

SPRING 2016





Husband and wife team, Bob and Sylvia Caldwell, established Greenleaf as a bedding plant business in 1975. It all started over 40 years ago with Greenleaf's first product, the original scented envelope sachet. Fast forward several decades and Greenleaf, Inc. has transformed into one of the largest home fragrance manufacturers in the United States. Staying true to its roots, Greenleaf is still family-owned and operated, and the scented envelope sachet is still the company's nature-inspired signature. The company's commitment to be a leader in the home fragrance market has resulted in growth into product being sold in over 90 countries. In the past 40-plus years, there has been a lot of growth and change, but the one thing that has remained the same is Greenleaf's promise to deliver quality product and fragrances. Join us in celebrating over 40 years of fragrance.

MADE IN THE USA SINCE 1975 • SOLD IN OVER 90 COUNTRIES



fragrance notes
top:
bergamot, neroli
& green tangerine
middle:
aquatic notes,
rose & rosemary
base:
patchouli, musk
& amber



SPA SPRINGS

Dancing palm branches sway to the peaceful melody of rippling waters setting the picturesque scene of a relaxation-filled retreat. Spa Springs opens with a wash of aquatic notes and gentle breezes that sieve into citrus pools of bergamot and green tangerine. A lush duo of amber and musk issue a revitalizing balance to this serenely composed fragrance.

new

PRODUCTS AVAILABLE IN SPA SPRINGS
*Large Sachet, Slim Sachet, Small Sachet, Signature Candle,
Candle Tin, Candle Cube® Votive, Room Spray,
Home Fragrance Oil, Signature Reed Diffuser,
Reed Diffuser Oil*



FRESH PICKED

In an effort to continually enhance the design of its home fragrance products, Greenleaf revamps its Signature Collection with a packaging refresh this season. The beloved Signature Collection fragrances remain the same, but with new packaging reflective of the brand's top-notch fragrance quality. Greenleaf's Signature Candle, Signature Reed Diffuser and Room Spray receive new patterned-focused facelift. The packaging update keeps with Greenleaf's commitment to continue to deliver superior quality that is on trend season after season.

new

AVAILABLE IN ALL GREENLEAF SIGNATURE FRAGRANCES
 Not including Greenleaf Baby, Greenleaf Girl, & Greenleaf Holiday



WARDROBE COLLECTION

Complement our signature Greenleaf fragrance products with our new wardrobe collection: Flower Diffuser, Grande Sachet and Linen Spray. Layer your favorite scent throughout your home to create a richer, longer lasting experience. Transform any space into a fragrant experience.

new

PRODUCTS AVAILABLE IN
WARDROBE COLLECTION

Grande Hanging Sachet, Flower Diffuser, and Linen Spray

AVAILABLE IN FIVE FRAGRANCES

Bella Freesia, Cashmere Kiss, Classic Linen, Haven & Lavender





BLOOMING FRAGRANCE

Greenleaf's Flower Diffuser was designed to enhance any space. Our Signature Fragrance oils are created to diffuse aroma and beautify with soft color through the natural sola bloom. Each fragrance has its own complementary color oil.

new

AVAILABLE IN FIVE FRAGRANCES

Bella Freesia, Cashmere Kiss, Classic Linen, Haven & Lavender





LAUNDRY HELPERS

Have your linens and fabrics always smell fresh. Gently spritz away with our new trigger spray nozzle. The bottle is now wrapped in our beautiful patterns. The Grande Sachet is our newest addition to the sachet family, perfect for closets and hampers. Laundry has never been more glamorous.

new

AVAILABLE IN FIVE FRAGRANCES

Bella Freesia, Cashmere Kiss, Classic Linen, Haven & Lavender





THE COMPLETE PACKAGE

Greenleaf's Signature Fragrances are created specifically by our own team of perfumers with you in mind! Our beautiful patterns are hand painted to match the fragrance experience. Our packaging is elegant and simple to complement any décor. We layer fragrance, quality, and beauty to create the best product for you. Just as layering your favorite scent throughout your home will create a richer, longer lasting experience.



greenleaf baby ^{TM/MC}

The Greenleaf Baby collection is a joyful addition to the Greenleaf family, with four baby-inspired fragrances. The sweet, whimsical packaging will enhance any nursery décor, as our sachets, room sprays, and reed diffusers deodorize the air and add fresh fragrance. Perfect for baby shower gifts!

