

SD ACADEMIA MAGAZINE

Hello

creative people

www.sdacademia.com

Detailed

18 Chapters

10
Candles
plus

08
entrepreneur
Lectures

CANDLE CREATOR BUSINESS COURSE



LET US UNDERSTAND

CANDLE CREATOR BUSINESS COURSE



SKILLX DESIGN
PRIVATE LIMITED

S. NO.	Candle Name	No of Candles
1	The Tangerine Candle Set	4-6
2	The Hiamlayan Candle	1
3	The Cocoa Cake Candle Set	1
4	The Amethyst Candle	1
5	The Ruffle Candle Set	3
6	The Roseate Bouquet Candle Set	5-6
7	The Nirvana Essence Sachets	6
8	The Chillax Popcorn Candle	1
9	The White Vanity Candle Set	1
10	The Crackle Candle Set	3

TOTAL CANDLE CHAPTERS : 10 CHAPTERS



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S. NO.	Entrepeneurship
1	Brand Identity & Logo Designing
2	Product Costing & Profitable Pricing
3	Packaging & Product Presentation
4	AI-Powered Product Photography
5	Creating a Professional Product Catalogue
6	Instagram Marketing for Candle Businesses
7	Meta Ads for Candle Businesses
8	Offline Exhibitions & Selling

**TOTAL ENTREPENUERSHIP CHAPTERS :
8 CHAPTERS**



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AS SEEN ON SHARK TANK INDIA

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PRODUCT

01

THE TANGERINE CANDLE SET

Learn to make your own mould from a real fruit and transform it into a stunning, lifelike candle.

TECHNIQUES COVERED

- *Understanding silicone and catalyst*
- *Real Fruit Selection*
- *Creating moulds from real fruits*
- *Capturing realistic fruit textures*
- *Safe demoulding techniques*



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THE TANGERINE

Candle Set

HYPER- REALISTIC FRUIT CANDLES

Create candles so realistic, they look good enough to eat.

MAKE IT REAL. MAKE IT YOURS.

Learn to make your own mould from a real fruit and transform it into a stunning, lifelike candle.

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TANGERINE

candle set

SD ACADEMIA

TANGERINE

CANDLE SET

04

TRENDY
TECHNIQUES

MAKE
YOUR

OWN MOULD FROM
REAL FRUIT

Discover the techniques behind capturing every curve, texture, pore and detail of fresh fruit.

03

SESSIONS
OF 2 HOUR
EACH

TANGERINE

candle set

GET TO
KNOW

THE TEXTURES ON
ORANGES



TANGERINE
candle set

YES,
YOU
CAN
LEARN

HYPER REAL

Professional
Detailing for a
Lifelike Look
!

HYPER-REALISTIC FRUIT CANDLE MAKING

The secret
of Candle Making.

What will you learn ?



INSIDE THE TECHNIQUE

01 – REAL FRUIT SELECTION

Choose fruits with unique shapes, textures and natural details.

02 – MOULD MAKING

Learn how to create a mould from an actual fruit to capture its realistic surface.

03 – CANDLE CASTING

Transform your handmade mould into a hyper-realistic fruit candle.

04 – REALISTIC FINISHING

Master colour blending, detailing and finishing for a lifelike appearance.

Not just a candle. An edible-looking work of art.

THE ART OF HYPER-REALISM



PRODUCT

02

THE HIMALAYAN CANDLE

Inspired by the serene beauty of the Himalayas, this sculptural candle captures the magic of snow-capped peaks through creative wax artistry. Learn to blend colours, build mountain textures, and transform simple wax into a statement piece that brings nature-inspired elegance to any space.

TECHNIQUES COVERED

- *Contour Pouring Technique*
- *Forward Blending .*
- *Reverse Blending*
- *Mountain Texturing*
- *Colour Theory & Layering*
- *Finishing & Detailing*



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sd academia

HIMALAYAN

CANDLE

01

GIANT
PILLAR
CANDLE

GET TO
KNOW

THE SKILL
OF TALL
CANDLE
MAKING

2026

SCULPT.
TEXTURE.
CREATE.

Learn the techniques
behind sculptural
candle making,
layered textures,
crystal-inspired
detailing and elegant
colour combinations.

A CANDLE THAT LOOKS LIKE A CRYSTAL MASTERPIECE
Discover the art of creating a statement candle inspired by the raw
beauty of Himalayan crystals.

