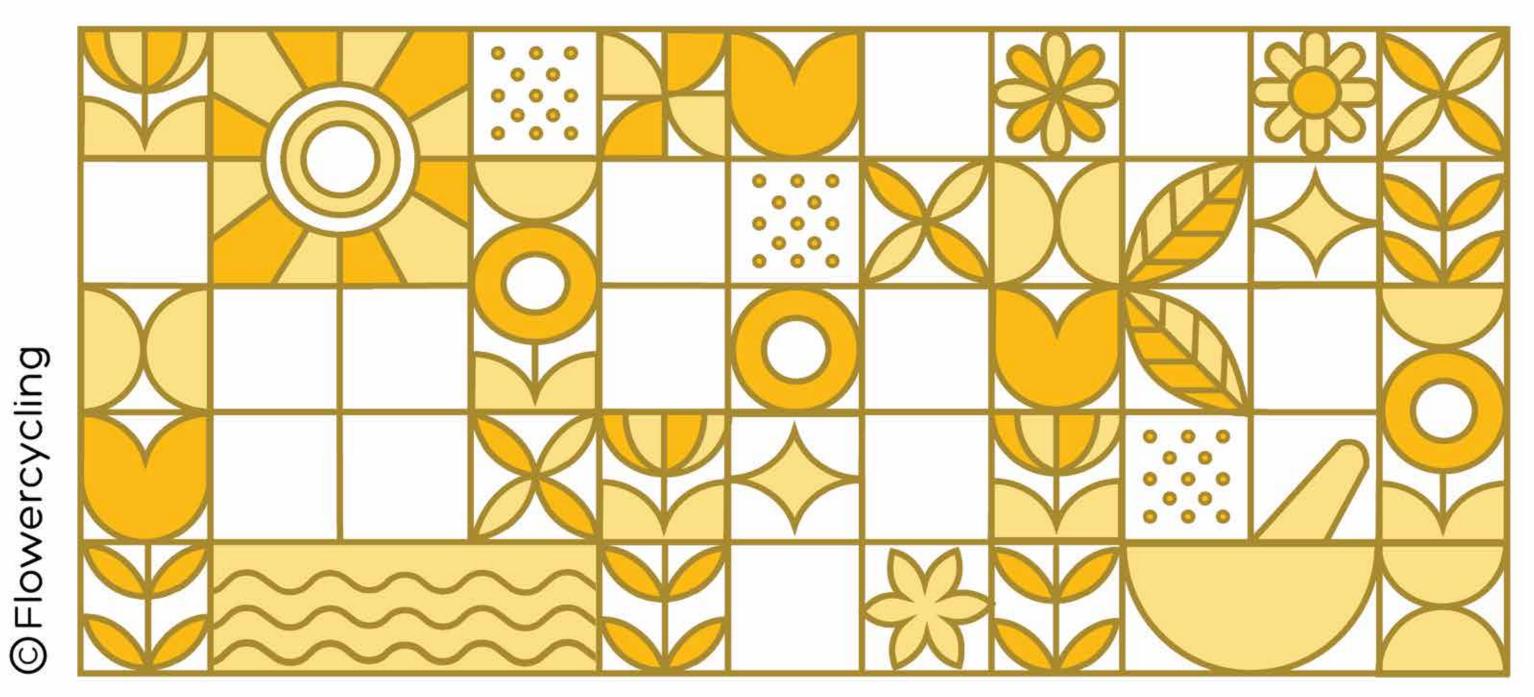
ESTD. 2017





JOURNEY FROM THE GANGES TO YOUR HOME



22,060 tons flower recycled

Phool.co was launched in July 2017 with 2 kilograms of floral waste and a simple mission of saving the river Ganges from unsustainable floral dumping practices. Battling disbelief, the organisation today upcycles more than 11 tons of floral waste every day, employing more than 200 women from the marginalised sections of the society.

Recently covered as a part of the Business insider's compelling World Wide Waste series, Forbes 30 under 30, Unilever and other leading awards and recognition, this IIT Kanpur incubated start-up is gaining global recognition for its resolve to build a better tomorrow.

The love, support and appreciation we received from our customers are the reason why we've been able to reach this far, who push and inspire us to do our best, every single day. They are the backbone of our business who helped us grow and achieve greater heights!



203 women employed full-time



■ ■ tons pestiside offsetted



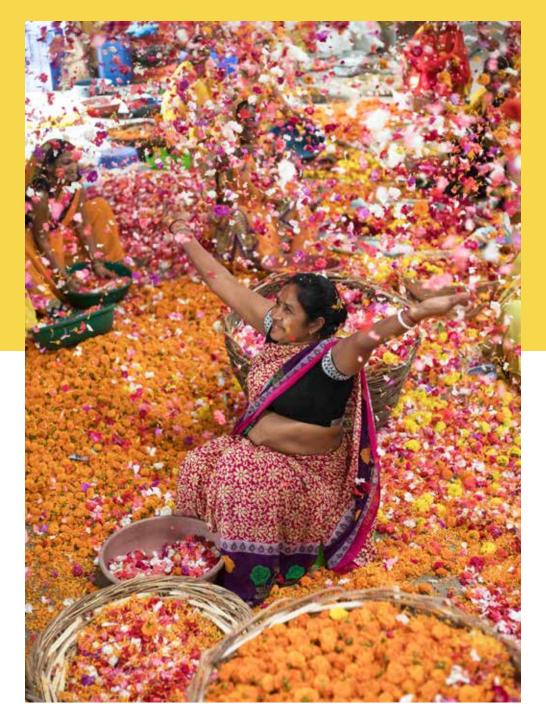
79 children started school





BUILT ON 3 PRINCIPLES, OUR PRODUCTS ARE:





