nagomi.

TRADE CATALOG

# Seven scents, indexed.

Choose by how a scent
opens, settles and lingers.

STICK INCENSE
WAKABAYASHI, IN KYOTO SINCE 1830
MADE ON AWAJI ISLAND, JAPAN



# Based in Kyoto. Made on Awaji Island.

Wakabayashi, in Kyoto since 1830, sets the direction for each scent. Incense masters on Awaji Island work it into a formula. The sticks are made on the island.

1830

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# Punctuation for the day.

*Nagomi* is a Japanese word. We use it for the moment a room softens.

Each stick burns for about 30 minutes. We think of that time as punctuation. It doesn’t add anything to the day. It marks a place in it.

A thread of smoke rises from the i in the logo. The period at the end is the punctuation mark.




nagomi.

# Why Awaji.

Hyogo is Japan’s largest incense-producing prefecture. Most of that incense is made on Awaji Island.

The work began around 1850, when skilled makers moved from Sakai to Ei, a port on the island’s northwest coast. Strong winter winds kept boats in the harbor, and incense became the work of that season.

Today, each scent in the line is developed there with incense masters, called *kōshi*.



The Akashi Kaikyo Bridge, the road to Awaji Island

# Lit, compared, reworked.



Each trial blend is lit and compared with the last. The formula changes, and it is lit again. The standard is how it smells while it burns, not how it smells in the box.

A stick can pick up a scorched note if it burns too hot, or if the fragrance and base are out of balance. An unlit stick won't show it. That's why every blend gets lit.

A SCENT IN THREE STAGES

## Top

JUST AFTER LIGHTING

How the scent opens

## Heart

WHILE THE STICK BURNS

The center of the scent

## Base

AFTER IT GOES OUT

What stays in the room

Extruded, with no bamboo core. Made with natural fragrance materials.

# The whole shelf, one page.

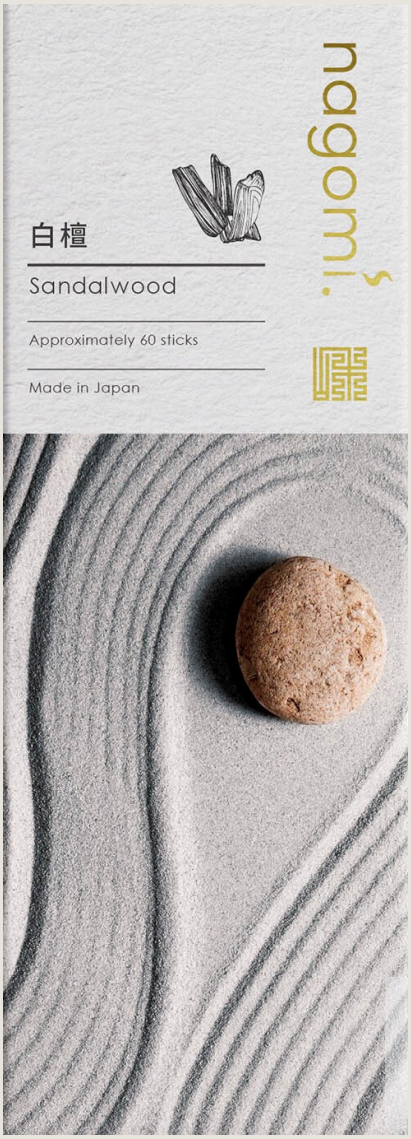
Four woods and three florals. One scent to a box.




| | SCENT | FAMILY | LINE | WEIGHT PER BOX |
|---|---|---|---|---|
| 白檀 | Sandalwood | Wood | Sweet wood. The spice stays in the background. | 20 g / 0.7 oz |
| 沈香 | Agarwood | Wood | Agarwood leads. Everything else stays low. | 20 g / 0.7 oz |
| 檜 | Hinoki | Wood | A forest in the morning. Not sweet. | 20 g / 0.7 oz |
| パロサント | Palo Santo | Wood | Soft-spoken wood with a resinous, smoky edge. | 21 g / 0.7 oz |
| 白茶 | White Tea | Floral | Light and clear, like the first cup. | 24 g / 0.8 oz |
| 金木犀 | Kinmokusei | Floral | Autumn osmanthus, without the cloying sweetness. | 20 g / 0.7 oz |
| 茉莉花 | Jasmine | Floral | White flowers, still a little green. | 24 g / 0.8 oz |

