



The Essentials

LOVE WHAT YOU'RE WORKING WITH

NEWDIRECTIONSAROMATICS.COM



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Table of Contents

01	What’s In Store
02	Seasonal Insights & Best-Sellers
03	Fragrance Spotlight: Inspired By Iconic Scents
04	Essential Alchemy
05	Makers In Motion
06	The Crafting Table





WHAT'S *in* STORE

Cooler months call for some cozy. Whether you're gearing up for holiday gifting, launching seasonal products, or leaning into self-care, we've stocked up on must-haves to keep your inspiration flowing. From warm scents to rich moisturizers, here's what's new and now.

Essential Idea

1



As crisp evenings settle in, customers crave warmth and relaxation. Think Cinnamon, Clove, Vanilla, and Pumpkin Spice—the comforting scents of home. These aromas bring cozy charm to candles, bath products, lotions, and more. Try seasonal pairings like Cinnamon, Nutmeg, and Orange to set the tone for fall.

Essential Idea



Now's the time to prep your holiday lineup. Festive blends like Peppermint, Cranberry, Sweet Orange, Nutmeg, and Cedarwood add seasonal flair to soaps, scrubs, and limited-edition collections customers love to gift (or keep!). Dress them up with red bows, seasonal labels, or metallic touches to make them holiday-ready.

Unwind & Uplift

The end of the year gets busy. Help your customers create moments of calm with blends that soothe and reset.

Lavender, Chamomile, and Frankincense bring comfort to bath soaks, body oils, and bedtime rituals.

Eucalyptus adds a refreshing lift—perfect for steamy showers and clear-the-air moments. Layer in nourishing bases like Shea Butter or Jojoba Oil for a full-body exhale.

WELLNESS BUNDLES

Create giftable sets focused on rest and renewal—like calming candles, room sprays, or sleep kits to help customers wind down. Add indulgent textures like whipped butters or feather-light balms to elevate the experience.

COLD-WEATHER CARE

When the air gets dry, skin needs extra TLC. Shea Butter, Cocoa Butter, and Avocado Oil provide deep hydration and barrier support. Pair with calming botanicals like Aloe Vera for blends that restore and comfort.



Seasonal *Insights* & Best Sellers

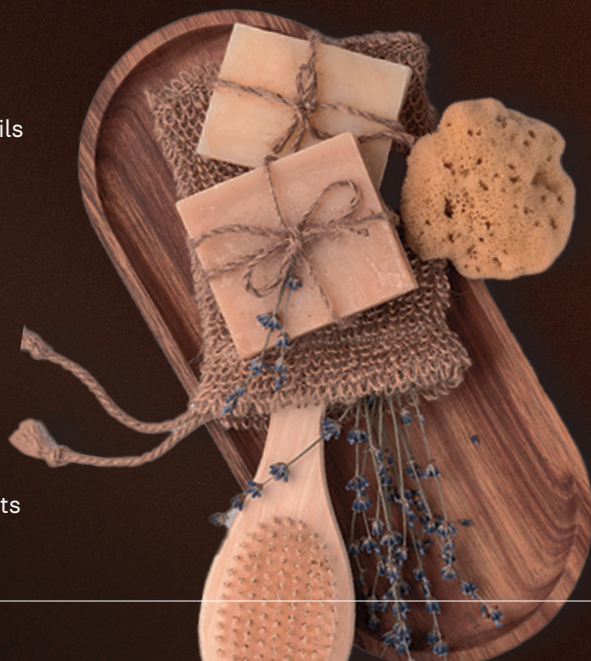
Each season brings a fresh palette of scents and ingredients customers crave. Drawing on data from recent years, we've highlighted the essentials and seasonal staples to guide your product planning for Q3 2025.

WARM + WOODY

Lean into the moodier, grounding side of the scent wheel. Essential oils like Bergamot (Bergaptene Free), Cedarwood, and Sweet Orange create cozy, balanced blends for fall and early winter.

FRESH YET FAMILIAR

Cozy may dominate, but bright scents still have their place this season. Peppermint Essential Oil (Supreme) adds a fresh twist, while Lavender, Lemon 5 Fold, and Tea Tree round out wellness products with crisp, clean aromatics.



