



H E T K I N E N

2026

Our story

In Finland, the forest teaches you to heal.
In Japan, simplicity is practiced as art.
In Hetkinen, the two meet in scents.

For us, scent is not decoration. It is atmosphere. It is memories. It is a reminder that nature still lives around us and within us.

Every composition starts in the forest: pine resin, birch leaf, juniper berry. From these notes we design perfumes, candles and scent diffusers that carry a sophisticated stillness. Objects that bring the atmosphere of the forest into daily life.

Hetkinen means a moment: space in the day when the air shifts and the forest feels close.

Finland and Japan share a quiet understanding — that beauty lives in simplicity, and in the small rituals of everyday life.

フィンランドと日本は静かな理解を分かち合っています。美しさはシンプルさの中に、そして日々の小さな儀式の中に宿っています



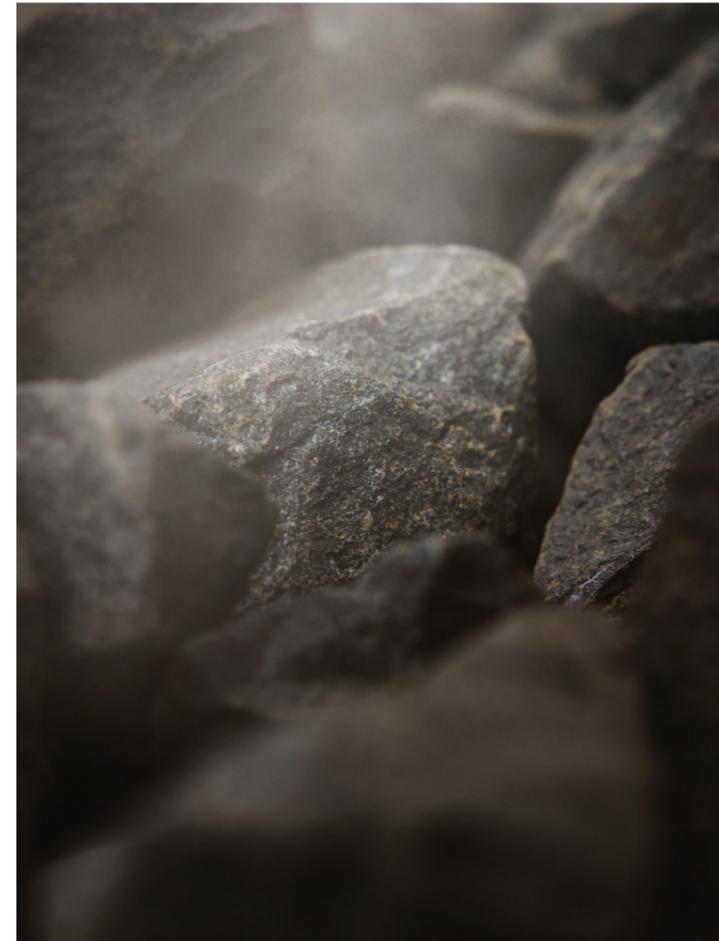
Rooted in Finland

Our roots are in Finland, in a culture that finds strength in calm and beauty in simplicity.

Here, nature is not a backdrop but a rhythm that shapes daily life. The air, the silence, the light: all part of how we think, design, and create. From the quiet resolve of *sisu* to the ritual of the sauna, there's a way of being that values perseverance and stillness in equal measure.

Hetkinen grew from this landscape. From the belief that design should feel natural, honest, and enduring. We create objects with respect for time and material, choosing less but choosing well.

This is Finnish design in scent form: composed, grounded, present.



