

Email Designs

EMAIL FLOWS

Designed email flows for

- Welcome emails
- Post-Purchase emails
- Abandoned Cart emails
- Browse abandonment emails
- Customer Win back emails
- Loyalty Program emails



your current status: bestie | you have 500 pts

michelle, you're almost there!

here we are – smack dab in the middle of your mala world journey. we're so close! the soulmates tier is just within your reach and we want to help you out.

use this code in the **next 48 hours** to get **15% off** your next purchase:

MALAWORLD%

SHOP NOW



hi michelle!

you're entered into our 'win a year of candles' contest. we're so happy to have you part of the mala fam! we'll pick one winner once a month, keep your eyes on your inbox.

our emails often go to spam. if you can either respond to this email with a "hi!" or simply move this email over to "primary" that would be cool!

our ingredients

FSC-certified wood wick

coconut soy wax



cereal
citrus + berry + lemon
SHOP NOW >

lemons
citrus + basil + lemongrass
SHOP NOW >

lavender fields
lavender + vanilla + sandalwood
SHOP NOW >

toast
butter + cinnamon + vanilla
SHOP NOW >

VIEW FULL COLLECTION



yay! we hope you were able to find your scent match based on your quiz results...

if not, reply back to this email and we'll help ya out!

to say thanks, respond to this email with your order number and we'll gift you a free surprise gift (\$24+ value!) with your first order.

SHOP NOW





scared of committing?

we feel you. try our **tealight sampler** with 4 of our best scents.

TRY IT NOW >

what makes us special?

earth-friendly packaging

buy one, plant one

non-toxic ingredients

crackling wood wick


LEARN MORE >

GET 15% OFF FOR 48 HOURS


hi michelle,

we've been up to some really exciting things here at the mala HQ, and we'd love to share em with you! please **enjoy 15% off for the next 48 hours** with this special code:


WELCOMEBACK




cereal
FOR THE KID AT HEART >



rosebud
FOR THE CONTEMPLATOR >




milk & sugar
FOR THE WFH DAYS >



silk
FOR THE NIGHTS IN >


SEE MORE

SAVE 10%



we just wanted to send a friendly reminder that your offer expires today at midnight, **save 10%** on your **first purchase** with us using code:

BROWSE10000



Cereal | Citrus + Berry + Lemon


Quantity: 1 –
Total: \$85.00

GO TO CHECKOUT

please note: code is not valid on sale items, bundles, or limited edition products.

need some recommendations?

let us introduce you to our **best-sellers!** the handcrafted candles that have been most loved by our community.



cereal, the scent every one is talking about.


"there aren't enough words to describe how much I love this candle! I purchased 5 backups so I'm never without it!"

SHOP CEREAL >

milk and sugar

"I LOVE this one, it fills the room with such a lovely smell of cookies and it's so comforting and warm. I'm definitely going to be purchasing this one again."

SHOP MILK AND SUGAR >



scared of committing?


we feel you. try our **discovery tealight kit** and sniff 8 tealights from our collections.

SHOP DISCOVERY KIT >

bundle & save!

bundle and save big with our candles!

SHOP BUNDLES >



EMAIL FLOWS

Redesigned the email flows to be aesthetically aligned with the redesigned website.

Welcome Email



hi michelle!

we're so happy to have you part of the **mala** fam. read on to learn a little more about what we do!

— melody x
Founder

sustainability

although we aren't perfect, we believe in using **eco-friendly materials** (no plastic, 100% recyclable) from our ingredients down to our packaging.



made of 25% recycled cotton & fully recyclable



FSC certified tree free boxes & fully recyclable



100% post-consumer recycled paper



100% recyclable boxes



biodegradable packing peanuts

our ingredients

natural coconut soy wax, FSC approved wood wicks, lead-free cotton wicks, phthalate-free fragrance and essential oils.

LEARN MORE



buy one, plant one

your purchase helps our partner, Trees for the Future, plant a tree globally with every candle purchased.