HIMALAYAN

LUXURY PILLAR CANDLE

Create candles that deserve to be
displayed.

BEYOND ORDINARY CANDLES

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THE

#01

HIMALAYAN

Discover the art of creating the Himalayan candle, inspired by the raw beauty of natural crystals. Learn to transform simple wax into a stunning statement piece through sculptural techniques, layered textures, crystal-inspired detailing and elegant colour blending. Master the art of candle making where creativity meets craftsmanship, and create a luxurious, eye-catching candle that looks like a natural crystal masterpiece.



What will you learn ?



INSIDE THE TECHNIQUE

01 – CANDLE DESIGN & STRUCTURE

Understand the design and structure of the Himalayan candle to create a striking, crystal-inspired statement piece.

02 – TEXTURE CREATION

Learn how to create the distinctive rugged, mountain-like texture that gives the candle its signature look.

03 – CRYSTAL EFFECTS

Explore techniques for creating sparkling, crystal-inspired details with layered colours and translucent effects.

04 – COLOUR BLENDING & FINISHING

Master colour combinations, texture detailing and finishing techniques to achieve a realistic Himalayan crystal appearance.

Not just a candle.

**THE ART OF SCULPTURAL CANDLE
MAKING**



PRODUCT

03

THE COCOA CAKE CANDLE

Inspired by the indulgence of chocolate desserts, this sculptural candle transforms wax into a decadent, bakery-inspired masterpiece.

From rich cocoa tones to realistic doughnuts, cookies and chocolate drizzles, learn to create a delicious-looking centrepiece that blends playful creativity with detailed candle artistry.

TECHNIQUES COVERED

- *Sculptural Candle Making*
- *Wax Moulding & Shaping*
- *Colour Blending*
- *Chocolate Drizzling Effects*
- *Texturing & Detailing*
- *Composition & Styling*



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Cocoa Cake

A handcrafted chocolate cake candle featuring realistic doughnuts, chocolate bars, ice cream cones, whipped cream and Ferrero Rocher-inspired wax creations.

COCOA CAKE

CANDLE SET

*REALISTIC WAX
SCULPTING*

Handcrafted Chocolate
Details

The Ultimate dessert Illusion

Looks Delicious.
Made Entirely
of Wax.



How Fabulous!
**CANDLE CREATOR
BUSINESS COURSE
BY SDACADEMIA**

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REALISTIC CAKE CASTING

A DESSERT YOU CAN'T EAT!



HANDMADE DESSERT ELEMENT

Create a detailed chocolate cake base using professional wax casting techniques.

WHIPPED WAX ARTISTRY

Master realistic cream textures, chocolate drips and decorative finishing.

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What will you learn ?



Realistic Doughnut Candle

WAX: Hard Soy & Paraffin

TECHNIQUE: Mould Casting

DETAILING: Chocolate Glaze & Drizzles

FINISH: Hyper-Realistic Dessert Texture

Stick Ice Cream

TECHNIQUE: Wax Casting & Hand Detailing

DESIGN: Chocolate-Coated Ice Cream

DETAILING: Drizzle & Texture Effects

FINISH: Realistic Chocolate Appearance



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What will you learn ?



Cone Ice cream

TECHNIQUE: Hand Sculpting & Wax Casting

DESIGN: Textured Waffle Cone

DETAILING: Realistic Chocolate Finish

FINISH: Dessert-Inspired Assembly

Feroro Rocher

TECHNIQUE: Handmade Wax Shaping

DESIGN: Realistic Chocolate Truffles

DETAILING: Nutty Texture & Colouring

FINISH: Premium Confectionery Appearance



PRODUCT

04

THE RUFFLE CANDLE SET

Inspired by the elegance of cascading fabric and delicate floral layers, the Ruffle Candle transforms wax into a sculptural statement piece. Explore the art of creating intricate ruffles, flowing textures, and beautifully layered forms to craft candles that are as artistic as they are luxurious.

TECHNIQUES COVERED

- *Ruffle Sculpting*
- *Layered Wax Forming*
- *Wax Temperature Control*
- *Colour Blending*
- *Texturing & Detailing*
- *Finishing Techniques*



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RUFFLE

CANDLE SET

**THE BEAUTY OF
LAYERED WAX.**

Discover the art of delicate folds and
sculptural candle making.

