WoodWick® Candles introduces consciously created candle line, ReNew Collection

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Fragrance Brand commits to planting thousands of trees in partnership with One Tree Planted

SOUTH DEERFIELD, Mass., March 21, 2023 /PRNewswire/ -- WoodWick® Candles, part of the Newell Brands portfolio and the leader in home fragrance, introduces ReNew, a collection of fragrances consciously created to help you make a thoughtful choice that reflects your discerning style.



Available now, each fragrance within the ReNew collection has been designed with sustainability at its heart and features a plant-based, soy and coconut wax blend that is free of dyes. Blending bio-based ingredients, key notes that are traceable to the source and essential oils, ReNew offers a new way to enjoy home fragrance naturally without compromising on style. Elegant and stylish, the ReNew vessels are produced using 55% post-consumer recycled glass and feature a cork lid made from responsibly sourced trees; all packaging is fully recyclable.

The collection comprises six beautifully unique fragrances blending trending woody, floral, fruity, gourmand and aromatic notes to suit the most refined tastes. Cherry Blossom & Vanilla, Ginger & Turmeric, Lavender & Cypress, Tomato Leaf & Basil, Incense & Myrrh and Black Currant & Rose are available in Medium and Large forms.

As with every candle by WoodWick®, the ReNew fragrances feature a wooden wick, formulated for the best burn and a softer, more subtle crackling sound.

"We are thrilled to announce the launch of our new collection, ReNew, consciously created with plant-based, sustainable ingredients and recycled materials," said Michelle Favaloro, Vice President Brand Management for Home Fragrance and Wellness at Newell Brands. "In celebration of the launch, WoodWick® will continue its partnership with One Tree Planted, the environmental charity supporting reforestation around the world. Following an initial contribution in 2022, WoodWick® will be renewing its commitment in 2023 with a $75,000 donation, which will help plant thousands of trees globally."

The New ReNew candles are $16.50 for medium, $27.50 for large jars, and available at Amazon, Kohls, Yankee Candle retail stores, and Woodwick.com.

For more information about the partnership, visit www.woodwick.com; to find out more about the charity's work, visit www.onetreeplanted.org

About WoodWick® Candles

Refined, elegant designs. Curated, sophisticated fragrances. A distinctive, soothing crackle. WoodWick® Candles have been indulging the senses since 2006. Combining carefully selected natural materials and luxury craftmanship poured into an iconic hourglass vessel, WoodWick® Candles feature patented Pluswick® Innovation to share the signature crackling sound from the natural-wood wick for a unique multi-sensory experience of sound, sight, and fragrance.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid®, Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Contigo®, First Alert®, Mapa®, Spontex® and Yankee Candle®. Newell Brands is committed to enhancing the lives of consumers around the world with planet friendly, innovative and attractive products that create moments of joy and provide peace of mind.

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