



WHY YOUR CANDLE 'STOPPED WORKING'

It's not the wax. It's the *humidity.*

Atlanta jumped from 41% to 57% humidity in 30 days. Here's what that does to scent.

Custom Crafts & Scents

NORTHPOINT MALL · ALPHARETTA, GA

SWIPE →



01

Water *absorbs* scent molecules

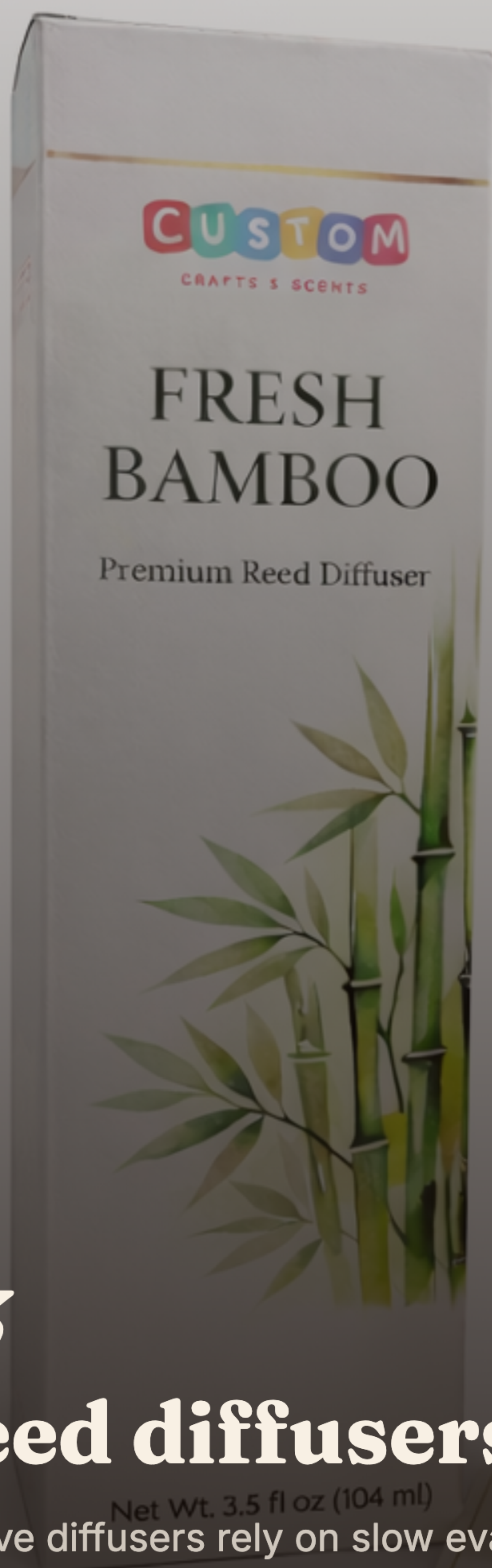
Fragrance compounds are oil-based. They diffuse beautifully through dry air and get trapped by humid air. A 16-point humidity jump can flatten perceived throw by 20–30% — without the candle changing at all.



02

Switch to *warm, full-bodied* scents

Light florals and cool citrus get crushed first. Sandalwood, vanilla, amber, and pumpkin-family scents punch through humidity because their molecules are heavier. Spring is sandalwood season — fight us on it.