**LEARN THE
SCULPTURAL
ELEGANCE**

www.sdacademia.com

RUFFLE

DELICATE LAYERS. BEAUTIFUL TEXTURES.

03
candles
with
unique
techniques

YES,
YOU
CAN
CREATE
RUFFLE
CANDLE

tips to give your
candles the
perfect look.

LEARN THIS BEAUTY

WITH SD ACADEMIA

RUFFLE

HANDCRAFTED WAX FOLDS

Made by :

Sculpting

the art of
textures

learn how to shape , layer
and detail wax into petal like
designs

03 unique
designs

How to sculpt these ruffles
and create these delicate
candle sets

Bold
Beautiful
Beyond
Ordinary

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LUXURY CANDLE

SD ACADEMIA

Discover the beauty of sculptural candle artistry, where delicate wax folds transform an ordinary candle into an extraordinary statement piece.

The art of candle making

CANDLE EDITION

Explore the art of creating intricate ruffle textures, layered designs and elegant finishes that bring movement, depth and luxury to handcrafted candles.

RUFFLE

WWW.SDACADEMIA.COM

What will you learn ?



01 – WAX SCULPTING

Learn to shape delicate, ruffled layers that create the signature floral appearance.

02 – LAYERING & TEXTURE

Explore techniques to build volume, depth and intricate folds for a luxurious finish.

03 – COLOUR BLENDING

Create stunning colour combinations, soft gradients and multi-toned ruffle effects.

04 – CANDLE FINISHING

Perfect the final details to create polished, statement-worthy candles.

SCULPT. LAYER. CREATE.



PRODUCT

05

THE AMETHYST CANDLE

Inspired by the natural beauty of crystalline geodes, this statement candle captures the allure of shimmering amethyst formations. Featuring layered mineral textures, sparkling crystal details, and a dramatic blend of violet, lavender, and deep charcoal tones, this design transforms candle making into an art form inspired by nature.

TECHNIQUES COVERED

- *Geode Sculpting*
- *Crystal Texture Creation*
- *Layered Wax Forming*
- *Colour Blending & Marbling*
- *Glitter & Mineral Detailing*
- *Surface Finishing Techniques*



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AMETHYST

C A N D L E

THE CRYSTAL
COLLECTION
LIMITED EDITION



3 5 4 6 8 9 5 0 1 8 7 8 4

AMETHYST

CANDLE ARTITRY

01

CRYSTAL
INSPIRED
CANDLE
DESIGN

Amethyst

Transform ordinary wax into a striking amethyst-inspired masterpiece with artistic textures and luxurious finishes.

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AMETHYST

C A N D L E E D I T I O N

**Crystal-Inspired
Artistry**

Meet Sculptural
Elegance

www.sdacademia.com

**TIMELESS
TRENDS**

How Gemstone
Beauty
Meets Luxury
Candle Art

SD ACADEMIA
PRESENTS

THE ART OF
CRYSTAL
INSPIRED
CANDLE
MAKING

trend

SCULPTURAL LUXURY · CRYSTAL-INSPIRED ARTISTRY

AMETHYST CANDLE

AMETHYST

CRYSTAL CANDLE
COLLECTION



LEARN
THE
NEW TREND

EXPLORE YOUR
CREATIVITY

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What will you learn ?



01 – CRYSTAL TEXTURING

Learn to create a rugged, natural crystal surface inspired by the beauty of real amethyst geodes.

02 – LAYERING & DIMENSION

Build depth using layered textures, uneven formations and sculptural detailing.

03 – PURPLE COLOUR BLENDING

Master shades of violet, lavender, deep purple and black to recreate the appearance of a natural amethyst crystal.

04 – CRYSTAL EFFECTS & FINISHING

Add shimmering details and realistic crystal-like accents to achieve a luxurious gemstone-inspired finish.

