

# **BATH HOUSE**

Artisan, English-made fragrance and skincare

# Artisan fragrances and natural skincare, made in Cumbria.

From the very beginning our aim was simple, to make the very best products possible, ones which would be a joy to use and bring benefits of active natural ingredients to the skin.

Today, our products are natural, vegan and sustainable and are all made at our own making rooms. We have six flagship Bath House stores in the Lake District and the North of England, and a fantastic team who helps to make it all happen.

Key players in the Bath House story are the independent luxury retailers, hotels and beauty stores across the UK who use and sell our products, and who have supported our brand over the years.

We would like to thank everyone and look forward to Bath House continuing to innovate, flourish and grow.

Many thanks from the Bath House founders, Abigail, Gareth, Pauline, Glyn and Nigel

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# Artisan, natural & clean.

Our products are handmade in small batches ensuring consistent quality and freshness, so they can deliver the key benefits of natural ingredients effectively to your skin.

Our making rooms are located in Dent, Cumbria surrounded by a natural and ancient landscape - a place that inspires the fragrances and formulations we make.

Choosing to use natural ingredients is a very specialist way of making skincare which requires expertise and knowledge gained from experience and practice. Over the years, we have worked closely with our chemists, perfumers and suppliers, continuously sourcing and checking the quality of the ingredients we use in our formulations.

We choose only those which are of a consistently high grade, eco-certified, sustainable and supplied from as close to home as possible.

In essence, we are not a manufacturer, we are artisan makers.













**Cplasticbank** Official supporter

#### We are a Living Wage Employer

# Our sustainable approach.

# **Products**

- All made at our making rooms in Cumbria, England.
- We use a minimum number of ingredients to deliver a maximum effect.
- All use a high percentage of natural ingredients, most around 98%.
- We utilise by-products from the food industry in several formulations.
- Made with eco-certified ingredients, sustainable and traceable.
- Our formulations require less heat and therefore less energy.
- Vegan-friendly, cruelty-free and we have never tested on animals.
- Clear, honest and transparent information on the packaging that shows what is refillable, recyclable and what is not.
- All our products are free from palm oil.
- We only use natural exfoliants such as ground walnut shells and never use microbeads.
- Avoid using synthetic ingredients such parabens, sulphates, SLES, TEA, SLS, DEA, MEA, petroleum, mineral oils, silicones or artificial colours in our formulations.
- There is a significant cost we choose to pay to know where our ingredients come from. For example, we buy natural Glycerine from a sustainable source for £2.94 per kilo, compared to a supplier who cannot trace the source of the Glycerine at 88p per kilo.

# Packaging

- We encourage customers to reuse, refill, and lastly recycle.
- We use aluminium bottles, tubes and jars, because they can be endlessly recycled.
- We use recyclable, British-made, strong pharmaceutical glass.
- We use aluminium caps where possible, and encourages customers to reuse their recyclable plastic dispenser pumps.
- Provides a refillable system using plastic pouches (which use 85% less plastic than conventional plastic bottles).
- Our refill pouches can be recycled in normal household recycling.
- Since 2019 we have reduced our use of plastic containers by 95%.
- We are continuously seeking alternatives to plastic.
- Our packaging is designed to be as minimal as possible, only using outer boxes where necessary.
- We have designed boxes to clip together, avoiding the use of glue.
- Our printer uses a low energy printing press and an alcohol free print system and has BSI ISO14001 Environmental Management certification.
- Paper, board and card is FSC approved.
- We don't wrap our cologne boxes in plastic cellophane.

A beautiful life shouldn't cost the earth - we believe in this.

Encouraging small changes to the way we live will help build a more sustainable future for our planet.

Honest, true solutions to climate change may cost us more, so choose well, love what you buy and make it last.

Together we can all make a difference.

