

brand book



★ ★ ★
SCENTSY
Fill your life with fragrance®

Scentsy has this indefinable quality. It isn't something we planned or could have imagined, which is part of what makes it so significant. You know Scentsy when you *feel* it.

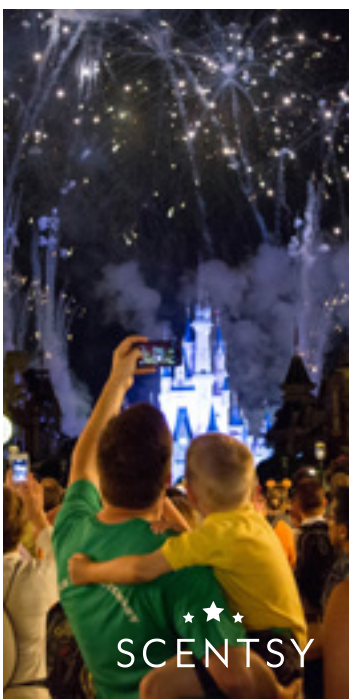
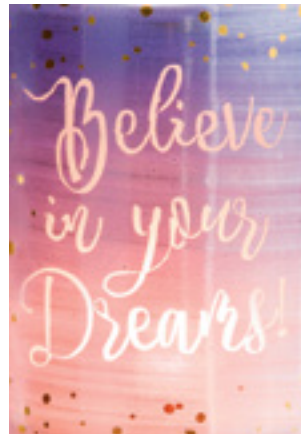
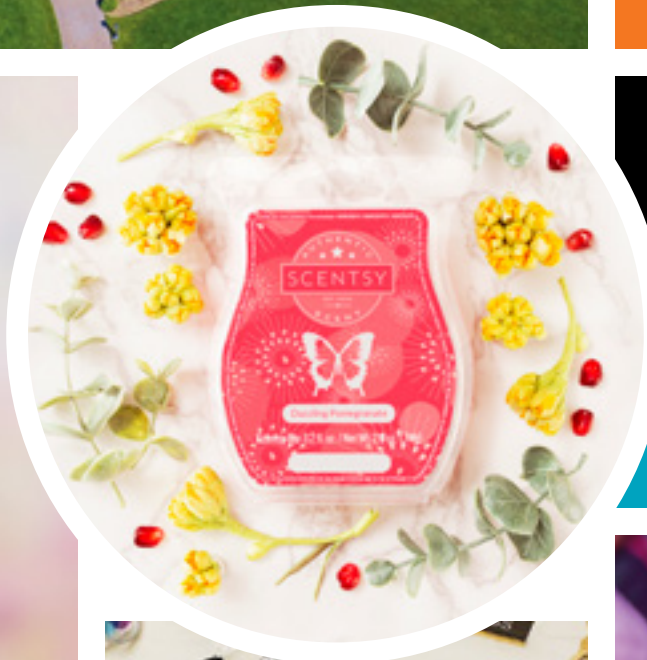
We invite people all over the world to build their own business selling Scentsy products. But not every Consultant can attend our events, where Scentsy Spirit really shines. Not every customer makes it to a party. Not every vendor gets to try our fragrances or flip through a catalog.

We created this book to guide our extended family of ambassadors as they tell Scentsy's stories. Together, we share the beauty of our products. The support of our community. And the benefits of joining an industry-leading company run on family, friendship and fragrance.

So people everywhere can *feel* what makes Scentsy special.

With **love**,
Heidi & Orville





We are Scentsy.

The world can be a complicated place, but our little corner is pretty simple.

From the fragrances we make with love to the extended family we've cultivated, everything we do is guided by three core values:

simplicity, authenticity and generosity.

These help us to stay focused on what really matters

Doing the right thing, even
if no one is watching.

Contributing more
than we take.

Being real in
everything we do.

Empowering
people to soar.

We also believe that by creating beautiful fragrances – and the simple systems that release those fragrances into your life – we can lift moods, stir memories and change lives.

And no matter how much we grow, our values will never change.

They're who we are. They're what make us tick.

And they're what guide us through this not-so-simple world.



RUNNING THE NUMBERS:

383 million+

Scentsy Bars sold

\$10 million+

donated to local and global
charities since 2010

No. 35

among Forbes 500 best midsize
employers in America

12 countries

around the world

1 simple goal: To fill your life with fragrance.

