WOODY | AROMATIC | FOUGERE

Our Brand

About Us

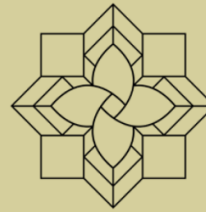
While our identity and packaging has undergone a new look, we are still the same brand and guided by the same philosophy. We are now communicating it and presenting it in a more contemporary and consistent way.

Our ethos and commitment to creating the best possible fragrance products along with our commitment to the environment and sustainability remains the same and is central to our core business and beliefs.



Brand Narrative

We are an Irish fragrance studio. Family owned, our love of travel and nature has inspired this collection of candles and scented products for the home.



Motif

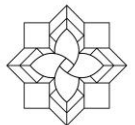
The Motif combines the two elements which inspire our brand, travel and nature. The geometric shapes come from the tiles

found in a traditional Italian apothecary while the central shape comes from the gorse flower, synonymous with our native Wicklow.



Stamp

The Stamp captures the sentiment behind the brand and fragrance collection. It is primarily used on the lid of packaging items.



Tone of Voice

Language has been developed to succinctly capture the positioning and essence of the brand and the Max Benjamin philosophy. This ranges from the brand descriptor through to our brand story. The tone of voice is natural and accessible.

Descriptor

A word play which can be used selectfully on brochure covers, bags and signage.

Emotive Benefit

These two words capture the feel good benefit when using the product. This is normally used at the end of fragrance descriptions.



Descriptor



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Emotive Benefit

Life Uplifted

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Candles

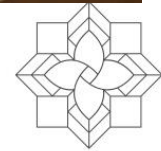
Our luxury scented classic candle collection brings Max Benjamin's signature fragrance offerings to the home for the ultimate uplifting olfactory experience. Our best-selling candles are crafted in elegant smoked glass complete with our signature motif, perfectly complimenting every interior space

Essential oils & fragrance sourcing

How natural is natural?

The art of subtle fragancing
Bestselling fragrances

The evolution of our Classic collection (Identity Guidelines)



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Diffusers & Refills

Our luxury fragrance diffusers are an effortless way to add an enveloping and uplifting fragrance to any room, office or space of choice. Crafted in elegant smoked glass complete with our signature motif, to elevate every interior space. The fragrance should last for a minimum of four months.

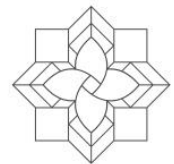
Our diffuser refills are a great way of trying a new fragrance while minimising on packaging and staying kind to the environment. A new set of reeds is supplied with every refill bottle. The fragrance should last for a minimum of four months.



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Scented Cards

These little pockets of scent are a great way of bringing your favourite fragrance to smaller spaces like wardrobes, drawers, handbags or even suitcases. They are available in each of the ten scents which encompass our Classic Collection.

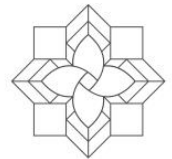
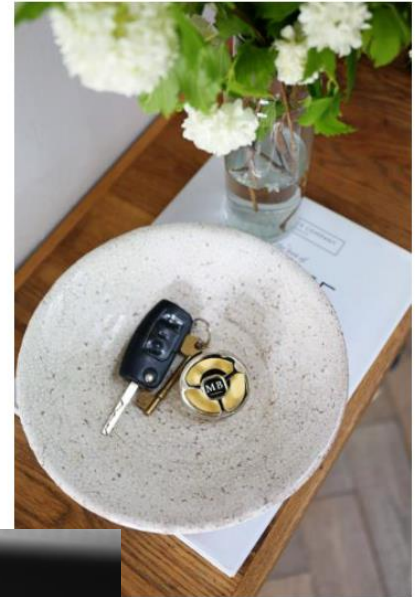