### **Practices**

- Our carbon usage is net zero, facilitated through a tree planting scheme.
- Our delivery packing methods include non-plastic tape and recyclable packing, to protect products.
- We bail and recycle all our excess cardboard.
- We use local suppliers, printers and services for sourcing materials from as close to home as possible.
- Our deliveries are made with zero carbon couriers.
- Bath House is a Living Wage employer, accredited by the Living Wage Foundation.
- We employ local people from our rural community, encouraging where possible to walk to work and homeworking, reducing their carbon footprint.
- We are continuing to actively improve our infrastructure with regards to sustainability such as opting for energy saving light bulbs, using recycled office paper, recycling our cardboard outers and waste glass and are currently undertaking an internal audit of this area of the business to seek improvement.
- We support Save Windermere and Mind Over Mountains charities and campaigns, which support our environmental and wellbeing missions.







## **Home Fragrance**

All our candles and diffusers are made in small batches at our making rooms in Cumbria.

They are each infused with bespoke fragrances, some created exclusively for us by perfumer Ruth Mastenbroek who worked from unique briefs about our scented memories of special places visited, landscapes imagined and moments remembered.

Our room diffusers are made with a gentle, naturally derived glycerine

base infused with artisan fragrance. The scent lasts up to 6 months.

Our fragrance candles are hand blended with soy wax and rapeseed oil, infused with artisan fragrance. They have a burn time of 40 hours.

Both are made with eco-certified, sustainable and cruelty-free ingredients.

#### / Fresh & Clean

#### **Climbing Trees**

Childhood adventure remembered, climbing upwards through leaves of green, towards the sun.



#### Bamboo & Jasmine

A scent memory of a summer's evening. From a window, the sound of piano music drifts in the warm air.



#### Greenhouse

A scent memory of a greenhouse in summer, with its atmosphere, diffused light, ripening fruit and heat.



# 

Aromatic / Citrus / Green / Earthy Room Diffuser 200ml / ADCL01\* Fragrance Candle 200g / ACCL01



White Flowers / Fresh / Cut Stems Room Diffuser 200ml / ADBJ01\* Fragrance Candle 200g / ACBJ01



Herbal / Fresh / Moss / Flowers Room Diffuser 200ml / ADGR01\* Fragrance Candle 200g / ACGR01

#### **Discovery Sets**



Home Discovery Set Greenhouse / ACGR10 60g fragrance candle 60ml room diffuser



Home Discovery Set Winter Night / ACWN10

60g fragrance candle 60ml room diffuser

#### / Rich & Warm

#### **NEW Winter Night**

A fragrance inspired by cold winter nights, as we savour the warmth and comfort of a crackling fire.



# 

Warm / Spicy / Woody / Citrus Room Diffuser 200ml / ADWN01\* Fragrance Candle 200g / ACWN01

#### Faith Is

Moments of emotion are remembered and relived of journeys in the quiet landscape...time to reflect.



Dark / Woody / Sensual / Myrrh

Room Diffuser 200ml / ADFA01\*

Fragrance Candle 200g / ACFA01

#### Hide & Seek

Faded perfumes of a grand country house inspire this fragrance, with the magic and romance of the past.



#### Patchouli & Black Pepper

An iconic fragrance; smoky and nostalgic, inspiring memories of youth, music, love and life.