To bring value to the world by providing
an industry-leading, family-friendly business
opportunity selling creative, artistic,
high-quality products that
Warm the Heart, Enliven the Senses
and ***Inspire the Soul.***

INTRO | our values

Achieving the Scentsy mission would be impossible without the right set of values. These are the principles that guide us and continue to shape who we are.



simplicity

Heat from a light bulb melts scented wax, filling the air with fragrance. That's how a Scentsy Warmer works. A pretty simple concept, and one that continues to fuel our growth even today. While we've added more products and programs over the years, our goal is still to keep things simple for Consultants, customers and employees. It's just easier that way.



authenticity

Scentsy's roots go back to an Idaho sheep farm, where a young family facing bankruptcy sacrificed everything to "swing for the fences." Real people presenting real business opportunities selling genuine-quality products. It doesn't get more authentic than that. We know who we are (and who we aren't) and we stay true to it.



generosity

We believe in being generous with our time, talents and resources. Our motto is "contribute more than you take," a philosophy inspired by Albert Einstein. He thought it better to be a person of value than of success, someone who gives to others for the greater good without expectations. We'd like to think Einstein knew a thing or two about the world, and we agree: Generosity simply makes it a better place.



WHY?

we're passionate about fragrance

Fragrance drives our deepest and most memorable experiences.

We believe fragrance connects us to our memories and to each other. Everything we do supports delivering emotional, human experiences through fragrance.



WHO?

we're caring, purposeful people

We're family-friendly, purpose-driven and growth-minded.

We embrace life's "hot messes" and overcome them. In the end, we're all about improving ourselves and helping others grow.



HOW?

we do the right thing

We're not your typical company.

Independent Consultants are the lifeblood of our company. We'll always do what's best for them and their customers, even if it goes against typical, short-sighted business norms.



WHAT?

we offer the most, and the best

Ours is the widest breadth of fragrance-focused products out there.

We create an ever-growing assortment of exclusive fragrance products designed to Warm the Heart, Enliven the Senses and Inspire the Soul, while supporting an exciting business opportunity.

The Consultant Factor.

Our products are sold all over the world by Scentsy Consultants. These independent business owners join because they love the products, but they stay for the Scentsy community and all the benefits that come with it – from earning extra income or an all-expenses-paid vacation, to having a flexible work schedule and the support of an industry-leading company.

Our Consultants decide when, where and how often they want to work to reach their goals. They thrive on momentum and enthusiasm, so it's our job to keep their energy high with new products, promotions, events and plenty of Scentsy Spirit!

When we provide the resources, encouragement and support they need, our Consultants can focus on building lasting relationships with their customers – and lifelong friendships with each other.

We *only* succeed when we work together!



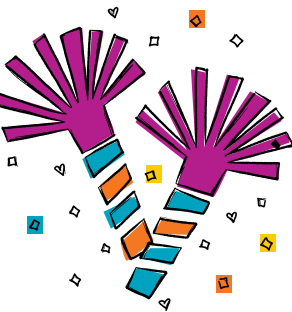
It's all about connection.

No matter what, every Scentsy customer is served with love. But when they interact with Scentsy through a Consultant, their experience goes from good to extraordinary!

our personality

spirited

We live life with enthusiasm and determination, and celebrate even the small moments with Scentsy Spirit.





embracing

We welcome everyone as they are, where they are — hot mess and all — with open arms and a warm, friendly hug.



positive

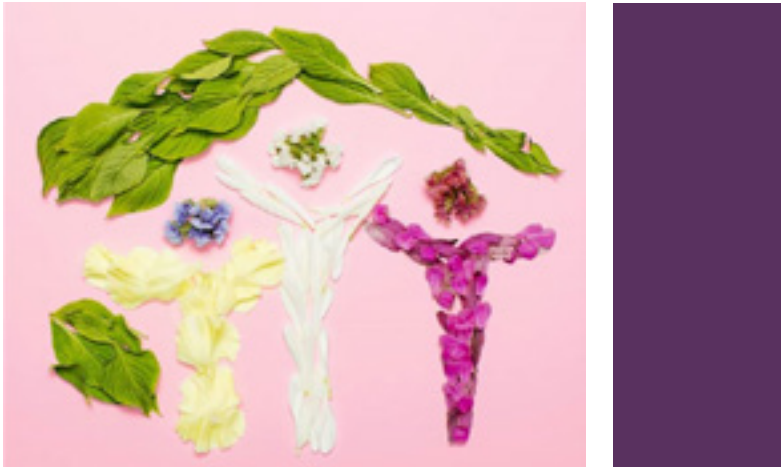
We operate with a generous and optimistic outlook, exuding an energy that inspires others to strive and grow as people.





