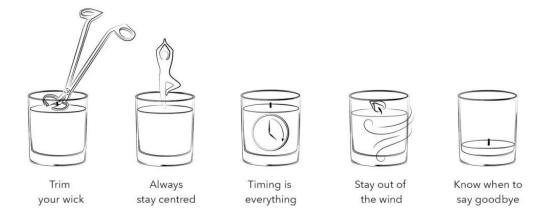
Five Tips For Your Perfect Burn



1. Trim Your Wick

Before lighting, carefully **trim the wick to 10mm** - removing wick debris encourages an even burn, steady flame, limits unsightly sooty marks and 'mushrooming' of the wick. We recommend **trimming the wick every four hours of burn time**. When wick-trimming, extinguish the flame and let the candle come to room temperature.

2. Stay Centered

Sometimes the wick can need a little help staying centered (don't we all?: -) After extinguishing the flame, allow the wax to cool for a couple of minutes, then gently ease the wick back into a central, upright position. Maintaining the wick makes sure your candle will burn more evenly, lessening the likelihood of you having to begin an excavation the next time you burn.

3. Timing is Everything

A simple rule of thumb is candles should be burned one hour for every inch in their diameter, but no longer than four hours at a time. If you burn a candle for longer than four hours, carbon collects on the wick and 'mushrooms' - this makes the wick unstable, liable to droop in the wax and get buried, and your candle could smoke. It shouldn't take more than 1-2hrs for a wax pool to reach the sides of the container to form. If you don't burn it long enough - the wax isn't molten to the very edges of your container and the un-melted remaining wax can form a ring, leading to the dreaded 'tunnelling'. Wax has a 'memory' - if a 'tunnel' forms, it will burn incorrectly ever after, wasting wax and ruining the full burn time your candle promised.

4. Stay Out of the Wind

Candles might look lovely while flickering (and inspired **Elton John's famous song**!) but for safety's sake AND for a proper burn, if placed in a draught, the flame could touch - and damage - the container or surrounding items. If placed in a draughty area, the wax only melts on one side and the flame becomes really small (or blows out altogether).

5. Know When to Say Goodbye

Never let your candle burn all the way down - this can damage the container and, in some circumstances, lead to the base splitting or cracking. Once it's about 1cm from the base or holder, it's time for farewells.

OBVIOUS BUT BORING...

You don't have to tell us, instead of a long list of do's and don'ts with pictograms etc, why not just say... USE COMMON SENSE!!! Well, here's the super-short version...

Never

- Leave a candle unattended especially when you've children or pets in the house.
- Burn in giftbox.
- Move burning candle.
- Let wick touch side of vessel.
- Use on heat sensitive surface.
- Use near flammable materials.
- Use for more than 4 hours at a time.
- Burn to candle base, we suggest never letting the wax get below 10mm from the bottom.

Always

- Trim wick to 10mm.
- Ensure wick is central.
- Extinguish using a snuffer.
- Burn in draught-free area.
- Take care not to damage wick.
- Burn in a well-ventilated room.
- Leave min 10cm between candles.
- Keep out of reach of children & pets.