



THE

NATURAL CANDLE

PLAYBOOK

3 boutique candle recipes — no paraffin, no synthetic fragrance, no candle-making experience required



KATIE VELDKAMP

Certified Aromatherapist & Lead Maker

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Hi, I'm **KATIE!**

You know that store candle that looked perfect on the shelf? The one that smelled amazing for the first ten minutes and then gave you a headache by the second hour?

I've been there.

I'm Simply Earth's Certified Aromatherapist & Lead Maker, and I've spent the last few years making candles at my kitchen table. Soy, beeswax, melts, tapers, the whole lineup. What I've learned: making a candle that smells better than the store version isn't hard. You just need the right wax, the right oils, and a few small tricks nobody tells you.

In this guide, you'll get:

- **Three of my favorite candle recipes** from this month's Recipe Box
- **The five mistakes** that ruin most first-time candles (and how to dodge them)
- **The four essential oils** that make a candle smell like fall *without* smelling like a chemical aisle

Light a candle. Let's get into it.

Warmly,



Katie Veldkamp

Certified Aromatherapist + Simply Earth Co-Founder

Author Bio of Guide

Katie's Author Bio: Katie Veldkamp is a co-founder of Simply Earth the pure essential oil company that teaches you how to use essential oils at honest prices. She's a certified aromatherapist and loves teaching people how to make their own products using essential oils. Her super power is cutting through the confusing and overwhelming misinformation about essential oils on the internet. She brings people confidence and clarity on how to use essential oils to make their own products. Her essential oil journey started with trying to solve her stinky feet problem. Now she teaches thousands of people to make their own recipes each month with the Simply Earth Essential Oil Recipe Box, Essential Oil Hero Course, and her Essential Oil Recipe Books.



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Why does your favorite store candle give you headaches?

It's rarely the aroma itself—it's the hidden synthetic chemicals used in that scent.



1. Paraffin = Petroleum.

Most store candles burn paraffin—a byproduct of crude oil. That's the black soot ring on the jar and the haze on your ceiling.



2. "Fragrance" can hide a lot—or nothing at all.

On a mass-market candle, one line that says "fragrance" can legally hide hundreds of undisclosed compounds, often including parabens and phthalates. On a clean candle (including the ones we make), "fragrance" means a disclosed, paraben-free, phthalate-free formula.

The red flag isn't the word *fragrance*. It's not knowing what's in it.



3. Essential oils give you a third option: the actual plant.

A pumpkin spice aroma crafted from real spices like cinnamon, clove, and nutmeg—because it's made from actual plants. That's the route this guide takes.

Good news: you don't need a shopping trip. Every oil in this guide is already in this month's Recipe Box



The 5 Mistakes That Ruin a DIY Candle

Most candle failures aren't about skill. They're about five small details nobody mentions.



1. You added the oils when the wax was too hot.

- ✗ Pour essential oils into wax that's still steaming and most of the scent flashes off before the candle ever sets.

Fix: Let soy wax cool to about 140°F before adding essential oils. Stir gently for one to two minutes.

👉 This is actually one reason some makers prefer Simply Earth's clean fragrance oils for candles—they're built to hold their scent at higher pour temps. For this guide we're using the EO method, which works beautifully if you nail the temperature.



2. Your wick is too small for the jar.

- ✗ The flame burns straight down the middle, and the outer ring of wax never melts. We call that tunneling.

Fix: Match wick size to jar diameter. The wick in your kit is sized for the Autumn Warmth Mini—don't swap it for something thinner.

3. You blew the first burn.

- ✗ First burn = the candle's memory. Light it for 20 minutes the first time, and it'll tunnel forever.

Fix: On the first light, burn until the wax pool reaches the jar's edge.

For most small candles, that's 1–2 hours.





4. The wick set crooked.

✗ A floppy wick = a crooked flame = a smoky, uneven burn.

Fix: Use the Wick Centering Tool from your kit. Drop it in the second you pour, and don't move the candle for at least 4 hours.

5. There's a white, dusty film on the top.

✗ That's called frosting, and it's not a defect.

Fix: Pre-warm the jar with a hair dryer before pouring, and let the candle cool slowly at room temperature. Frosting is your soy wax telling you it's the real, unrefined stuff—not the bleached version.



Your August Toolkit: The Oils

Every recipe in this guide uses the same 4 oils in this month's Recipe Box — Pumpkin Spice Blend, Lime, Lemon Eucalyptus, and Liquid Luck.



Pumpkin Spice Blend (NEW)

Warm, sweet, baked-spice.

- **Beyond the kit:** Diffuse 4 drops with a drop of Peru Balsam for a "Sunday-morning bakery" living room.



Lime

Bright, juicy, top-note citrus.

- **Beyond the kit:** Add 2 drops to any heavy fall blend so it doesn't feel as cloying. Try it with Pumpkin Spice in your diffuser.

Lemon Eucalyptus

Crisp, clean, slightly herbal.

- **Beyond the kit:** Add 5 drops to an unscented cleaning spray for a fresh kitchen.