PRODUCTS AVAILABLE IN GREENLEAF BABY
 Odor Eliminating Large Sachet, Odor Eliminating Room Spray, & Signature Reed Diffuser



greenleaf girl ^{TM/MC}

Full of youthful spirit and modern style, Greenleaf Girl is a collection of fragrances with personality! Greenleaf Girl features four types – Breezy, Cozy, Dreamy, and Sassy – that personify different moods through vibrant fragrance and colorful design.

PRODUCTS AVAILABLE IN GREENLEAF GIRL
 Slim Sachet, Candle Tin, Room Spray, & Auto Vent Clips!





SIGNATURE REED DIFFUSERS

Greenleaf's Signature Reed Diffuser offers fragrance in a stylish package that fits any space and fragrances for 30 days. The simple square bottle has an etched Greenleaf logo and is pre-filled with Reed Diffuser Oil. Fiber reeds are included, and each are packaged in a redesigned box wrapped in pattern that's perfect for gift-giving! Don't forget our Reed Diffuser Oil, perfect for refills.
Available in all fragrances.



FIBER REED TECHNOLOGY
 You don't have to sacrifice style for science! Our quality Reed Diffuser Oil fragrances get a powerful boost from new biodegradable Fiber Reeds, which provide double the fragrance release through special fragrance technology! Reeds are made in the USA.
Reed Replacement packs are available.



AUTO VENT CLIP

Ready, Scent, Go! Our new Auto Vent Clips are the perfect solution for having your favorite Greenleaf fragrance on the go! Fragrances your car for up to 30 days. Can also be clipped to air vents and fans at home.

Available in Classic Linen, Garden Breeze, Haven, Hope, Lavender, Magnolia, Orange & Honey, Roses, Seaspray, Vanilla, and Greenleaf Girl Fragrances!

Ask your Territory Manager about display & package options.



OIL & WARMER SET

Quickly fragrance any room! These great gift sets are pre-packaged with an electric warmer, made of decorative ceramic, and a bottle of Classic Linen Home Fragrance Oil. Can be used with any of our Home Fragrance Oil fragrances.
 APPROX. 4" BOWL, 5" BASE. One per case.
 See styles below.





*QUANTITIES LIMITED



PURIFY THE AIR

Did you know? Purifier is a non-fragranced oil that can be used in Aroma Décor to cleanse and purify the air. Purifier is also handy to mix with another oil in your diffuser when a particular fragrance is too strong for a small room.



AROMA DÉCOR

Available in a variety of designs and colors, Aroma Décor is the stylish way to fragrance your space! But these diffusers are not just decorative: they combine three fragrance features in one, by diffusing powerful fragrance, purifying the air, and removing odors all at the same time.

Ask your Territory Manager about merchandising ideas.

AROMA DÉCOR DIFFUSER OIL

Aroma Décor uses specially created Greenleaf oils to eliminate odors through a unique diffusion process. Experience how well Aroma Décor clears the air and leaves your home smelling fresh!

Available in: Apple Spice & Cinnamon, Classic Linen, First Blush, Garden Breeze, Haven, Lavender, Magnolia, Merry Memories*, Orange & Honey, Seaspray, Silver Spruce*, Tuscan Vineyard, Wintertime Wishes* and Purifier (above). *Holiday fragrances available to ship June 1.





TESTERS ARE THE ANSWER

Adding testers allows customers to experiment with new fragrances and see how our products work!

Place testers in the washroom for customers to experience.

Burn, warm, spray, and diffuse fragrance in testers to fill your store with fragrance. Customers will ask, "What's that great smell?"

Use slim sachets giveaways as shopping bag stuffers.

Establish a "signature" Greenleaf fragrance for your store.



