

A decorative border with intricate floral and vine patterns in a sepia tone, framing the central text.

Lailokens Awen

to believe in magic is to believe in yourself

*the finest in handcrafted loose and stick incense,
beeswax and scented spell candles, anointing oils,
lustral waters, and baths salts,
using hermetic principles, and respecting
astrological correspondences
100% natural 100% Canadian*

*Distributor Catalogue
spring/summer 2022*

Awen

Welsh for inspiration. In the Welsh tradition, Awen is the inspiration of the bards, or, in its personification, Awen is the inspirational muse of creative artists

Welcome to Lailokens Awen! I thank you for taking the time to learn about the brand and the wide assortment of magical items I lovingly handcraft. The items I offer here represent over 20 years of dedication to making effective products that satisfy the needs of the customer, while providing a pleasing aesthetic that enhances the magical environment.

As owner/creator of the brand, I hope you grow to love the products and brand as much as I do.

Blessings
Shawn C. Hebert /\

Brand Philosophy

To Believe In Magic Is To Believe In Yourself

This statement is at the heart of the company, and is the philosophy that drives me to make the products that I do. If one does not believe in oneself, one does not possess the belief that they can make magic and create real change in their lives.

With that belief in themselves, magic flows freely and the individual gains control of their destiny by manifesting their true will. I provide them with the tools they need, but they make the magic happen.

Brand Identity

The consistency of the font and format of the labels, packaging styles and materials, throughout product categories give Lailokens Awen an homogeneous image that is professional, as well as being eye-catching in a retail setting, making the brand stand out from others. This cohesive branding assures customers that items from across product categories work in harmony and enhance effectiveness in any magical working.

The matte, aged finish of the labels evoke the image of the medieval magician in his conjure room, the renaissance alchemist in his laboratory, and the Victorian witch in her country cottage, making Lailokens Awen an aesthetically attractive choice for both retailers and customers who are looking for that label-appeal to enhance their magical environment.





What's New

Price Increases

Loose Incense:

Abra-Melin french manuscript

Ceremonial Magic

Clearing

Moon

Protection

Sacred Temple

Success & Prosperity

Tetragrammaton

Wealth

Beeswax Candle Sets:

Altar Set - black

Altar Set - white

Wiccan Altar

Elemental Set

Loose Incense

Handcrafted with organic resins, herbs, woods, and essential oils

Recyclable kraft paper stand up pouch with hang hole and biodegradable cellophane window

14g – 28g 3 1/2" x 5 1/2"

labels in English and French



LIABMF – Abra-Melin
French Manuscript 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LICEM
Ceremonial Magic 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LICLE
Clearing 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LIKYP
Kyphi 14g
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



LILOV
Love 21g
DIST \$3.59
WHSL \$5.98
MSRP \$11.95



LIMOO
Moon 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LIPRO
Protection 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LISTE
Sacred Temple 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LISAP
Success & Prosperity 21g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LITET – Crowley's
Tetragrammaton 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95



LIWEA
Wealth 28g
DIST \$2.98
WHSL \$4.98
MSRP \$9.95

Stick Incense

miscellaneous

Handcrafted with bamba wood and organic essential oils

10 sticks per pack

Biodegradable cellophane bags and recyclable paper labels

16g 2 1/4" x 12" approx. burn time: 1 hour labels in English and French



SIANU

Anubis

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIAPH

Aphrodite

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIBEN

Benzoin

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIBRI

Brighid

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SICES

Cedar & Sage

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SICER

Cernunnos

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SICRD

Cerridwen

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SICHB

Chakra Balancing

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIDRB

Dragon's Blood

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIEAG

Earth Goddess

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIFRA

Frankincense

DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIFAM

Frankincense & Myrrh

DIST \$1.79
WHSL \$2.98
MSRP \$5.95

all prices are in Canadian dollars

Stick Incense

miscellaneous

Handcrafted with bamba wood and organic essential oils
10 sticks per pack
Biodegradable cellophane bags and recyclable paper labels
16g 2 1/4" x 12" approx. burn time: 1 hour labels in English and French



SIHEC
Hecate
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIHOG
Horned God
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIHOR
Horus
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIISI
Isis
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIIMOG
Moon Goddess
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SINAC
Nag Champa
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIOSI
Osiris
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIPAN
Pan
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SISAG
Sage
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SISAN
Sandalwood
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SISSE
Seer
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SISUG
Sun God
DIST \$1.79
WHSL \$2.98
MSRP \$5.95

Stick Incense

miscellaneous

Handcrafted with organic essential oils
10 sticks per pack
Biodegradable cellophane bags and recyclable paper labels
16g 2 1/4" x 12" approx. burn time: 1 hour labels in English and French



SITHO
Thoth
DIST \$1.79
WHSL \$2.98
MSRP \$5.95

angelic



SIGAB
Gabriel Archangel
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIMET
Metatron Archangel
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIMIC
Michael Archangel
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIRAP
Raphael Archangel
DIST \$1.79
WHSL \$2.98
MSRP \$5.95



