

MALIBU APOTHECARY

MEDIA KIT

MALIBU APOTHECARY

clean | chic | coastal | candles

CONTACT

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FOUNDER STORY



Malibu Apothecary started as a love for travel, wellness, and everything luxury. This passion for travel led their founder, Claire Ellis, as a young woman all around the globe; from months spent on the Côte d'Azur to a solo trip around Asia, no beach should be left unexplored. Aiming to capture the spirit of the people and stories of the places traveled through fragrance, Claire started pouring candles as a hobby in her SoCal apartment. She discovered the toxicity and unethical standards in the candle industry. Ultimately, graduating from what would be more than a few small spills, stained wood floors, and a lost rent deposit, Malibu Apothecary today is a reflection of a passion for clean, non-toxic living and a thirst for the undiscovered that inspired its founder in her travels and creations. Malibu Apothecary uses clean-burning coconut and soy wax with essential oil-infused fragrances that are sustainably sourced. Their small batch quantities allow each candle to be made with love and careful attention to detail.

We hope that with each candle, you are taken to a beach far away.

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cleaner candles for a cleaner earth



Malibu Apothecary is a Southern California mission-based candle company that crafts cleaner candles for a cleaner Earth by giving back 20% of their sales to coastal conservation. Unlike 95% of other candles on the market, Malibu Apothecary never uses gasoline byproducts like paraffin wax. These handcrafted comforts are poured with only natural coconut and soy wax, essential oil-infused fragrances, and cotton wicks. Each coastal candle draws inspiration from names and notes of beaches traveled by their founder to capture the essence of a vacation through fragrance. With each burn, you will ignite change and be transported on a scent escape.

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WHY MALIBU APOTHECARY?

Most candle brands today use paraffin, a petroleum by-product that comes in the form of a black sludge found at the bottom of oil barrels. This wax is bleached white using a 10x concentration of our household bleach. When this wax is burned carcinogenic chemicals, known to cause health problems, are released with toxins into our home. Malibu Apothecary believes in a better way to enjoy not only candles but life. We strive to create products that promote a cleaner Earth and cleaner living because you don't have to compromise.

NOT INCLUDED:

toxins
parabens
animal tested ingredients
phthalates
paraffin wax
vybar
uv absorber additives

INCLUDED:

coconut + soy wax
cotton wicks
essential oil-infused fragrances
recycled shipping materials
hand-poured
california-made
female founded

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MATTE MINI | 4 OZ
20% OF ALL ONLINE SALES GO
TO HEAL THE BAY



CLASSIC MATTE | 8 OZ
20% OF ALL ONLINE SALES GO
TO HEAL THE BAY



IRIDESCENT PINK | 8 OZ
20% OF ALL ONLINE SALES GO
TO THE BCRF



HIGH GLOSS | 8 OZ

ESSENTIAL OIL-INFUSED FRAGRANCES:

MALIBU
mahogany + teakwood

CAYMAN
ocean + lemon + mint

ABACOS
red currant

CAP-D'AIL
jasmine + amber

FORMENTERA
fig

WAILEA
gardenia

MONTAUK
tonka + oud

TURKS & CAICOS
grapefruit

LAGUNA BEACH
sugar + vanilla bean + coconut



LOOK BOOK

CLEAN | CHIC | CALIFORNIA CRAFTED | CANDLES

Rich in aesthetic and aroma, these clean coconut & soy wax candles are hand-poured in small batches right off the Southern California coast. We take pride in each burn, with exquisite fragrances that are subtly scented to fill your space.



MALIBU APOTHECARY

CLEAN | CHIC | CALIFORNIA CRAFTED | CANDLES



@KristenTaekman
Real Housewives of NY
Followers: 265K



@RileyBeek
Followers: 160K



@IAmNoviBrown
Followers: 53.8K



@theHeatherAltman
Million Dollar Listing
Followers: 331K

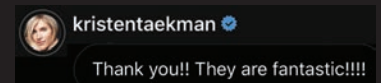


@Bboydla
Million Dollar Listing
Followers: 40.6K



@IAmRachelMcCord
Followers: 458K

"Beautiful products"
Fran Berger,
Lifestyle Influencer



VOGUE
"Perfect to send to a loved one this summer, you can even personalize these handcrafted comforts."
-British Vogue

"These candles smell amazing.
Each one is named after a different beach too"
- Brandi Laren, Instyle Magazine

InStyle

"These candles smell so good. They are non-toxic, which you need to read the labels because most candles you buy are toxic!"
Rachel McCord, 458K Followers, Founder @ The McCord List

INSTAGRAM SHOUTOUTS

EXPOSURE:

British Vogue
Serena & Lily Holiday Market
Jane on Melrose Pop-up
Women In Wellness Event
LE & CO Golden Globes Gifting Suite
Sony Pictures HFPA Gifting
Academy of Motion Picture Arts &
Sciences Awards Gifting
Silicon Beach Social Sponsor
The Burn Box Co Featured Candle
Kimpton Grand Cayman Bungalow Launch
BCRF Partnership
Heal the Bay 2020 Gala
50 Shades of Blogging