HOW IT WORKS

as a thank you for signing up, enjoy 15% off your order of our **discovery kit** kit for the next 48 hours with this code:

DISCOVERMALA

SHOP NOW

Previous



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our ingredients



FSC-certified wood wick

coconut soy wax

plants a tree with every candle purchase

phthalate-free fragrance

plastic-free packaging

LEARN MORE


ONE TREE PLANTED FOR EVERY CANDLE

shop our best-sellers



cereal

SHOP NOW >



discovery kit

SHOP NOW >



spring bundle

SHOP NOW >

want to be the first to smell our new collections?


join our sms club for 15% off your first order, sms exclusive promos, giveaways and more...

SIGN ME UP

by signing up via text, you agree to receive recurring automated marketing text messages (e.g. alerts, reminders) at the phone number provided. consent is not a condition to purchase. msg & data rates may apply. msg frequency varies. reply HELP for help and STOP to cancel. view our terms of service and privacy policy.

Updated

Post-Purchase Email




you just planted a tree!


thank you for your purchase! the earth and our tiny team thank you for your support.

LEARN MORE

tips to get the most out of your new candle:




the first burn is the most important! make sure you allow the **first burn** to go for 1-2 hours to let the wax melt **all the way** to the edge of the container (so "tunnelling" doesn't occur).



trim your wick before every re-light - simply break off the top black bits to 1/8" or 3/16"

ps: use a long lighter for best results.



do not burn your candle for more than 4 hours at a time! it reduces the life of the candle and the can may get too hot to touch.

LEARN MORE

pssttt... keep up with us on Instagram



FOLLOW US

Browse Abandonment Email



hi michelle,

we see you looking! as a small business, our stock often fluctuates on certain scent(s), so grab em while we still have them in stock!



Cereal | Citrus + Berry + Lemon

Quantity: 1 —
Total: \$85.00

CONTINUE SHOPPING


Welcome Email

Post-Purchase Email

Browse Abandonment Email

EMAIL FLOWS

Redesigned the email flows to be aesthetically aligned with the redesigned website.




WELCOME WELCOME WELCOME WELCOME WELCOME WELCOME WELCOME WELCOME WELCOME WELCOME

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cereal
SHOP NOW >



discovery kit
SHOP NOW >



spring bundle
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trim your wick before every re-light - simply break off the top black bits to 1/8" or 3/16"




ps: use a long lighter for best results.




do not burn your candle for more than 4 hours at a time! it reduces the life of the candle and the can may get too hot to touch.

LEARN MORE

pssttt... keep up with us on Instagram




FOLLOW US



as we use natural wood for our wicks, each candle may have a slightly different burn and may require extra maintenance.


step one



allow the wax to fully melt to the edge of the can, both on the first burn and consecutive ones! (2-3 hours max)


step two

before every re-light - simply break off the top black bits to 1/8" or 3/16"



p.s. use a long lighter for best results.

step three



allow the wax to fully melt to the edge of the can, both on the first burn and consecutive ones! (2-3 hours max)

do not do's

- ~ always burn your candle within sight, do not leave unattended!
- ~ do not light on or near any objects that can catch fire.
- ~ do not place on or near other heat sources.
- ~ burn candle on heat resistant surfaces only.

don't know what to do with your finished candle?

we love to re-use and upcycle your used candle tin here at mala with your help.

get rewarded with store credit when you return 10 tins at our drop off spots.

LEARN MORE



hi michelle,

we see you looking! as a small business, our stock often fluctuates on certain scent(s), so grab em while we still have them in stock!



Cereal | Citrus + Berry + Lemon

Quantity: 1 –
Total: \$85.00

CONTINUE SHOPPING


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LEARN MORE


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cereal
SHOP NOW >



discovery kit
SHOP NOW >



spring bundle
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CONTINUE SHOPPING

not sure which scents to get?

find us IRL! as scents fluctuate from store to store, we recommend calling ahead of time if you're looking for a particular scent!


VIEW RETAILER MAP >



scared of committing?

we feel you. try our tealight sampler with 4 of our best scents.


TRY IT NOW >




what makes us special?




earth-friendly packaging



buy one, plant one



non-toxic ingredients



crackling wood wick

LEARN MORE >

Updated

WELCOME FLOW EMAILS

01/ Welcome email

02/ Recommendation email

03/ Press approval email

04/ Product education email




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cereal
[SHOP NOW >](#)



discovery kit
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cereal, the scent every one is talking about.