Essential Idea



Seasonal small-batch releases are a smart way to stir demand and excitement. A limited-run soap with festive fragrance, a holiday-themed scrub, or a winter lip balm trio can offer just the right touch of novelty—without the pressure of large inventory.

What's *Trending*

With cooler days ahead, here's what's hot right now. Use these ingredients in your formulations to attract customers and captivate their senses.

01

Shea Butter –
Ultra Refined

02

Aloe Butter

03

Peppermint Essential
Oil (Supreme)

04

NatureWax C-3
Soy Container Wax

05

Bergamot - Bergaptene Free
(Calabrian) Essential Oil

Glow-Boosting Oils

Combat dry skin with rich, nourishing staples like Jojoba, Castor, and Vitamin E oils. These ingredients deliver deep hydration in body oils, serums, and facial balms. Lightweight and easy to layer, they leave skin feeling silky, not greasy.

Wax Season

Q3 is peak candle-making time. Melt and pour soap bases and NatureWax C-3 are go-to materials for holiday releases—they're reliable, easy to work with, and well-suited for custom fragrance blends.

FRAGRANCE OILS

INSPIRED BY *Signature Scents*

Capture the allure of beloved aromas with these easy-to-use fragrance oils—carefully curated to evoke the feeling of high-end perfumes and classic seasonal scents.

FRESH & SPICY

Celebrate crisp autumn days with Oak Barrel Cider Type. This lively blend marries tart apple with cozy warming spices—perfect for candles or room sprays that invite comfort and brighten any space.

“This fragrance is the essence of autumn in a bottle.”

– Rosie J., Maker & Customer

SOPHISTICATED COMFORT

Discover modern elegance with Baccarat Rouge 540 Type. Inspired by a cult-favorite perfume, its rich aroma adds a luxurious touch to body lotions, creams, and perfumes that customers will want to return to again and again.

“As a certified perfume connoisseur, I LOVE Baccarat Rouge—wonderful in bath soaks and home fragrances.”

– Cynthia K., Maker & Customer

SMOKY & SENSUAL

Where warmth meets opulence. Santal 33 Type blends top notes of ozone with a heart of violet, iris, and balsam, grounded by sandalwood, leather, and amber. Ideal for gender-neutral products and premium collections.

“This is one of my faves! This scent allows me to experience the original’s hypnotic aroma. My clients love this one too!”

– Nadia, Maker & Customer

APPLICATION IDEAS

- 01 Elevate seasonal soap bars with an elegant scent twist.
- 02 Infuse body butters, scrubs, or bath bombs with a luxe edge.
- 03 Add warmth and complexity to seasonal candle lines.
- 04 Build holiday gift sets that feel premium and limited-edition.



Blend complementary fragrances to create your own signature scent experiences. Try pairing the warm spices of Oak Barrel Cider Type with a hint of Sandalwood Amber for richer depth, or add subtle Lavender notes to Baccarat Rouge 540 Type for a fresh floral twist. Layered scents add complexity and sophistication to your candles, lotions, and bath products—helping your creations stand out.



Our Autumn Aromas

CINNAMON + VANILLA

This classic pairing blends warmth and sweetness—perfect for cozy seasonal creations. Use in body lotions, soy candles, or diffuser blends that evoke comfort and indulgence.

PEPPERMINT + CEDARWOOD

Cool meets grounding. Peppermint energizes while Cedarwood provides earthy calm. A refreshing choice for body balms, room sprays, or revitalizing shower steamers.

CLOVE BUD + SWEET ORANGE

A bold and festive combo. Clove Bud adds spicy depth, while Sweet Orange brings brightness and balance. Ideal for soaps, bath oils, and rich hand creams.

CRANBERRY + VANILLA

Sweet, creamy, and festive. This duo works beautifully in sugar scrubs, melt-and-pour soaps, or whipped body butters designed for gifting.

—Essential— ALCHEMY

Creative and strategic ingredient pairings can elevate your products, align them with seasonal themes, and help them stand out in a competitive market. Here are our curated top picks.



FRANKINCENSE + LAVENDER

Grounding and calming, this combination is a natural fit for products that support rest and relaxation. Use in nighttime face oils, bath salts, or soothing salves.

EUCALYPTUS + CHAMOMILE

A fresh, herbal blend that clears the senses while soothing the skin. Ideal for diffusers, massage oils, or spa-style steam blends.