GOOD FOR THE PEOPLE WHO MAKE IT

GOOD FOR YOU





GOOD FOR THE PLANET

03

WORLD'S FIRST AND ONLY INCENSE **BRAND TO BE APROVED BY ECOCERT** GREENLIFE (FRANCE) AND CERTIFIED FAIRTRADE

| fair for life | | | |
|---|---|---|---|
| FAIR FOR LIFE CERTIFICAT No. FR_225296_2 | | F027(GL)v01.2en Date d'issue: 06/08/2021 | IN-2021-2252 |
| ECOCERT SA hereby confirms that the following operation Kanpur Flowercyling Pvt. Ltd. Arazi 428,429, Bhaunti, Pratappur - Kanpur 209305, Ultar Pradesh, India | | | |
| has been audited and certified according to the control procedures of the Fair for Life Programme, certification programme for fair trade and responsible supply-chains, for the below listed activities. | | CERTIFICATE OF COMPLIANCE | |
| Producer Operation (Single farm)* Brand Holder | | NATURAL ORIGIN AND ORGANIC CANDLES AND HO FRAGRANCES | |
| * For the following products: 1.Incense Sticks and Cones 2.Artissnal line ense 3.Bambooless incense | | ECOCERT Greenlife SAS certifies that the products mentioned below, produced and/or sold of market under the responsibility of the company: KANPUR FLOWERCYCLING PVT. LTD Arazi # 428,429 Bhanuti, Pratappur | |
| Fair for Life performance achieved: | | 209305 KAN INDIA | |
| 73.6% | | comply with scheme for Natural Origin and Or (v3 - 1st Februa | ganic Candles and Home Fragrances |
| | | Labelisation level: NATURAL ORIGIN CANDLE AND HOME FRAGRANCE | |
| The performance and certification status of above listed operation are published on www.fairforlife.org. Any reference to the Fair for Life certificate must respect the labelling and communication rules defined in the Programme. This certificate is valid for the scope mentioned above, and under the conditions defined below, until suspended, reduced or withdrawal and until issuance of the succeeding certificate. | | Products. Phool Aromatherapy Combo Pack - Natural Incense Cones Tea Tree & Lemongrass Phool Aromatherapy Combo Pack - Natural Incense Sticks Tea Tree & Lemongrass Phool Artisianal Incense Sticks Sage Phool Citronelia Incense Stick Refil Pack | Phool 06/08 Phool 06/08 Phool 06/08 Phool 06/08 |
| Based on certification decision No.: | FFL_Cert_225296_1 | Jasmine | Phool 06/08 |
| Date of latest audit: | 02/12/2020 | Phool Devotion Combo Pack - Natural Incense Sticks Tulsi & Jasmine Read Seventheture Jaccocce Stick Refill Read | Phool 06/08 Phool 06/08 |
| Products: | Cycle number 1 See Approved Products List | Phool Eucalyptus Incense Stick Refill Pack Phool Ganesha Collection Gift Box Phool Gift Box Citral | Phool 06/08 Phool 06/08 Phool 06/08 |
| | | Phool Gift Box Classic Phool Gift Box Floral | Phool 06/08 Phool 06/08 |
| Validity*: | From date of issuance until 30/04/2024 "Subject to the realisation of the annual surveillance audits. | Phool Goodvibes Combo Pack - Natural Incense Cones Indian Rose & White Cedar Phool Goodvibes Combo Pack - Natural Incense Sticks Indian | Phool 06/08 |
| | | Rose & White Cedar Phool Incense Cone Citronella Phool Incense Cones Eucalyptus | Phool 06/08 Phool 06/08 |
| Issue date: L'ISLE JOURDAIN, 24/06/2021 | ECOCERT SA | | End of validity: 31/ |
| | Appressed | | ECOCERT Greenlife General Emilie |
| | Aurélie MONTERDE FFL Certification Manager | | |
| ECOCERT SA Lieudit Lamothe Ouest – BP47 – 32600 L'ISLE JOURDAIN (France) 6442,400 capital RCS Auch 380 725 002 | | Issued in L'ISLE JOURDAIN | X |
| Ensures fair working conditions and respect for human rights. | | ECOCERT Greenife S.A.S. Capital 50 600 C - 8P 47 - 32660 L'ISLE DOURDAIN - FRANCE Intra-community VAT n ⁴ PR 55 509 534 695 Phone : +33 5 62 67 50 16 Part : +33 5 6 20 77 49 6 - Email: = copreduits@ecocert.com The present doument biologis to ECOCERT Creating 54. It must be ansate as ECOCERT identification and the ECOCERT based and writing uncerted the Double of Farmering 54. It metations the interaction (ECOCERT identification and the ECOCERT based and writing uncerted the Double of Service 54. It must be transitive for ECOCERT identification and the ECOCERT based and writing uncerted to above, by any person or entry when that the based loavy named homes, is prohibited. | |
| respection nur | nun nynts. | ecocian http://www.ecocort.com/en/natural-origin-and- | organic-candles-and-home-fragrances |

Verifies that the product is 100% Natural and chemical-free.

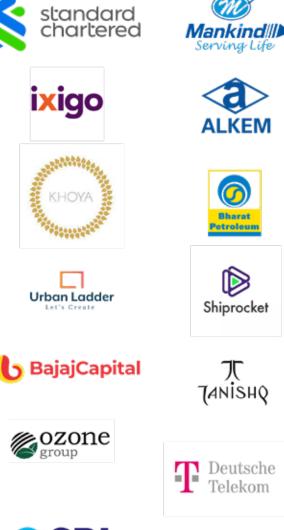




Natural and chemical-free.





















COMPLETE RANGE OF PRODUCTS : FROM WELLNESS TO DECOR

- 1. CERTIFIED NATURAL INCENSE STICKS & CONES
- 2. CERTIFIED ORGANIC ESSENTIAL OILS
- 3. CERTIFIED ORGANIC COLD PRESSED CARRIER OILS
- 4. DECOR MARBLE & BRASS
- 5. DIFFUSERS MARBLE & CERAMIC

Phool offers a vast array of incense, decor and gifting collections that are handcrafted, eco- friendly, contemporary and culturally entrenched to create the happiness that you can share with your dear ones.



