NAVA

THE WORLD OF NAVA UG
CHAUSSEESTRASSE 37 · 10115 BERLIN

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PEOPLE ARE NOT BUYING ANOTHER CANDLE.

THEY ARE BUYING A REASON TO LIGHT ONE.

Consumers are becoming **more intentional with how they spend.** They are choosing products that **create a feeling, tell a story** or mark a moment.

NAVA sits at the intersection of **emotional gifting, premium home fragrance** and **accessible luxury**.

FOR THE SHELF

Clear emotional naming.
Strong visual differentiation.
Built to be gifted.

FOR THE BUYER

Moments over notes.
Stories over ingredients.
Immediate emotional logic.

FOR RETAIL

Clear wholesale pricing.
Accessible retail prices.
Ready for the shelf.

PROOF & TRACTION

A BRAND WITH REAL PULL.

NAVA has already shown demand across independent retail, gifting and wholesale channels.

100+

RETAIL PARTNERS

Independent concept stores, gift shops and lifestyle retailers.

11+

MARKETS

Across Europe & Turkey.

2024

FOUNDED

Female-founded Berlin brand with clear emotional positioning.

12K+

UNITS SOLD

Across independent retail, concept stores and gifting.

RETAIL LOGIC

DESIGNED TO BE PICKED UP.

NAVA products are built to create an immediate emotional response on the shelf. The customer does not need to understand fragrance notes first — they understand the feeling.

01

GIFTABLE

Emotional product names make the candles easy to choose for birthdays, care packages, homes, breakups, new beginnings and everyday rituals.

02

SHELF-READY

Clean labels, strong naming and premium packaging create visual differentiation in a crowded home fragrance category.

03

EASY TO SELL

Retail staff can merchandise by mood, occasion or collection — not only by scent family.

04

MARKET FIT

Premium enough to feel special, accessible enough to drive gifting and repeat purchases.

BRAND SYSTEM

A HOUSE OF MOMENTS, BUILT LIKE A SYSTEM.

NAVA starts with feelings people already recognise — then turns them into **clear product concepts, giftable formats and trade-ready collections.**

The result is a brand that feels emotional to the customer and structured for the retailer.

01 / CONCEPT

**Emotional hooks before fragrance notes.
Names people understand instantly.**

02 / OBJECT

**Premium formats.
Clear visual hierarchy.
Built to be gifted.**

03 / TRADE

**Barcodes, compliance files,
pricing logic and reorder-ready
sales assets.**

COLLECTION ONE

MOMENTS OF LIFE.

THE WALLFLOWER. THE MAIN CHARACTER. THE QUIET ONE. THE DIVORCED ONE. THE FOUNDER. THE FINANCE ONE. THE LIFE OF THE PARTY. THE ONE WHO LEFT EARLY. THE DREAMER. THE REALIST. THE SOFT ONE. THE TOUGH ONE. THE RICH ONE. THE POOR ONE. THE UNDERDOG. THE LATE BLOOMER. THE CLEAN GIRL. THE MOB WIFE. THE NONCHALANT ONE. THE GIRLBOSS. THE IT-GIRL. THE OFFICE SIREN. THE GYM RAT. THE OLD MONEY ONE. THE GOOD WIFE. THE CORPORATE BADDIE. THE 5-TO-9. THE DEMURE ONE. THE HEALED ONE. THE STILL-HEALING ONE. THE HOPELESS ROMANTIC. THE CHRONICALLY SINGLE ONE. THE LOUD ONE. THE SILENT ONE. THE COOL ONE. THE FUNNY ONE. THE LAME ONE. THE EVERYTHING. THE NOTHING. THE BOTH. THE WALLFLOWER. THE MAIN CHARACTER. THE QUIET ONE. THE DIVORCED ONE. THE