"there aren't enough words to describe how much I love this candle! I purchased 5 backups so I'm never without it!"


[SHOP CEREAL >](#)

milk and sugar

"I LOVE this one, it fills the room with such a lovely smell of cookies and it's so comforting and warm. I'm definitely going to be purchasing this one again."



[SHOP MILK AND SUGAR >](#)




scared of committing?

we feel you. try our **discovery tealight kit** and sniff 8 tealights from our collections.

[SHOP DISCOVERY KIT >](#)

bundle & save!

bundle and save big with our candles!



[SHOP BUNDLES >](#)

still can't decide?

test out our **scent quiz** to help you narrow down your scent choices.

LET'S DO IT

Get it from [MaisonMartini](#)


VANCOUVER SUN Sign In

Life / Fashion & Beauty

Style Q&A: Vancouver candle brand aims to put the planet first

Handmade, home-poured, uniquely scented candles are eco-friendly and sustainable, says Mala founder Melody Lim

Aleesha Harris



A candle from the Vancouver-based brand Mala.

Noticing a gap in the market for toxin-free candles that used thoughtful packaging, and even post-consumer waste, she set about creating her lineup of hand-poured, uniquely scented pieces. And Mala was the result.





Image Source: [modernism.com](#)

A Sensorial Experience: Mala the Brand Candle


BuzzFeed Outlets TV & Movies Shopping Videos News Tasty

18. A cereal-scented wood wick candle that'll snap, crackle, and pop as it emits an indisputable Frost Loops scent through your elegant and refined adult home.



Wick: The Perfect Pop

allure NEWSLETTER SUBSCRIBE



courtesy of brand

4/7

Mala Cereal Candle

I am beyond obsessed with Mala's adorable Cereal Candle. This hand-poured soy candle smells eerily, exactly, like Fruit Loops, which can seem a little alarming, but I promise, it's great. Just take a whiff for instant nostalgia in a tin.


Indigo

Style + Decor

16 Women-Owned Brands We Love

By Indigo Staff

2. Mala the Brand




FIRESIDE SCENTED CANDLE by Mala The Brand

Forbes

Candles

Riana Salvaga Contributor @ Riana Salvaga
Candle Brand Design and Beauty



Plant Now

COSMOPOLITAN

CELEBS STYLE BEAUTY LIFESTYLE SHOP


Beauty & Style > Style

The 68 Best Teenage Girls Gifts That'll Totally Impress 'Em

Stress, be gone!

THIS UNIQUELY-SCENTED CANDLE


Mala the Brand Cereal Candle



5/22 AT NORDSTROM

A stunning citrus, lemon, and berry candle that smells like straight-up Fruit Loops? Say less.

the impact of just one tree




we know that trees provide us with oxygen, shade and gives a home to plants and animals, but, does planting a single tree really have an impact at all?

READ MORE >

eco-friendly packaging

our packaging is tree-free meaning they are 100% recyclable and compostable! also, they're sized to fit our candles perfectly to avoid excess waste.

tree-free paper sources regrow and does not disrupt the ecosystem (no deforestation)!




made of tree-free paper

START PLANTING

see what all the buzz is about!

discover why our candles are so loved.

SHOP NOW



76,110+ planted

with every 4 oz., 8 oz., and 16 oz. candle purchase made, a tree will be planted across the globe.

PLANT NOW

mala • veritree

back in april 2022, we pledged to plant 10,000 trees in a single month to help restore the coastal mangrove population in kenya. after hearing feedback from our community, we decided to partner with veritree for further planting transparency.


by using veritree's blockchain technology, it's enabled us to see our impact with our tree planting efforts directly.

[LEARN MORE >](#)

1 TREE PLANTED FOR EVERY CANDLE

ONE TREE PLANTED FOR EVERY

the impact of just one tree




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START PLANTING

SPRING 2023 COLLECTION EMAILS

01/ Announcement email for wholesale retailers to provide important details and to pre-order of the upcoming collection.

02/ Tease and lead generation email for subscribers to announce the spring collection is coming soon.

03/ Reveal email for the customers to know what scents are part of the new collection.

