



hibi[®]

10MINUTES AROMA

MADE IN JAPAN



AMEICO

FROM MATCHSTICK TO MINDFUL MOMENT



THE HIBI ORIGIN STORY

Hibi was born from a collaboration between two traditional Japanese industries: match-making in Harima and incense blending in Awaji Island. The brand name means “day to day” in Japanese, reflecting its mission to bring calm, aromatic rituals into everyday life. After three years of development, Hibi launched its signature product—a self-lighting incense match that ignites without a burner and burns for ten minutes, offering a moment of pause and fragrance.



CRAFTING EACH SCENT

Hibi’s fragrances originate on Awaji Island, Japan’s historic center of incense craftsmanship. Local artisans blend natural aromatics inspired by the island’s forests, herbs, and coastal air. Each scent is developed to pair seamlessly with Harima’s match-making tradition, creating a ten-minute aroma that feels both grounded in heritage and beautifully modern.



LET'S LIGHT THE EXPERIENCE

To burn a Hibi Incense Match, strike it like a regular match and let it flame briefly before blowing it out. Set the smoldering stick on the heat-resistant mat and allow the ember to slowly release its scent. Each match burns for ten minutes, creating a simple, calming aromatic pause that gently transforms your space.

SCENT LIBRARY

The liberating feeling of the sea, the tranquility of the forest, the purity of the river. The rising fragrance awakens forgotten scenes. But it's not just a landscape; it's my own image, imbued with my own emotions and memories.

Spend 10 minutes delving into your own inner nature, with the Sense. Collection

SENSE. COLLECTION



SEA - MORNING

The endless horizon, the sound of waves lapping against the shore, and the memories of sand and waves touching bare feet sooth the soul.

A gentle herbal note blend of eucalyptus, sage, sandalwood and oakmoss.



RIVER - NOON

Listen to the babbling brook and take a deep breath; stagnation disappears, and the mind and body become clear

A refreshing blend of eucalyptus, yuzu, cypress and patchouli creates a vibrant green and woody note.



FOREST - DUSK

The gentle sunlight filtering through the trees, the moist scent of earth, and the chirping of birds help to soothe the stirrings in your heart.

A deep woody note blended with cypress, cedarwood, oakmoss and patchouli



- 8-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$14.00 WHOLESALE: \$7.00

SCENT LIBRARY

The Hibi 8-match box offers small moments of calm—eight gentle breaths of scent, each one struck into being. A simple tray accompanies the set, inviting a quiet pause anywhere. The assortment brings together Hibi's familiar fragrances, a subtle collection of moods shaped by wood, flower, and air.

EVERYDAY SCENTS

- 8-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$14.00 WHOLESALE: \$7.00



LEMONGRASS



LAVENDER



GERANIUM



YLANG YLANG



TEA TREE



CITRONELLA



OSMANTHUS



SCENT LIBRARY

JAPANESE SCENTS

- 8-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$14.00 WHOLESALE: \$7.00



JAPANESE
CYPRESS



SANDALWOOD



YUZU

DEEP SCENTS

- 8-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$14.00 WHOLESALE: \$7.00



AMBERGRIS



OAK MOSS



CEDAR WOOD

GARDEN SCENTS

- 8-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$14.00 WHOLESALE: \$7.00



PEONY



MIMOSA



JAPANESE
WISTERIA



SCENT LIBRARY

For the true Hibi enthusiast, the 30-pack offers a longer ritual—thirty incense matches with a simple tray for daily moments of calm.



EVERYDAY SCENTS

- 30-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$39.00 WHOLESALE: \$19.50



LEMONGRASS



LAVENDER



GERANIUM



YLANG YLANG



TEA TREE



CITRONELLA



OSMANTHUS

SCENT LIBRARY

JAPANESE SCENTS

- 30-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$39.00 WHOLESALE: \$19.50



LEMONGRASS



LAVENDER



GERANIUM

DEEP SCENTS

- 30-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$39.00 WHOLESALE: \$19.50



AMBERGRIS



OAK MOSS



CEDAR WOOD

GARDEN SCENTS

- 30-PACK BOX WITH BURNING TRAY
- MINIMUM 5 PER SCENT
- MSRP: \$39.00 WHOLESALE: \$19.50



PEONY



MIMOSA



JAPANESE
WISTERIA

GIFT SETS



ASSORTED GIFT SET
MSRP: \$49.00
WHOLESALE: \$24.50



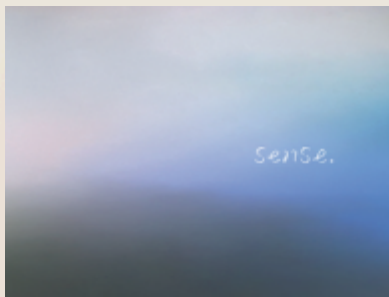
JAPANESE GIFT SET
MSRP: \$46.00
WHOLESALE: \$23.00



DEEP GIFT SET
MSRP: \$49.00
WHOLESALE: \$24.50



GARDEN GIFT SET
MSRP: \$49.00
WHOLESALE: \$24.50



SENSE. GIFT SET
MSRP: \$49.00
WHOLESALE: \$24.50



EVERYDAY GIFT SET
MSRP: \$68.00
WHOLESALE: \$34.00



JAPANESE PORCELAIN BURNING TRAYS



GREEN ROUND
MSRP: \$34.00
WHOLESALE: \$17.00



YELLOW ROUND
MSRP: \$34.00
WHOLESALE: \$17.00



GREEN FLOWER
MSRP: \$34.00
WHOLESALE: \$17.00



YELLOW FLOWER
MSRP: \$34.00
WHOLESALE: \$17.00



MERCHANDISING TOOLS



SMALL DISPLAY
• HOLDS UP TO 3 SCENTS
• 5 PER SCENT



LARGE DISPLAY
• HOLDS UP TO 7 SCENTS
• 5 PER SCENT

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INCLUDES TESTERS & SIGNAGE

AMEICO



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