



The Candle Market is Hot. Arcade Beauty Creates New Ways to Sample Home Scents.



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The past year of the Covid-19 pandemic has altered lifestyles and consumer behaviors drastically. More time spent at home has led people to invest in their living space like never before, impacting everything from mattress sales to home improvements to candles.

In fact, the candle market has grown significantly with the NPD Group reporting that 51 percent of fragrance users have used scented candles in their home within the last 12 months as consumers seek home comfort. As the demand for home fragrances increases, the way consumers buy and test scents is also changing, which has led us here at Arcade

Beauty to innovate new ways to sample and purchase candles and home fragrances.

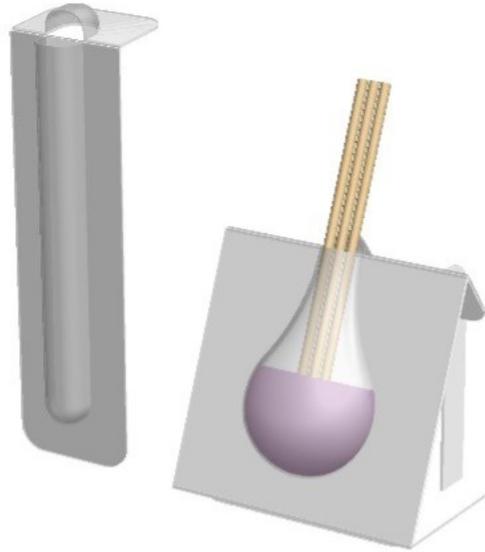
Think about the last time you bought a new candle, whether for yourself or to gift. How did you choose it? Most likely, you smelled it burning somewhere and sought out the same fragrance, or you went into a store and personally sniffed the array of candles to make your choice. Some candlemakers report that customers routinely dip their finger in the wax to get an idea of the product's scent. Unlike skincare, makeup and personal fragrance, it has been less common to find individual sized candle samples in a store, or sample a candle scent through a magazine insert or in the mail.

The uptick in desire for home care was underway before Covid, but the last year has accelerated the market growth. Arcade Beauty has developed sampling technology to experience candle fragrances without the need for an in-store visit. What's unique is the sample was designed so customers can experience the scent as if the candle is burning, which is different than simply smelling cold wax. As a candle burns, the top, middle and bottom notes are activated, versus a cold wax will mainly showcase the most potent top notes.

Our new sampling solution is delivered via our proprietary technology, which is designed so a customer can peel back a label to discover the actual candle wax in a moist, diffused way to experience the scent as if the candle were burning.

We can also provide a new innovation for the world of diffusers. Arcade Beauty has developed the industry's first diffuser sample by miniaturizing a diffuser stick packaged in a Thermoform containing the fragrance oils, so the scent can be experienced before purchase.

Our strides in fragrance sampling innovation open a range of possibilities of how to reach consumers, whether via direct mail, a magazine insert, in-store distribution, or perhaps most effectively, via hang tag on a full-sized candle.



A reusable hang tag allows the customer to test the fragrance without opening up

the full-size candle and potentially damaging it without purchasing. The hang tag also creates opportunities within e-commerce. A customer can purchase a candle, test the scent on the hang tag and return the product if the original packaging is intact. In this situation, a customer might be more likely to order several scents to try before deciding on one with the option to return unopened, unwanted scents. It also gives vendors the opportunity to distribute sample hang tags across categories with other purchased items to drive new conversion. For example, a consumer could purchase clothing, accessories or beauty and wellness products and receive a scented candle hang tag.

I am excited about our new product innovations and as always credit our creative product development teams at Arcade Beauty for these new products. I am so proud of who we are and what we can create for our customers.

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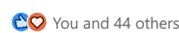
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