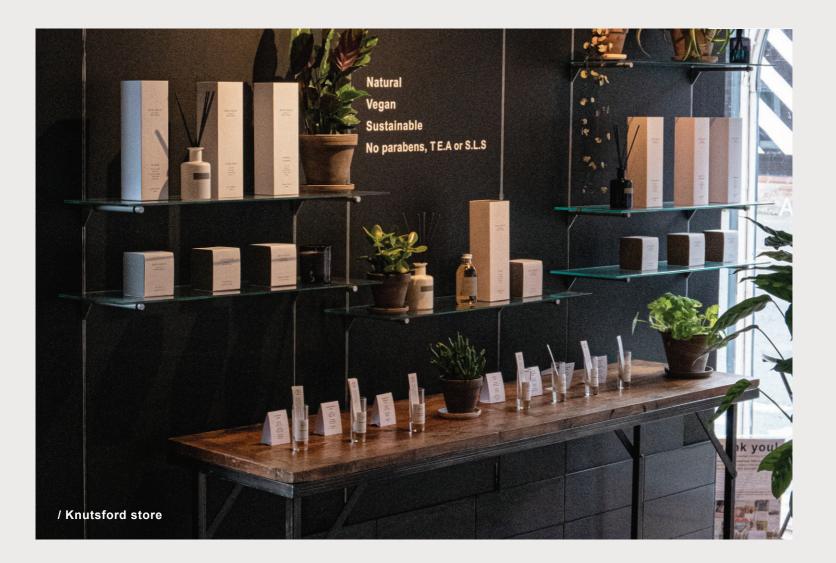




Fresh Green / Aromatic / Ethereal Room Diffuser 200ml / ADHS01\* Fragrance Candle 200g / ACHS01



Warm / Sensual / Smoky / Rich Room Diffuser 200ml / ADPB01\* Fragrance Candle 200g / ACPB01



# Fragrance

Four artisan-made fragrances, exquisitely distinctive with their own unique character.

Our colognes are available in 100ml, and all in the 12ml atomiser, perfect for travel.



#### Bergamot & Amber

A fresh, clean scent of bergamot, fruity sweet and spicy, blended with citrus notes of mandarin, vanilla, amber and sandalwood

100ml / ABE1 12ml / ABE2



#### Cedar & Lime

Zesty and woody with fresh lime, bittersweet grapefruit and green bergamot, with warm tones of leather, dry cedar and musk.

100ml / ACC1 12ml / ACC2





I love the spicy notes of this perfume, it lasts very well on my skin. It works very well all the year round, and wearing it always makes me feel good.

Customer Review Patchouli & Black Pepper Eau De Parfum



#### Fig & Nutmeg

Fruity and woody, with notes of juicy fig, iris and chamomile layered with nutmeg, clove, sandalwood and smoky patchouli.

100ml / ASF1 12ml / ASF2



#### Patchouli & Black Pepper

Warm, sensual and earthy, powerful and nostalgic with notes of black pepper, vanilla, patchouli, warm amber and vetiver.

12ml / APB2

# Body & Bathe / Gift Sets

We have created some perfect combination sets which have been designed to complement each other.

The packaging is designed by Nigel Brooks, the original illustrator and one of the founders of Bath House, making a unique and perfect gift.



**Travel Kit** 

60ml shampoo 60ml conditioner 60ml body wash 60ml body lotion Bamboo & Jasmine / ABA222



Try Me Kit

60ml bath soak 60ml body wash 60ml body lotion 30ml body cream Patchouli & Black Pepper / APB222





Beautiful gift for a friend. Quality is excellent and packaging beautiful.

She was very impressed.

Customer Review Fig & Nutmeg Shower Set





Shower Sets

12ml cologne / eau de parfum 60ml body wash 30ml body cream

Fig & Nutmeg / ASF230 Patchouli & Black Pepper / APB230



Bodycare Duos 300ml body wash 300ml body lotion

Bamboo & Jasmine / ABA225 Patchouli & Black Pepper / APB225

# Bathe, Shower & Bodycare

Each formulation is created with a careful balance of natural ingredients chosen to perform specific skincare tasks - hydrating, exfoliating, nourishing and protecting.



#### Body Lotions / 300ml

Lightweight body moisturisers to maintain skin's hydration.

Bamboo & Jasmine / ABA10\* Patchouli & Black Pepper / APB10\*



BATH HOUSE NATURAL I VEGAN I SUSTAINABLE MADE IN CUMBRIA, ENGLAND

#### Hair & Body Washes / 300ml

Body cleansers infused with scent and purifying ingredients.

Bamboo & Jasmine / ABA20\* Bergamot & Amber / ABE20\* Cedar & Lime / ACC20\* Fig & Nutmeg / ASF20\* Patchouli & Black Pepper / APB20\*



Bamboo & Jasmine / ABA225 Patchouli & Black Pepper / APB225



*I absolutely love this product. It is the most gorgeous scent and foam, it beats every other bath product l've used by far.* 

Customer Review Bergamot & Amber Bath Soak



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Bath Soaks / 500ml

Therapeutical blends, to

Bamboo & Jasmine / ABA22 Bergamot & Amber / ABE22

Cedar & Lime / ACC22

Fig & Nutmeg / ASF22

condition and scent the skin.