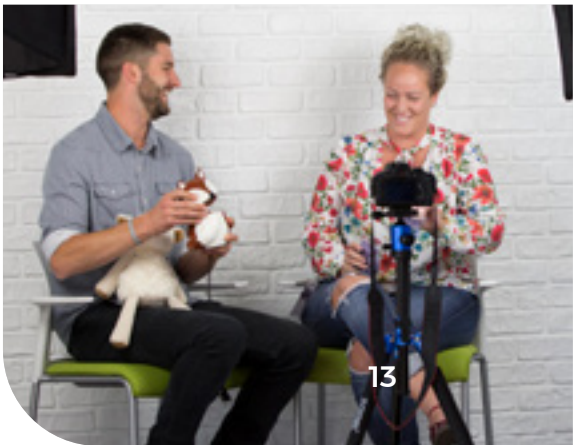
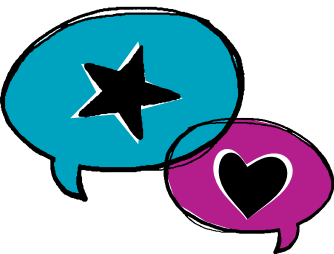
cultivating

We develop and nurture ourselves and others with a purposeful growth mindset, contributing more than we take.



real

We are who we are, talking with, not at, others in a clear and sincere way. We're real people, and we love to laugh!



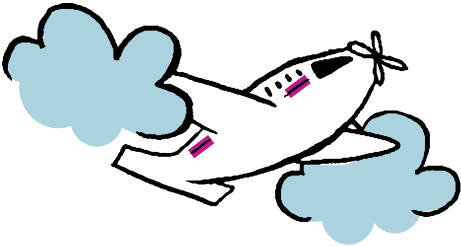
You can DO more, BE more than you might think.

LIVE FEARLESS!



fearless

We're brave and strong. We welcome challenges with a courageous spirit, beating the odds and overcoming the obstacles.



our voice

For us, it's personal. We're a Scentsy family.
We love what we do, we love who we serve — and it shows.

Our personality and voice go together like warmers and wax. They never really change, because they tell the world who we are. But our tone does change, depending on the message and the channel.

No matter what, we speak to our Consultants and customers using our heads AND our hearts.



MORE ...

LESS ...



lighthearted

serious



casual

formal



respectful

irreverent



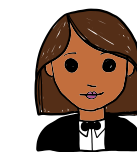
enthusiastic

matter of fact



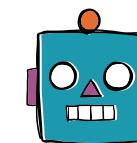
conversational

businesslike



simple

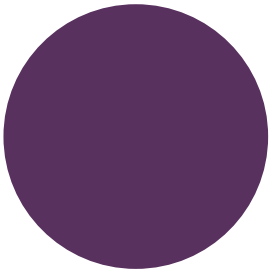
complex



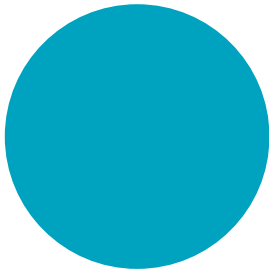
our visuals

VISUALS & IDENTITY | brand colors, fonts & logos

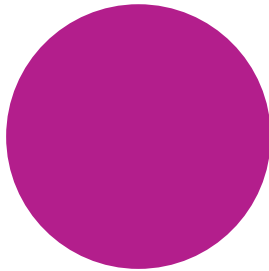
Our dynamic color palette communicates our vibrant spirit.



