

MARIL™

FRAGRANCE

WHY STOCK MELTS & OILS?

Two of the fastest growing categories in home fragrance.
Consistently growing in revenue and household penetration since 2017.



WAX MELT CATEGORY:

- Sales in 2023 > \$1.5 billion
- Projected to grow 60% by 2030 = > \$2.4 billion

FACTORS DRIVING GROWTH:

- Convenient, easy to use, and fast-acting.
- Personalization of fragrance experience by combining scents.
- High household penetration - 1 out of 3 home fragrance consumers use melts in addition to other home fragrance items.
- The fastest growing demographic is households with children and/or pets.
- Perfect when candles cannot be used - college living, classrooms, offices.
- Households that use melts have more than one warmer in home.
- More than 80% of all melts purchased are multiple unit transactions.



ULTRASONIC DIFFUSER CATEGORY:

- Sales in 2023 > \$600 million
- Projected to grow 83% by 2030 = > \$1 billion

FACTORS DRIVING GROWTH:

- Focus on wellness
- Reduce stress
- Convenience
- Personalize fragrance by combining scents.
- Adjust fragrance strength to personal preference or room size.
- Used in homes, offices, etc to customize your personal space.
- Purchased in addition to other home fragrance items.
- Oils are purchased in multiple units providing a larger ticket ring for your store.

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GIFT WITH PURCHASE CONSUMER PROMOTION

A consumer promotion that brings high value to your shopper and encourages multiple unit sales. A perfect promotion to advertise to your shoppers.

OFFER TO YOUR SHOPPER:

Buy a wax melter - receive FREE MARIL melt of their choice.



FREE IN-STORE SUPPORT PROMOTION:

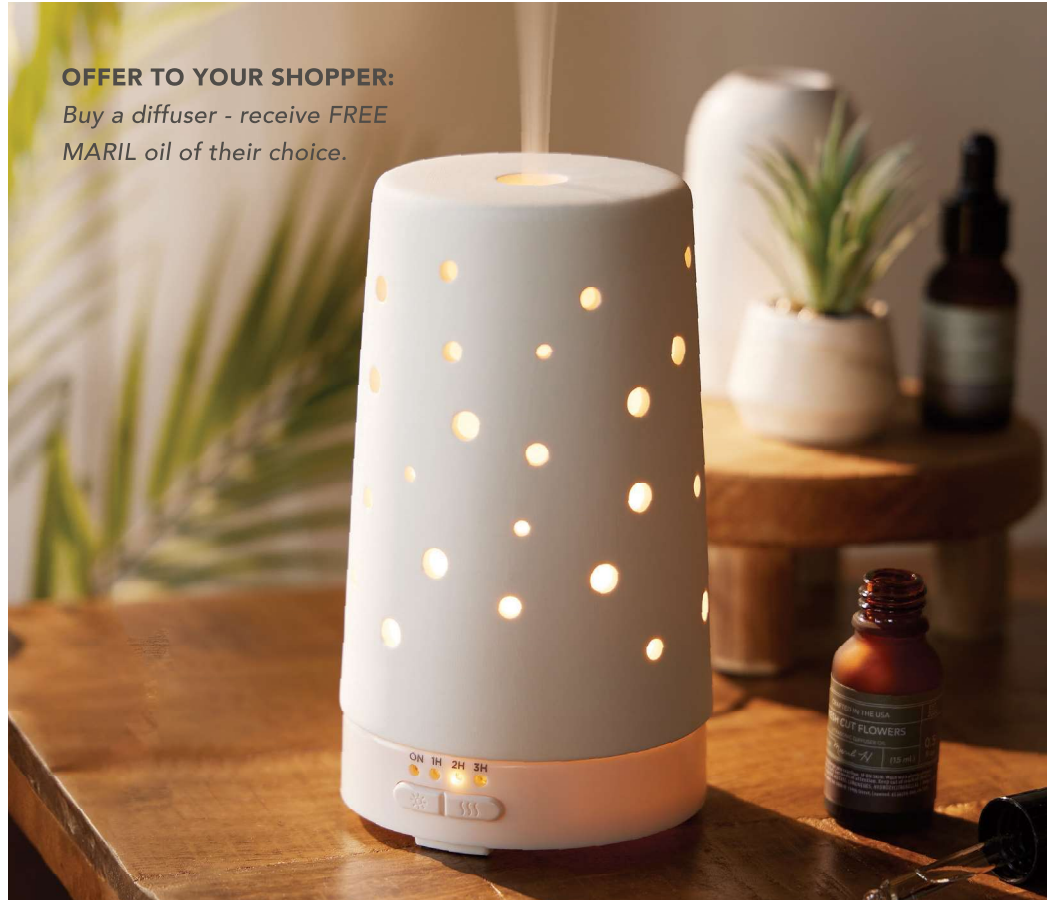
- 12 wax melts to offset gift with purchase product
- Free warmer to be used as an in store tester/demo
- Free graphics to help advertise the Gift with Purchase Promotion

PURCHASE TO QUALIFY:

3 CASES OF WARMERS (12 UNITS)	\$144
8 CASES OF WAX MELTS (48 UNITS)	\$216
2 CASES OF WAX MELTS (12 UNITS)	FREE
1 UNIT WAX MELTER FOR STORE	FREE
TOTAL	\$360

OFFER TO YOUR SHOPPER:

Buy a diffuser - receive FREE MARIL oil of their choice.



FREE IN-STORE SUPPORT PROMOTION:

- 12 ultrasonic oils to offset gift with purchase product
- Free ultrasonic diffuser to be used in store
- Free graphics to help advertise the Gift with Purchase Promotion

PURCHASE TO QUALIFY:

3 CASES OF DIFFUSERS (12 UNITS)	\$216
6 CASES OF USD OILS (48 UNITS)	\$288
2 CASES OF USD OILS (12 UNITS)	FREE
1 UNIT DIFFUSER FOR STORE	FREE
TOTAL	\$504

* One time promotion. Purchase requirements are per store location.