04/ Launch email with CTAs going to the product pages to push sales.

FARMER'S MARKET
is coming soon...



pre-order opens **feb 8** launching on www.malathebrand.com **mar 13** shipping begins **feb 24**

meet the five new scents inspired by clear skies, seasonal treats, & fresh florals.

mimosa
orange + mangosteen + grapefruit

toast
butter + cinnamon + vanilla

key lime pie
lime + vanilla + coconut

fig jam
rhubarb + fig + cedarwood

lavender fields
lavender + vanilla + sandalwood

farmer's market
tealight samples

PRE-ORDER NOW

any questions? simply respond back to this email!

MALA'S FARMERS MARKET

SUPPORT LOCAL!

ALWAYS FRESH!

MARCH 13, 2023 at 9AM PST
WWW.MALATHEBRAND.COM

sign up to our VIP SMS list to get early access to our spring collection 3 days before the official drop!

SIGN UP TO SMS

plus, get an exclusive free gift (\$24 value!)

By signing up via text, you agree to receive recurring automated marketing text messages (e.g. cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.

FARMERS MARKET
toast - key lime pie - mimosa - lavender fields - fig jam

it's back!



mangosteen

rhubarb + fig + cedarwood

lime + vanilla

try our discovery tealight kit to experience our farmers market before committing.

EXPERIENCE NOW

are you going to mala's farmers market?

DUHHH!

sign up to their VIP SMS list to get early access to mala's farmers market tomorrow at 10AM PST.

I'm on it!!

it officially launches on march 13 but sms VIPs are getting first access TMR before everyone else.. plus a free gift!

SIGN UP TO SMS

By signing up via text, you agree to receive recurring automated marketing text messages (e.g. cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.

MALA'S FARMERS MARKET

meet the five new scents inspired by clear skies, seasonal treats, & fresh florals.

IT'S BACK!

mimosa
orange + mangosteen + grapefruit
calling brunch lovers, your spring love is back!
[SHOP MIMOSA >](#)

toast
butter + cinnamon + vanilla
bread in candle form, need we say more?
[SHOP TOAST >](#)

key lime pie
lime + vanilla + coconut
your most beloved zesty seasonal treat in candle form
[SHOP KEY LIME PIE >](#)

fig jam
rhubarb + fig + cedarwood
reminiscent of weekend charcuterie with your fave spread
[SHOP FIG JAM >](#)

lavender fields
lavender + vanilla + sandalwood
our classic take on a spring floral that will last much longer than the real thing!
[SHOP LAVENDER FIELDS >](#)

farmers market
set of 5
bundle up and save on the farmer's market of your dreams.
[SHOP BUNDLE >](#)

SHOP NOW

set the mood with our cheery spring playlist



LISTEN NOW


FALL 2023 COLLECTION EMAILS

01/ Tease and lead generation email to announce the fall collection is coming soon.

02/ Reveal email to keep the interest high by revealing the fall collection line-up.

03/ Launch email with CTAs going to the product pages to push sales.

04 + 05/ Product specific emails to highlight the products to help push sales.



inspired by evenings cozied up by the fire, late night cocktails, & gatherings with your loved ones. unlock our most anticipated collection of the year...

03:42:16

join our vip texting club

make sure to sign up to our vip texting club to shop our weekend escape collection 24 hrs before everyone else.

(ps if you're already subscribed to our sms, you're good to go!)

[SIGN UP](#)




guess the name




in the meantime, try to find the scent names below >>




W	A	F	F	L	E	S	T	A	P
E	E	N	I	P	S	L	C	M	E
X	S	E	G	O	I	O	O	A	A
M	N	C	K	A	A	E	F	T	R
A	C	B	A	E	G	T	F	C	W
P	T	O	R	P	N	Y	E	H	K
L	E	U	D	E	E	D	E	A	D
E	G	Q	R	M	A	S	C	L	C
O	G	U	R	U	M	D	R	A	I
A	X	E	C	H	A	L	E	T	D
T	N	T	E	S	D	K	A	T	E
S	O	M	O	J	A	M	E	R	
F	A	L	L	T	W	M	A	L	A

psst... share your answers on our latest IG post and we'll pick a few winners (make sure to tag us!) and we'll pick a few lucky answers to win store credit to shop the launch!

check out our instagram for more hints about our weekend escape...







