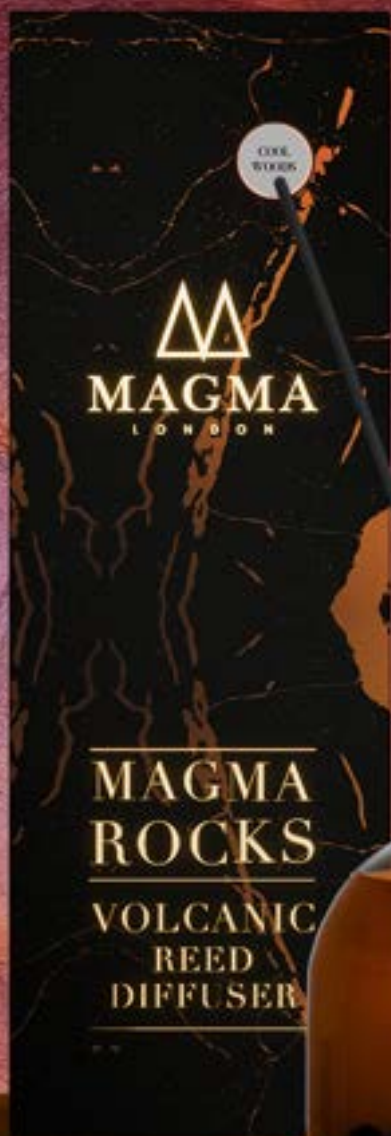


CATALOGUE 2024



MAGMA  
L O N D O N



# ABOUT US

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Magma London was founded in 2017 with the goal of keeping traditional African and Arab Heritage, Olfactory practices, and techniques alive whilst inspiring the imaginations of our customers along the way.

Magma London creates innovative scented products that celebrate cultural histories and timeless designs.

London-native of East and North African Origins, Creative Director and Founder Kareem Rhouila amassed an impressive array of experience in musical arts prior to starting Magma London. His background in Music, journalism and photography join a forever-passion of art, design, and humanitarianism to create truly original products that will capture your imagination and inspire your senses.

Kareem's Journey was both exciting and challenging, enduring the challenges many young Black and Arab men face on a daily basis growing up in the western hemisphere.

Determined to make his mark and showcase his creativity, he featured alongside major urban music artists. His real passion however was in his love for the artisanal heritage he grew up around.

Tales of Masai and Arab tribes and the strength they channelled from mother earth would inspire and influence the products created at Magma London.

What are known as Lava rocks (or Basalt stone) was his ingenious idea of marrying the ancient heritage of well-being with the love of fragrance and design. Alas, **Magma Rocks was born!**

Ethically sourced from Arusha in Tanzania, Magma rocks are the most porous and natural rocks found on earth. Magma London's in-house curated fragrance blends are inspired by the creative director's memories and unique artistic palate that beautifully marry the heritage with contemporary trends.

The products are grouped in collections with each having its own unique story and inspiration.

Welcome to the world of Magma London where originality and design is our staple. We want to share our rich history with the world and demonstrate that with true passion and hard work, we can transcend all barriers...

ASHE! (Thank you in Masai tribal language)

Kareem Rhouila (Creative Director)



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ROCKS

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ROCKS

MAGMA



# NEW LAUNCH 2024:

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## VOLCANIC ROCK REED DIFFUSER

Introducing our latest innovation born from volcanic inspiration: the New Volcanic Rock Reed Diffuser.

Building upon the monumental success of our Magma Rock Diffuser, this new addition promises an even more captivating olfactory journey.

Embrace the raw power and timeless allure of volcanic rock, now infused with a refreshed fragrance blend, designed to transport you to distant landscapes with its immersive, long-lasting scent.

Redefining elegance and earthy sophistication, this new volcanic rock diffuser is a testament to our commitment to unparalleled quality and sensory indulgence.





Rock Reed Diffuser - Wild Gardens  
**Product code: ML071**  
Capacity: 200ml  
Dimensions: 95mm x 95mm x 250mm  
Weight: 0.60kg



Refill - Wild Gardens  
**Product code: ML074**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Reed Diffuser - Smokey Velvet  
**Product code: ML072**  
Capacity: 200ml  
Dimensions: 95mm x 95mm x 250mm  
Weight: 0.60kg



Refill - Smokey Velvet  
**Product code: ML075**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Reed Diffuser - Cool Woods  
**Product code: ML073**  
Capacity: 200ml  
Dimensions: 95mm x 95mm x 250mm  
Weight: 0.60kg



Refill - Cool Woods  
**Product code: ML076**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg

# NEW INNOVATION: VOLCANIC ROCK DIFFUSER

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Introducing our innovative Lava Rock diffusers: Magma Rocks!