SIURI
Uriel Archangel
DIST \$1.79
WHSL \$2.98
MSRP \$5.95

Sabbat Altar Sets

10g Loose Incense & 4ml Anointing Oil

Handcrafted with organic resins, herbs, woods, and essential oils

Recyclable kraft paper stand up pouch with hang hole and biodegradable cellophane window

26g 3 1/2" x 5 1/2"

labels in English and French

limited quantities available



SAWIS

Winter Solstice Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SAIMB

Imbolc Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SASPE

Spring Equinox Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SABEL

Beltane Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SASUS

Summer Solstice Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SALUG

Lughnasadh Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SAAUS

Autumn Equinox Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SASAM

Samhain Altar

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

all prices are in Canadian dollars

Beeswax Spell Candles

Handcrafted with 100% Canadian beeswax and organic essential oils
34g 4 1/4" x 1 1/4" approx. burn time: 4 hours labels in English and French
variations in colour may occur betw een batches

miscellaneous



SCBAL
Balancing
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCBUS
Business Success
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCCLE
Clearing
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCHEA
Healing
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCLEM
Legal Matters
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCLOV
Love
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCMED
Meditation
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCPRO
Protection
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCPUR
Purification
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCSEX
Sexuality
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCSAP
Success & Prosperity
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCWEA
Wealth
DIST \$2.99
WHSL \$4.98
MSRP \$9.95

elemental



SCAIR
Air
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCFIR
Fire
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCWAT
Water
DIST \$2.99
WHSL \$4.98
MSRP \$9.95



SCEAR
Earth
DIST \$2.99
WHSL \$4.98
MSRP \$9.95

all prices are in Canadian dollars

Beeswax Altar Candles

altar

Handcrafted with 100% Canadian beeswax and organic essential oils
68g 4 1/4" x 1 3/4" approx. burn time: 8 hours labels in English and French



SCALB

Altar Candle – Black

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

SCALW

Altar Candle – White

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

limited quantities of Sabbat Altar Candles available

sabbat



SCAWS

Winter Solstice

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

SCAIM

Imbolc

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

SCASE

Spring Equinox

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

SCABE

Beltane

DIST \$4.49
WHSL \$7.48
MSRP \$14.95



SCASS

Summer Solstice

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

SCALU

Lughnasadh

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

SCAAE

Autumn Equinox

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

SCASA

Samhain

DIST \$4.49
WHSL \$7.48
MSRP \$14.95

Beeswax Altar Candle Sets

Handcrafted with 100% Canadian beeswax and organic essential oils
136g 4 1/4" x 3 1/2" x 1 3/4" labels in English and French



SCALBS

Altar Set – Black
DIST \$7.18
WHSL \$11.98
MSRP \$23.95

SCALWS

Altar Set – White
DIST \$7.18
WHSL \$11.98
MSRP \$23.95

SCALWI

Wiccan Altar
DIST \$7.18
WHSL \$11.98
MSRP \$23.95



SCELES

Elemental Set
DIST \$8.09
WHSL \$13.48
MSRP \$26.95

Scented Spell Candles

miscellaneous

Handcrafted with fully refined (benzene and toluene free) paraffin wax and essential oils
200g 2" x 4" approx. burn time: 48 hours labels in English and French



PCAW

Awen
Creativity & Inspiration

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCBRH

Brigid's Hearth
Happy Home

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCDRB

Dragons Blood

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCFAM

Frankincense & Myrrh

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCFUM

Full Moon

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCHEC

Hecate

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCSEE

Seer

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCTIP

Tiphareth
Inner Beauty

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCWIS

Wisdom

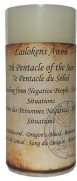
DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95

all prices are in Canadian dollars

Scented Spell Candles

pentacle

Handcrafted with fully refined (benzene and toluene free) paraffin wax and essential oils
200g 2" x 4" approx. burn time: 48 hours labels in English and French



PCSUG

7th Pentacle of the Sun
Unbinding

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCMOE

5th Pentacle of the Moon
Restful Sleep, Answers,
Protect from Nightmares

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCMAA

1st Pentacle of Mars
Courage & Ambition

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCMAF

6th Pentacle of Mars
Protection Against Attackers

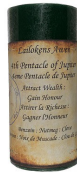
DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCMEB

2nd Pentacle of Mercury
Wish Fulfillment

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCJUD

4th Pentacle of Jupiter
Wealth & Honour

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCVEC

3rd Pentacle of Venus
Love

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCVEE

5th Pentacle of Venus
Sexuality

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCSAE

5th Pentacle of Saturn
House Protection

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95



PCSAB

2nd Pentacle of Saturn
Business Negotiations &
Financial Dealings

DIST	\$5.39
WHSL	\$8.98
MSRP	\$17.95

all prices are in Canadian dollars

Anointing Oils

miscellaneous

Handcrafted with organic vegetable oils and essential oils
.5fl.oz. / 15ml 44g 2 3/4" x 1" labels in English and French