THE ART OF CRYSTAL-INSPIRED CANDLE MAKING



PRODUCT

06

THE ROSEATE CANDLE SET

inspired by the timeless beauty of blooming roses, this floral candle arrangement transforms delicate wax blooms into an elegant statement bouquet. Featuring sculpted rose petals, soft blush and coral hues, and daisy-inspired accents, this design combines the art of floral sculpting with the charm of handcrafted candle making

TECHNIQUES COVERED

- *Rose Petal Sculpting*
- *Floral Wax Shaping*
- *Layered Petal Forming*
- *Colour Blending*
- *Flower Assembly & Arrangement*
- *Detailing & Finishing*



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academia

ROSEATE

HANDCRAFTED
BLOOMS

*The beauty of
flowers,
sculpted in wax.*

FLORAL CANDLE
COLLECTION



3 5 4 6 8 9 5 0 1 8 7 8 4

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ROSEATE

THE ART OF SCULPTED BLOOMS

Discover the beauty of
handcrafted rose candles,
where delicate petals, soft blush
tones and intricate floral details
transform wax into timeless
works of art.

A BLOOM
THAT
LASTS
FOREVER

THE FLORAL EDITION



THE ROSEATE

THE ART OF FLORAL
CANDLE MAKING

May 2032

08

roses bouquet

**Timeless Blooms.
Modern Elegance.**

SCULPTED IN WAX. INSPIRED BY NATURE.

www.sdacademia.com

Roseate

**CANDLE CREATOR
BUSINESS COURSE**



ROSEATE



SCULPTED BLOOMS. TIMELESS BEAUTY.

FLORAL ARTISTRY

THE ART OF FLORAL
CANDLE MAKING

The ROSEATE CANDLE SET

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Rose arte

A woman with long dark hair, wearing a white dress with thin straps, is holding a large bouquet of rose sculptures. The sculptures are made of a light pink material and are arranged in a circular pattern. The woman is looking down at the bouquet, and her face is partially obscured by the flowers. The background is a solid light pink color.

01 — ROSE
SCULPTING

02 — PETAL
LAYERING

03 — COLOUR
BLENDING

04 — FLORAL
ARRANGEMENT &
FINISHING

FLORAL COLLECTION
LAUNCHED
BY SD ACADEMIA

What will you learn ?



01 – ROSE SCULPTING

Learn to create delicate, realistic rose petals and transform wax into beautiful floral candles.

02 – PETAL LAYERING

Master the art of shaping and layering petals to achieve depth, dimension and a natural rose-like appearance.

03 – COLOUR BLENDING

Explore romantic colour palettes, soft gradients and realistic shading to bring your rose candles to life.

04 – FLORAL ARRANGEMENT & FINISHING

Learn to arrange rose candles into elegant bouquets and enhance them with complementary details for a luxurious finish.



SCULPTED BLOOMS. TIMELESS BEAUTY.

PRODUCT

07

THE NIRVANA SACHET SET

Inspired by the beauty of nature, these handcrafted scented sachets combine delicate botanical details with artistic embellishments. Featuring pressed-leaf textures, floral accents, and a charming heart motif, they bring a touch of serenity and fragrance to wardrobes, drawers, and intimate spaces.

TECHNIQUES COVERED

- *Botanical Impression Technique*
- *Leaf Texture Detailing*
- *Colour Blending*
- *Floral Embellishment*
- *Fragrance Infusion*
- *Finishing & Detailing*



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NIRVANA

SACHET

AROMATIC LIVING

Discover the art of fragrant sachets, beautifully crafted with botanicals, delicate florals and soothing aromas to bring a touch of nature and elegance to everyday spaces.

LEARN SCENTED SACHET

The beauty of natural fragrance, thoughtfully designed for wardrobes, drawers and intimate corners of your home.

N I R V A N A

WARMTH & FRAGRANCE

Amazing Skin Care Tips and Top Beauty
Products.

SDACADEMIA

A MAGICAL TOUCH

Small details. Beautiful fragrances.
Everyday luxury.

A TOUCH OF FRAGRANCE

Nirvana

SACHET

Learn
06
unique
designs



CRAFTING THE
PERFECT SCENT

Learn the art of creating beautiful scented sachets from scratch. Explore fragrance blending, botanical selection and the art of arranging dried flowers and aromatic spices. Discover how to combine textures, colours and scents to create elegant, handcrafted sachets, finished with beautiful packaging and presentation.

SACHET

SDACADEMIA.COM

NIRVANA

LEARN

with natural
botanical designs

CREATE

the craft with
precision

AND SELL

with grace

06

UNIQUE
DESIGNS



The Nirvana

THE NIRVANA SACHETS

Learn to craft beautiful scented sachets from scratch using aromatic botanicals, dried flowers and fragrant spices. Explore ingredient selection, fragrance blending, decorative arrangement and finishing techniques to create your own signature sachet collection.



