

Glade®  
The *Joy* of Fragrance™

*Wisp*®  
*Flameless Candle*

*Official BzzGuide*



# What's the Bzz?



Our daily schedules are jam packed, so we have to grab moments of relaxation when we can. While we may not be able to whisk ourselves away to a luxurious spa every day, we can at least make our spaces feel like one. Sometimes a moment of relaxation starts with something as simple and elegant as the Glade® Wisp® Flameless Candle.

The decorative frosted glass holder houses an air freshener that flickers just like a candle, but without the worry of an actual flame! The Glade® Wisp® Flameless Candle is the perfect marriage of continuous fragrance and relaxing ambiance. The scented oil continuously freshens with a measured puff of fragrance every few seconds – even when the light isn't on. And with five fragrance settings, you can choose your level of fragrance intensity.

The Glade® Wisp® Flameless Candle comes with batteries and one scented oil refill, and additional

refills are available in a variety of pleasing fragrances. The candle is portable and matches any décor, creating a warm, inviting glow in any number of settings. And with all of the great fragrances available, you can make each space in your home as unique as you are.

*“It’s just as cozy as a real candle, but I won’t have to worry about blowing it out before I go to bed. I like how the fragrance is continuous even if the light isn’t on, so now I won’t have to use a separate air freshener any more. What a great combination!*

*— Dalina, Central Hiver*

*“I really like that you can control the amount of fragrance. I have a small apartment, so a little less fragrance works better.”* — Cat, Central Hiver



# Just the Facts



The Glade® Wisp® Flameless Candle is perfect for any area where you'd like fragrance and ambiance. Here are some warm, glowing facts about the Glade® Wisp® Flameless Candle:

- There are 6 scented oil refills available:
  - Clean Linen™
  - French Vanilla
  - Hawaiian Breeze®
  - Apple Cinnamon
  - Rainshower®
  - Orchid Oasis™

- Each starter set (available in Clean Linen™ or French Vanilla) comes with 1 flameless candle, 1 scented oil refill, 1 glass holder and 2 AA batteries
- The Glade® Wisp® Flameless Candle starter sets are \$9.99, and the scented oil refills are \$3.49
- Can be found with the air fresheners at grocery stores, drug stores, and large retail stores such as Target® and Wal-Mart®
- Each scented oil refill lasts up to 45 days, and the replaceable batteries last about 30 days
- Each starter set has a scratch and sniff sticker of its fragrance on the package
- The Glade® Wisp® Flameless Candle can be used with any Glade® Wisp® Flameless Candle refill
- For more information and a video on how to put your Glade® Wisp® Flameless Candle together, visit [gladeflamelesscandle.com](http://gladeflamelesscandle.com)



# The Inside Scoop

## Continuous Scented Oil Fragrance

Look closely at your Glade® Wisp® Flameless Candle once it's set up. We'll wait. Did you see it? Every few seconds, you'll see the puff. The candle continually puffs out fragrance to create a space that's cozy and inviting. And the flickering candle light adds comfort and ambiance to any room. When you combine continuous puffs of fragrance with a warm, flickering glow, you can enhance the mood in any setting. Just place it in your living room, bathroom, bedroom or anywhere else you'd like to create a more inviting space. Because the Glade® Wisp® Flameless Candle looks so real, you'd never know it wasn't a real candle.

## A Candle With A Microchip

The beauty of the Glade® Wisp® Flameless Candle is that it has no lit flame, so you can use it in places where you wouldn't use an ordinary candle, but you want to have continuous fragrance. The "brains" behind the authentic looking flickering light and the continuous fragrance is its tiny embedded microchip. It's the candle gone high-tech! The microchip allows for five separate fragrance settings, so you choose the right amount for your environment. A micro pump attached to the microchip allows the unit to puff out fragrance every 6 to 22 seconds (depending on the fragrance setting), and turns off the flickering light automatically after three hours of use. You don't have to worry about a thing. Even if the light isn't on, the fragrance is continuous, keeping your space cozy and inviting every minute of the day. The ultimate relaxation, thanks to one tiny microchip.