Lava Rock or Basalt stone as widely referred to is an intense volcanic mineral, created from Molten Lava which has solidified quickly under intense pressure and intense heat. The rock has excellent porous properties which makes it a great medium for diffusing our carefully curated in-house blends crafted by Kareem in his London studio.

The fragrance blends underwent rigorous stability tests for 12 months to ensure compatibility with the rocks resulting in excellent diffusion that can scent large rooms for up to 6 months.

Presented in elegant Amber frosted jars, The Ombre Edition sets a refined mood by marrying dark hues and natural stones. This product is no doubt Magma "Hero" Product!





Rock Diffuser - Wild Gardens  
**Product code: ML027**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



Pure Fragrance - Wild Gardens  
**Product code: ML030**  
Capacity: 15ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Diffuser - Smokey Velvet  
**Product code: ML026**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



Pure Fragrance - Smokey Velvet  
**Product code: ML029**  
Capacity: 15ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Diffuser - Cool Woods  
**Product code: ML025**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



Pure Fragrance - Cool Woods  
**Product code: ML028**  
Capacity: 15ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



# NEW COLLECTION:

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## THE EMERALD EDITION

Following on from the incredibly successful launch of our first collection, we are delighted to bring the much anticipated second offering: The Emerald Collection!

Presented in Emerald frosted jars, The new range brings a touch of elegance to any home and will most certainly become a product you cannot live without,

The latest collection is available in three exquisite scents:

- *Nuru's Forest*
- *Pampas Grass & Pomelo*
- *Morning Dew*







Rock Diffuser - Pampas Grass & Pomelo  
**Product code: ML035**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



Pure Fragrance - Pampas Grass & Pomelo  
**Product code: ML038**  
Capacity: 15ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Diffuser - Nuru's Forest  
**Product code: ML036**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



Pure Fragrance - Nuru's Forest  
**Product code: ML039**  
Capacity: 15ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Diffuser - Morning Dew  
**Product code: ML037**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



Pure Fragrance - Morning Dew  
**Product code: ML040**  
Capacity: 550ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



MAGMA  
URU'S  
REST  
VOLCANIC  
FRAGRANCE  
OIL

MAGMA  
PAMPAS GRASS  
& POMELO  
VOLCANIC  
FRAGRANCE  
OIL

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MAGMA

SMOKEY  
VELVET  
VOLCANIC  
FRAGRANCE  
OIL

# NEW COLLECTION: THE RUBY EDITION

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Following on from the incredibly successful launch of our second collection, we are delighted to bring the much anticipated third offering: The Ruby Collection!

Presented in Ruby frosted jars, The new range brings a touch of elegance to any home and will most certainly become a product you cannot live without,

The latest collection is available in three exquisite scents:

- *Creme de Cassis*
- *Red Cashmere*
- *Charred Amber*





Rock Diffuser - Creme de Cassis  
**Product code: ML065**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



Pure Fragrance - Creme de Cassis  
**Product code: ML068**  
Capacity: 15ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Diffuser - Charred Amber  
**Product code: ML066**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



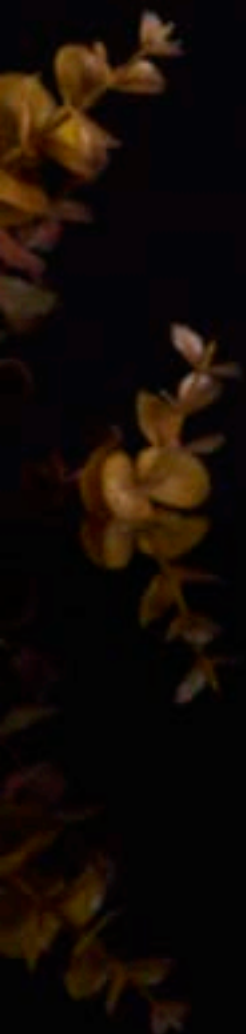
Pure Fragrance - Red Cashmere  
**Product code: ML069**  
Capacity: 15ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Rock Diffuser - Charred Amber  
**Product code: ML067**  
Capacity: 550ml  
Dimensions: 132mm x 125mm x 125mm  
Weight: 1.00kg



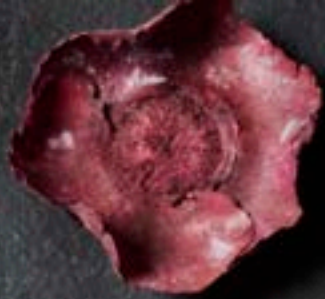
Pure Fragrance - Charred Amber  
**Product code: ML070**  
Capacity: 550ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



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# The Nomad Collection (The Valiant Journeys)

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Many years ago in the deserts of Arabia, mysterious scents were traded for the world's most sought after items. Inspired by these valiant journeys made by ancient Arab merchants and the enchanted scents that would accompany them, Magma London have curated this trio of unique home fragrances in both Vegetable Wax Candles and Reed Diffusers.