03

Reed diffusers *fall first*

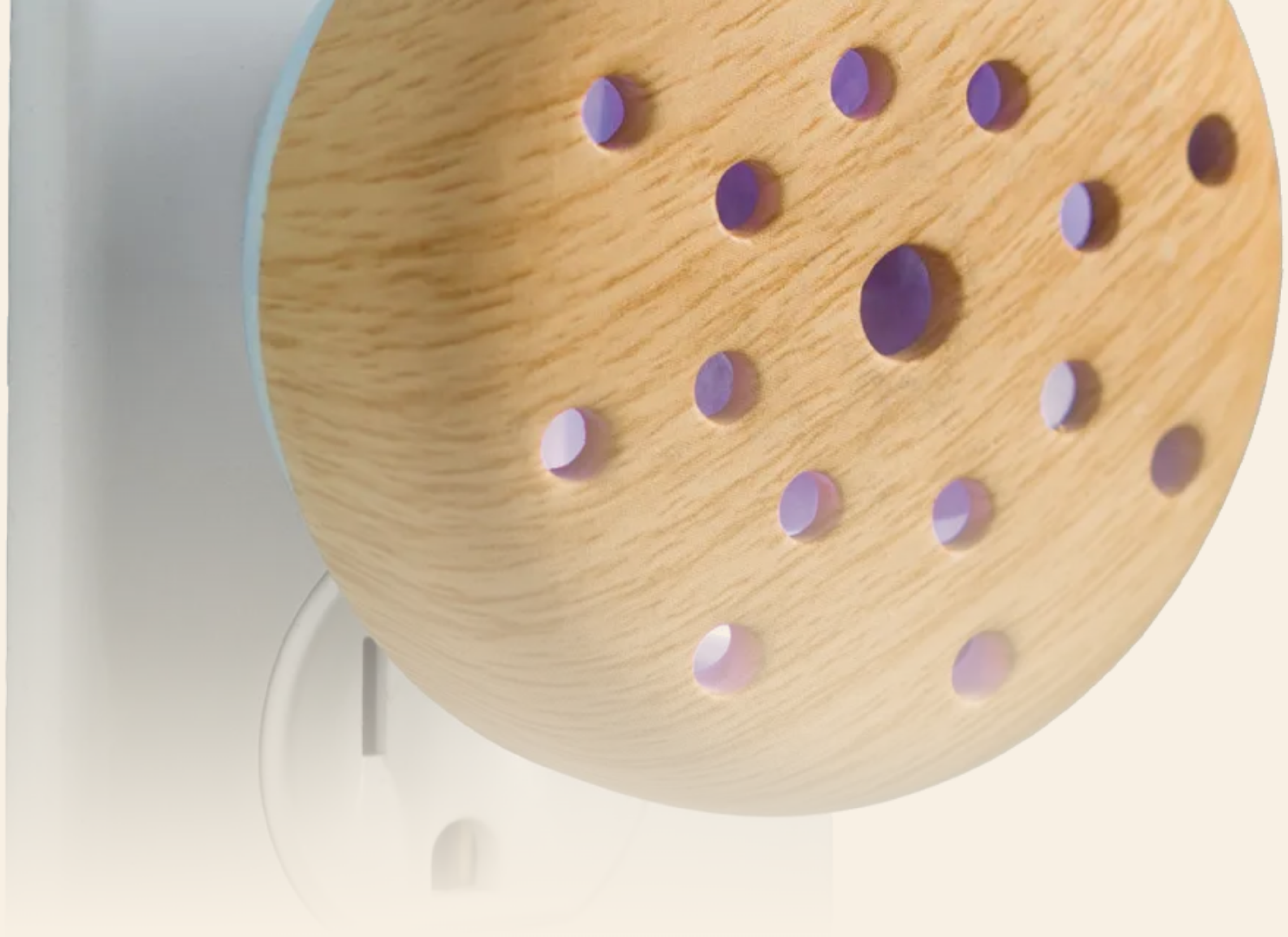
Passive diffusers rely on slow evaporation, and humid air slows evaporation more than anything else. Flip the sticks every 5 days instead of weekly, or move the diffuser to the smallest room in the house.



04

WallScents *won't budge*

Heated plug-ins push molecules out actively, so humidity matters way less. If you want consistent April scent without thinking about it, switch your reed for a wall warmer and don't look back until October.



WANT THE FULL HUMIDITY FIX?

Get the *April → May* guide

Comment **FIX** and we'll DM the full 8-tip guide.

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