[STAY UPDATED](#)

Weekend Escape

launching September 16, 2022



meet the line up

1 coffee cream

coffee + clove + vanilla

2 matcha latte

vanilla + chamomile + green tea

3 maple oats

oatmeal + pecan + vanilla

4 chalet

citrus + amber + sandalwood

5 bouquet

rose + violet + sandalwood

want early access? sign up to our VIP list to shop our new collection 24 hours earlier than everyone else.

[SIGN UP NOW](#)

Weekend Escape

launching September 16, 2022



[SHOP ALL](#)

meet the scents



coffee cream
coffee + clove + vanilla

the perfect addition to your early morning or even late night rituals.



matcha latte
vanilla + chamomile + green tea

nothing says 'good morning' like a sweet matcha latte.



maple oats
oatmeal + pecan + vanilla

start your cozy weekend mornings with this warm bowl of oatmeal.



chalet
citrus + amber + sandalwood

a secluded weekend getaway in your happy place awaits!



bouquet
rose + violet + sandalwood

reminiscent of a crisp morning walk around the local farmers' market.



try now

not ready to commit yet? try our discovery tealight kit to get a taste of the escape before committing.

bundles



the weekend bundle

== \$175



the escape bundle

== \$105

[SHOP WEEKEND ESCAPE](#)

mala lottery is back!



any purchase of our fall scents will be automatically entered to win our entire weekend escape collection and an exclusive sneak peek of our upcoming holiday collection!

to qualify, purchases must be made on [www.malathebrand.com](#) before september 23 at midnight. contest open worldwide.

Good Morning

fit. maple oats.



start your mornings with this warm and nostalgic blend of delicious oatmeal, sweet pecan and creamy vanilla.

what people have been saying...

"This candle is the holy grail of nostalgia, coziness and this one actually gets me excited to start my day!"
Stephanie @ UK

"Maple oats smells exactly how it sounds. I love foodie candles and this one actually gets me excited to start my day!"
Abby @ Toronto

check out our favourite oatmeal recipe



1 cup rolled oats
3 cups water or milk
1 banana, sliced
1 tbsp chia seeds
1 tsp cinnamon
1 tbsp honey

instructions

cook oats, water/milk, banana slices, chia seeds, and cinnamon in a pot until it thickens.

pour oats into a bowl and serve with banana slices, a sprinkle of chia seeds and a drizzle your fave honey on top.

sweeten your oats with drizzle



drizzle is the healthiest honey you could ask for: 100% pure and powered with superfoods so you can have your honey and eat it, too (every day if you're anything like us). it's good for you and good for the bees, so go ahead and bee well.

[BEE WELL NOW](#)

use code **DRIZZLE** for 15% off

start your mornings with maple oats

nostalgic blend of delicious oatmeal, sweet pecan and creamy vanilla.



maple oats

receive a free drizzle white honey sample when you purchase over \$50. use code **OATSHONEY** to redeem.

[SHOP MAPLE OATS](#)

Bouquet

a carefully plucked just for you



looking to find fresh florals for yourself or someone special? check out a few of our fave local spots to grab them!

our go-to spots for fresh florals



Blossom & Vine Floral Co

a bespoke floral and gift shop - fueled by creativity and love for florals, they offer artfully arranged bouquets and seasonal designs fit for any occasion.

[CHECK IT OUT >](#)



La Bomba Floristry

a full-service floral studio and retail store based in vancouver. they offer editorial/commercial styling, retail installations, events, and subscriptions.

[CHECK IT OUT >](#)



Studio Full Bloom

a community flower shop based in east vancouver. they offer a range of flower services including film, events, and share their artistry through botanical designs.

[CHECK IT OUT >](#)

...and dry florals



Nu Moon Florals

founded for the love of vintage bohemie and dried botanicals, they aim to inspire others to incorporate sustainability into their home decor.

[CHECK IT OUT >](#)



Camilla Supply

camilla is inspired by the elegance and simplicity of nature. camilla offers candles, vases, and dried florals at wholesale that bring organic and timeless shapes into your home.