Patchouli & Black Pepper / APB22

#### Bath Salts / 175g

Fragranced natural Dead Sea salts, to soften water, promoting wellbeing.

Bamboo & Jasmine / ABA23 Patchouli & Black Pepper / APB23



#### Deodorants / 50ml

Aluminium-free, created to help reduce and mask underarm odour.

Bergamot & Amber / ABE16 Cedar & Lime / ACC16 Fig & Nutmeg / ASF16



#### Body Cream / 200ml

Lightweight and easily absorbed for daily use to moisturise the skin, helping to prevent dryness.

Patchouli & Black Pepper / APB11



#### Body Scrub / 200ml

A blend of naturally exfoliating Walnut Shell and nourishing plant-based butters.

Patchouli & Black Pepper / APB13

Patchouli & black pepper exfoliating I walnut body scru walnut powder - cocca - shea - iiiipi Natural I VEGAN I SUSTAINABIE

#### By-Product Focus Walnut Shell

- The effective exfoliant used in our body scrub.
- 100% natural.
- A by-product of the food industry.
- Works to improve skin tone.

Not only does it smell divine it really works and exfoliates the skin and leaves it so soft.

Customer Review Patchouli & Black Pepper Body Scrub

# Handcare

Enriched with active natural extracts to help soothe, protect and nourish hands daily.



#### Hand Washes / 300ml

Effective, gentle cleansing and nourishment.

Bamboo & Jasmine / ABA30\* NEW Greenhouse / AGR30\* Patchouli & Black Pepper / APB30\*



MADE IN CUMBRIA, ENGLAND

Hand Lotions / 300ml

Bringing moisture to dry hands and nails.

Bamboo & Jasmine / ABA31\* NEW Greenhouse / AGR31\* Patchouli & Black Pepper / APB31\*



#### **Handcare Duos**

300ml hand wash 300ml hand lotion

Bamboo & Jasmine / ABA224 NEW Greenhouse / AGR224 Patchouli & Black Pepper / APB224

By-Product Focus Glycerine

BATH HOUSE

- The base used in our handmade soaps.
- 100% natural.
- A by-product of rapeseed oil manufacture,

Patchouli & black pepper

Patchouli 8

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BATH HOUSE

handmade soap

- Highly moistursing, during and after use.



#### Soap Bars / 100g

Hand-made and free from palm oil, ideal for cleansing hands and body.

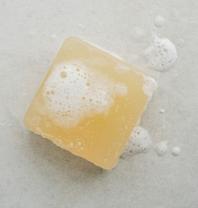
Bamboo & Jasmine / ABA17 Bergamot & Amber / ABE17 Cedar & Lime / ACC17 Fig & Nutmeg / ASF17 Patchouli & Black Pepper / APB18 NEW Patchouli & Black Pepper (Glycerine) / APB17



#### Hand Creams / 30ml

Skin-softening creams, keep hands hydrated.

Bamboo & Jasmine / ABA33 Patchouli & Black Pepper / APB33





# **Face Care**

Gentle skincare made with active, natural ingredients to promote skin health. Created to be used as part of the daily skincare routine, suitable for all skin types.



#### Face Wash / 100ml

Deeply cleansing and anti-bacterial, with a mild exfoliating action.

Bergamot & Amber / ABE63



#### Facial Moisturiser / 100ml

Light and easily absorbed, hydrates, revitalises and protects skin daily.

Bergamot & Amber / ABE62



#### Face Balm / 100ml

A nourishing balm to deeply moisturise, soothe and promote healthy skin.

Fig & Nutmeg / ASF60

By-Product Focus Orange Peel Powder

- A gentle exfoliant used in our face wash.
- 100% natural.
- A by-product of the juice industry.
- Rich in vitamin C.



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# Shave & Groom

Our specific shaving products are all comfortable and effective to use, delivering a close shave whilst nurturing the skin.

To maintain beard health, our much-loved 100% natural oils work to maintain hair and skin health.