Using our **secret recipe** of Rapeseed and Soy wax, our master Craftsmen and women with over 25-years experience in candle making, meticulously pour each candle by hand and apply individual finishing touches to each precious piece. Presented in Contemporary Dark red packaging, this collection has the true wow factor. This assortment is presented in chic Red & Noir packaging and is available in 3 exquisite scents:

## **Black Oud**

The combination of rare smokey woods and a fresh citrus blend, fuse to create this unique scent. Flashes of vibrant orange, lemon and grapefruit meshed with deeper heart notes of spices and Oud chased by a musky/woody base make this an intriguing medley.

## **Amber and Musk Mirage**

A romantic and mysterious scent of the middle east. hints of Egyptian bergamot and mandarin and followed by cedar notes.

## **Fig and Sea Salt**

A refreshing, sharp scent with ocean and fruit notes. Mediterranean lemon and orange combined with fig and sea notes create a lively, stimulating ensemble.





Nomad Candle - Amber & Musk Mirage

**Product code: ML012**

Capacity: 400ml

Dimensions: 95mm x 95mm x 105mm

Weight: 0.78kg



Nomad Diffuser - Amber & Musk Mirage

**Product code: ML009**

Capacity: 100ml

Dimensions: 75mm x 75mm x 26mm

Weight: 0.45kg



Nomad Candle - Black Oud

**Product code: ML010**

Capacity: 400ml

Dimensions: 95mm x 95mm x 105mm

Weight: 0.78kg



Nomad Diffuser - Black Oud

**Product code: ML007**

Capacity: 100ml

Dimensions: 75mm x 75mm x 26mm

Weight: 0.45kg



Nomad Candle - Fig & Sea Salt

**Product code: ML011**

Capacity: 400ml

Dimensions: 95mm x 95mm x 105mm

Weight: 0.78kg



Nomad Diffuser - Fig & Sea Salt

**Product code: ML008**

Capacity: 100ml

Dimensions: 75mm x 75mm x 26mm

Weight: 0.45kg



MAGMA

LONDON



BLACK  
OUD

VEGETABLE WAX  
CANDLES

100g



  
MAGMA  
LONDON

COGNAC  
&  
BLOND  
TOBACCO

VEGETABLE WAX  
CANDLES



# The Grasse Collection (Fragrance capital)

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The tranquil surroundings on the hills rising from the Mediterranean create a perfect setting for nature's spoils, garnering a reputation as the most reliable source of natural fragrance in all corners of the world.

Magma London are delighted to bring you THE GRASSE COLLECTION. A trio of fragrances presented in both Candles and Diffusers, all of which contain natural essential oils and are sourced exclusively from France's best kept secret...Grasse. This collection is presented in classic Cream packaging and is available in 3 exquisite scents:

## **Cognac and Blond Tobacco**

A quintessentially French fragrance. This has an initial blast of warm, spicy cognac shadowed by the ghost of a subtle tobacco. Rustic sophistication in a bottle!

## **Fresh Green Tea (Dans le jardin)**

This uplifting scent is a melange of refreshing green tea and garden notes. Subtly infused with hints of citrus and combined with velvety heart notes of white musk.

## **Bouquet Blanc and Bergamot**

A cool and juicy scent featuring citrus and floral notes. beginning with a splash of orange and bergamot that twist through.