2000 GEP POINTS
SACHET GIVEAWAYS
 100 Slim Sachets, in featured seasonal fragrances, for your use as shopping bag stuffers, event favors, or customer gifts.



75 GEP POINTS
AROMA DÉCOR OIL TESTER & ROOM SPRAY TESTER
100 GEP POINTS
REED OIL TESTER
 Use the Oil in a tester diffuser in your store to show customers how well it fragrances a space. Having a sample Room Spray allows customers to spray and smell fragrance in store.



125 GEP POINTS
SIGNATURE CANDLE TESTER
150 GEP POINTS
HOLIDAY CANDLE TESTER
HOLIDAY SHIPS JUNE 1 - NOV 30, 2016
 Burn a candle so that customers can experience the fragrance and quality burn.



150 GEP POINTS
SIGNATURE REED TESTER
 Display to showcase the powerful fragrance that comes with fiber reed technology!
175 GEP POINTS
FLOWER DIFFUSER TESTER
 Experience the beautiful colored fragrance oil in your store to attract customers.



200 GEP POINTS
LIL' LOGO SIGN
 Enhance your shelves and help customers identify the Greenleaf display. Silver-toned logo has black felt back and easel stand.
 3 1/4" w x 4" h x 1/4" d



375 GEP POINTS
ORGANZA GIFT BAGS
 Use our signature organza bags to assemble Greenleaf gift sets! Case includes one dozen bags.



200 GEP POINTS
SIGNATURE DISPLAY VASE
 Use this sleek logo vase with your Greenleaf display or at the register for point-of-purchase sales. Can be used to safely burn a Tester Candle, or fill with Small Sachets, Candle Cubes, Home Fragrance Oil, and more!
 7" round x 8.5" tall



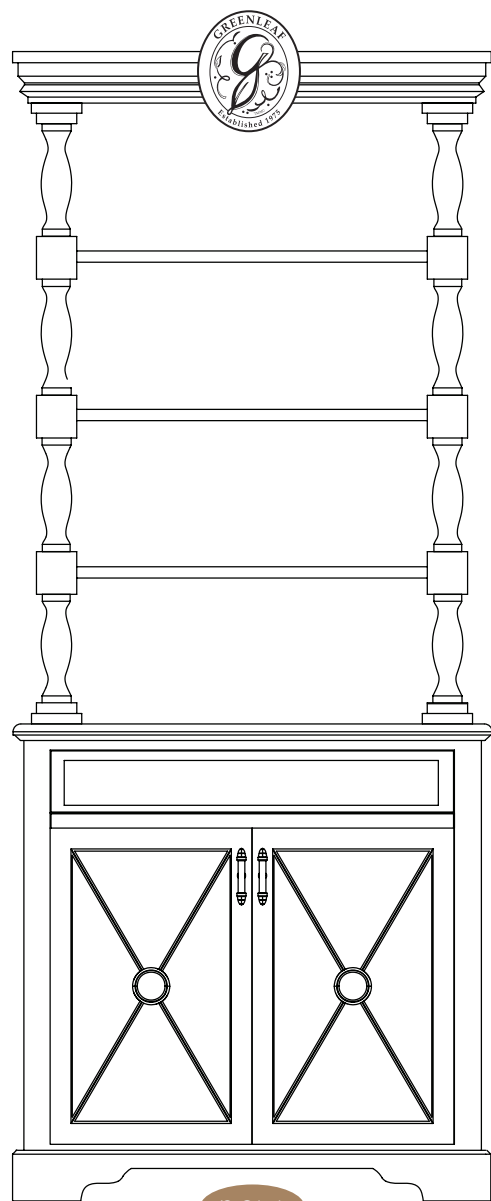
250 GEP POINTS
SACHET HOOK STAND
 Perfect to display the New Hanging Scented Sachet Box in your store. Silver-toned logo base has hook stand.
 3" w x 9" h x 2 1/2" d

The Greenleaf Elite Program (GEP) allows you to earn 1 GEP point for every dollar spent on invoices paid within terms. Maximize sales by redeeming points for displays, marketing tools and samples. Ask us for more details about the program and your points total.
U.S. customers only

A PLACE TO CALL HOME

Authorized Dealers find the most sales success when creating a display "home" specifically for Greenleaf. We offer a variety of display options, from large to small, to suit your store and set you up for success.

