



Love the Glow

2025 Member Toolkit

Dear Members,

September marks World Candle Month, a month-long celebration established by the National Candle Association to share the various ways candles enrich our lives. The annual celebration brings together candle lovers from around the world. World Candle Month is just one of the many ways NCA encourages industry collaboration to promote global awareness of candle safety and the benefits of candles.

This year's World Candle Month theme is *Love the Glow*. This theme encourages engagement for members, the candle industry and consumers to share their love of candles. The toolkit includes suggestions for ways to celebrate and content to help you participate.

Make sure to use #WorldCandleMonth in your social media posts related to the celebration. We look forward to seeing how your organization and customers *Love the Glow* of candles.

Thank you,



Steve Horenziak
President
National Candle Association



The National Candle Association (NCA), founded in 1974, is the major trade association representing U.S. candle manufacturers and their suppliers. The mission of the National Candle Association is to serve and represent its candle manufacturing members of the United States of America and their suppliers, and to promote safe products and a healthy environment for the industry. Headquartered in Washington, DC, NCA has more than 100 candle manufacturers and suppliers as members and is widely recognized as the leading technical authority on candle manufacturing, science, and safety.



The Latin American Candle Manufacturers Association – ALAFAVE – was created in 1999 as a non-profit association by a group of candle manufacturers and suppliers to the candle industry. The goals of ALAFAVE are to promote the Latin American candle industry through the sponsorship of digital publications and of conferences where the exchange of technical, market and regulatory information among its members takes place; to promote the production of quality candles and the safe use of candles in the region; to strengthen the integration of the Latin American candle industry in today's global economy.



The European Candle Manufacturers Association (ECMA) is the collective voice for the leading candle manufacturers and suppliers to the candle industry in Europe. Priorities are quality, research, standardization and compliance – and to offer safe and beautiful candles consumers can enjoy. ECMA was founded in 2021 when the former Association of European Candle Makers and European Candle Association joined forces.

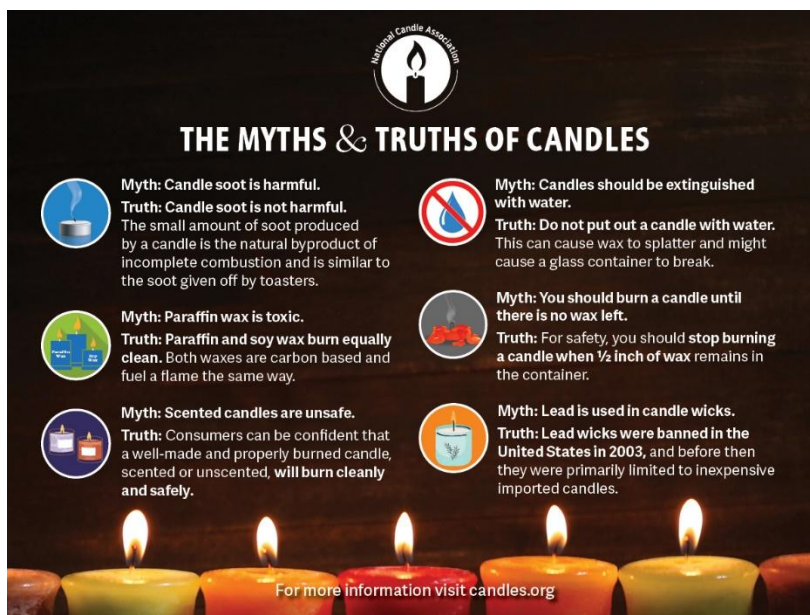




NEW! **World Candle Month digital icon** - click on the icon to download.
Suggested uses for the new digital icon include:

- Update your World Candle Month webpage
- Include in your company or customer newsletters
- Add to your digital signature for the month of September
- Use in social media posts with #WorldCandleMonth

Make sure to use **NCA's infographic** in social media or on your website – click on image to download.



Videos

Share our YouTube videos that include content on:



Overview of WCM



Candle History



Candle Scents



Candle Use Tips

Videos



Candle Serenity



Candle Safety



WELCOME to the new NCA consumer website – [AskAboutCandles.com](https://www.AskAboutCandles.com)

This is an additional site supported by the National Candle Association and is intended for consumers to gather information about candles, candle trends and candle safety.

Share the link above on your social media or your website as an additional resource.

[About Candles](#)[Safety](#)[Tips and Trends](#)[World Candle Month](#)[Blog](#)[News](#)

Discover The Magic Of Candles

Candles have the power to transform any space. Lit or unlit, they add warmth, ambiance, and a touch of elegance that extends to any aesthetic. Explore our site for expert advice, helpful tips and tricks, and how to maximize your candles lifespan.

Whether you prefer a jar candle or a pillar, paraffin wax or soy, sweet scents or savory – there is something for you.



#WorldCandleMonth & Social Media

Use the hashtag **#WorldCandleMonth** and tag National Candle Association:



Facebook: [World Candle Month](#)



Instagram: [@nationalcandleassn](#)



LinkedIn: [National Candle Association](#)

Sample Social Media Posts – Get inspiration from the posts below or simply cut and paste to keep your social media channels full of **Love the Glow** in September.

- Love the Glow. During #WorldCandleMonth, brush up on candle safety tips: [Candle Safety Page](#).
- Ever wonder how candles are made? Check out the step-by-step process from wax to wick: [About Candles](#)
- Share your candle joy - what's your favorite candle trend? #WorldCandleMonth
- WAX101: Learn the differences between soy, paraffin, beeswax, and more: [About Waxes](#)
- Before you strike the match this #WorldCandleMonth, learn how to get the most out of your candle: [Candle Safety](#)
- Candles illuminate any outdoor celebration - find new trends at: [Tips and Trends](#)
- Did you know there are 10,000+ candle scents available. Celebrate #WorldCandleMonth by picking up a new scent or an old favorite: [Tips and Trends](#)
- *Love the Glow* both inside and outside. Use hurricanes or lanterns outdoors to protect your flame #WorldCandleMonth



#WorldCandleMonth & Social Media

- How do you get the most out of your candles? Always trim the wick to ¼" before each burn and check out our [tips and trends](#) #WorldCandleMonth
- How do you *Love the Glow* #WorldCandleMonth? Share your favorite ways to use candles in the comments below.
- What is World Candle Month? Check out our latest blog to see what you're missing: [Blog](#)

Industry Awareness Resources

[Fire Safety and Candles](#)

[Expert Candle Tips](#)

[Scents Can Have a Positive Effect on Your Mood](#)

[NCA LinkedIn Group](#)

[NCA Instagram Channel](#)

[World Candle Month Facebook Page](#)

[World Candle Month Pinterest Page](#)

[World Candle Month YouTube Channel](#)

[European Candle Manufacturers Association](#)

[The Latin American Candle Manufacturers Association](#)

[ALAFAVE Facebook Page](#)

[ALAFAVE Instagram Channel](#)

[ALAFAVE LinkedIn Group](#)

[ALAFAVE YouTube Channel](#)

[National Today – World Candle Month](#)

[NCA Blog](#)

[Scented Candle Safety Study](#)

[NCA's Report on Botanical Candles](#)
[Candle History](#)

Consumer Awareness Resources

[About Candles – Ask About Candles](#)

[Safety – Ask About Candles](#)

[Tips and Trends – Ask About Candles](#)

[Blog – Ask About Candles](#)

[World Candle Month – Ask About Candles](#)