[CHECK IT OUT >](#)

even better yet...

get a bouquet that'll never wilt and will last you longer than a week...🍯



bouquet

the perfect combination of bright violet, sweet rose & earthy cedarwood.

[SHOP BOUQUET](#)

01/ Sale email to push sales for soon to be discontinued products.

02/ Announcement email for wholesale retailers to pre-order the Brunette the Label collaboration candle before the official launch.

03/ Holt Renfrew launch announcement email with incentives for customers to visit the locations and purchase the products.

04/ Whole Foods launch announcement email with incentives for customers to visit the locations and purchase the products.

ALA IS IN WHOLE FOODS MALA IS IN WHOLE FOODS

pinch us... cus mala is in **wholefoods!**

you can now find us in all 7 Whole Foods in the BC region. head to your nearest Whole Foods and find our candles in the home section.

COME SHOP WITH US AT **whole foods**

North Vancouver
128 13th St E
North Vancouver, BC
V7L 4W8

West Vancouver
925 Main St
West Vancouver, BC
V7T 2Z3

Victoria
3587 Blanshard St
Victoria, BC
V8Z 0B9

Cambie
510 V 8th Ave
Vancouver, BC
V5Z 1C5

Robson
1675 Robson St
Vancouver, BC
V6G 1B8

Kitsilano
2285 West 4th Ave
Vancouver, BC
V6K 1N9

North Burnaby
4420 Lougheed Hwy
Burnaby, BC
V5C 3Z3

COME GET **free** SAMPLES!

me!, our founder, will be doing a demo the next few weeks at whole foods. come for **free** samples and to sniff our new spring line!

Cambie
April 14 @ 3-7pm

North Burnaby
April 18 @ 10-2pm

Kitsilano
April 29 @ 10-2pm

GET A **\$20** MALA GIFT CARD!

purchase your fave mala candles at Whole Foods and email or dm us your receipt! we'll gift you a \$20 gift card to shop on our site.

please note: don't wait too long - this offer expires in two weeks!

COME **join the excitement** ON OUR INSTA!

JOIN US

COLLABORATION EMAILS


01/ Brunette the Label

02/ The Jilly Box by Jillian Harris

03/ Tentree

04/ Coffee Bae

05/ Benefit Cosmetics



we're throwing it back to grade school with our limited edition "cinnamon hearts" candle, exclusively created in collaboration with Brunette the Label.

aromatic cinnamon


spicy clove

WARM vanilla

p.s. this collaboration is a limited edition release. there's only a small quantity, once it's gone, it's gone.

SHOP NOW

pssst... between you and us there will be a giveaway tomorrow, make sure to follow us to enter ;)




1004 likes


FOLLOW US

last chance!

shop your holiday favourites at a discounted price until this monday at midnight.



SHOP 30% OFF



SHOP NOW

WOOHOO! we're in the *Summer 2023 Jilly Box* this year. we created a custom mango coconut candle exclusively for the box.

WHAT IS the jilly box?

Jilly Box is a quarterly subscription box curated with Jillian Harris's favourite sustainable brands – and we feel so lucky to be included this season!

LEARN MORE >

MEET THE EXCLUSIVE candle

scent notes

mango coconut sandalwood

we're bringing summer to you! this dreamy scent captures the essence of a beach getaway for you to soak up in the comfort of your own abode.

SHOP NOW

available exclusively on [www.jillybox.com](#)



mala x tentree

made in collaboration with tentree, our favourite local sustainable apparel brand. meet three new scents that'll bring comfort and relaxation to your home this winter.

SHOP THE COLLAB

vanilla + chestnuts + sandalwood
a buttery blend of creamy caramel, woody chestnut and hints of sandalwood.

SHOP SHORTBREAD >

black pepper + bergamot + clove
blends the alluring notes of our favourite seasonal spices – cloves, pepper and cinnamon

SHOP WINTER SPICE >

pine + palo santo + amber
a cabin in a can – combines notes of fresh pine, berry, oakmoss and sage.