Liquid Luck Blend

Crisp, uplifting, signature Simply Earth.

- **Beyond the kit:** A morning roll-on for the days pumpkin spice feels like too much.

❄️ Beyond the Oils: The Ingredients That Make the Magic

These are the stars of the recipes in this guide, all included in your Recipe Box — no extra shopping required.



Soy Wax

(in the candle kit)

- Clean-burning, plant-based, low-soot. Melts right in the kit bag, so no double-boiler.



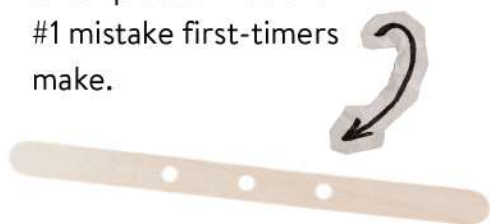
Beeswax Sheets

- Honey-tinged natural base. No melting needed—roll them around a wick and you've made a candle.



Wick Centering Tool

- Small piece. Fixes the #1 mistake first-timers make.



Floating Wicks (3)

- Floating cork base. The only way the Spiced Citrus recipe works.



Pumpkin Spice Blend

- Hero scent of the month.





The Candle Ritual: Your 3-Step Quick-Start

Lighting a candle isn't decoration. It's a signal.



1. Light with intention

- Pick a moment in your day—finishing work, sitting down with coffee, the start of dinner—and let the act of lighting the candle mark the shift. Scent and flame are the fastest way to tell your brain, "We're in a different mode now."



2. Burn to the edge the first time, every time.

- First burn sets the wax's memory. If the pool doesn't reach the jar's edge the first time, it never will. Give the first burn a full 1–2 hours.

3. Trim before every relight.

- ¼ inch. That's the rule. Long wicks = tall flames = soot. Trim, then light.





Spiced Citrus Floating Apothecary Candle



FROM YOUR BOX

- Floating Wicks
- 7 drops Liquid Luck Essential Oil
- 5 drops Lime Essential Oil
- 5 drops Pumpkin Spice Essential Oil
- 3 drops Lemon Eucalyptus Essential Oil
- 2-3 Tbsp Fractionated Coconut Oil



FROM YOUR HOME

- Sliced limes or oranges
- Distilled water (or boiled water cooled down)
- Ice cubes
- Mason jar

- 1 Prep:** Place the wicks $\frac{2}{3}$ through the cork bases ($\frac{1}{3}$ should be showing out the foil side). Set aside.
- 2 Decorate:** Slide your fruit slices into the jar, pressing them against the glass walls. Immediately fill the jar $\frac{3}{4}$ full with ice cubes to 'lock' the fruit in place and create safe space between the botanicals and the flame.
- 3 Pour:** Slowly pour your distilled water over the ice until the jar is about 1 inch from the top.
- 4 Add Fuel:** Gently pour a thin layer (about 2-3 Tbsp) of Fractionated Coconut Oil onto the surface of the water. You want a visible pool of oil that covers the entire surface. This is the fuel that keeps your wick burning. Add more oil as needed to fuel your candle.
- 5 Scent:** Add essential oils directly into that oil layer and gently stir to mix the oils.
- 6 Wick:** Gently place 1-3 Floating Wicks foil side up into the center of the oil layer.

How to Use: Set the mood for a golden evening, light your apothecary jar, and enjoy the scent of spiced citrus and flickering candlelight. This recipe is best used fresh—discard the water and fruit after use. The floating wicks are reusable by simply wiping them dry and storing them for your next candle creation.

Tips: Using distilled water (or boiled water cooled down) creates a clearer base for your candle allowing your citrus slices to shine through. If you don't have any on hand, you can use tap water. The candle will continue to burn as long as it has fuel; feel free to add more or less Fractionated Coconut Oil (or other similar oil) for a longer or shorter burn time.

Harvest Glow Beeswax Tapers



FROM YOUR BOX

- Wicks
- Beeswax Sheets
- 3 drops Pumpkin Spice Essential Oil Blend



FROM YOUR HOME

- 3x Candle Holders

- 1** Lay one of your beeswax sheets flat. Place your wick along the edge of the short side. Cut the wick so it is about ½-inch longer than the sheet on one end (this will be your candle's "top").
- 2 Scent (Optional):** Place a few drops of essential oil onto a cotton ball. Lightly brush over the inside of the beeswax sheet, leaving a 1/2 inch border away from the wick. The scent will be subtle.
- 3 Primary Fold:** Gently fold the edge of the beeswax sheet over the wick. Use your thumbnails to "crimp" the wax tightly around the wick. The tighter the beeswax sheet is wrapped, the slower the candle will burn.
- 4 Roll:** Using the palms of your hands, roll the sheet forward with even, firm pressure. Keep the edges lined up so your candle stays straight. The tighter the roll, the longer the burn time.
Tip: If your sheet feels brittle, give it a quick 5-second "blast" with a hair dryer to soften the wax.
- 5 Seal:** Once you reach the end of the beeswax sheet, use your thumb to gently press the seam into the honeycomb pattern to "seal" it.
- 6** Repeat for each sheet of beeswax.