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#### Shave Soap / 200g

Creates a rich, nourishing lather, suitable for face and body.

Bergamot & Amber / ABE91\* Fig & Nutmeg / ASF91\* Ergamot & amer bergamot & amer

Shave Oil / 30ml Hydrating oil blend to calm skin and aid glide.

Bergamot & Amber / ABE90 Cedar & Lime / ACC90 Fig & Nutmeg / ASF90 The gel is great quality, it smells great and works well. Effective, smooth and non-irritating. With environmentally conscious packaging too.

Customer Review Fig & Nutmeg Shave Gel



#### Shave Gel / 100ml

A dual action gel for a comfortable shave, nourishes the skin.

Fig & Nutmeg / ASF61



NEW Shave Cream / 100ml

Deeply moisturising, created for a close, comfortable shave.

Bergamot & Amber / ABE94

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#### Beard Oils / 30ml

Aromatic oil blends, to soften and condition hair and skin.

Bergamot & Amber / ABE92 Cedar & Lime / ACC92 Fig & Nutmeg / ASF92





## A customer who loves is a customer who buys...

We have carefully created visual merchandising material and guidelines to help you communicate our vision and help you to replicate our brand's image in your store. To see how we choose to merchandise in our own stores, please see images on pages 1, 3, 8 and 11 for reference.

As you (and we!) know, a successful visual merchandising strategy helps establish a strong visual identity and is therefore an essential driver of brand consistency.

With feedback from stores we have devised two methods to merchandise the Bath House brand. This choice will depend on how you choose to purchase the products.

We can provide showcards which can be positioned above, beside or behind the relevant products, to guide the customers. Choose to display by collection or category.

**Display By Collection** If you prefer to purchase a collection/s, we recommend displaying the fragrances separately, making it easier for customers to shop their fragrance choice.



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For example, our Fig & Nutmeg collection



**Display By Category** If you purchase across the board, or have more than three collections we recommend displaying our products based on product type.

For example, our bathing and shower products



#### Allow the customers to try our products...

We encourage you to help customers to connect with our brand by amplifying the sensory qualities of the products, known as sensory marketing.

This method of merchandising will be most effective if you are able to engage all of a potential customer's senses through offering the ability to try the products, creating a unique and unforgettable customer experience.

Support the customer by explaining the unique product ingredients, where it's made, its sustainable features, problems it solves and benefits it brings to the customer. The important part is that the explanation is clear and helps leads to a purchase.

A customer who loves is a customer who buys. The more customers sample and learn about the products, the more likely they will purchase and even come back for more.



We can provide testers with tags and labels to clearly define these 'tester' products for your customers.



# Bamboo & Jasmine

Fragranced with the fresh, crisp scent of cut green stems, bamboo, soft white jasmine wrapped in lime blossom and delicate gardenia.

Fresh / Clean / White Florals / Green



Hand Cream 30ml / ABA33 Soap Bar

Hand Wash 100g / ABA17 300ml / ABA30 500ml Refill / ABA130

**Refill** 

recycle



Hand Lotion 300ml / ABA31 500ml Refill / ABA131

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Hair & Body Wash 300ml / ABA20 500ml Refill / ABA120



500ml / ABA22



175g / ABA23



Body Lotion 300ml / ABA10 500ml Refill / ABA110



Room Diffuser 200ml + vase + reeds / ADBJO1 200ml Refill / ADBJO2



Travel Kit / ABA222 60ml shampoo + 60ml conditioner 60ml body lotion + 60ml body wash



