

*More information on Conceal is available at www.yankeecandle.com/conceal

YANKEE CANDLE® Conceal® Mosquito Candle

YANKEE CANDLE®

WHAT

Product Description

Conceal® Outdoor Mosquito Candles

- 14.5 oz. 2-Wick Tumbler: \$19.99
- 3-Pack Votive Samplers: \$5.99
- Boxed Tealights (12): \$9.99
- 3" x 6" Pillar: \$12.99
- 3" x 4" Pillar: \$11.99
- Tin: \$9.99



HOW

Product Features and Usage

Product Highlights:

- This line of mosquito blocking candles all contain Conceal®--a patented mosquito blocker.
- Mosquitoes are attracted to carbon dioxide we exhale. Conceal's patented scent blocks mosquitoes' sensors and hides you from them—when they can't sense you, they can't find you!
- Conceal® outdoor candles are DEET free and are **more effective than citronella at blocking mosquitoes!***
- Unlike citronella, Conceal® emits a pleasant **garden fresh** fragrance.
- The Conceal® fragrance line works seamlessly into any outdoor décor or accessories.
- **Conceal® should not be used with outdoor lanterns.**

WHO

Targeted Customers

Perfect for:

- Guests who are seeking an alternative to traditional citronella candles and products.
- Guests looking to use Yankee Candle products outside of the home and the outdoors.
- Current Yankee Candle "fans" that are already purchasers of outdoor candles such as citronella.
- Guests that are looking for candle products and accessories for active outdoor lifestyles or entertaining purposes.

WHY

Why They Need it and How to Sell It

Selling Descriptives:

- More effective than citronella
- Pleasant fragrance
- Alternative to citronella
- Invite Fun, Not Mosquitoes

Cross-Selling Suggestions:

- Outdoor Votive/Tealight Holders
- Rattan Pillar Holders

Suggestive Selling Phrases:

- *"This is a great way to enjoy the quality you expect from Yankee Candle outdoors."*
- *"Now you can enjoy the outdoors with the worry of mosquitoes! Conceal has been proven to block mosquitoes."*
- *"With so many forms to choose from, you can use Conceal anywhere outdoors. Would you like to find a pillar or votive holders for your candles today?"*