To Use: Place your hand-rolled tapers in a sturdy holder and light the wick to invite a warm, golden harvest glow into your home. Note: These candles have a quick burn time. Each candle will burn from 45 minutes - 1 hour.



Double Spiced Wax Bark



FROM YOUR BOX



FROM YOUR HOME

- ¼ cup Beeswax
- 2 Tbsp Coconut Oil (Solid)
- 30 drops Liquid Luck Essential Oil
- 30 drops Pumpkin Spice Essential Oil
- 10 drops Lemon Eucalyptus Essential Oil
- Parchment Paper or Silicone Baking Mat
- Cinnamon or Dried Flower Petals

- 1 Melt the Base:** Combine Beeswax and Coconut Oil in a double boiler (or heat-safe glass bowl). Heat until completely liquid and clear.
- 2 Scent:** Remove from heat and allow it to cool until the edges start to cool. Add the essential oils and slowly stir for one full minute
- 3 Pour:** Lay a piece of parchment paper on a flat baking sheet. Pour the wax onto the paper, tilting the sheet to spread it out until it's about ⅛ of an inch thick.
- 4 Artisan Finish:** While the wax is still liquid, lightly dust the surface with a pinch of ground cinnamon or a few dried flower petals.
- 5 Set & Snap:** Let it cool completely (about 30–60 minutes). Once hard, peel it off the paper and snap it into organic, jagged shards.
- 6 Store:** Keep your shards in a glass jar or a linen bag to preserve the "Sweet & Spicy" aroma. Label.

How to Use: Drop 1–2 pieces of your 'Double-Spiced' bark into a wax warmer to enjoy a long-lasting, flame-free scent that bridges the gap between summer's end and fall's first frost.

The "Easy-Button" Shopping List



✓ Included in Your August Recipe Box

- ☐ Pumpkin Spice Blend (NEW)
- ☐ Lime Essential Oil
- ☐ Lemon Eucalyptus Essential Oil
- ☐ Liquid Luck Essential Oil Blend
- ☐ Mini Soy Wax Candle Kit (wax + wick + sticker)
- ☐ Beeswax Sheets (3-pack)
- ☐ Floating Wicks (3-pack)
- ☐ Wick Centering Tool



✓ From Your Home

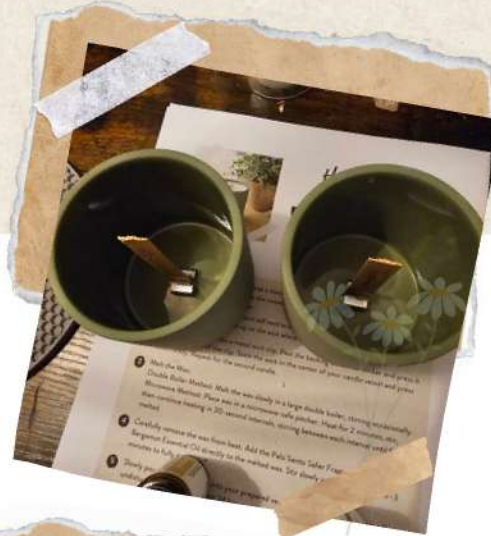
- ☐ Small candle jar, 1oz (or thrift one — amber glass looks best)
- ☐ Wide clear jar, ~4–6" diameter (for the floating candle)
- ☐ 1 lime + 1 orange
- ☐ Cinnamon sticks + star anise + whole cloves
- ☐ Taper holder(s)
- ☐ Parchment paper + baking sheet
- ☐ Wooden matches (the prettiest way to light any candle)



#IMadeThis + Free Workshop

Tag your photo @simplyearth with #SimplyEarthDIY and we'll repost our favorites.

We love seeing what you make—the imperfect tapers, the over-spiced bark, the floating candles on a dinner table. Real makers, real homes.



Get the full Harvest Glow Recipe Box

You've seen three of the recipes. The full box has three more: a soy mini-candle, a confidence-boosting roll-on, and an air-clearing diffuser blend, plus it has every oil and material you need to make them all.

The Math is Simple:

Total Retail Value: \$128.24

Your Price: \$44.99

You Save: Over \$80!

Exclusive Subscriber Perks:

- ✓ All 4 essential oils (Pumpkin Spice, Lime, Lemon Eucalyptus, Liquid Luck)
- ✓ Mini Soy Wax Candle Kit + Beeswax Sheets + Wicks + Wick Centering Tool
- ✓ 6 full recipes shipped to your door, ready to make
- ✓ Every purchase supports 5 Stones in their work against human trafficking



Full Candle DIY Kit

Everything you need to make a full-size candle at home—vessels included. The bigger sibling of the Mini Kit in your Recipe Box.



Get my Harvest Glow Box

Or just grab one piece:

- Pumpkin Spice Blend (NEW) — the hero scent. [PDP]
- Mini Soy Wax Candle Kit (1oz) — Recipe Box restock. [PDP]
- Beeswax Sheets (3-pack) — fastest "real candle" recipe. [PDP]