THE FIRST SUNRISE. THE YES. THE HAPPY TEARS. THE FIRST HELLO. THE MORNING COFFEE. THE ACCEPTANCE LETTER. THE FIRST PAYCHECK. THE "YOU DID GOOD." THE BELLY LAUGH. THE PILLOW STILL WARM. THE LOUD KITCHEN. THE DOG AT THE DOOR. THE SLOW DANCE IN THE KITCHEN. THE FLOWER FROM A KID. THE "I LIKE YOU BACK." THE NEW KEYS. THE LAZY SUNDAY. THE DREAM JOB. THE DREAM CITY. THE GOOD NEWS CALL. THE FIRST STEPS. THE WINDOW SEAT. THE GRADUATION. THE REUNION HUG. THE INSIDE JOKE. THE ROAD TRIP. THE FIRST WARM DAY. THE SAND BETWEEN TOES. THE COLD DRINK IN THE SUN. THE MADE-UP AFTER A FIGHT. THE SONG THAT'S YOUR SONG. THE SURPRISE FLOWERS. THE BREAKFAST IN BED. THE CLEAN SHEETS. THE NAP IN THE LIGHT. THE "WE'RE PREGNANT." THE FULL TABLE. THE GRANDMOTHER'S HANDS. THE FIRST DANCE. THE "I'M PROUD OF YOU." THE "ALMOST HOME" TEXT. THE MISSING THEM. THE "I LOVE YOU." THE MAYBE. THE THANK YOU. THE LOVE. THE LOVE. THE LOVE. ALL IN A JAR. THE FIRST SUNRISE. THE YES. THE HAPPY TEARS. THE FIRST HELLO. THE MORNING COFFEE. THE ACCEPTANCE LETTER. THE FIRST PAYCHECK. THE "YOU DID GOOD." THE BELLY LAUGH. THE PILLOW STILL WARM. THE LOUD KITCHEN. THE DOG AT THE DOOR. THE SLOW DANCE IN THE KITCHEN. THE FLOWER FROM A KID. THE "I LIKE YOU BACK." THE NEW KEYS. THE LAZY SUNDAY. THE DREAM JOB. THE DREAM CITY. THE GOOD NEWS CALL. THE FIRST STEPS. THE WINDOW SEAT. THE GRADUATION. THE REUNION HUG. THE INSIDE JOKE. THE ROAD TRIP. THE FIRST WARM DAY. THE SAND BETWEEN TOES. THE COLD DRINK IN THE SUN. THE MADE-UP AFTER A FIGHT. THE SONG THAT'S YOUR SONG. THE SURPRISE FLOWERS. THE BREAKFAST IN BED. THE CLEAN SHEETS. THE NAP IN THE LIGHT. THE "WE'RE PREGNANT." THE FULL TABLE. THE GRANDMOTHER'S HANDS. THE FIRST DANCE. THE "I'M PROUD OF YOU." THE "ALMOST HOME" TEXT. THE MISSING THEM. THE "I LOVE YOU." THE MAYBE. THE THANK YOU. THE LOVE. THE LOVE. THE LOVE. ALL IN A JAR.

THE WEIGHT OF THE FIRST KEYS. THE FIRST NIGHT ON THE FLOOR. THE BOXES EVERYWHERE. THE BREAD IN THE OVEN. THE KETTLE WHISTLE. THE MORNING COFFEE. THE WINE AT DUSK. THE FRIENDS WHO STAY. THE LOVER AT BREAKFAST. THE RAIN ON THE ROOF. THE FIRST SNOW FROM INSIDE. THE CANDLE LIT FOR NO REASON. THE WARM COOKIES. THE SLOW MORNINGS. THE CREAKY STAIR YOU KNOW. THE LAUNDRY-WARM PILE. THE SHOES BY THE DOOR. THE KEYS IN THE BOWL. THE PLANT ON THE SILL. THE WHISPERED GOODNIGHTS. THE WELCOME-HOMES. THE CAT IN THE WARMEST CHAIR. THE DOG AT YOUR FEET. THE SUNDAY ROAST. THE DISHES AFTER DINNER. THE MOVIE NIGHT. THE FIRST FIRE OF AUTUMN. THE OPEN WINDOWS IN SPRING. THE FAMILIAR MUG. THE DOG-EARED BOOK. THE CORNER THAT'S ONLY YOURS. THE HALF-ASLEEP TALK. THE BOARD GAMES THAT END IN LAUGHTER. THE COZY HUSH. THE HOUSE THAT KNOWS YOU. THE "STAY A LITTLE LONGER." DISTILLED IN A JAR. THE WEIGHT OF THE FIRST KEYS. THE FIRST NIGHT ON THE FLOOR. THE BOXES EVERYWHERE. THE BREAD IN THE OVEN. THE KETTLE WHISTLE. THE MORNING COFFEE. THE WINE AT DUSK. THE FRIENDS WHO STAY. THE LOVER AT BREAKFAST. THE RAIN ON THE ROOF. THE FIRST SNOW FROM INSIDE. THE CANDLE LIT FOR NO REASON. THE WARM COOKIES. THE SLOW MORNINGS. THE CREAKY STAIR YOU KNOW. THE LAUNDRY-WARM PILE. THE SHOES BY THE DOOR. THE KEYS IN THE BOWL. THE PLANT ON THE SILL. THE WHISPERED GOODNIGHTS. THE WELCOME-HOMES. THE CAT IN THE WARMEST CHAIR. THE DOG AT YOUR FEET. THE SUNDAY ROAST. THE DISHES AFTER DINNER. THE MOVIE NIGHT. THE FIRST FIRE OF AUTUMN. THE OPEN WINDOWS IN SPRING. THE FAMILIAR MUG. THE DOG-EARED BOOK. THE CORNER THAT'S ONLY YOURS. THE HALF-ASLEEP TALK. THE BOARD GAMES THAT END IN LAUGHTER. THE COZY HUSH. THE HOUSE THAT KNOWS YOU. THE "STAY A LITTLE LONGER." DISTILLED IN A JAR.