Ask your Territory Manager about Display Packages, pre-set ordering options which include display discounts and free product!



new

BOULEVARD DISPLAY

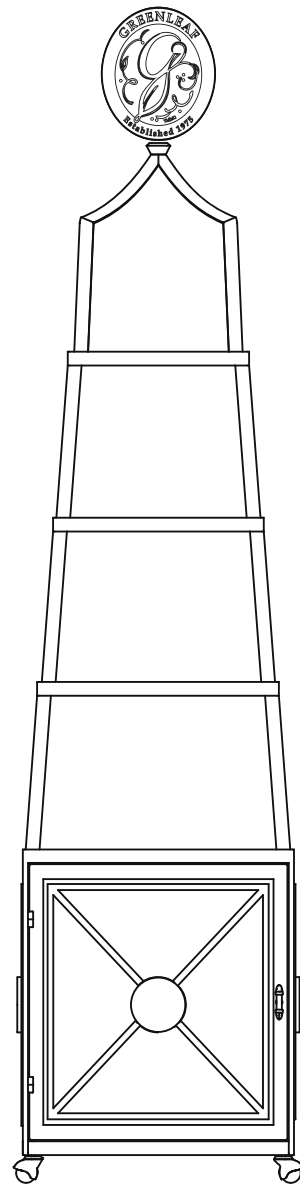
Greenleaf products pop off the New Boulevard Display; crafted in a beautiful distressed black finish. Storage at the base. Topped off by a stunning metal logo sign, attractive carved columns hold three shelves with room to display an assortment of Greenleaf products. The display is freestanding for access to both sides, or can be placed against a wall.

Plus, it has wheels for easy moving.

82.8" tall x 35.5" wide x 21.5" deep

10,000 GEP POINTS

Ask your Territory Manager for package options.



new design

BOUTIQUE DISPLAY

Our redesigned decorative metal Boutique Display now has even more room for product and still allows a customer to shop from all sides while using minimal floor space. There's even a storage bin at the base.

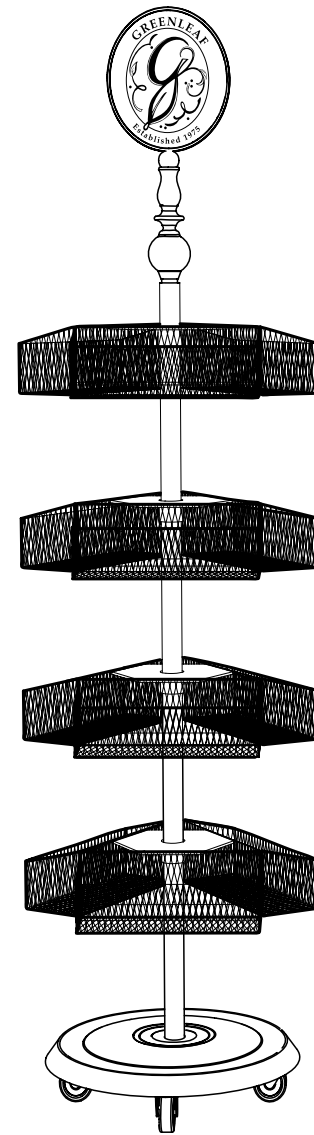
Topped off by a stunning metal logo sign. Plus, it's so easy to put together that you can have it up in minutes (no tools required) and now has wheels

for easy moving!

85" tall x 19.6" wide x 19.6" deep

4,000 GEP POINTS

Ask your Territory Manager for package options.



new design

SPINNER DISPLAY

Our redesigned Spinner Display is made to maximize impulse sales while using minimal floor space. Newly designed baskets create a neat presentation and encourage your customers to spin and experience a broad selection of fragrances. Plus, it has wheels for easy moving. Place in high-traffic areas for best results.