Grasse Candle - Bouquet Blanc & Bergamot  
**Product code: ML006**  
Capacity: 400ml  
Dimensions: 95mm x 95mm x 105mm  
Weight: 0.78kg



Grasse Diffuser - Bouquet Blanc & Bergamot  
**Product code: ML003**  
Capacity: 100ml  
Dimensions: 75mm x 75mm x 26mm  
Weight: 0.45kg



Grasse Candle - Cognac & Blond Tobacco  
**Product code: ML005**  
Capacity: 400ml  
Dimensions: 95mm x 95mm x 105mm  
Weight: 0.78kg



Grasse Diffuser - Cognac & Blond Tobacco  
**Product code: ML002**  
Capacity: 100ml  
Dimensions: 75mm x 75mm x 26mm  
Weight: 0.45kg



Grasse Candle - Fresh Green Tea Dans Le Jardin  
**Product code: ML004**  
Capacity: 400ml  
Dimensions: 95mm x 95mm x 105mm  
Weight: 0.78kg



Grasse Diffuser - Fresh Green Tea Dans Le Jardin  
**Product code: ML001**  
Capacity: 100ml  
Dimensions: 75mm x 75mm x 26mm  
Weight: 0.45kg  
kg









MAGMA

EVERY  
THING  
IS  
POSSIBLE

# The English Garden Collection

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When the sun shines in England it is time to explore. You will find fantastical regions and be swept away by royal botanical gardens exploding in full bloom. Rain on fresh park lawns, fruit orchards, garden parties and afternoon tea all add inspiration for THE ENGLISH GARDEN COLLECTION.

Available in 3 Lush scents:

## **Freshly Cut Rose**

This lush garden scent is a green tea rose fragrance with hints of apple and geranium resting on base notes of dewy stems and regal iris.

## **White Tea, Sage and Lemongrass**

A fresh, crisp citrus opening bursting with citrus, lemongrass and white tea, floral heart notes and a base of sage and soft woods.

## **Poppy and White Blossom**

This sweet summer scent is a beautiful blend of bergamot and red poppy in a bed of white blossom with base notes of white musk and woods.





English Garden Candle - freshly Cut Roses

**Product code: ML022**

Capacity: 400ml

Dimensions: 95mm x 95mm x 105mm

Weight: 0.78kg



English Garden Diffuser - Freshly cut Roses

**Product code: ML019**

Capacity: 100ml

Dimensions: 75mm x 75mm x 26mm

Weight: 0.45kg



English Garden Candle - Poppy & White Blossom

**Product code: ML024**

Capacity: 400ml

Dimensions: 95mm x 95mm x 105mm

Weight: 0.78kg



English Garden Diffuser - Poppy & White Blossom

**Product code: ML021**

Capacity: 100ml

Dimensions: 75mm x 75mm x 26mm

Weight: 0.45kg



English Garden Candle - White Tea Sage & Lemongrass

**Product code: ML023**

Capacity: 400ml

Dimensions: 95mm x 95mm x 105mm

Weight: 0.78kg



English Garden Diffuser - White Tea Sage & Lemongrass

**Product code: ML020**

Capacity: 100ml

Dimensions: 75mm x 75mm x 26mm

Weight: 0.45kg

# Sustainable Refills

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We pride ourselves on our commitment to the sustainability of our planet. Diffuser refills are a solution to unnecessary waste, giving our clients the option to return used bottles to us for reuse. We offer incentives under our Sustainability Hero Program which allows the client to collect points that can be used as discounts on future purchases. The diffuser refills can extend the lifetime of a diffuser by 12 months!





Refill - Fresh Green Tea dans le Jardin  
**Product code: ML013**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - Cognac & Blond Tobacco  
**Product code: ML014**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - Bouquet Blanc & Bergamot  
**Product code: ML015**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - Black Oud  
**Product code: ML016**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - Fig & Sea Salt  
**Product code: ML017**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - Amber & Musk Mirage  
**Product code: ML018**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - Freshly Cut Roses  
**Product code: ML031**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - White Tea Sage & Lemongrass  
**Product code: ML032**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



Refill - Red Poppy & Blossom  
**Product code: ML033**  
Capacity: 100ml  
Dimensions: 44mm x 120mm  
Weight: 0.22kg



**Carbonatite Lava Rich Volcano in Tanzania  
Ol Doinyo Lengai Active Volcano - Arusha -**



# Experts in Gifting

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We like to know our clients so please drop us a line or an email and let us know a bit more about you and the store that you buy for. Our friendly team can help direct you to items that we think would sell strongly for you. For pricing please refer to the separate spreadsheet. Pricing and invoicing is available in GBP / EUR / USD, please ensure that you let your account manager know which currency you'd like to work in.

Our products are warehoused in the UK and we ship internationally using UPS / DHL or specialist freight companies. Information on our shipping terms can be found in the wholesale section of our website, along with copies of our terms of business.

Please ensure that prior to ordering you have read and understood these.  
There are some restrictions on where we allow products to be sold.

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