# Sandalwood

白檀




*Sweet wood. The spice stays in the background.*

WHEN

Late evening, reading

| | |
|---|---|
| TOP | A light touch of cinnamon bark and clove |
| HEART | Indian sandalwood that slowly fills the room |
| BASE | Soft, sweet sandalwood |

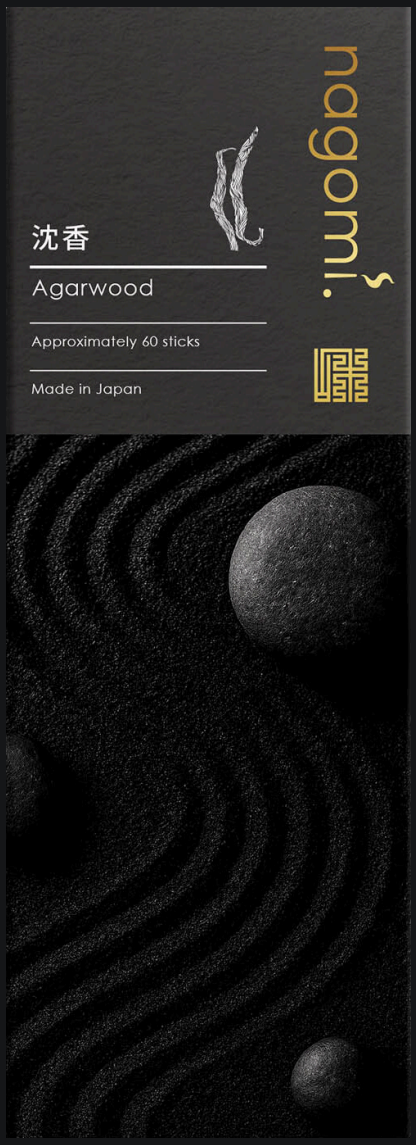
INGREDIENTS

Tabu bark powder, sandalwood, fragrance

| WEIGHT PER BOX | CONTENTS | LENGTH | BURN TIME |
|---|---|---|---|
| 20 g / 0.7 oz | approx. 60 sticks | approx. 13.8 cm / 5.4 in | approx. 30 minutes per stick |

# Agarwood

沈香




*Agarwood leads. Everything else stays low.*

WHEN

Night, a long book

| | |
|---|---|
| TOP | A trace of herbal spice |
| HEART | Deep Siam agarwood |
| BASE | A long, quiet finish |