Bodycare Duo / ABA225 300ml body wash 300ml body lotion

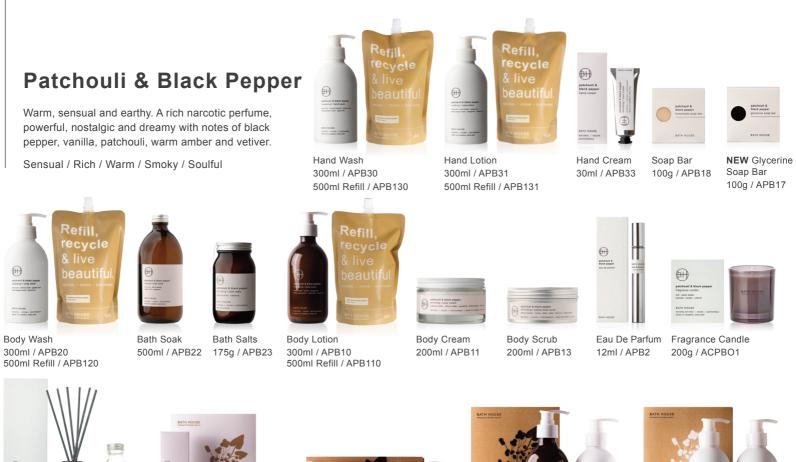


Handcare Duo / ABA224 300ml hand wash 300ml hand lotion



Fragrance Candle 200g / ACBJO1







Room Diffuser 200ml + vase + reeds / ADPBO1 200ml Refill / ADPBO2



Shower Set / APB230 12ml eau de parfum 60ml body wash 30ml body cream



Try Me Kit / APB222 30ml body cream 60ml bath soak 60ml body wash + 60ml lotion



Bodycare Duo / APB225 300ml body wash 300ml body lotion



Handcare Duo / APB224 300ml hand wash 300ml hand lotion



# Fig & Nutmeg

Fresh, sophisticated and classic, a scent tailored with bright notes of juicy fig, iris and chamomile layered with spicy nutmeg, clove, sandalwood and the warmth of amber mixed with a hint of smoky patchouli.

Refill

Woody / Fruity / Spicy



Soap Bar 100g / ASF17 Hair & Body Wash 300ml / ASF20 500ml Refill / ASF120



Bath Soak

500ml / ASF22



Face Balm

100ml / ASF60



0

50ml /

ASF16

Shave Gel 100ml / ASF61



Cologne 100ml / ASF1 12ml / ASF2



Shave Soap 200g / ASF91 175g Refill / ASF93







Shower Set / ASF230 12ml cologne 60ml body wash 30ml body cream

# **Bergamot & Amber**

A fresh, clean scent of bergamot, fruity sweet and spicy, skilfully blended with citrus notes of mandarin, vanilla, amber and sandalwood creates a distinctive and unforgettable scent.

Citrus / Aromatic / Warm





Soap Bar 100g / ABE17

Hair & Body Wash 300ml / ABE20 500ml Refill / ABE120



Bath SoakFace Wash500ml / ABE22100ml / ABE63



Face Moisturiser 100ml / ABE62



Cologne 100ml / ABE1 12ml / ABE2



Shave Soap 200g / ABE91 175g Refill / ABE93



NEW Shave Cream 100ml / ABE94



Beard Oil

30ml /

ABE92

Shave Oil Deodorant 30ml / 50ml / ABE90 ABE16

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# Cedar & Lime

Created with the zest and sparkling freshness of limes, green bergamot and bittersweet grapefruit. These bright fragrant notes are subtly blended with warmer more sensual tones of leather, dry cedar and musk.

Intense / Zesty / Woody

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Refill, recycle & live beautiful. Note - verse results Note - verse results

Soap Bar 100g / ACC17

Hair & Body Wash 300ml / ACC20 500ml Refill / ACC120



Bath Soak 500ml / ACC22

Conflat & Rem



Greenhouse

NEW Hand Wash 300ml / AGR30 500ml Refill / AGR130



Inspired by the scented memory of a greenhouse with its diffused

light, heat and fragrance. Notes of lemon thyme, geranium, garden

mint and aromatic green tomatoes are balanced with pungent notes

of chrysanthemums mix with earth, moss and fern.

Herbal Green / Aromatic / Fresh / Moss / Flowers

NEW Hand Lotion 300ml / AGR31 500ml Refill / AGR131



Room Diffuser 200ml + vase + reeds / ADGRO1 200ml Refill / ADGRO2



Cologne 100ml / ACC1 12ml / ACC2



Beard Oil

30ml /

ACC92

Shave OilDeodorant30ml /50ml /ACC90ACC16



NEW Handcare Duo / AGR224 300ml hand wash 300ml hand lotion



NEW Home Discovery Set / ACGR10 Greenhouse 60g fragrance candle 60ml room diffuser

# **Gift Sets**

Gift a selection of artisan-made body, bathing and skincare products. All beautifully fragranced, beneficial formulations for the body and mind.