CRAFT YOUR OWN SIGNATURE SCENTS

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What will you learn ?



01 – SACHET MAKING TECHNIQUES

Learn to create beautifully shaped and scented sachets using wax, fragrance and decorative botanicals.

02 – FRAGRANCE & BOTANICAL BLENDING

Explore aromatic ingredients, dried flowers, spices and fragrance combinations to create unique signature scents.

03 – DECORATIVE DESIGN & EMBELLISHMENT

Master the art of arranging dried flowers, petals and natural elements to create elegant, artistic sachets.

04 – FINISHING & GIFT PACKAGING

Learn to finish, wrap and present your sachets beautifully, transforming handmade creations into premium gifts.



THE ART OF HANDCRAFTED FRAGRANCE

PRODUCT

08

THE CHILLAX CANDLE

Bring the magic of movie nights to life with this playful popcorn-inspired candle. Designed to resemble a classic striped popcorn tub overflowing with fluffy golden popcorn, this quirky creation adds a fun, nostalgic touch to any space. Perfect for movie lovers, gifting, and statement décor, it transforms an everyday candle into an eye-catching conversation piece.

TECHNIQUES COVERED

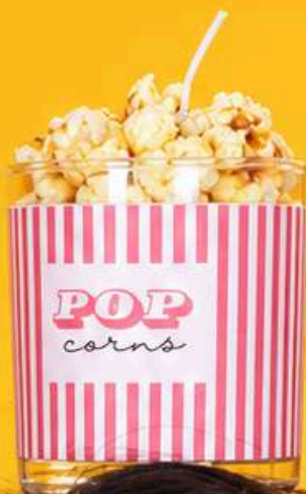
- *3D Popcorn Sculpting*
- *Textured Wax Detailing*
- *Layered Colouring*
- *Container Candle Making*
- *Realistic Food Styling*
- *Finishing & Presentation*



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SKILL
TO BE LEARNED

CINEMA INSPIRED
EDITION



CHILLAX

POPCORN CANDLE

THE ART OF CANDLE MAKING

Chillax

popcorn candle

Movie Night Magic

Turn your love for cinema into a creative masterpiece with a realistic popcorn-inspired candle.

10 CREATIVE DETAILS

Learn how to transform simple candle-making materials into a playful, eye-catching creation.



CHILLAX

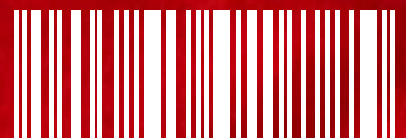
CINEMA INSPIRED CANDLE

FROM WAX TO WOW

Discover the art of sculpting realistic popcorn textures, layering wax and creating an irresistible cinema-inspired design.

THE ART OF CANDLE MAKING

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3 5 4 6 8 9 5 0 1 8 7 8 4

popcorn candle

CHILLAX

hyper realistic candle



LEARN

how to transform simple candle-making materials into a playful, eye-catching creation.

HANDCRAFTED
WITH CREATIVITY

A fun, unique candle that brings the magic of movie nights to your collection.

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What will you learn ?



01 – REALISTIC POPCORN SCULPTING

Learn to create lifelike popcorn pieces using wax, with authentic shapes and textures.

02 – WAX COLOURING & TEXTURING

Master the art of blending colours and adding details to achieve a realistic buttery popcorn effect.

03 – CANDLE ASSEMBLY & DESIGN

Discover how to arrange individual popcorn pieces to create a stunning, cinema-inspired candle.

04 – PROFESSIONAL FINISHING

Perfect the final details, wick placement and presentation to create a unique, eye-catching candle.

**FROM MELTED WAX TO MOVIE-NIGHT
MAGIC**



PRODUCT

09

THE WHITE VANITY CANDLE SET

Inspired by understated luxury and bohemian elegance, the White Vanity Candle Set brings together sculptural candle décor, delicate floral arrangements, and shimmering gold accents. This sophisticated ensemble transforms simple white elements into timeless statement pieces, perfect for elegant interiors, festive styling, and luxurious gifting.

