

## Top Fragrance Choices for Gift Giving

Clean cotton, baked apple pie, fresh cut flowers, ocean water and crisp pine – these may be just some of the scents that you smell as candles burn in your kitchen, bathroom, family and living room. Candles and their glow create a cozy ambiance and enhance the look of a room, but candle fragrances add another dimension to decorating.

Candle fragrances may help us relax, invigorate our senses or even help us remember things from our past. Some fragrances remain with us and become our favorites. When buying candles for yourself or as a gift, consider the most popular fragrances and why we love them so much.

The most popular scented candle fragrance is vanilla. This scent, usually presented in an off white, appeals to a majority of consumers. No matter what the blend – spice, caramel, lime, hazelnut or standing alone – vanilla has an instant appeal. Candle fragrances inspired by food and spice remain favorites in the home, with vanilla being a standout.

Another popular and richly scented candle is the classic aroma of cinnamon, which is a popular fragrance all year round. This sweet and spicy fragrance brings about a sense of sparkle and energy. Cinnamon becomes especially popular when paired with apple, another fragrance with wide appeal, which is comforting in the home.

Stepping away from the food and spice categories, fresh fragrances are equally as popular with lavender being one of the favorites. The classic aromatic herbal scent of lavender is renowned for its therapeutic character and clean fresh scent. Lavender scented candles are known for their ability to soothe, calm and relax those around them. Usually sold in its traditional purple hue, lavender mixed with other complimentary scents like vanilla, cedar wood, lemon and more combine to offer unique candle fragrance and color combinations.

Another sought after fresh fragrance is the aroma of clean crisp cotton. Consumers are attracted to the smell of fresh clean laundry and soft cotton blankets. This scent makes any room smell as if there is fresh air blowing in through an open window.

Fruity candle fragrances featuring apples, berries, melons and citrus score as top favorites as well as the increasing appeal of tropical fruits. The fresh and crisp fruity scents make any kitchen and family room smell welcoming and inviting.

Back in the kitchen, pumpkin scented candles are a trusted favorite. Pumpkin by itself or blended with cinnamon, nutmeg, and more help bring about a homey and heartwarming feeling. In the past, pumpkin was considered just a seasonal fragrance to be used during the Halloween and Thanksgiving holidays. It is now a popular choice any time of the year.

Whether you are shopping for yourself or for a gift let this listing of popular candle fragrances guide your candle purchases. After selecting the perfect fragrance, color and type of candle, look for *Made in the USA* and detailed burn and safety information on the candle's label. This, combined with a fine fragrance throw, will create a warm and memorable atmosphere in your home.