SHOP LOG CABIN >

learn more about our friend, tentree

tentree is an earth-first lifestyle apparel brand whose mission is to plant 1 billion trees by 2030 to drastically reduce climate change.

for each tentree product sold... and yes! that includes planting not one, but ten trees with each collaboration candle.

CHECK THEM OUT


what inspired the mala x tentree collab?

"when we decided to explore the home decor space, Mala seemed like a natural fit. we were immediately drawn to their commitment to creating quality, sustainable candles, their Vancouver roots, and their fantastic lineup of scents."

– Derrick, tentree's CEO

read about the collab, Derrick, and tentree in our [q&a](#) feature

READ MORE



mala x Coffee Bae.

SHOP NOW

only a few left of our limited edition glass candles...

make Coffee Bae's tik tok viral blueberry latte recipe while you burn your new candle.

ingredients

1 cup blueberries
2-3 tbsp brown sugar
1 tsp vanilla extract
2 oz espresso
4 oz milk of choice
ice

instructions

add blueberries, vanilla extract, and brown sugar to your pan and bake at 350 for 7-10 minutes.

put it in a blender and blend for 2-3 minutes. set the compote aside and let it cool.

to your serving cup, add 2 tbsp of the blueberry compote, ice, and milk. (slightly mix it for an ombre effect)

top it off with espresso and you're done!

see what all the hype is about...

jessgraham on literally can't wait for this

1w 1 like Reply

moachimochi1993 This is by far my most favorite coffee you've ever done! I thought truly flavors would be impossible to pair with coffee but I tried & I said it's absolutely ridiculously delicious! ❤️

1w 4 likes Reply

grumpykidstudio Ahhhhh screaming

1w 1 like Reply

palettenotafet Oh my god, the best collabs from Mala lately! ☺️ Blueberry latte sounds absolutely divine! ☺️

1w 2 likes Reply


labboo #AHHHH CAN'T WAIT TO GET

1w Reply

dorlie The first coffee of yours I ever made was this one! So good! Celebrate on the collab! 🥳


1w 1 like Reply

only a few remaining



SHOP NOW

p.s. this collaboration is a limited edition release. once it's gone, it's gone!



benefit day in the bay mala

Limited Edition


SHOP NOW

we're taking you back to Benefit's california roots with an ocean side inspired blend of sea salt, sandalwood, and coconut with a single light of this candle.

notes of

Sea Salt Sandalwood Coconut

Maggie & Annie



maggie & annie ford danielson have beauty in their blood! the new generation of sisters officially joined Benefit in 2006 and have since become the global beauty authorities.

CONTINUE READING >

join us for a day in the bay

SHOP NOW

p.s. this collaboration is a limited edition release. once it's gone, it's gone!

01/ Announcement email for wholesale retailers to pre-order the collection before the official launch.

03/ Product reveal email to keep the interest going by revealing the collection line-up. Interested customers can sign up for early access via the CTA.

CEREAL COLLECTION

IS COMING SOON...

pre-order
opens

**july
20**

launching on
www.malathebrand.com

**aug
28**

shipping
begins

**aug
7**

meet the three new scents inspired by
our breakfast favourites.

CEREAL

citrus + berry + lemon

HONEY NUT

honey + vanilla + milk

CRUNCH

cinnamon + vanilla + maple

CHARMS

oat + marshmallows + cream

GIFT SET

set of cereal minis

CEREAL COLLECTION

tealight samples

PRE-ORDER NOW

any questions? simply respond back to this email!

CEREAL COLLECTION

IS COMING SOON...

LIMITED EDITION

you've been asking and your request has not gone unnoticed... we are here to make your wishes come true with our new cereal collection (!!!) inspired by your best childhood memories...

THE ONE WHO STARTED IT ALL

CEREAL
lemon + berry + citrus

HONEY NUT
honey + vanilla + milk

CRUNCH
cinnamon + vanilla + maple

...AND POURING IN 3 NEW MEMBERS TO THE BOWL

CHARMS
oat + marshmallows + cream

TRUST US, THIS IS GOING TO BE CEREAL-OUSLY GOOD!

sign up to shop our limited edition cereal collection tmrw morning – a whole 24 hrs before our public launch on monday at 10AM PST.

SIGN UP NOW

8

Thank you!