



MAGMA

L O N D O N

CATALOGUE 2022



MAGMA
LONDON

COOL
WOODS

VOLCANIC
DIFFUSER

ABOUT US

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)



MAGMA
LONDON

SMOKEY
VELVET
VOLCANIC
DIFFUSER

NEW INNOVATION:

VOLCANIC ROCK DIFFUSER

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 jars, The collection 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



Rock Fragrance - Wild Gardens
Product code: ML030
Capacity: 550ml
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



Rock Fragrance - Smokey Velvet
Product code: ML029
Capacity: 550ml
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



Rock Fragrance - Cool Woods
Product code: ML028
Capacity: 550ml
Dimensions: 44mm x 120mm
Weight: 0.22kg



MAGMA
COOL WOODS
VOLCANIC
DIFFUSER OIL



The Nomad Collection (The Valiant Journeys)

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 smokeywoods 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
OD**

VEGETABLE WAX
CANDLES

100g




MAGMA
LONDON

COGNAC
&
BLOND
TOBACCO

VEGETABLE WAX
CANDLES

280g



The Grasse Collection (Fragrance capital)

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
LONDON

BOUQUET
BLANC
&
BERGAMOT

VEGETABLE WAX
CANDLES





MAGMA
LONDON

ENGLAND
GARDEN

The English Garden Collection

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.





Garden Candle - freshly Cut Roses
Product code: ML022
 Capacity: 400ml
 Dimensions: 95mm x 95mm x 105mm
 Weight: 0.78kg



Grasse Diffuser - Freshly cut Roses
Product code: ML019
 Capacity: 100ml
 Dimensions: 75mm x 75mm x 26mm
 Weight: 0.45kg



Grasse Candle - Poppy & White Blossom
Product code: ML024
 Capacity: 400ml
 Dimensions: 95mm x 95mm x 105mm
 Weight: 0.78kg



Grasse Diffuser - Poppy & White Blossom
Product code: ML021
 Capacity: 100ml
 Dimensions: 75mm x 75mm x 26mm
 Weight: 0.45kg



Grasse Candle - White Tea Sage & Lemongrass
Product code: ML023
 Capacity: 400ml
 Dimensions: 95mm x 95mm x 105mm
 Weight: 0.78kg



Grasse Diffuser - White Tea Sage & Lemongrass
Product code: ML020
 Capacity: 100ml
 Dimensions: 75mm x 75mm x 26mm
 Weight: 0.45kg

Sustainable Refills

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 refill bottles are sealed with natural cork which is 100% Natural, Renewable, Recyclable. The cork can then be chopped up into small pieces and used as mulch on plants!





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: ML031
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
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

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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