DELICIOUSLY COMPLEX

LIKE THE HAPPY SCENTS OF LIFE

HOME, DISTILLED

THE COLLECTION

Meet our latest creation.

The most relatable items on the shelves — scents of real moments.

THREE SCENTS

01 Deliciously complex.

02 Like the happy scents of life.

03 Home, distilled.

THE WALLFLOWER. THE MAIN CHARACTER. THE QUIET ONE. THE DIVORCED ONE. THE FOUNDER. THE FINANCE ONE. THE LIFE OF THE PARTY. THE ONE WHO LEFT EARLY. THE DREAMER. THE REALIST. THE SOFT ONE. THE TOUGH ONE. THE RICH ONE. THE POOR ONE. THE UNDERDOG. THE LATE BLOOMER. THE CLEAN GIRL. THE MOB WIFE. THE NONCHALANT ONE. THE GIRLBOSS. THE IT-GIRL. THE OFFICE SIREN. THE GYM RAT. THE OLD MONEY ONE. THE GOOD WIFE. THE CORPORATE BADDIE. THE 5-TO-9. THE DEMURE ONE. THE HEALED ONE. THE STILL-HEALING ONE. THE HOPELESS ROMANTIC. THE CHRONICALLY SINGLE ONE. THE LOUD ONE. THE SILENT ONE. THE COOL ONE. THE FUNNY ONE. THE LAME ONE. THE EVERYTHING. THE NOTHING. THE BOTH.

DELICIOUSLY COMPLEX.

JASMINE · SAFFRON · AMBERWOOD





DELICIOUSLY COMPLEX.

JASMINE · SAFFRON · AMBERWOOD

A scent for every version of you — made with natural soy wax.

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940319 NAV-CAN-DELCOM-250ML	€12.00	€28.00
100 ml	4262569940326 NAV-CAN-DELCOM-100ML	€8.25	€18.90

THE FIRST SUNRISE. THE YES. THE HAPPY TEARS. THE FIRST HELLO. THE MORNING COFFEE. THE ACCEPTANCE LETTER. THE FIRST PAYCHECK. THE "YOU DID GOOD." THE BELLY LAUGH. THE PILLOW STILL WARM. THE LOUD KITCHEN. THE DOG AT THE DOOR. THE SLOW DANCE IN THE KITCHEN. THE FLOWER FROM A KID. THE "I LIKE YOU BACK." THE NEW KEYS. THE LAZY SUNDAY. THE DREAM JOB. THE DREAM CITY. THE GOOD NEWS CALL. THE FIRST STEPS. THE WINDOW SEAT. THE GRADUATION. THE REUNION HUG. THE INSIDE JOKE. THE ROAD TRIP. THE FIRST WARM DAY. THE SAND BETWEEN TOES. THE COLD DRINK IN THE SUN. THE MADE-UP AFTER A FIGHT. THE SONG THAT'S YOUR SONG. THE SURPRISE FLOWERS. THE BREAKFAST IN BED. THE CLEAN SHEETS. THE NAP IN THE LIGHT. THE "WE'RE PREGNANT." THE FULL TABLE. THE GRANDMOTHER'S HANDS. THE FIRST DANCE. THE "I'M PROUD OF YOU." THE "ALMOST HOME" TEXT. THE MISSING THEM. THE "I LOVE YOU." THE MAYBE. THE THANK YOU. THE LOVE. THE LOVE. THE LOVE. ALL IN A JAR.

LIKE THE HAPPY SCENTS OF LIFE.

GREEN TEA · TANGERINES





LIKE THE HAPPY SCENTS OF LIFE.

GREEN TEA · TANGERINES

The little moments, bottled — made with natural soy wax.