AOABMF – Abra-Melin
French Manuscript
DIST \$5.09
WHSL \$8.48
MSRP \$16.95



AOANO
Anointing
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOBUS
Business Success
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOFAM
Fast Money
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOHEA
Healing
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOLEM
Legal Matters
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOLOV
Love
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOPRO
Protection
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOPUR
Purification
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOSTE
Sacred Temple
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOSEX
Sexuality
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOWEA
Wealth
DIST \$4.49
WHSL \$7.48
MSRP \$14.95

Anointing Oils

Handcrafted with organic vegetable oils and essential oils
.5fl.oz. / 15ml 44g 2 3/4" x 1"

labels in English and French

planetary



AOSUN
Sun
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOMOO
Moon
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOMAR
Mars
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOMER
Mercury
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOJUP
Jupiter
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOVEN
Venus
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOSAT
Saturn
DIST \$4.49
WHSL \$7.48
MSRP \$14.95

elemental



AOAIR
Air
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOFIR
Fire
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOWAT
Water
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOEAR
Earth
DIST \$4.49
WHSL \$7.48
MSRP \$14.95

Anointing Oils

angelic

Handcrafted with organic vegetable oils and essential oils
.5fl.oz. / 15ml 44g 2 3/4" x 1" labels in English and French



AOGAB
Gabriel Archangel
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOMET
Metatron Archangel
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOMIC
Michael Archangel
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AORAP
Raphael Archangel
DIST \$4.49
WHSL \$7.48
MSRP \$14.95



AOURI
Uriel Archangel
DIST \$4.49
WHSL \$7.48
MSRP \$14.95

Lustral Waters

Handcrafted with Solomonicon Holy Water, organic essential oils and ECOcert approved solubilizer
3.4fl.oz/100ml 118g 5" x 1 3/4" labels in English and French



SSLOV
Love
DIST
WHSL
MSRP

\$5.99
\$9.98
\$19.95



SSPRO
Protection
DIST
WHSL
MSRP

\$5.99
\$9.98
\$19.95



SSSAG
Sage
DIST
WHSL
MSRP

\$5.99
\$9.98
\$19.95

Ritual Bath

Handcrafted with Himalayan pink salt and organic essential oils
Recyclable kraft paper stand up pouch with hang hole and biodegradable cellophane window
350g 9" x 6 1/4" labels in English and French



BPUR
Purification
DIST \$4.49
WHS \$7.48
MSRP \$14.95



BSER
Serenity
DIST \$4.49
WHS \$7.48
MSRP \$14.95

Ritual Sets

Includes Beeswax Spell Candle, Loose Incense, Anointing Oil, 1 charcoal disc
Recyclable kraft paper stand up pouch with hang hole and biodegradable cellophane window
350g 8" x 4 1/2" labels in English and French



RSBUS
Business Success
DIST \$8.99
WHSL \$14.98
MSRP \$29.95



RSCLE
Clearing
DIST \$8.99
WHSL \$14.98
MSRP \$29.95



RSLOV
Love
DIST \$8.99
WHSL \$14.98
MSRP \$29.95



RSPRO
Protection
DIST \$8.99
WHSL \$14.98
MSRP \$29.95



RSSAP
Success & Prosperity
DIST \$8.99
WHSL \$14.98
MSRP \$29.95



RSWEA
Wealth
DIST \$8.99
WHSL \$14.98
MSRP \$29.95

Ordering

Distributors will receive an electronic order form for easy purchasing, but are free to use their own form if preferred

Orders are to be sent to Lailokens Awen via email to: shawn@lailokensawen.com

Payment

Payments can be by electronic money transfer (Canada only), bank/wire transfer, or Paypal, and are due before orders ship

Support

After initial purchase, distributors will receive, via email, stock photos of all Lailokens Awen products, including full product descriptions, which they can use on websites, online stores, social media, advertising, and any other material appropriate to their business

Distributors retail customers also have the right to use the stock photos and product descriptions on websites, online stores, social media, advertising, and any other material appropriate to their business

Distributors will be listed on the 'Wholesale' page on www.lailokensawen.com, and retailers on the 'Store Locator' page on www.lailokensawen.com

Customer service support through their preferred method: phone, email, text, etc.

Two catalogues per year with updates on new product launches

Lailokens Awen will work with the distributor to develop promotions suitable to their target market to maintain interest in the brand and to increase sales

Lailokens Awen will actively promote the business relationship with its distributing partners on social media, as well as promote the retail stores that carry the brand, on its various social media platforms

Social Media

Facebook
www.facebook.com/LailokensAwen

Twitter
[@lailokensawen](https://twitter.com/lailokensawen)

Instagram
[lailokens_awen](https://www.instagram.com/lailokens_awen)

Youtube
Lailokens Awen

Contact

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