Heather Altman - 331K
Beauty & The Bean Chips - 27.2K
Fran Berger - 29.3K
Janina Gavankar - 172K
Gilles Marini - 121K
Natasha Alam - 24.8K
Savannah Kennick - 23.1K
Robert Paul Taylor - 24.6K
Brandi Laren Fowler - 10.5K
Candy Washington - 70.8K
Julie Mintz - 32.8K
Ken Butler - 46.9K
Fortune Feimster - 357K
Celeste Thorson - 49.9K
Jasmine Tosh - 693K
Chris Jane - 32.3K
Jacqueline Scislowski - 42.8K

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clean | chic | california crafted | candles

MONTAUK

tonka bean + oud

If you like your candles dark, smoky, and strong like the Atlantic surf, Montauk is the candle for you. This rich aroma is an everyday luxury that will take you right to Suffolk County at the end of Montauk Highway on to white sandy dunes. This woody scent begins with top notes of amaretto and powder as it gives way to a heart of tonka and balsam. Notes of rum, musk, and sweet, resinous oud make up the base of this intriguing fragrance.

Top Notes: Powder + Amaretto
Heart Notes: Tonka + Balsam
Base Notes: Rum + Light & Dark Musk + Oud

MALIBU BEACH

mahogany + teakwood

Malibu Beach is our classic signature candle. Notes of mahogany and teakwood create the perfect unisex candle that will compliment any space and leave you feeling relaxed. A fresh yet rich natural aroma is smoothed over with sweet spices, warm musk, and lush vanilla notes. The radiant crisp clarity of the citrus quietly sings to bring a tune so precious it is sure to please.

Top Notes: Green Citrus
Heart Notes: Jasmine + Rose
+ Lily of the Valley
Base Notes: Sweet Spice + Wood
+ Musk + Vanilla

LAGUNA BEACH

sugar + vanilla bean

Sweet tooth beware! Our Laguna Beach sugar candle is an intoxicating scent you will crave. A scent warm like summer, our Laguna candle brings you a taste of a sugary treat enjoyed on the shores of SoCal. The warmth of vanilla bean woven with a touch of coconut will unfurl to fill any room with an elegant intensity rich in aroma and aesthetic. The perfect home accessory.

Top Notes: Sugar + Rum + Lime
Heart Notes: Coconut
Base Notes: Vanilla Bean

FORMENTERA

fig

Off the coast of Spain, in a place not too far away is Formentera in the Balearic Islands. Those lucky enough to go know of its clear waters and long stretches of beach backed by dunes and pine trees. This scent captures the aroma of the finely fragranced figs native to the Mediterranean and rich woods that live along the coast. A fruity scent that is a vacation in itself.

Top Notes: Grapefruit + Orange
Heart Notes: Fig + Green Leaves
Base Notes: Patchouli + Moss + Cedar

TURKS & CAICOS

grapefruit

Invigorating grapefruit infused essential oils bring you to the soft white sands, crystal clear water, and the tropical landscape of Turks & Caicos. The uplifting nature of our grapefruit candle will emit a tangy citrus top note, mellowing down to let the touches of sweet mangosteen come through. This luxuriously light and exhilarating scent will leave you relaxed and refreshed.

Top Notes: Mandarin + Lemon
Heart Notes: Grapefruit + Mangosteen
Base Notes: Red Currant + Vanilla

ABACO

red currant

Abaco. Imagine your toes buried in white sugar-soft sand overlooking the turquoise waters that lap the shore. When the sun sets, it draws a light pink blanket forming around the clouds, powdering the sky and reflecting off of the once blue, beautiful waters. This is the Bahamas. A scent redolent of the tart flavors of red currant and a juicy bite of grapefruit softened by memories of freshly cut flowers. Soak in these scents for ultimate luxury.

Top Notes: Red Currant + Grapefruit +
Lemon Peel
Heart Notes: Jasmine + Geranium + Peach
Base Notes: Black Currant

CAYMAN

lemon + mint

Reminiscent of summer and walks on Seven Mile Beach, our refreshing neutral scent is crafted with notes of lemon and minty fragrance leaving an aroma of a freshly squeezed lemon, cool mint, and a fresh sea breeze. Made with real California lemon essential oils and infused with bottom notes of sugar that create this decadent aroma, this complex scent was created to be coveted.

Top Notes: Citrus + Lemongrass
Heart Notes: Jasmine + Lilac
+ Peony + Violet
Base Notes: French Vanilla +
Oakmoss + Egyptian Musk

CAP-D'AÏL

jasmine + amber + mandarin

A beach nestled right outside of Monaco, Cap-d'Aïl calls for those who seek respite along the beachside cliffs of the Mediterranean sea. Complex, intriguing and sensual, this scent draws from the jasmine plant that is native to this region with a sweet and sultry fusion of mandarin and rich amber. Subtle undertones of sandalwood and musk compliment this full-bodied fragrance.

Top Notes: Mandarin
Heart Notes: Cedar + Jasmine
Base Notes: Sandalwood + Dark Musk
+ Amber

WAILEA

gardenia

Wailea beach candle is inspired by the gardenia flower. Gardenia is a genus of flowering plants in the coffee family, Rubiaceae, native to the tropical and subtropical regions of Africa, Asia, Madagascar and Pacific Islands. This beautiful scent is a floral blend of gardenia and jasmine with a strong orange flavor bottom note that is delicate and refined.

Top Notes: Floral + Citrus
Heart Notes: Jasmine + Gardenia + Rose
Base Notes: Orange + Wood

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