77" tall x 22" wide x 19" deep

2,500 GEP POINTS

Ask your Territory Manager about package options.



LE PETITE DISPLAY

The perfect display solution for countertops, and creating special Greenleaf "outposts". The two-tiered shelves fit a variety of Greenleaf products. Made of black coated metal with silver-toned logo sign affixed to front.

Easy to put together and store, as shelves are completely collapsible.

16" w x 20" h (tallest point) shelves = 15" w x 6 1/4" d

1,500 GEP POINTS

Package shown: "6-Fragrance Sachet & 2-Fragrance Core Four Le Petite."

Ask us for details!



Introduce your customers to new products or fragrances by creating an "outpost" (see page 21) using a Lil' Logo Sign or Signature Display Vase.

PRODUCT INDEX

SACHETS

Greenleaf's signature scented Sachet is available in three sizes - Large, Slim, and Small - and can be used 101 ways to fragrance rooms, closets, vehicles, pet areas, and more. Original Greenleaf patterns fashionably cover the envelopes, each featuring one our 101 sachet tips on the back. Available in all fragrances.

- LARGE SACHET**
Two 9-pack displays (case of 18)
7.0 cu in / 115 ml
- SLIM SACHET**
12-pack display
5.5 cu in / 90 ml
- SMALL SACHET**
Two 15-pack displays (case of 30)
0.68 cu in / 11.09 ml

CANDLES

SIGNATURE CANDLE new look

A soy and vegetable wax blend, in a rainbow of fragrances, fill our elegant logo-etched glass, which is boxed beautifully in a sophisticated box wrapped with our signature patterns. Available in all signature fragrances. May assort a case pack of 6 candles. 9.5 oz / 270 g Burns 60-80 hours

CANDLE TIN

Greenleaf's signature patterns wrap our Candle Tin. Makes a great gift and is sized for travel. Available in all fragrances. Case pack of 4 tins. 6 oz / 170 g Burns 35-45 hours

CANDLE CUBE® VOTIVE

Each votive is individually packaged in a patterned box. Available in all fragrances. Case pack display of 18 cubes. 2 oz / 56 g Burns 15 hours

ROOM SPRAY new look

Our aerosol Room Sprays offer a burst of scent when you need to quickly add fragrance to a room. Available in all signature fragrances. Case pack of 4 sprays. 6 oz / 170 g Testers Available

OILS

AROMA DÉCOR DIFFUSER OIL

Specifically for use with Greenleaf's Aroma Décor™ Diffusers (see pages 18 & 19), this alcohol-based fragrance oil diffuses to create powerful fragrance throughout your home, while destroying odors and purifying the air. Available in select fragrances (see index). Case pack of 4 bottles. 16.9 fl oz / 500 ml Testers Available

HOME FRAGRANCE OIL

This "magic bottle" of pure fragrance is a simple, easy way to quickly scent any room. Available in all fragrances. Display tray of 9 bottles. 0.33 fl oz / 10 ml

REED DIFFUSER OIL

Our Reed Diffuser Oil creates a powerful fragrance experience when combined with our special fiber reeds. Available in all fragrances. Case pack of 4 bottles. 8.5 fl oz / 250 ml Testers Available

SIGNATURE REED DIFFUSERS new look

Greenleaf's Signature Reed Diffuser offers fragrance in a stylish package that fits any space. Available in all fragrances. Case pack of 4 pre-filled diffusers. 4.2 fl oz / 124 ml Testers Available

FIBER REED PACKS

Ready to switch your fragrance? Pick up these replacement packs of reeds. Case of 12 packs.

AUTO VENT CLIP

The perfect solution for fragrance on the go! Fragrance your car for up to 30 days. Case pack display of 12 clips. Available in Classic Linen, Garden Breeze, Haven, Hope, Lavender, Magnolia, Orange & Honey, Roses, Seaspray, Vanilla, and Greenleaf Girl Breezy, Cozy, Dreamy and Sassy.