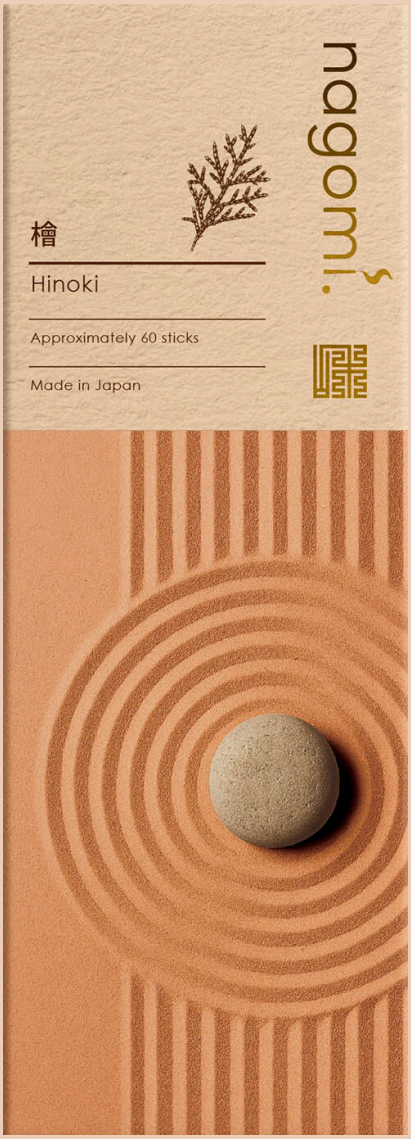
INGREDIENTS

Tabu bark powder, sandalwood, agarwood, fragrance

| WEIGHT PER BOX | CONTENTS | LENGTH | BURN TIME |
|---|---|---|---|
| 20 g / 0.7 oz | approx. 60 sticks | approx. 13.8 cm / 5.4 in | approx. 30 minutes per stick |

# Hinoki

檜




*A forest in the morning. Not sweet.*

WHEN

Morning, before work

| | |
|---|---|
| TOP | Crisp hinoki, fresh apple and green leaves |
| HEART | Warm hiba wood |
| BASE | Patchouli, vetiver and cedarwood, with amber and white musk |

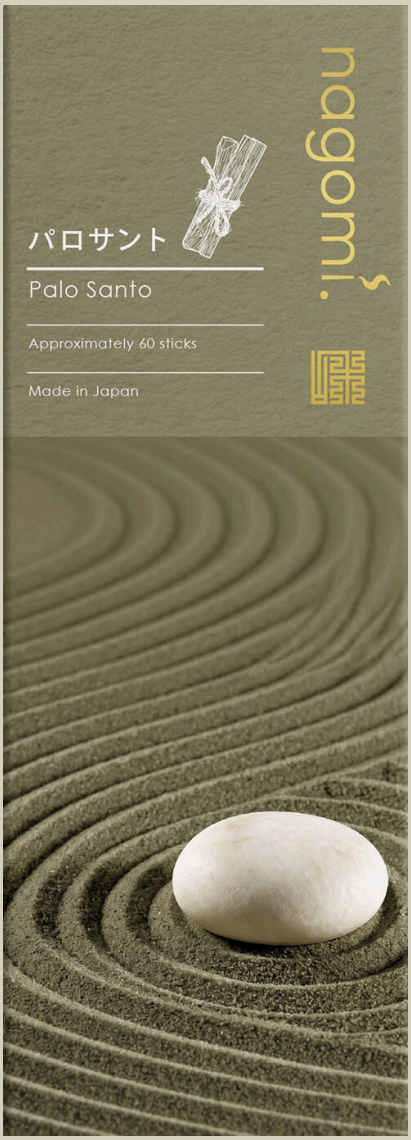
INGREDIENTS

Tabu bark powder, fragrance

| WEIGHT PER BOX | CONTENTS | LENGTH | BURN TIME |
|---|---|---|---|
| 20 g / 0.7 oz | approx. 60 sticks | approx. 13.8 cm / 5.4 in | approx. 30 minutes per stick |

# Palo Santo

パロサント




*Soft-spoken wood with a resinous, smoky edge.*

WHEN

After work, before guests arrive

| | |
|---|---|
| TOP | Bright and citrusy |
| HEART | Sweetness and smoke, folded together |
| BASE | Wood, with a trace of sweetness |