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Car Fragrance

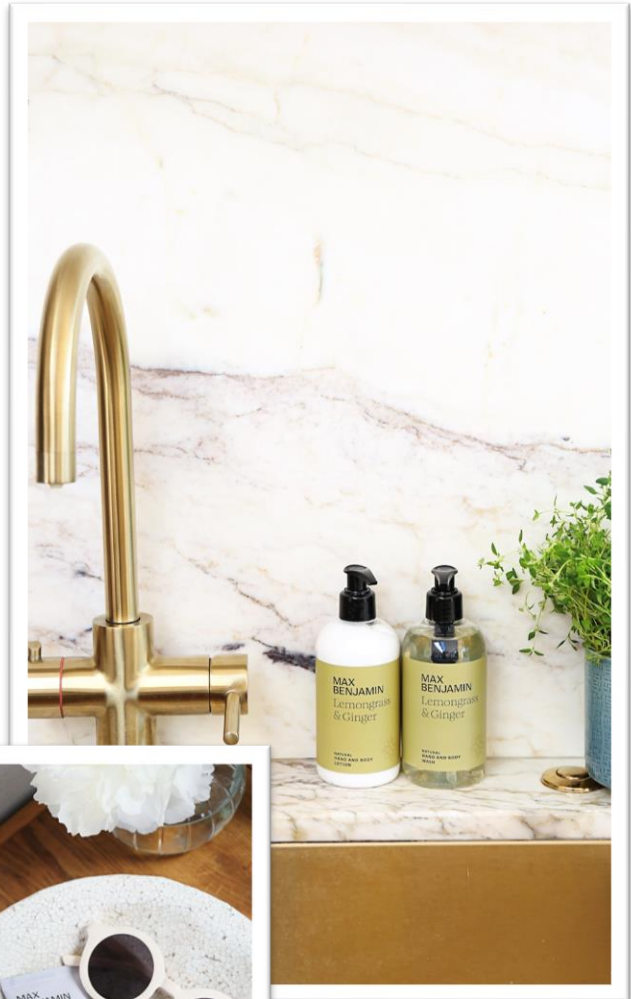
Take your favourite Classic fragrance into your car, with our stylish Car Fragrance stainless steel vent clip. Easy to attach and mount, our car fragrance will give you a month long scent keeping your journey fresh and removing any stale odours.

Available in all 10 Classic fragrances, as well as individual refills, multiple refill value packs.



MAX BENJAMIN Bath & Body Collection

The Max Benjamin Luxury Bath & Body Collection is a celebration of wellbeing, craftsmanship, and contemporary elegance. Each hand and body wash, lotion, and hand cream is infused with natural ingredients and uplifting fragrances to cleanse, nourish, and rejuvenate the skin while engaging the senses. Presented in refined gift sets and finished with our signature embossed motif, the collection embodies timeless luxury — transforming everyday into moments of beauty and calm.



MAX
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Wall Fragrance
Diffuser

An elegant wall diffuser
featuring our signature motif,
crafted to complement luxury
interiors while releasing
continuous, beautifully
balanced fragrance



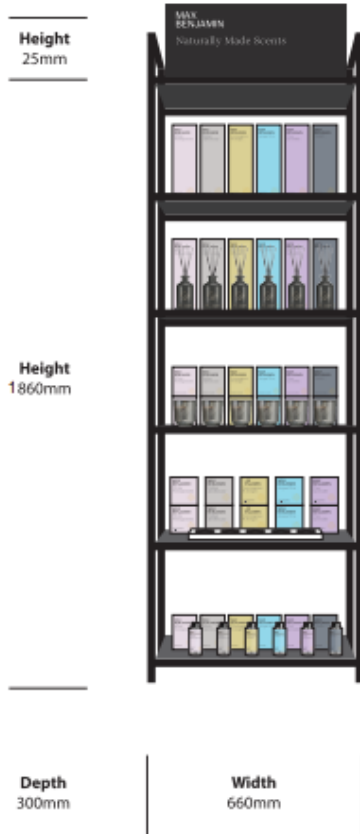
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Retail Display Solutions

Max Benjamin Classic Wall Display - 6

Minimum order value €1,910

Quantities:
 6 candles x 6 scents - 36 units
 4 diffusers x 6 scents - 24 units
 6 diffuser refills x 6 scents - 36 units
 20 scented cards x 6 scents - 120 units
 12 car fragrance x 5 scents - 60 units



Shelf 1
 6 fragrances of Diffusers
 6 wide x 3 deep (18)

Shelf 2
 6 fragrances of Diffusers
 6 wide x 3 deep (18)

Shelf 3
 6 fragrances of Candles
 2 high x 6 wide x 3 deep (36)

Shelf 4
 5 Car Fragrances

Shelf 5
 6 fragrances of Scented Cards (120)
 and 6 fragrances of Diffuser Refills (36)

Max Benjamin Car Pod

EUR:
 Car pod sell-in: €1,591.80
 Car pod retail value: €3,100

QTYs:
 Car dispenser 1 pk each 10 scents
 Car gift 1 pk each 10 scents
 Car refill 1 pk each 10 scents



Max Benjamin Car Bar

Car bar sell-in: €495.90
 Car bar retail value: €1,140.00

QTYs:
 car dispenser 1pk each 5 scents

Car refill 1pk each 5 scents



Car Bar Tester 5 Unit

001/10-0000

Holiday 2026 sneak peak



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Cloves & Cinnamon Candle 210g

Code: RB-C11



Cloves & Cinnamon Candle 560g

Code: RB-C3W11



Christmas Duo Candle Gift Set

Winter Chalet 210g and
Christmas in Lapland 210g

Code: RB-2CGIF



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Thank you...