ORGANIC INCENSE STICKS & CONES



CERTIFIED ORGANIC ESSENTIAL OILS



CERTIFIED ORGANIC COLD PRESSED CARRIER OIL







DIFFUSERS - MARBLE & CERAMIC



CANDLES

03

04

A RANGE OF THOUGHTFULLY CURATED PRODUCTS

SSS



CERTIFIED NATURAL INCENSE CONES

INR 145/-



HANDCRAFTED



DIPPED IN ESSENTIAL OILS



ALCOHOL & CHARCOAL FREE

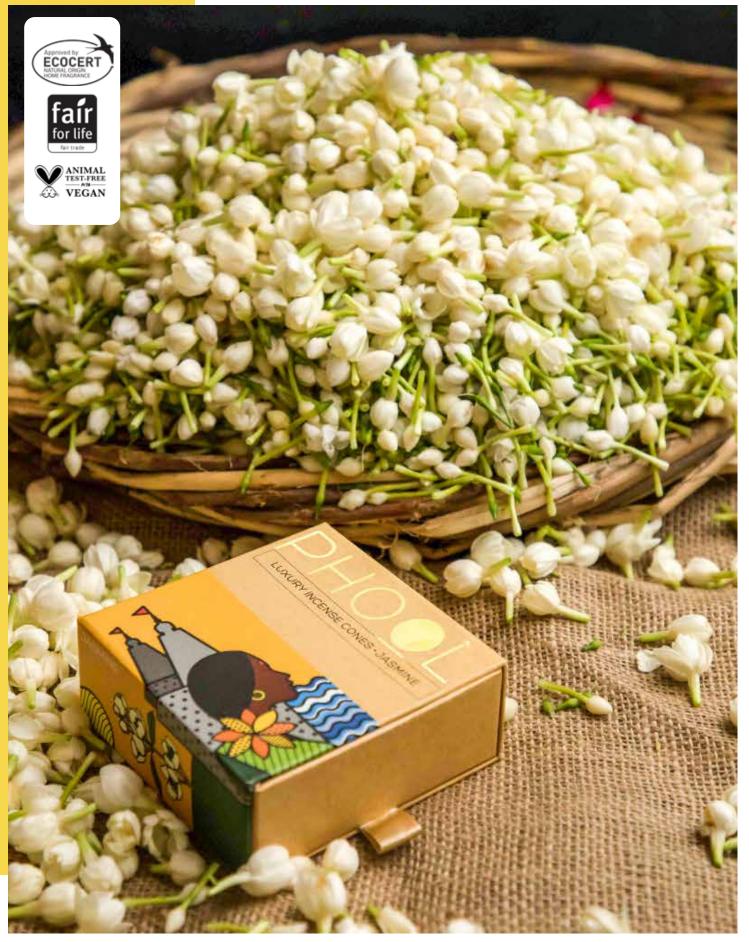


SULPHUR FREE



MADE FROM TEMPLE FLOWERS

We use the best ingredients to make the best products for you. PHOOL Certified Natural Incense Cones are made from the highest quality and all-natural ingredients to deliver a therapeutic, uplifting experience.





www.phool.co

WHAT'S INSIDE THE PACK?

This box made out of recycled kraft paper consist of:



Approved by ECOCERT NATURAL ORGON HOME FRACEAMY fair for life ANIMAL TEST-FREE VEGAN





CERTIFIED NATURAL INCENSE STICKS

INR 165/- to INR 245/-



HANDCRAFTED



DIPPED IN ESSENTIAL OILS



ALCOHOL & CHARCOAL FREE



SULPHUR FREE



MADE FROM TEMPLE FLOWERS

We use the best ingredients to make the best products for you. PHOOL Certified Natural Incense Sticks are made from the highest quality and all-natural ingredients to deliver a therapeutic, uplifting experience.

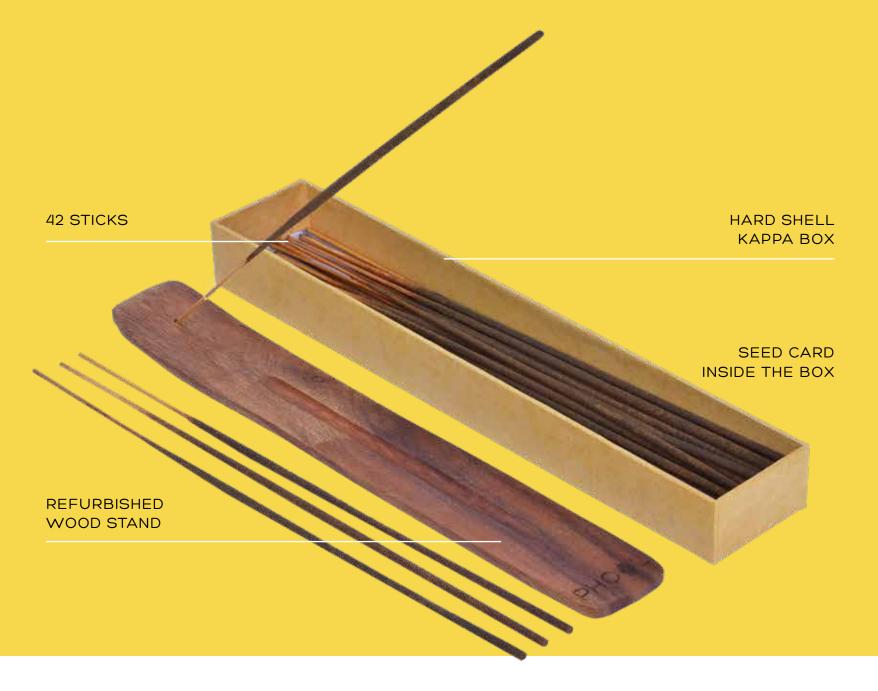




PHOOL

WHAT'S INSIDE THE PACK?

This box made out of recycled kraft paper consist of:



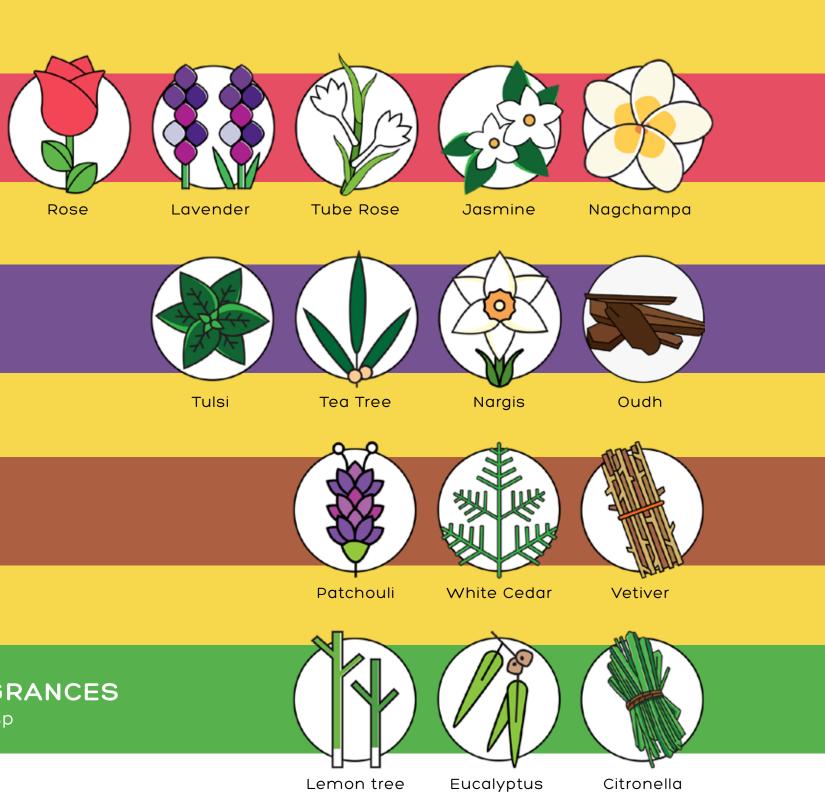


WE OFFER 16 DIFFERENT FRAGRANCES **OF INCENSE CONES & STICKS**

These are further divided in 4 different groups :