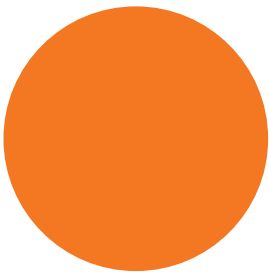
I am Scentsy



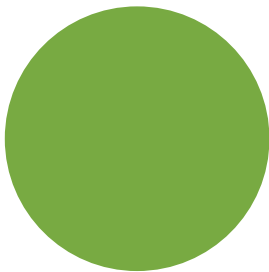
Happy Tears



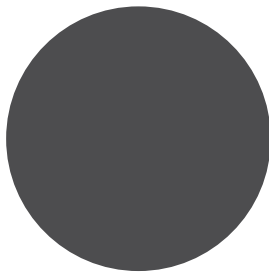
All the Feels



Psst!



Yay!



Orville's Hat

These fonts can all be used in many combinations to visually communicate our brand and voice. Better Times is used sparingly for legibility and accessibility compliance.

Museo Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Better Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

We don't only use logos to represent and identify the Scentsy brand and our authentic products — we also help our Independent Consultants identify themselves to the world.



corporate logo

The corporate logo is Scentsy's core logo, the most visible and prime brand asset.



authentic product logo

The Scentsy Authentic Product logo is used on all materials and communications that represent or promote Scentsy products.



independent consultant logo

This logo is used on all business tools to promote the Consultants' business.



Fill your life with frangrance®

Our brand tagline, Fill your life with fragrance, is a registered trademark and therefore should include the ® mark at the end.
Below are initial guidelines for using the tagline with Scentsy corporate and product logos.

When and when not to use the tagline

Use the tagline as often as you can on customer- and community-facing assets including event collateral, advertising, catalog and adjoining marketing materials, Host and Join promotional materials, end frames in videos, promotional product campaigns and on the PWS and Scentsy.com.

Do not use the tagline on Consultant training materials, social static images or multi-language documents, or if the tagline will be too small to be legible.

This tagline is NOT to be used with the Scentsy Independent Consultant logos.



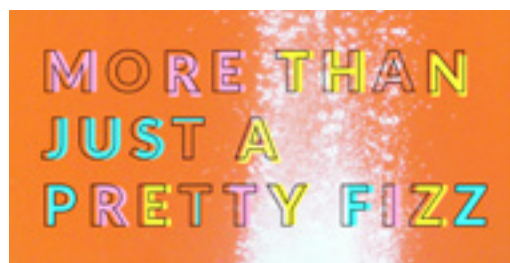
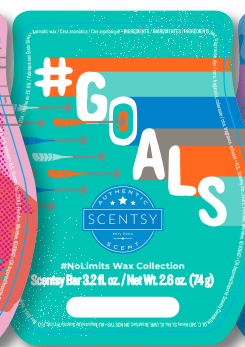
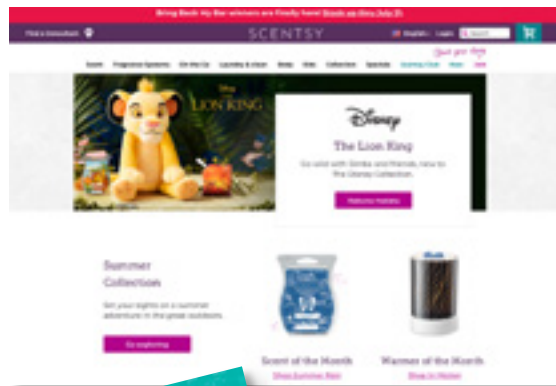
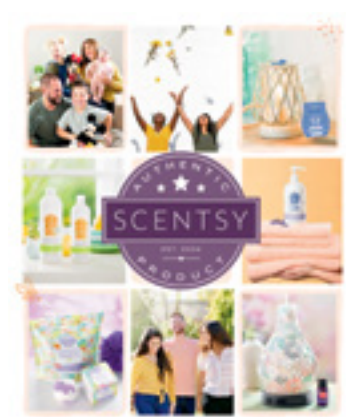
corporate logo with tagline



authentic product logo with tagline



authentic product logo with tagline stacked



We are Scentsy!

Scentsy isn't just a company or a product, it's a community of encouraging, passionate, real-life people. WE ARE SCENTSY! And every impression we make — in person, in print or online — tells the world who we are. Together, with plenty of heart and a commitment to serve others with world-class work, we make people's lives better.

Let's show the world that with Scentsy, you can have a truly full life — authentically inspired by family, friendship and fragrance!