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	04262569940395 NAV-CAN-HAPPY-250ML	€12.00	€28.00
100 ml	04262569940401 NAV-CAN-HAPPY-100ML	€8.25	€18.90



THE WEIGHT OF THE FIRST KEYS. THE FIRST NIGHT ON THE FLOOR. THE BOXES EVERYWHERE. THE BREAD IN THE OVEN. THE KETTLE WHISTLE. THE MORNING COFFEE. THE WINE AT DUSK. THE FRIENDS WHO STAY. THE LOVER AT BREAKFAST. THE RAIN ON THE ROOF. THE FIRST SNOW FROM INSIDE. THE CANDLE LIT FOR NO REASON. THE WARM COOKIES. THE SLOW MORNINGS. THE CREAKY STAIR YOU KNOW. THE LAUNDRY-WARM PILE. THE SHOES BY THE DOOR. THE KEYS IN THE BOWL. THE PLANT ON THE SILL. THE WHISPERED GOODNIGHTS. THE WELCOME-HOMES. THE CAT IN THE WARMEST CHAIR. THE DOG AT YOUR FEET. THE SUNDAY ROAST. THE DISHES AFTER DINNER. THE MOVIE NIGHT. THE FIRST FIRE OF AUTUMN. THE OPEN WINDOWS IN SPRING. THE FAMILIAR MUG. THE DOG-EARED BOOK. THE CORNER THAT'S ONLY YOURS. THE HALF-ASLEEP TALK. THE BOARD GAMES THAT END IN LAUGHTER. THE COZY HUSH. THE HOUSE THAT KNOWS YOU. THE "STAY A LITTLE LONGER." DISTILLED IN A JAR.

HOME,
DISTILLED.

BLENDED SANDALWOOD



HOME, DISTILLED.

BLENDED SANDALWOOD

Everything that makes a home a home — made with natural soy wax.

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940296 NAV-CAN-HOMDIS-250ML	€12.00	€28.00
100 ml	4262569940340 NAV-CAN-HOMDIS-100ML	€8.25	€18.90



MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS.

COLLECTION TWO

HEALING SERIES.

MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING DREAMS. MANIFESTING

Four candles. A complete healing journey.

The fastest-growing category in wellness retail.

THE COLLECTION

01 **Manifesting Dreams**

02 **Letting Go**

03 **Inner Light**

04 **The Divine Feminine**



MANIFESTING DREAMS

FLORAL HEART · SOFT MUSK

Every journey begins with a vision. Light it when you set intentions, journal, or begin something new. Delicate florals open the mind; warm musk roots the dream in the present.

MANIFESTATION | INTENTION | POSSIBILITY

TRADE TERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940166 NAV-CAN-MANDR-250ML	€12.00	€28.00
100 ml	4262569940159 NAV-CAN-MANDR-100ML	€8.25	€18.90



LETTING GO

JASMINE · SANDALWOOD

Clearing space for what's next. Jasmine blooms with a soft, liberating radiance; deep sandalwood holds you steady. The ultimate breakup gift and our most-gifted candle.

RELEASE | CLARITY | RENEWAL

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940142 NAV-CAN-LETGO-250ML	€12.00	€28.00
100 ml	4262569940135 NAV-CAN-LETGO-100ML	€8.25	€18.90



INNER LIGHT

LAVENDER · VANILLA

After the vision, after the release — stillness. Soft lavender quiets the mind; warm vanilla wraps you in safety. The chapter of self-recognition.

STILLNESS | SELF-LOVE | PRESENCE

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	04262569940043 NAV-CAN-INL-250ML	€12.00	€28.00
100 ml	04262569940036 NAV-CAN-INL-100ML	€8.25	€18.90



THE DIVINE FEMININE

ORANGE · PATCHOULI

The final chapter, the most powerful. Bright orange blazes with confidence; deep patchouli roots you in your own strength. The candle of arrival.

POWER | CONFIDENCE | WHOLENESS

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940180 NAV-CAN-DIVFEM-250ML	€12.00	€28.00
100 ml	4262569940173 NAV-CAN-DIVFEM-100ML	€8.25	€18.90

COLLECTION THREE

THE ORIGINALS.

Where it began.
The scents that built NAVA.

THE COLLECTION

No. 1 Hammam.

Bosphorus

Breeze.



KRAFT TUBE PACKAGING

NO. 1 HAMMAM

CLEAN SOAP · ANCIENT RITUALS

Warm, clean, and grounding — a tribute to the ritual of the Turkish hammam and ancient Anatolian bathing traditions.

HERITAGE | CLEAN | GROUNDING

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940241 NAV-CAN-HAMMAM-250ML	€12.00	€28.00
100 ml	4262569940234 NAV-CAN-HAMMAM-100ML	€7.50	€17.90



BOSPHORUS BREEZE

JASMINE · SEA SALT

Fresh jasmine over clean sea salt — the open air along the Bosphorus, the strait between two continents that NAVA was born beside.