FLORAL FRAGRANCES Sweet | Soft | Rich

> **EXOTIC FRAGRANCES** Camphorous | Herbaceous | Balsamic





EARTHY FRAGRANCES Woody | Warm | Spicy

CITRAL FRAGRANCES Fresh | Zesty | Crisp



GIVING NEW LIGHT TO TEMPLE FLOWERS

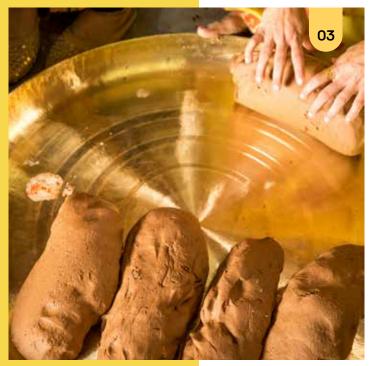
Phool Incenses are handcrafted with love by our women flowercyclers, which starts with the process of:



SORTING



MAKING POWDER



DOUGHING





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2. MAKING POWDER
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```
3. DOUGHING
```

4. ROLLING

5. ADDING PURE ESSENTIAL OILS

6. PACKING THE FINAL PRODUCT



ROLLING



ADDING PURE ESSENTIAL OILS



FINAL PRODUCT

CERTIFIED ORGANIC ESSENTIAL OILS

INR 445/- to INR 945/-



STEAM DISTILLED/COLD PRESSED



100% PURE AND CERTIFIED ORGANIC



UNADULTERATED AND FREE FROM NASTY INGREDIENTS



NO CHEMICALS. NO PESTICIDES



RECOMMENDED TO USE WITH A CARRIER OIL

Blessed with some amazing therapeutic properties, we, at Phool are proud to present 100% pure and Ecocert Cosmos Organic Certified Essential Oils.





14

WHAT'S INSIDE THE ESSENTIAL OILS PACK?

This pack comes with:

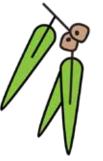








LEMON



EUCALYPTUS





VETIVER

CINNAMON





SWEET BASIL

PEPPERMINT





PATCHOULI

LEMONGRASS

CERTIFIED ORGANIC ESSENTIAL OILS

Enriched with therapeutic properties, uncover our range of 100% pure Essential Oils for your aromatherapy sessions and personal care!





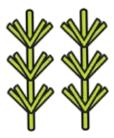
ORANGE



WHITE CEDAR



TEA TREE



ROSEMARY



FRANKINCENSE





BERGAMOT



LAVENDER



CERTIFIED ORGANIC COLD PRESSED CARRIER OILS

INR 900/-



100% PURE AND ORGANIC



> PLANT BASED AND VEGAN



ENRICHED WITH MANY HEALTH BENEFITS

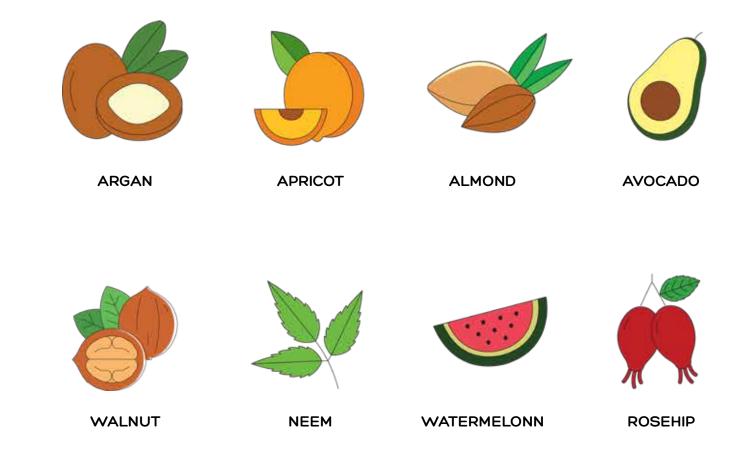