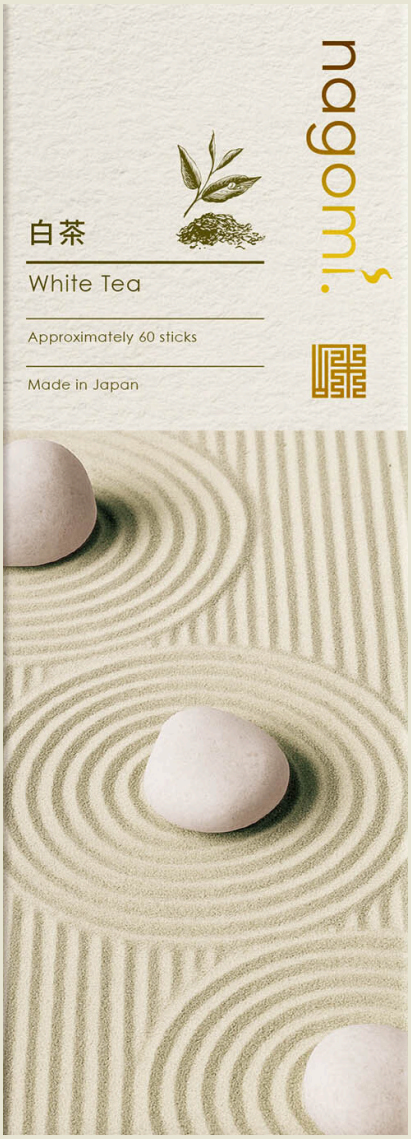
INGREDIENTS

Tabu bark powder, fragrance

| WEIGHT PER BOX | CONTENTS | LENGTH | BURN TIME |
|---|---|---|---|
| 21 g / 0.7 oz | approx. 60 sticks | approx. 13.8 cm / 5.4 in | approx. 30 minutes per stick |

# White Tea

白茶




*Light and clear, like the first cup.*

WHEN

Afternoon, before guests arrive

| | |
|---|---|
| TOP | Ginger and lemon |
| HEART | Jasmine, rose and white tea |
| BASE | Amber, musk and patchouli |

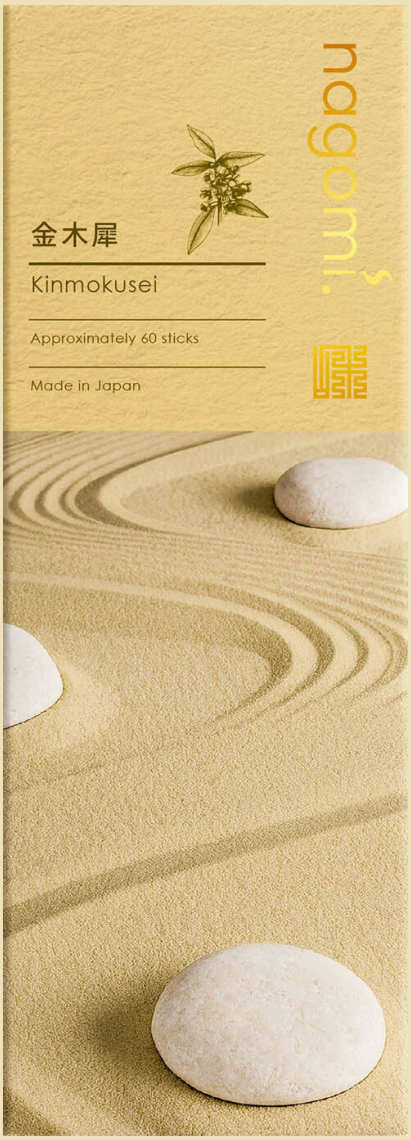
INGREDIENTS

Tabu bark powder, fragrance

| WEIGHT PER BOX | CONTENTS | LENGTH | BURN TIME |
|---|---|---|---|
| 24 g / 0.8 oz | approx. 60 sticks | approx. 13.8 cm / 5.4 in | approx. 30 minutes per stick |

# Kinmokusei

金木犀 Sweet osmanthus




*Autumn osmanthus, without the cloying sweetness.*

WHEN

A weekend afternoon

| | |
|---|---|
| TOP | Neroli and ylang-ylang |
| HEART | Osmanthus with jasmine and lily |
| BASE | Patchouli and musk |