FRESH | MARINE | OPEN

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940272 NAV-CAN-BOSBR-250ML	€12.00	€28.00
100 ml	4262569940371 NAV-CAN-BOSBR-100ML	€7.50	€17.90

COLLECTION FOUR

THE EARTH COLLECTION.

Rooted in nature.
Botanical, honest, warm.

THE COLLECTION

Ylang-ylang & Fig.

Orange &

Patchouli.



YLANG-YLANG & FIG

YLANG-YLANG · FIG

A lush, botanical pairing — creamy ylang-ylang flower softened by ripe green fig. Warm, natural, and quietly luxurious.

BOTANICAL | LUSH | NATURAL

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940227 NAV-CAN-YLANGFIG-250ML	€12.00	€28.00
100 ml	4262569940210 NAV-CAN-YLANGFIG-100ML	€7.50	€17.90



ORANGE & PATCHOULI

ORANGE · PATCHOULI

Bright orange lifted over deep, earthy patchouli — a grounded, sun-warmed scent that bridges citrus brightness and earthy depth.

EARTHY | BRIGHT | GROUNDED

TRADETERMS

SIZE	GTIN / SKU	WHOLESALE	RRP
250 ml	4262569940203 NAV-CAN-ORGPAT-250ML	€12.00	€28.00
100 ml	4262569940197 NAV-CAN-ORGPAT-100ML	€7.50	€17.90

WHOLESALE PRICING.

Wholesale EUR excl. VAT · RRP EUR incl. 19% German VAT (DE).

PRODUCT	SIZE	GTIN	WHOLESALE	RRP
MOMENTS OF LIFE Deliciously Complex	250 ml	4262569940319	€12.00	€28.00
	100 ml	4262569940326	€8.25	€18.90
MOMENTS OF LIFE Like the Happy Scents	250 ml	04262569940395	€12.00	€28.00
	100 ml	04262569940401	€8.25	€18.90
MOMENTS OF LIFE Home, Distilled	250 ml	4262569940296	€12.00	€28.00
	100 ml	4262569940340	€8.25	€18.90

WHOLESALE PRICING.

Wholesale EUR excl. VAT · RRP EUR incl. 19% German VAT (DE).

PRODUCT	SIZE	GTIN	WHOLESALE	RRP
HEALING SERIES Manifesting Dreams	250 ml	4262569940166	€12.00	€28.00
	100 ml	4262569940159	€8.25	€18.90
HEALING SERIES Letting Go	250 ml	4262569940142	€12.00	€28.00
	100 ml	4262569940135	€8.25	€18.90
HEALING SERIES Inner Light	250 ml	04262569940043	€12.00	€28.00
	100 ml	04262569940036	€8.25	€18.90
HEALING SERIES The Divine Feminine	250 ml	4262569940180	€12.00	€28.00
	100 ml	4262569940173	€8.25	€18.90

WHOLESALE PRICING.

Wholesale EUR excl. VAT · RRP EUR incl. 19% German VAT (DE).

PRODUCT	SIZE	GTIN	WHOLESALE	RRP
THE ORIGINALS No.1 Hammam	250 ml	4262569940241	€12.00	€28.00
	100 ml	4262569940234	€7.50	€17.90
THE ORIGINALS Bosphorus Breeze	250 ml	4262569940272	€12.00	€28.00
	100 ml	4262569940371	€7.50	€17.90
EARTH COLLECTION Ylang-ylang & Fig	250 ml	4262569940227	€12.00	€28.00
	100 ml	4262569940210	€7.50	€17.90
EARTH COLLECTION Orange & Patchouli	250 ml	4262569940203	€12.00	€28.00
	100 ml	4262569940197	€7.50	€17.90

IT MOVES.

100+

RETAIL STOCKISTS ACROSS EUROPE

12K+

UNITS SOLD TO DATE

NAVA candles sell through across independent retail, concept stores, and gifting.

READY TO SHIP.

WAX

Natural soy wax

COMPLIANCE

EU CLP / GHS labelled

CERTIFICATIONS

IFRA · MSDS / SDS · Soy wax certificate

BARCODES

GTIN assigned per SKU

WAREHOUSE

Sarstedt, Germany

LOGISTICS PARTNERS

FedEx · DHL · UPS

SUSTAINABILITY

Reusable glass vessels · Kraft carton packaging · Kraft product cards · Natural soy wax

STOCK NAVA.

Interested in stocking NAVA? Get in touch to discuss the collection and wholesale ordering.

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