HOLIDAY PRODUCT INDEX

Holiday items are available June 1 - November 30

SACHETS

Greenleaf's Holiday scented Sachet is available in three sizes - Large, Slim, and Small Hanging - and can be used 101 ways to fragrance rooms, closets, vehicles, pet areas, and more. Original Greenleaf patterns fashionably cover the envelopes, each featuring one our 101 sachet tips on the back. Available in all fragrances.

- LARGE SACHET**
Two 9-pack displays (case of 18)
7.0 cu in / 115 ml
- SLIM SACHET**
12-pack display
5.5 cu in / 90 ml

5 HANGING SCENTED SACHETS

Five small sachets with string for hanging, featuring festive artwork and seasonal sayings in giftable box. Perfect for trimming the tree, decorating holiday packages or embellishing décor. Available in holiday fragrances. Case pack of 6. 3.4 cu in / 55.45 ml

CANDLES

HOLIDAY CANDLE

Hand blown hobnail glass dazzles and shines with a crackled antique mercury finish. The candle features a soy blend wax and dust cover with fragrance indicator. Available in holiday fragrances. May assort a case pack of 6 candles. 9.5 oz / 270 g Burns 60-80 hours

CANDLE TIN

Greenleaf's signature patterns wrap our Candle Tin. Makes a great gift. Available in all fragrances. Case pack of 4 tins. 6 oz / 170 g Burns 35-45 hours

CANDLE CUBE® VOTIVE

Each votive is individually packaged in a patterned box. Available in all fragrances. Case pack display of 18 cubes. 2 oz / 56 g Burns 15 hours

OILS

AROMA DÉCOR DIFFUSER OIL

Specifically for use with Greenleaf's Aroma Décor™ Diffusers (see pages 18 & 19), this alcohol-based fragrance oil diffuses to create powerful fragrance throughout your home, while destroying odors and purifying the air. Available in all holiday fragrances. Case pack of 4 bottles. 16.9 fl oz / 500 ml Testers Available

HOME FRAGRANCE OIL

This "magic bottle" of pure fragrance works 20 times faster than wax melts. Available in all fragrances. Display tray of 9 bottles. 0.33 fl oz / 10 ml

REED DIFFUSER OIL

Our Reed Diffuser Oil creates a powerful fragrance experience when combined with our special fiber reeds. Available in all fragrances. Case pack of 4 bottles. 8.5 fl oz / 250 ml Testers Available

SIGNATURE REED DIFFUSERS

Greenleaf's Signature Reed Diffuser offers fragrance in a stylish package that fits any space. Available in all fragrances. Case pack of 4 pre-filled diffusers. 4.2 fl oz / 124 ml Testers Available

SPRAYS

HOLIDAY ROOM SPRAY

Greenleaf's aerosol spray now features a shrink sleeve design and offers a quick and effective burst of festive fragrance. Available in holiday fragrances. Case pack of 4 sprays. 6 oz / 170 G Testers Available

HOLIDAY FRAGRANCE INDEX

MERRY MEMORIES™

sweet and spicy

Warm cinnamon, vanilla, & clove, blended with delightful green sugared pear



SILVER SPRUCE™

woody

A fresh, wintery aroma of crisp Siberian Fir needles and cedarwood, with sandalwood



WINTERTIME WISHES™

sweet and spicy

Celebration of vanilla & tobacco in cinnamon with smokey notes of pepperwood and patchouli



WARDROBE PRODUCT INDEX

Available in fragrances to complement your boudoir: Bella Freesia, Cashmere Kiss, Classic Linen, Haven and Lavender.