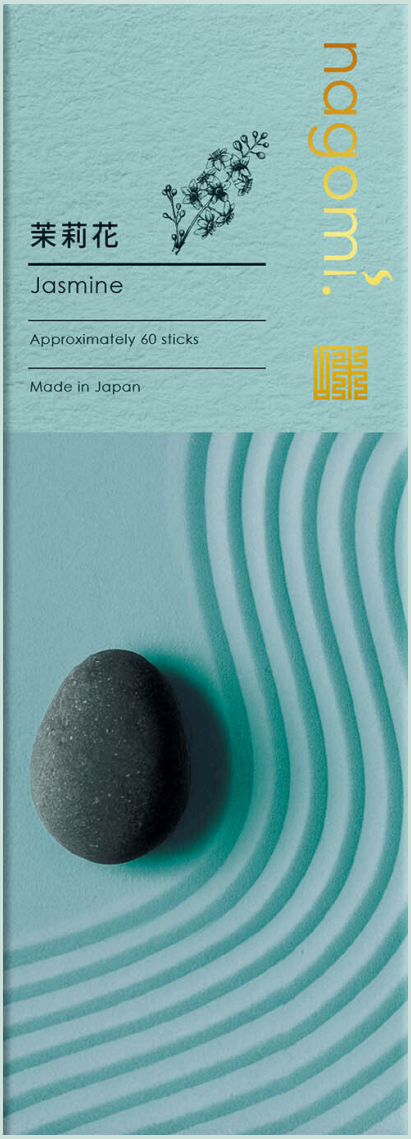
INGREDIENTS

Tabu bark powder, fragrance

| WEIGHT PER BOX | CONTENTS | LENGTH | BURN TIME |
|---|---|---|---|
| 20 g / 0.7 oz | approx. 60 sticks | approx. 13.8 cm / 5.4 in | approx. 30 minutes per stick |

# Jasmine

茉莉花




## *White flowers, still a little green.*

WHEN

Evening, low light

| | |
|---|---|
| TOP | Just-picked petals with a green edge |
| HEART | Jasmine’s white-flower sweetness |
| BASE | A faint, lingering sweetness |

INGREDIENTS

Tabu bark powder, fragrance

| WEIGHT PER BOX | CONTENTS | LENGTH | BURN TIME |
|---|---|---|---|
| 24 g / 0.8 oz | approx. 60 sticks | approx. 13.8 cm / 5.4 in | approx. 30 minutes per stick |

# Same in every box.

## EVERY SCENT

| | |
|---|---|
| FORM | Extruded stick incense, no bamboo core |
| LENGTH | approx. 13.8 cm / 5.4 in |
| BURN TIME | approx. 30 minutes per stick |
| CONTENTS | approx. 60 sticks, packed by weight, so the count varies slightly |

| | |
|---|---|
| BOX | Slide-open box |
| HOLDER | Holder not included. Stand the stick in a holder with a hole, or in ash. |
| FRAGRANCE | Made with natural fragrance materials |
| ORIGIN | Made in Japan |

## PACKAGING AND CUSTOMS

| | |
|---|---|
| BOX AND CARTON DETAILS | On the line sheet |

## BY SCENT

| SCENT | FAMILY | WEIGHT PER BOX | INGREDIENTS |
|---|---|---|---|
| Sandalwood | Wood | 20 g / 0.7 oz | Tabu bark powder, sandalwood, fragrance |
| Agarwood | Wood | 20 g / 0.7 oz | Tabu bark powder, sandalwood, agarwood, fragrance |
| Hinoki | Wood | 20 g / 0.7 oz | Tabu bark powder, fragrance |
| Palo Santo | Wood | 21 g / 0.7 oz | Tabu bark powder, fragrance |
| White Tea | Floral | 24 g / 0.8 oz | Tabu bark powder, fragrance |
| Kinmokusei | Floral | 20 g / 0.7 oz | Tabu bark powder, fragrance |
| Jasmine | Floral | 24 g / 0.8 oz | Tabu bark powder, fragrance |

# How to burn.

1 Stand the stick in a holder with a hole, or in ash, over a heatproof dish.

2 Light the tip and wait two or three seconds.

3 Wave out the flame. Don’t blow on it.

4 Let it burn down. Never leave a lit stick unattended.

# How to start.

1 Send a wholesale inquiry with your shop name, country and website or Instagram.

2 We reply by email with the line sheet, minimum order, lead times and sample details.

3 Try the samples. Samples are available for qualified shops.

4 Build your assortment and place your first order.

## Trade terms are shared separately.


INQUIRY nagomi-incense.jp/en/contact/

EMAIL info@nagomi-incense.jp


nagomi.

Wakabayashi, in Kyoto since 1830. Made on Awaji Island, Japan.