TECHNIQUES COVERED

- *Sculptural Candle Styling*
- *Gold Leaf Application*
- *Decorative Texturing*
- *Luxury Tray Styling*



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THE WHITE

VANITY

ECO CAST AND GOLD LEAF

LEARN
CREATE
STYLE

MASTER ECO CAST
TECHNIQUES WITH GOLD
LEAF

**STEP-BY-STEP
GUIDANCE**

TRAYS
VASES
TEALIGHT
HOLDERS
DECOR PIECES
& MORE

BOHO
BEAUTY

*Art
Decor*

Bring your
creativity to life

From
MATERIALS ^{TO}
MASTERPIECE

White vanity

THE BOHO EDITION

**BRING YOUR
CREATIVITY TO LIFE**

ECO CAST BASICS | GOLD LEAF APPLICATION | BOHO DESIGNING | FINISHING & STYLING

CANDLE

SD ACADEMIA

BOHO

WHITE VANITY

C A N D L E S E T



LESS IS LUXE

LEARN TO CREATE
TIMELESS WHITE
CANDLE
ARRANGEMENTS WITH
DELICATE GOLD-LEAF
ACCENTS.

EXPLORE MOULDING,
FINISHING, GOLD-LEAF
APPLICATION, AND
SOPHISTICATED STYLING.



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The Bloom vase

Aura Bowl

THE WHITE VANITY

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Golden muse

Pearls candle

Vanity tray



TODAY I WILL



What will you learn ?



01. Eco-Cast Vase Making

Learn to create elegant decorative vases with a smooth, refined finish.

02. Gold-Leaf Application

Master the art of applying gold leaf to create luxurious accents.

03. Floral Arrangement & Styling

Style your finished pieces with florals for a sophisticated vanity look.



04. Finishing Techniques

Perfect the details that transform simple creations into premium décor.

What will you learn ?



01. Decorative Gold-Leaf Techniques

Explore ways to add metallic accents to eco-cast creations.

02. Texture & Detailing

Learn to combine subtle textures with elegant gold finishes.

03. Coordinated Décor Styling

Bring together vases, decorative bowls, and statement pieces.



04. From Craft to Masterpiece

Finish and present your creations with a cohesive, luxury aesthetic.

What will you learn ?



01. Decorative Gold-Leaf Techniques

Explore ways to add metallic accents to eco-cast creations.

02. Texture & Detailing

Learn to combine subtle textures with elegant gold finishes.

03. Coordinated Décor Styling

Bring together vases, decorative bowls, and statement pieces.



04. From Craft to Masterpiece

Finish and present your creations with a cohesive, luxury aesthetic.

PRODUCT

10

THE CRACKLE CANDLE SET

Inspired by timeless elegance, the Crackle Candle Set features three sculptural taper candles in rich violet, soft lavender, and delicate blush tones. Their distinctive crackled texture creates a beautiful interplay of colour and depth, transforming simple wax candles into statement décor pieces. Perfect for elegant tablescape, festive styling, and contemporary interiors.

TECHNIQUES COVERED

- *Crackle Texture Technique*
- *Ombre Colouring*
- *Taper Candle Making*
- *Surface Texturing & Detailing*
- *Professional Finishing*



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CRACKLE

CANDLE SET

ELEGANCE
IN EVERY
DETAIL

THE
PERFECT
GLOW

GLOW INSIDE
AND OUT

CLASSIC STYLE
MEETS MODERN
CONFIDENCE

Learn your
OWN CANDLE

WWW.SDACADEMIA.COM

CRACKLE

C A N D L E S E T

TOP 3

Must-Have
Candles for
Every Space

THE ART OF
CANDLE MAKING

TIMELESS ELEGANCE

- Transform
Simple Wax
into Statement
Pieces

www.sdacademia.com

CRACKLE

C A N D L E S E T

TOP 3

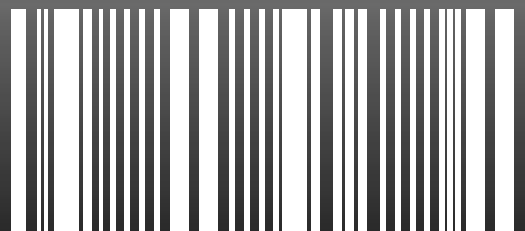
Must-Have
Candles for
Every Space

THE ART OF
CANDLE MAKING

www.sdacademia.com

TIMELESS ELEGANCE

- Transform
Simple Wax
into Statement
Pieces



CRACKLE

CANDLE SET

THE VINTAGE CANDLE EDIT

Discover the art of textured candles, creative colour combinations and statement-making designs.