Shower Set / APB230 Patchouli & Black Pepper Fig & Nutmeg 12ml eau de parfum 60ml body wash 30ml body cream



Shower Set / ASF230 12ml cologne 60ml body wash 30ml body cream



Travel Kit / ABA222 Bamboo & Jasmine 60ml shampoo 60ml conditioner 60ml body lotion 60ml body wash



Try Me Kit / APB222 Patchouli & Black Pepper 30ml body cream 60ml bath soak 60ml body lotion 60ml body wash



Home Discovery Set /ACGR10 Greenhouse 60g fragrance candle 60ml room diffuser



Home Discovery Set / ACWN10 Winter Night 60g fragrance candle 60ml room diffuser



Bodycare Set / ABA225 Bamboo & Jasmine 300ml body wash 300ml body lotion



Bodycare Set / APB225 Patchouli & Black Pepper 300ml body wash 300ml body lotion



Handcare Set / ABA224 Bamboo & Jasmine 300ml hand wash 300ml hand lotion



Handcare Set / APB224 Patchouli & Black Pepper 300ml hand wash 300ml hand lotion



Handcare Set / AGR224 Greenhouse 300ml hand wash 300ml hand lotion



Bamboo & Jasmine Room Diffuser 200ml / ADBJ01 Room Diffuser Refill 200ml / ADBJ02 Fragrance Candle 200g / ACBJ01



#### Greenhouse

Room Diffuser 200ml / ADGR01 Room Diffuser Refill 200ml / ADGR02 Fragrance Candle 200g / ACGR01



#### **Climbing Trees**

Room Diffuser 200ml / ADCL01 Room Diffuser Refill 200ml / ADCL02 Fragrance Candle 200g / ACCL01



Hide & Seek Room Diffuser 200ml / ADHS1 Room Diffuser Refill 200ml / ADHS02 Fragrance Candle 200g / ACHS01



#### Faith Is

Room Diffuser 200ml / ADFA01 Room Diffuser Refill 200ml / ADFA02 Fragrance Candle 200g / ACFA01



Patchouli & Black Pepper Room Diffuser 200ml / ADPB01 Room Diffuser Refill 200ml / ADPB02 Fragrance Candle 200g / ACPB01



NEW Winter Night Room Diffuser 200ml / ADWN01 Room Diffuser Refill 200ml / ADWN02 Fragrance Candle 200g / ACWN01



NEW Home Discovery Set Greenhouse / ACGR10 60g fragrance candle 60ml room diffuser



NEW Winter Night Winter Night / AWNR10 60g fragrance candle 60ml room diffuser

# **Home Fragrance**

Our candles and diffusers are infused with bespoke fragrances, inspired by scented memories of special places visited, landscapes imagined and moments remembered.





# Let's talk.

To place your order, contact the team today t 015396 21992 / e wholesale@thebathhouseshop.com

Or contact your local sales agent to arrange a face to face or online video meeting at your convenience, to talk through the collection and present samples.

Home Counties & East Anglia / Ashley Leatherland t 07948 408401 / e ashley.sales@me.com

Midlands / Contact the Bath House Team t 015396 21992 / e wholesale@thebathhouseshop.com

London / Contact the Bath House Team t 015396 21992 / e wholesale@thebathhouseshop.com

North East / John Murphy t 07931 753002 / e johnmurphy@johnmurphy.karoo.co.uk

North West & North Wales / Mark Carney t 07971 229662 / e info@chilliagencies.co.uk

South East / Martin Hawkes t 07973 321 031 / e hawkesmartin@icloud.com

South West & South Wales / Contact the Bath House Team t 015396 21992 / e wholesale@thebathhouseshop.com

Scotland / Helen McNeill t 07831 650 819 / e mcneillhelen@hotmail.com

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