MULTIPURPOSE USES FOR YOUR HAIR AND SKIN CARE

Phool's 100% pure, vegan and certified Organic cold pressed Carrier Oils are blessed with some amazing therapeutic and health benefits that can be used for your hair and skin care routine!



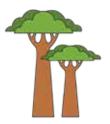




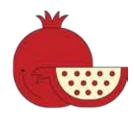
CERTIFIED ORGANIC CARRIER OILS

Uncover our range of 100% pure and Organic carrier oils that can help you combat some of your hair and skin care concerns!





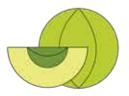




BAOBAB

CALENDULA

POMEGRANATE



GOOSEBERRY





HEMP

CANDLES / VOTIVES

INR 1125/- to INR 1950/-





MADE OF GLASS

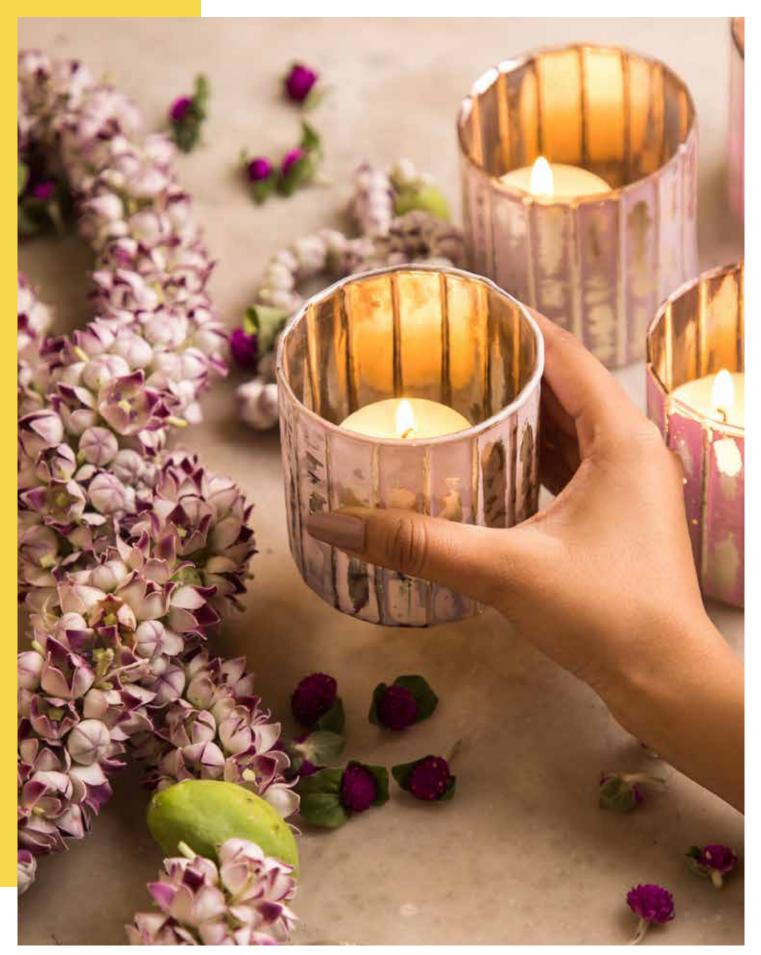


MOUTH-BLOWN TECHNIQUE



COMPLIMENTARY SOY WAX CANDLES

Handcrafted by skilled artisans, we have come up with a range of votives that could be used as the perfect decor and lighting during festive season or for those dinner get-togethers with your family and friends!





UNIQUE RANGE OF VOTIVES







DECOR MARBLE | BRASS

INR 715/- to INR 3,345/-



HANDCRAFTED BY SKILLED ARTISANS

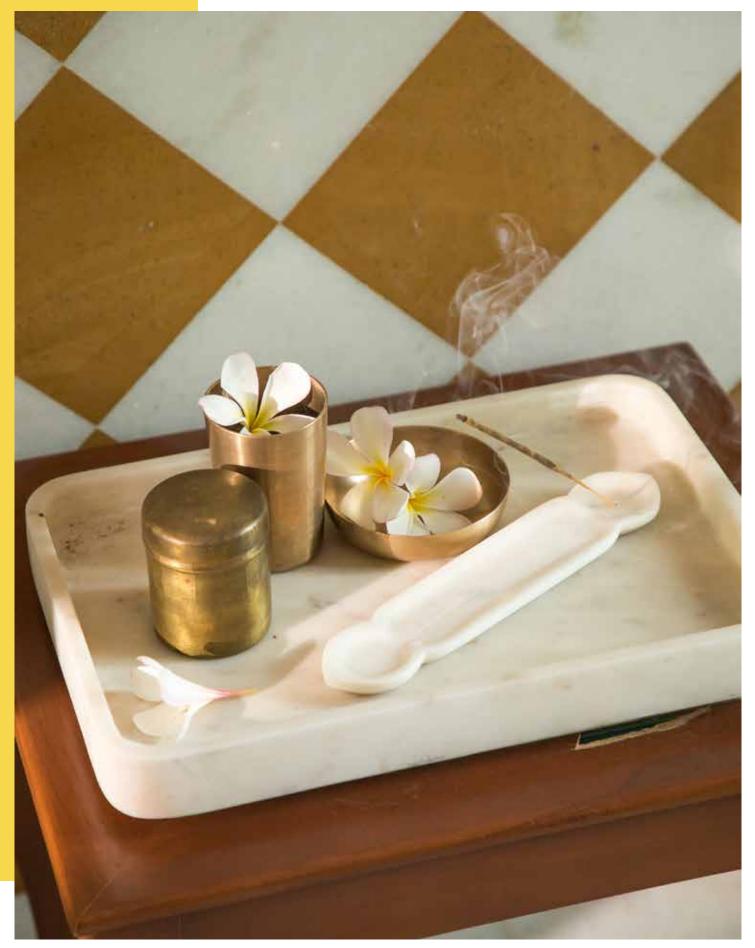


₹ MADE OF MARBLE AND BRASS



DESIGNED UNIQUELY TO CATCH ALL THE ASH FROM THE INCENSE STICKS

Add charm and serenity to your home with our Phool marble and brass incense holders which are handcrafted by skilled artisans.





OUR OTHER RANGE OF DECORS







DIFFUSERS

INR 2145/-





UNIQUELY DESIGNED TO PERMIT THE AROMA TO CIRCULATE AROUND



PERFECT FOR YOUR AROMATHERAPY SESSIONS TO RELAX AND UNWIND



CERAMIC DIFFUSERS ARE ALSO IDEAL FOR DRAWERS, CABINETS, CARS, WARDROBES.

Unique and eye-catching, Phool's diffusers are handcrafted by skilled artisans, perfect for festive occasions and home decor.





OUR OTHER RANGE OF DIFFUSERS