GRANDE SACHET new

New Grande Sachet has more of what you love. Includes a decorative ribbon for hanging in your favorite places. 9-pack display Available in: Bella Freesia, Cashmere Kiss, Classic Linen, Haven & Lavender 14.0 cu in / 230 ml



FLOWER DIFFUSERS new

Greenleaf's Flower Diffuser offers fragrance in a stylish package that fits any space. Case pack of 4 pre-filled diffusers. Available in: Bella Freesia, Cashmere Kiss, Classic Linen, Haven & Lavender 8 fl oz / 236 ml Testers Available



LINEN SPRAY new look

Gently spritz a mist of our Linen Spray directly onto linens, clothing and fabric upholstery. New trigger spray nozzle and full pattern packaging. Case pack of 4 bottles. Available in: Bella Freesia, Cashmere Kiss, Classic Linen, Haven & Lavender 8 fl oz / 236 ml



greenleaf baby TM/MC



Ask your Territory Manager about display & package options.

bouncy baby
Fresh fragrance of white cotton, like the clean scent after baby's bath



cuddly baby
Fresh and clean baby powder scent, with a hint of citrus



sleepy baby
Calm and relaxing fragrance of herbal lavender



snuggly baby
Soft and snuggly fragrance of sweet baby powder



*greenleaf baby sachets & room sprays are odor eliminating.

greenleaf girl TM/MC



Ask your Territory Manager about display & package options.

breezy girl
Refreshing melon, mint, and lemon, with light florals and warm patchouli, sandalwood, and amber



cozy girl
Rich dark plum wraps with ylang and jasmine on a warm base of golden amber and vanilla woods



dreamy girl
Rose and ylang is married with pear and fresh notes on a romantic blend of ambrette and white musk



sassy girl
Sparkling amber and muguet floral notes top a sunny and vibrant blend of citrus and tropical fruits



SIGNATURE FRAGRANCE INDEX

APPLE SPICE & CINNAMON™
sweet and spicy
Traditional apple combined with cinnamon, spice, & everything nice



BELLA FREESIA
floral
Lovely freesia and delicate white tea beautifully blend with amber and cotton blossom in elegant splendor



BLUSHING TULIPS™
floral
Spring tulips coupled with sandalwood and musk



CASHMERE KISS™
floral
Vanilla, patchouli, vetiver and musk gently embrace jasmine & rose, with a soft kiss of citrus



CITRUS SAMBA™
fruit and vine
Grapefruit, rose petals and warm amber with juicy lime, orange, & mandarin



CLASSIC LINEN™
fresh and clean
Spring air & clean water, wrapped with floral and balsamic notes



DREAM BLOSSOM™
floral
Fantasy of rose and anise, sweetened by cherry blossoms, patchouli, and vanilla in a delightful daydream



FIRST BLUSH™

floral

White musk wraps a citrus blend with notes of poppy & floral blossoms



GARDEN BREEZE™

floral

A romantic blend of jasmine, rose and citrus with ylang & woods



GRACIOUS™

sweet and spicy

Sweet and creamy pumpkin, blended into an elegant fruit musk



HAVEN™

fresh and clean

Seashore breeze blended with lavender and jasmine on a woody amber base



HOPE™

sweet and spicy

Exuberant and warm blend of fresh fruits, gentle spices & sweet vanilla



JASMINE

floral

Pure jasmine strikes a delightful and timeless fragrance note



LAVENDER

floral

The calming essence of lavender, relaxing and pure



MAGNOLIA

floral

The fragrance of magnolia blooms float on the air like a Southern greeting



ORANGE & HONEY™

fruit and vine

Vibrant fresh orange blended with sweet honey nectar



POMEGRANATE

fruit and vine

Pomegranates twisted with hints of green apple



ROSES

floral

Soft, romantic perfume of delicate roses in bloom



SEASPRAY

fresh and clean

Blend of jasmine, sandalwood and musk



SPA SPRINGS™

new

fresh and clean

Aquatic notes with bergamot & green tangerine balanced with musk and amber



TUSCAN VINEYARD™

fruit and vine

Full-bodied blend of rich Tuscan grapes on the vine



VANILLA

sweet and spicy

Pure, warm and luxurious vanilla



VINTAGE VIOLET™

floral

A bouquet of violets, with rosebuds and ylang, is gilded with amber and softened by cream, honey & sugared fig





ATLANTA
January 12th - 19th, 2016
AmericasMart Building 2
Showroom 1019

DALLAS
January 20th - 26th, 2016
Dallas Market Center
WTC 205

LAS VEGAS
January 24th - 28th, 2016
World Market Center
Suite C-853

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