Bold
Timeless
Iconic

LEARN
HOW TO
CREATE
CRACKS

AND UPGRADE TO BE A
MASTER PIECE





CRACKLE

C A N D L E S E T

**MASTER
THE ART
OF
CRACKLE**

DISCOVER THE ART OF
CREATING STUNNING CRACKLE
EFFECTS, MASTERING TEXTURE.

EVERY CRACK TELLS A STORY.

WWW.SDACADEMIA.COM

SD
ACADEMIA

CANDLE
CREATOR
BUSINESS
COURSE

03
violet candle
set

Crackle

Every crack tells a
story.

transforming simple candles into
extraordinary statement pieces.

www.sdacademy.com

What will you learn ?



01. Mastering the Crackle Technique

Learn how to create beautiful crackle textures on candles with the right techniques and application.

02. Colour & Texture Combinations

Explore stunning colour blends, layered finishes, and unique crackle patterns.

03. Crafting Elegant Taper Candles

Transform simple taper candles into textured, premium statement pieces.



04. Finishing & Styling

Master the finishing touches to create candles that look refined, artistic, and professionally crafted.

Brand Identity & Logo Designing

Turn Your Passion into a Recognisable Brand ♡



CREATE A MEMORABLE BRAND FOR YOUR CANDLE BUSINESS

STRATEGY | VISUAL IDENTITY | BRAND STORY | REAL EXAMPLES



DEFINE YOUR BRAND

Find your niche, values & unique story



LOGO DESIGN BASICS

Fonts, colours, icons & styles that work



VISUAL BRAND IDENTITY

Packaging, labels, collateral & more



REAL EXAMPLES

Candle brands that nailed their identity



TIPS & TOOLS

Canva, professional tools & expert techniques



BRAND STRATEGY



COLOUR PSYCHOLOGY



TYPOGRAPHY GUIDE



LOGO CREATION PROCESS



BRAND APPLICATIONS (PACKAGING, SOCIAL MEDIA, ETC.)

Packaging & Product Presentation

TURN YOUR CANDLES INTO
IRRESISTIBLE PRODUCTS



FROM
CRAFT TO
CUSTOMER
A COMPLETE
GUIDE



CHOOSE THE RIGHT PACKAGING

Functional,
Beautiful
& Cost-Effective



CREATE A MEMORABLE UNBOXING EXPERIENCE

Make Your Brand
Stand Out



PRESENT LIKE A PRO

Elevate Your
Product, Increase
Perceived Value

REAL EXAMPLES

Packaging Ideas
Label Designs
Branding Elements
Presentation Tips



PACKAGING
IDEAS



LABEL DESIGN
& BRANDING



PRESENTATION
TECHNIQUES



PRICING &
POSITIONING



REAL BRAND
CASE STUDIES

Meta Ads for Candle Businesses

STRATEGY | SETUP | OPTIMISATION | REAL RESULTS



TURN
CLICKS INTO
CUSTOMERS
FOR YOUR
CANDLE
BRAND



RUN ADS THAT SELL

Step-by-Step
Setup for
Instagram &
Facebook Ads



REACH YOUR IDEAL CUSTOMERS

Targeting,
Audiences &
Retargeting
Strategies



REAL EXAMPLES & RESULTS

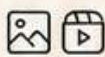
Ad Creatives,
Budgets,
Campaign
Breakdowns



CAMPAIGN
STRATEGY



AUDIENCE
TARGETING



AD CREATIVES
THAT CONVERT



BUDGET &
BIDDING TIPS



REAL CASE STUDIES
FROM CANDLE BRANDS

PRODUCT COSTING & PROFITABLE PRICING

A COMPLETE GUIDE FOR CANDLE MAKERS

TURN
YOUR
CREATIVITY
INTO A
PROFITABLE
BUSINESS

KNOW YOUR COSTS

Materials
Labour
Packaging
Overheads

PRICE WITH CONFIDENCE

Formulas,
Strategies &
Real Examples

INCREASE YOUR PROFITS

Without
Compromising
on Quality



STEP-BY-STEP
TO CREATE
A SUSTAINABLE
& PROFITABLE
CANDLE BRAND

Candle Costing

Wax	₹ 28
Fragrance	₹ 12
Mould	₹ 20
Packaging	₹ 18
Labour	₹ 15
Overheads	₹ 10
Total Cost	₹ 103
Markup (150%)	₹ 155
Selling Price	₹ 258

