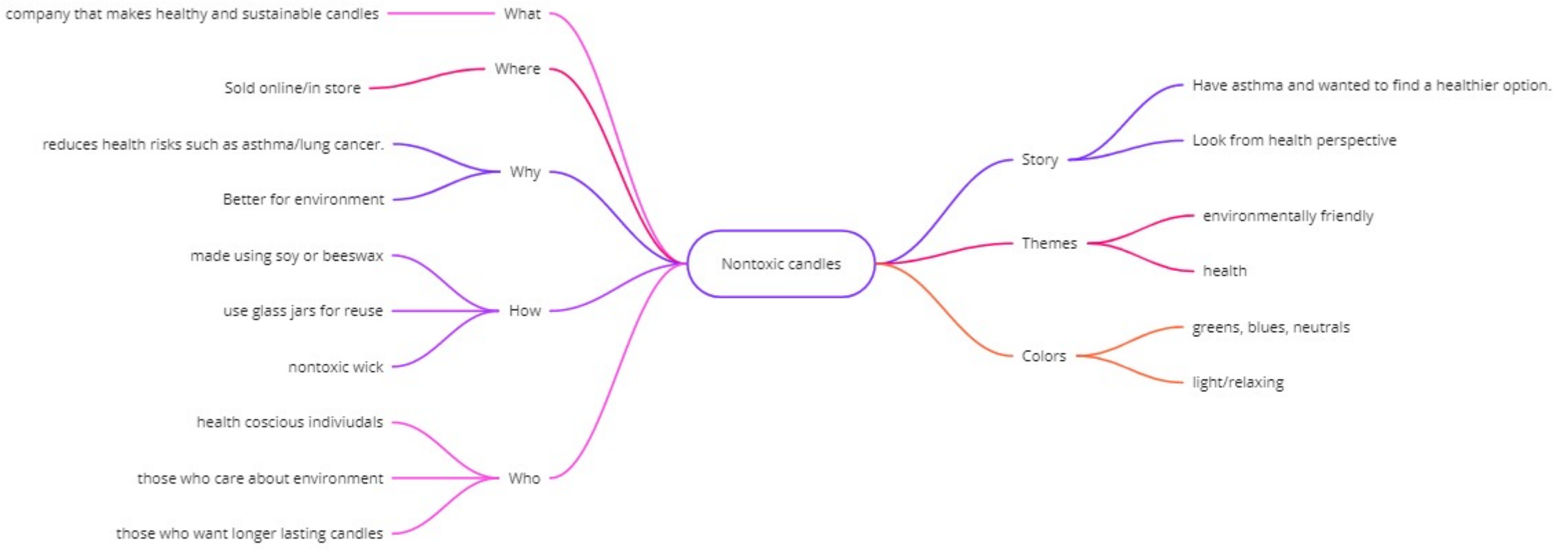
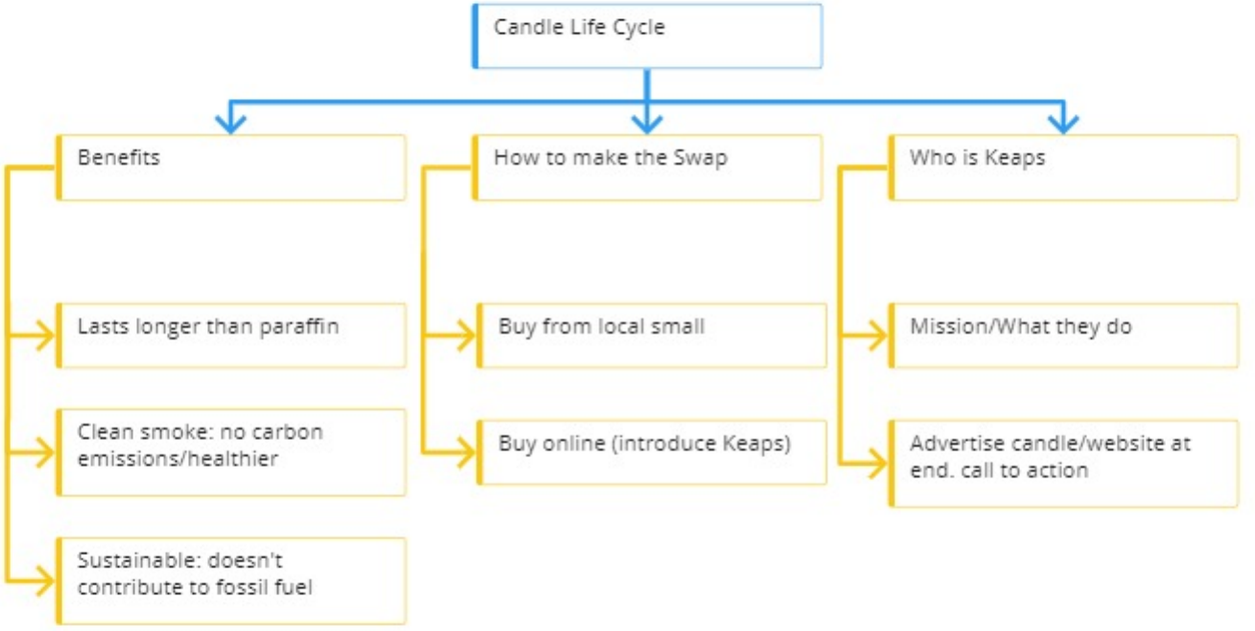

Nontoxic candles
What
company that makes healthy and sustainable candles
Where
Sold online/in store
Why
reduces health risks such as asthma/lung cancer.
Better for environment
How
made using soy or beeswax
use glass jars for reuse
nontoxic wick
Who
health coscious indiviudals
those who care about environment
those who want longer lasting candles
Story
Have asthma and wanted to find a healthier option.
Look from health perspective
Themes
environmentally friendly
health
Colors
greens, blues, neutrals
light/relaxing

miro


Candle Life Cycle
Benefits
Lasts longer than paraffin
Clean smoke: no carbon emissions/healthier
Sustainable: doesn't contribute to fossil fuel
How to make the Swap
Buy from local small
Buy online (introduce Keaps)
Who is Keaps
Mission/What they do
Advertise candle/website at end. call to action

miro