DIWALI COLLECTION MADE FROM TEMPLE FLOWERS

0

MADE FROM TEMPLE FLOW www.phool.co

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GIFTING FOR ALL FESTIVE OCCASIONS





Variety of fragrances and personalization options



Option to customize and curate your own gift boxes/combo packs



Sustainable Reusable Packaging













Premium and exquisite packaging

Long-shelf life

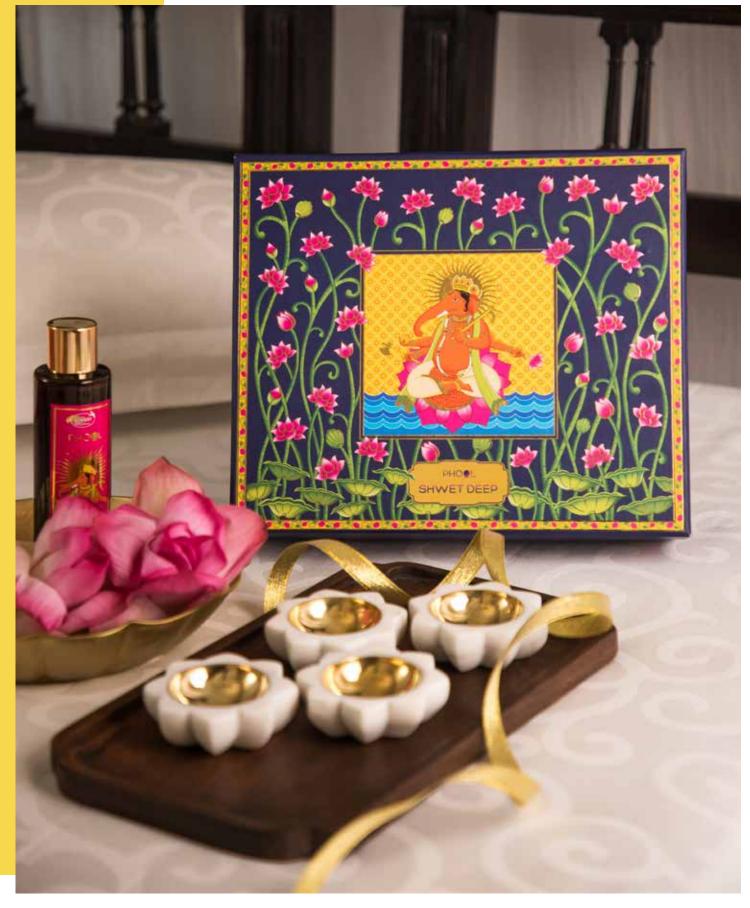
Chance to make an impact

PRE SET GIFT BOXES FLORAL | CLASSIC | CITRAL | SHWET DEEP



FLORAL COLLECTION





CITRAL COLLECTION

We have a range of thoughtfully and exclusively curated Phool Gift Boxes fit for any festive occasion to add cheer to your celebrations!



SHWET DEEP

INCENSE STICKS MAKE YOUR OWN COMBOS

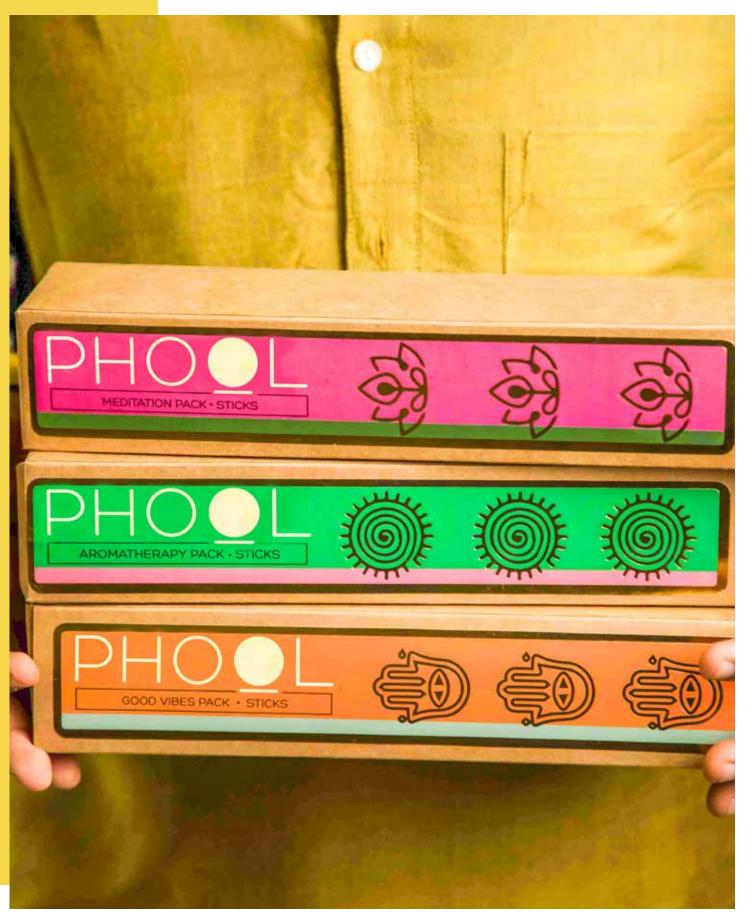
You can choose and make your own incense sticks combos as we accept customizations as per requirements.



MAKE A COMBO OF ANY 2 OF YOUR CHOICE



PERFECT FOR EVERDAY USE





AVAILABLE IN FIVE PACKS

ADD NUTS | TEA | **TOTE BAGS**

Nuts

Any Indian occasion would be incomplete without sweets! Our Jaggery coated Cashews & Cinnamon coated Almonds are rich in calcium, magnesium and potassium. A perfect addition to your festive celebrations!

Теа

Curated from the Manjhee Valley tea estate nestled in Dharamshala, Himachal Pradesh, Leela Artisanal Himalayan Tea is an exceptional blend of vibrant and fragrant flowers infused in one of India's finest green teas. It is a perfect sensory treat to kick start your day or your festive evenings!

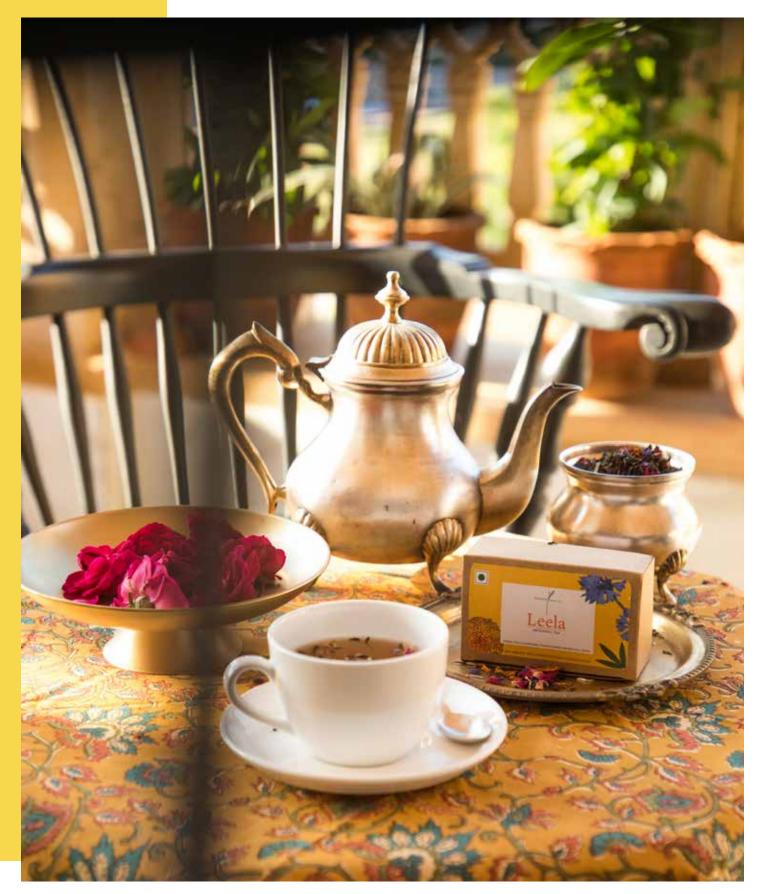
Tote Bags

Made of pure cotton, Phool's tote bags urge you to go environment-friendly and are designed to keep up with your style, ideal for weekend strolls and occasional shopping.



ADD NUTS OF YOUR CHOICE