COSTING SHEET

Raw Materials	
Fragrance	
Packaging	
Labels	
Labour	
Overheads	
Total Cost per Candle	
Markup %	
Selling Price	

REAL CASE STUDIES

From Hobby
To Profitable Brand

PRACTICAL TEMPLATES

Costing Sheets,
Pricing Tables &
Editable Tools

your
price
—
your
product's
future

Instagram Marketing for Candle Businesses

GROW • ENGAGE • SELL • BUILD YOUR BRAND

TURN
SCROLLS
INTO
SALES FOR
YOUR CANDLE
BRAND

BUILD A STRONG BRAND ONLINE

Aesthetic Feed
Clear Positioning
Consistent Branding

CREATE CONTENT THAT SELLS

Reels, Photos
Stories & Trends
Content Ideas
for Every Stage

REAL EXAMPLES

From Candle
Brands That
Are Growing
on Instagram



Instagram Strategy

- ☒ Profile Optimisation
- ☒ Content Pillars
- ☒ Reels Ideas
- ☒ Hashtags
- ☒ Posting Schedule
- ☐ Engagement Tips
- ☐ Collaboration Ideas
- ☐ Campaigns & Sales



PROFILE
OPTIMISATION



REELS & CONTENT
IDEAS



GROW YOUR
FOLLOWERS



CONVERT TO
SALES



REAL CASE STUDIES
& TEMPLATES

Creating a Professional Product Catalogue

SHOWCASE | SELL | BUILD YOUR BRAND —

TURN
YOUR
PRODUCTS
INTO A
STUNNING
CATALOGUE

DESIGN THAT SELLS

Layouts,
Styling &
Brand Consistency

REAL CATALOGUE EXAMPLES

From Candle
Brands

STEP-BY-STEP GUIDE

Tools, Templates
& Expert Tips



PLAN YOUR
CONTENT



CHOOSE A
VISUAL STYLE



DESIGN TEMPLATES
(CANVA/INDESIGN)



ADD PRODUCT
INFORMATION



MAKE IT
SALES-READY

Offline Exhibitions & Selling

SHOWCASE | CONNECT | SELL | GROW YOUR BRAND



TURN
IN-PERSON
MEETINGS
INTO LOYAL
CUSTOMERS



PLAN YOUR FIRST EXHIBITION

How to choose
the right events,
stalls & locations



DESIGN A STANDOUT STALL

Visual Merchandising,
Display Ideas &
Branding Tips



ATTRACT & ENGAGE CUSTOMERS

Live Demos,
Sampling,
Storytelling



CONVERT VISITORS INTO SALES

Pricing, Offers,
Payment Setup
& Follow-Ups

*From
Stall to
Success* ♥

HANDPOURED
CANDLES
FOR A
HAPPIER
TOMORROW

SCENTS
CREATE
BRIGHTER
DAYS



EVENT
PLANNING TIPS



STALL DESIGN
IDEAS



CUSTOMER
ENGAGEMENT



SALES & PRICING
STRATEGIES



REAL CASE STUDIES
FROM CANDLE BRANDS

AI-Powered Product Photography

BEAUTIFUL IMAGES. STRONGER BRANDS. HIGHER SALES.



CAPTURE
CREATE
ENHANCE
SELL

TRANSFORM YOUR CANDLE PHOTOS

Using AI Tools & Simple Techniques

REAL BEFORE & AFTERS

See the Magic of AI Editing

STAY ON BRAND

Create a Consistent, Aesthetic Feed

AI TOOLS WE WILL COVER

- ✓ Background Creation
- ✓ Lighting Enhancement
- ✓ Object Removal
- ✓ Mood & Styling
- ✓ Social Media Ready Images



SHOOT
LIKE A PRO



EDIT WITH AI



CREATE AESTHETIC
MOOD BOARDS



BOOST SALES
WITH BETTER VISUALS



REAL CASE STUDIES
FROM BRANDS

Who we are ?

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