**“Finally, a candle that really creates a warm and gentle mood without the worry of a real flame. My sister uses them in the bathroom when she takes her infamous hour long soak. I prefer to use them in the bedroom — it's a great way for me to unwind when I'm reading a book in bed.” — Fred, Central Hiver**

## Relaxation Is A Touch Away

Finding some quiet personal time is essential, but the Glade® Wisp® Flameless Candle makes it easy by combining fragrance, ambiance and peace of mind all in one elegant frosted glass container. It's also incredibly versatile: try it in the bathroom, let it be the candle (or candles) for your candlelit dinner, or use it when reading in bed on a rainy night. Place it

on a bookshelf or on your coffee table. Or give it to a yoga-practicing friend for use during her workouts. Since there's no real flame, there's no need to worry about where you put it. Anywhere you'd normally use a candle (or even some places you wouldn't), the Glade® Wisp® Flameless Candle fits in perfectly.



# When to Share

Everyone loves to indulge and relax, and the Glade® Wisp® Flameless Candle is a one-stop relaxation shop. Bzz about Glade® Wisp® Flameless Candles when:

- Seeing air fresheners or candles in someone's home
- Having guests overnight, entertaining or going to a party
- Going to the spa or masseuse or having a spa night with friends
- Talking about having "me" time
- Visiting a friend with a lot of rooms in her home
- Walking through the air freshener or candle aisle
- Talking to parents, college students or pet owners
- Wanting to relax or talking about things that are relaxing, at work or at home
- Talking to business owners who want to freshen up their store or office
- Meeting people who own or work at daycare centers
- Cleaning or looking to spruce up your house
- Spotting ads for Glade® Wisp® Flameless Candles



# BzzActivities

Here are just a few ways to spread the Bzz about Glade® Wisp® Flameless Candles:

## Give A Coupon

Give your enclosed coupons to some people who would enjoy the continuous fragrance and flickering beauty of the Glade® Wisp® Flameless Candle and let them experience it for themselves.

## Share With A Friend

Demonstrate for a friend how the Glade® Wisp® Flameless Candle works and explain how she can choose her own fragrance level. You can even offer to let your friend borrow yours for a few days.

## Bring It To Work

Take your Glade® Wisp® Flameless Candle to work and show co-workers how it creates a pleasing atmosphere and fragrance in any area. You can even ask the person in charge to order some for the bathroom, break room and other spots, even in your office.

## Compare Fragrances

With several scented oil options ranging from Apple Cinnamon to Hawaiian Breeze®, there's something everyone will enjoy. Try out a few with friends to find your faves.

## Give It As A Present

Everyone loves candles, but the Glade® Wisp® Flameless Candle is even better because it also provides continuous fragrance. Give one to a friend or loved one as a housewarming gift, or for a student to use in their dorm room. And did someone say "care package"?

## Demonstrate

Show someone how the Glade® Wisp® Flameless Candle works: how you choose your own fragrance level, how easily you turn the flickering light off and on, and how you can look closely to see the continuous puff of fragrance.

## Have A Spa Night

Plan a spa night, girls' night or dinner party, and have the Glade® Wisp® Flameless Candle going as part of the evening's atmosphere. Use it during a relaxing yoga session, or bring it to your yoga studio. And if you go to a spa or salon, take it with you and Bzz about the benefits of a flameless candle.

## Check Out The Website

Send someone to [gladeflamelesscandle.com](http://gladeflamelesscandle.com) to read about the available fragrances, see how the candle works, and check out the various room use suggestions.

## Create Your Own Bzz

Everyone loves and needs some time to relax, and the Glade® Wisp® Flameless Candle provides ambiance at the touch of a finger. So create your own Bzz — just remember to follow the Code of Conduct.

Each time you spread word of mouth as part of this BzzCampaign, log on to [BzzAgent.com](http://BzzAgent.com) and submit a detailed and honest BzzReport to tell us what happened. The more informative your reports, the more likely you'll be to earn Agent Upgrades, including access to more BzzCampaigns and the ability to join them before other Agents.

To learn more, login to [BzzAgent.com](http://BzzAgent.com) and view Agent Upgrades At A Glance in the Agent Training section.





Glade® Wisp® Flameless Candle BzzCampaign  
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# Glade® The Joy of Fragrance™

For more information, visit  
[gladeflamelesscandle.com](http://gladeflamelesscandle.com).