ADD ARTISINAL TEA BLEND

CUSTOMIZATION CUSTOM MADE ACCORDING TO REQUIREMENTS

We also accept customizations as per requirements.





PICK YOUR FAVOURITES

FESTIVE GIFTING: The gift of memories that can't be replaced



DIWALI

1. HAPPY DIWALI BOX INR 845/-

2. PATTERN BOX INR 345/-

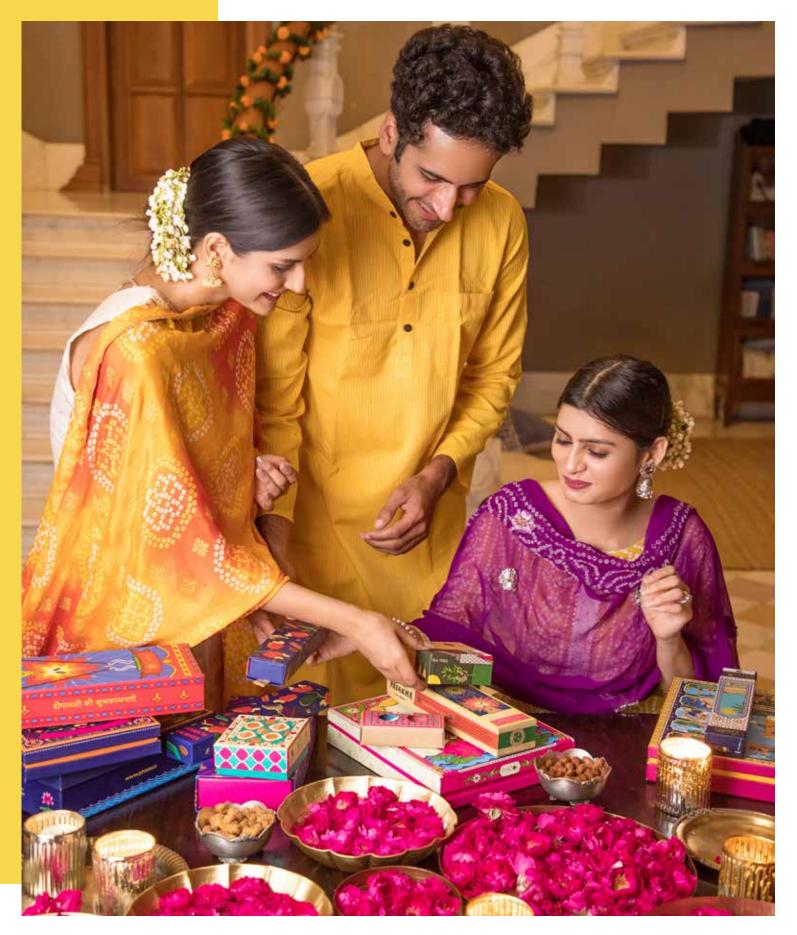
3. LAXMI BOX INR 1325/-

4. CRACKER BOX INR 535/-

5. RAMAYANA BOX INR 2305/-

6. HAPPY DIWALI TRUCK DESIGN BOX INR 1005/-

When it comes to Festive gifting, we at Phool are always finding new ways to turn our fun-filled, nostalgic childhood memories into a gifting range of thoughtfully curated handmade products which are good for the consumers, good for the people who make them and good for the planet.



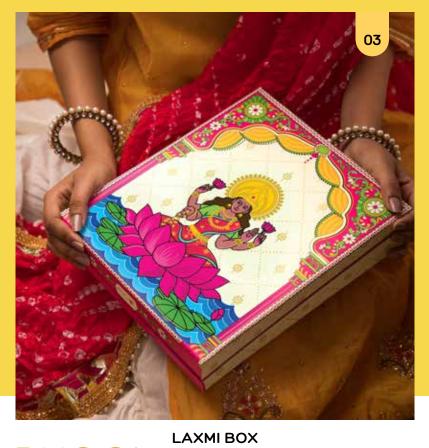






HAPPY DIWALI BOX

PATTERN BOX





CRACKER BOX



PHO

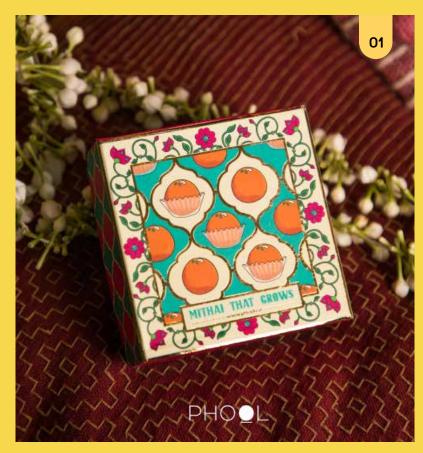
RAMAYANA BOX

DIWALI BOX SPECIALITY

1. MITHAI THAT GROWS INTO PLANTS

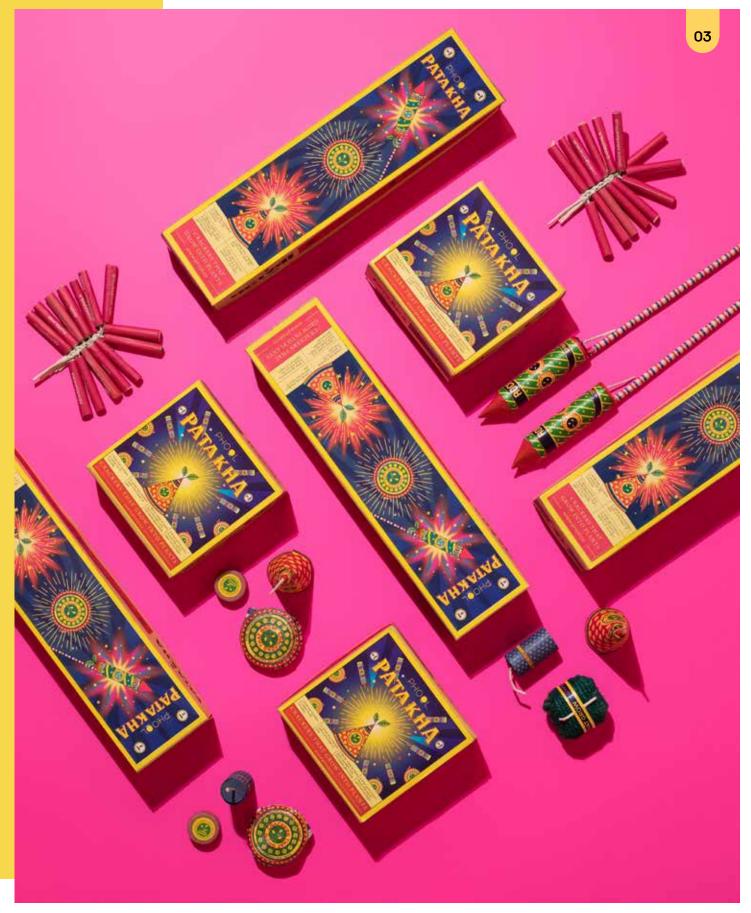
2. CASHEW ALMOND BOX

3. CRACKERS WHICH GROW INTO PLANTS



MITHAI THAT GROWS BOX





Diwali is the time where we embark on this joyous occasion with thoughtfully curated gifts that awaits a sweet surprise!

NUT BOX



PLANT PATAKHA BOX

RAKHI GIFT BOX

INR 325/-

Made from 100% pure organic cotton, these plantable rakhis are handcrafted by rural women and embedded with seeds that you can grow.



PERFECT CHOICE FOR RAKSHABANDHAN





ORGANIC RAKHIS WHICH GROW INTO PLANTS

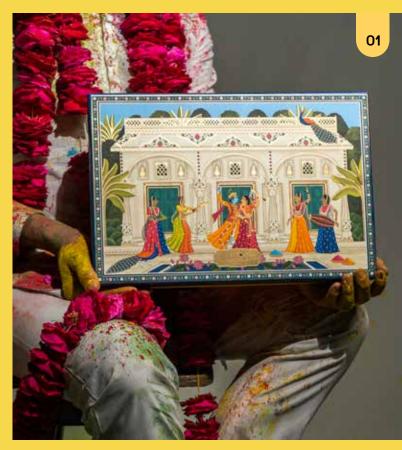


KUMKUM & CHAWAL IN THE BOX

HOLI GIFT BOXES

1. HOLI MILAN COLLECTION INR 2,245/-

2. ORGANIC GULAL WITH THANDAI INR 585/-



HOLI MILAN COLLECTION BOX

