

Home Fragrance Foundations

A practical introduction to candles, reed diffusers and room sprays.

01 Choose the format around the setting

02 Understand the fragrance language

03 Build a useful sample brief

Choose the format around the setting

Scented candles

Combine fragrance with a visible flame and a deliberate lighting ritual. Evaluate the vessel, wax, wick and fragrance together. A beautiful cold scent does not establish how a candle performs while burning.

Reed diffusers

Provide passive fragrance through a liquid, reeds and an open vessel. Performance depends on the whole system, including the base, fragrance, reed material, opening size, room conditions and placement.

Room sprays

Provide an immediate, user-controlled scent application. The liquid, pump and package must work together. Confirm intended use and surface restrictions before specifying label instructions.

A buying decision

Start with where the product will be used, the desired scent character, expected user behaviour, target price and presentation. Compare samples under similar conditions instead of comparing appearance alone.

Understand the fragrance language

Essential oil and fragrance

An essential oil is an aromatic material obtained from a botanical source; a fragrance blend may include natural and synthetic ingredients. Neither description by itself establishes suitability for a candle, diffuser or spray.

Top, middle and base notes

These terms describe how a fragrance impression develops. Top notes create an opening impression; middle notes give character; base notes provide depth. They are a useful briefing language, not a guarantee of release speed in every home fragrance format.

Culture and daily ritual

The supplied materials describe scent as part of hospitality, seasonal celebrations and personal rituals. Turn that idea into a clear product story: a welcome at the doorway, a quiet evening, or a seasonal gift. Avoid presenting cultural associations as medical effects.

Claims to keep separate

Describe the scent and intended atmosphere. Claims about treating illness, improving immunity, disinfecting a room or being safe for all pets require evidence beyond these source documents.

Build a useful sample brief

Record the setting

Specify room type, approximate size, ventilation and likely temperature conditions. A sample tested in a small closed room may behave differently in a large open space.

Record the target experience

Use concrete language such as fresh citrus, soft floral, dry wood or warm amber. Add references and describe what should be avoided: sharp sweetness, heavy smoke or an overly strong opening.

Compare consistently

Use a simple scorecard for scent fit, perceived strength, appearance, ease of use and packaging. Note the test conditions, sample code and date so feedback is actionable.

Next steps

Explore the product formats, then send a brief with your market, quantity and customisation priorities. Public website descriptions introduce the range; confirm the specification of the actual item in your quotation.

Useful links & reading notes

Scented Candles

<https://olfay.com/products/scented-candles/>

Reed Diffusers

<https://olfay.com/products/reed-diffusers/>

Room Sprays

<https://olfay.com/products/room-sprays/>

Contact

<https://olfay.com/contact/>

About this guide

An original English synthesis prepared for OLFAY buyers from the supplied Chinese reference collection. It adapts concepts into commercial briefing, evaluation and process questions; it is not a translation of a verified factory procedure or a ready-to-use formulation.

Supplied reference topics: Home Fragrance Culture; Home Fragrance Knowledge; Traditional Festival Scent and Incense Culture.

Website links are clickable. Product availability, minimum quantities, lead times and final specifications should be confirmed with OLFAY for your project.

Discuss your home fragrance project

Contact: Eunice

Email: sales@olfay.com

WhatsApp / Phone: +86 186 6270 2170

Website: <https://olfay.com/>