ALMOND OIL + COCOA BUTTER

Smooth and conditioning, this pair enriches lip care, body butters, and massage oils. Cocoa Butter lends a chocolatey note, balanced by the silky lightness of Almond Oil.

SHEA BUTTER + AVOCADO OIL

A deeply nourishing base blend. Shea offers rich emollience, while Avocado Oil delivers essential fatty acids and skin-loving vitamins. Perfect for intensive creams and winter-ready balms.

Essential Idea



Build balanced fragrance blends by starting with a 3-2-1 ratio: 3 parts top note, 2 parts middle, 1 part base. Adjust from there to suit the mood you're crafting.

Essential Idea



Turn iconic scents into aromatic shower mists—a trend inspired by luxury spas and hotels. These steamy, scent-filled rituals are easy to recreate with essential oils that bloom in heat and humidity. Clarifying blends like Eucalyptus, Rosemary, or Peppermint energize morning routines, while calming duos like Lavender + Bergamot are perfect for winding down. Use quick-drying bases and label with intention: Steam Reset, Morning Clarity, or Before Bed.

IN MAKERS MOTION

Meet some of the inspiring makers who are crafting amazing products with the help of our ingredients.

ILDIKO GYARMATI – MERMAID COVE COSMETICS

Ildiko and her son Bela are the co-founders of Mermaid Cove Cosmetics, an artisan body care brand launched in 2019. Their dreamy line of soaps, lotions, and creams is crafted with care and a love for quality ingredients. One of their soaps was even featured in the official Oscar swag bag.

HOW NDA HELPS

Mermaid Cove has been a regular NDA customer for years, sourcing everything from fragrances to butters and oils. Ildiko says, “The service is excellent, and the fragrance descriptions are always spot on.”

FIND THEM ON SOCIAL

Instagram:
[@mermaidcoveco](#)
Hashtags:
[#MermaidCove](#)
[Cosmetics](#)
[#ComeToTheCove](#)

Ildiko's Advice:
“Get to know your supplier and the products they carry so you can rely on their service.”



Olga's Advice:
“Always work with a reputable supplier with proper documentation and good customer service.”

OLGA GALPERIN – NURTUR HEALTH

Based in Canada, Olga is the founder of Nurtur Health—a skin care line inspired by the traditional use of native plants like goldenrod, St. John's Wort, and evergreens. Her small-batch formulations are crafted with herbal oil infusions and a deep respect for nature's rhythms.

HOW NDA HELPS

As her business has grown, NDA has scaled with her—supplying larger volumes, quality packaging, and reliable service. Her customers are ingredient-conscious, and she trusts NDA to deliver high-grade oils like Jojoba and Rosehip with clear sourcing and documentation. “It's the consistency and transparency that keep me coming back.”

FIND THEM ON SOCIAL

Instagram:
[@nurturhealth](#)
Website:
[nurtur.ca](#)



Sarah's Advice:
“Create what inspires you. Passion is what your customers connect with—always choose quality over quantity.”

SARAH MILAN – SARAH'S SOAPS

Sarah is the heart behind SARAH'S SOAPS, where she creates affordable, soulfully crafted skin care using only 100% plant-based ingredients.

HOW NDA HELPS

For eight years, NDA has been her go-to source. “The prices are accessible for businesses of any size, and the quality is always top-notch.” Sarah's community values trust and transparency, and NDA helps her deliver that with consistent, cruelty-free, and natural ingredients.

FIND THEM ON SOCIAL

Instagram:
[@sarahssoaps](#)
Facebook:
[SARAH'S SOAPS](#)
TikTok:
[@sarahssoaps](#)
YouTube:
[Sarah's Soaps](#)



The Crafting TABLE

Make this season shine with tools, tips, and formulas designed to take you from inspiration to creation. Until next time, happy crafting!

1. Need help choosing? With so many options to explore, our [Help Me Choose](#) guide makes it easy to find the right oils, scents, and ingredients for your seasonal lineup.
2. DIY recipes at your fingertips: Visit [our blog](#) for step-by-step guides to making soaps, candles, skin care, and more.
3. Make it a gift: From handmade bath soaks to custom-scented candles, we've gathered [gift ideas](#) you can create with NDA ingredients.
4. Add a finishing touch: Use [Canva's](#) free templates to design and print customizable gift tags.