PHOOL Natural Gulaal is our earnest attempt at reviving the lost traditions of making Holi colours with 100% pure and natural plant ingredients. Handmade from flowers offered at temples, Non-GMO cornstarch, this box comes in a set of 4 Gulaal and 1 premium Mishrambu Thandai.

PHOOL HOLI MILAN COLLECTION is an ode to the joyous festival of Holi signifying the arrival of spring. This box is a luxurious curation of all natural products from the choicest brands who share the same ethos as Phool.



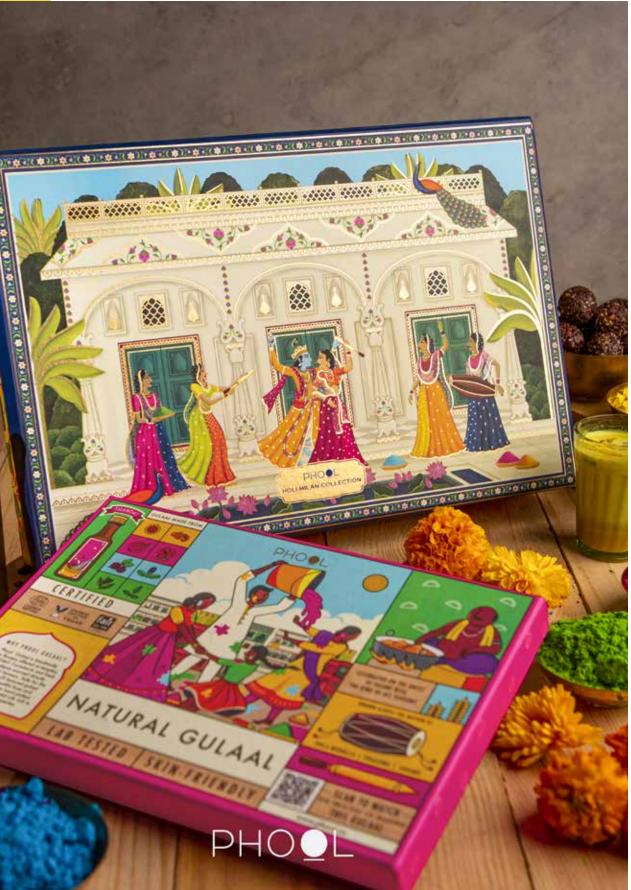
TSTED / SKIN TRIEN





www.phool.co

BOTH THE HOLI BOXES



NEW YEAR/ CHRISTMAS

INR 1075/-



CURATED ESEPCIALLY FOR YOU

PHOOL WINTER GIFT BOX is an ode to the magic of winters, thoughtfully curated for those long cozy winter nights.

What's special about this gift box? This gift box also turns into a photo frame to help you cherish some of your memories!



OPTION TO CUSTOMISE ACCORDING TO YOUR CHOICE







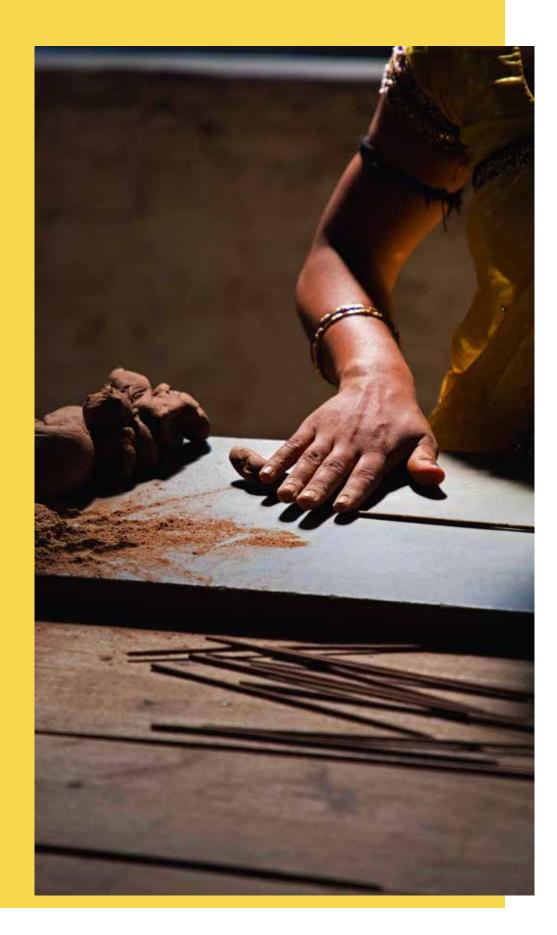
THIS IS DUMMY TEXT

DIY KIT

Soothing aromas to make your home more relaxing, now in a DIY KIT

We have always been flooded with requests to know what goes into crafting pure incense from temple flowers. To enable that experience for you meant laying down our 'flowercycling' process in the most simplified and efficient way. We have successfully found a way to do that with pre-measured ingredients and a comprehensive guide in the DIY Kit box.

This DIY incense making kit will enable you to craft pure Incense Sticks in just 6 simple steps! This simple yet exciting process will bring back the happiest childhood memories of handcrafting and bringing your creativity to life with natural ingredients. The box also contains a card printed on seed paper that can be sown to grow a plant. Thus, adding to the entire experience.









SCAN TO WATCH THE PROCESS OF MAKING OF PHOOL INCENSE