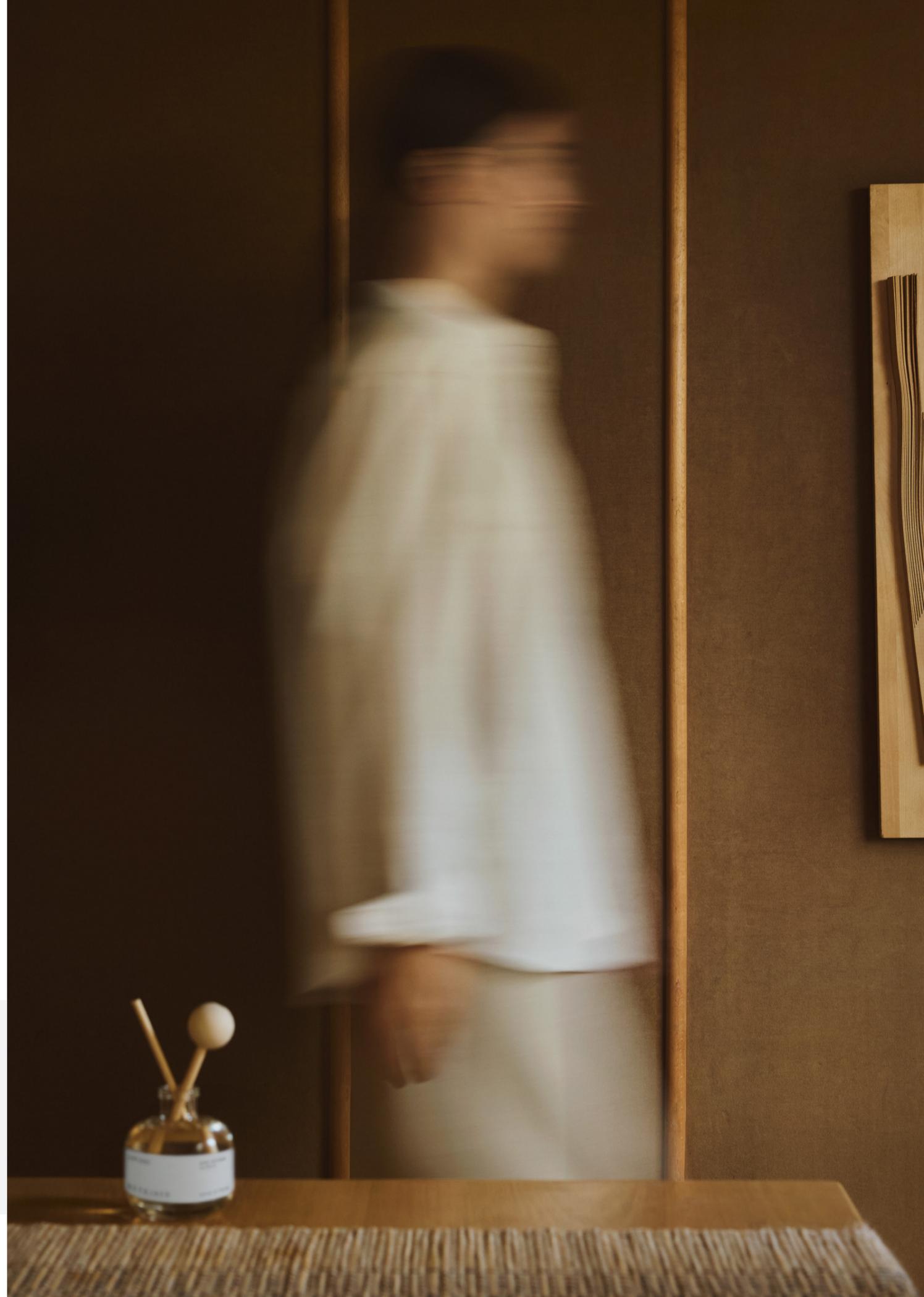
Shaped by Japan

In Japan, we found a mirror: another culture that honors silence, simplicity, and the seasons.

The practice of shinrin yoku, forest bathing. The concept of ma, intentional space that gives form its meaning. The aesthetic of yūgen, beauty that deepens because it cannot be fully named. These philosophies shape how we create. We work with precision and restraint, trusting both intuition and expertise.

Japanese design and Finnish design speak the same language: clarity, honesty, and respect for material. In our work, the two traditions meet as conversation.

From stillness. From a place shaped by trees, weather, and time. Quietly made. Meant to be returned to.



Our scent philosophy

Scent is our language.
It moves where words cannot: into
emotion, into balance, into memory.

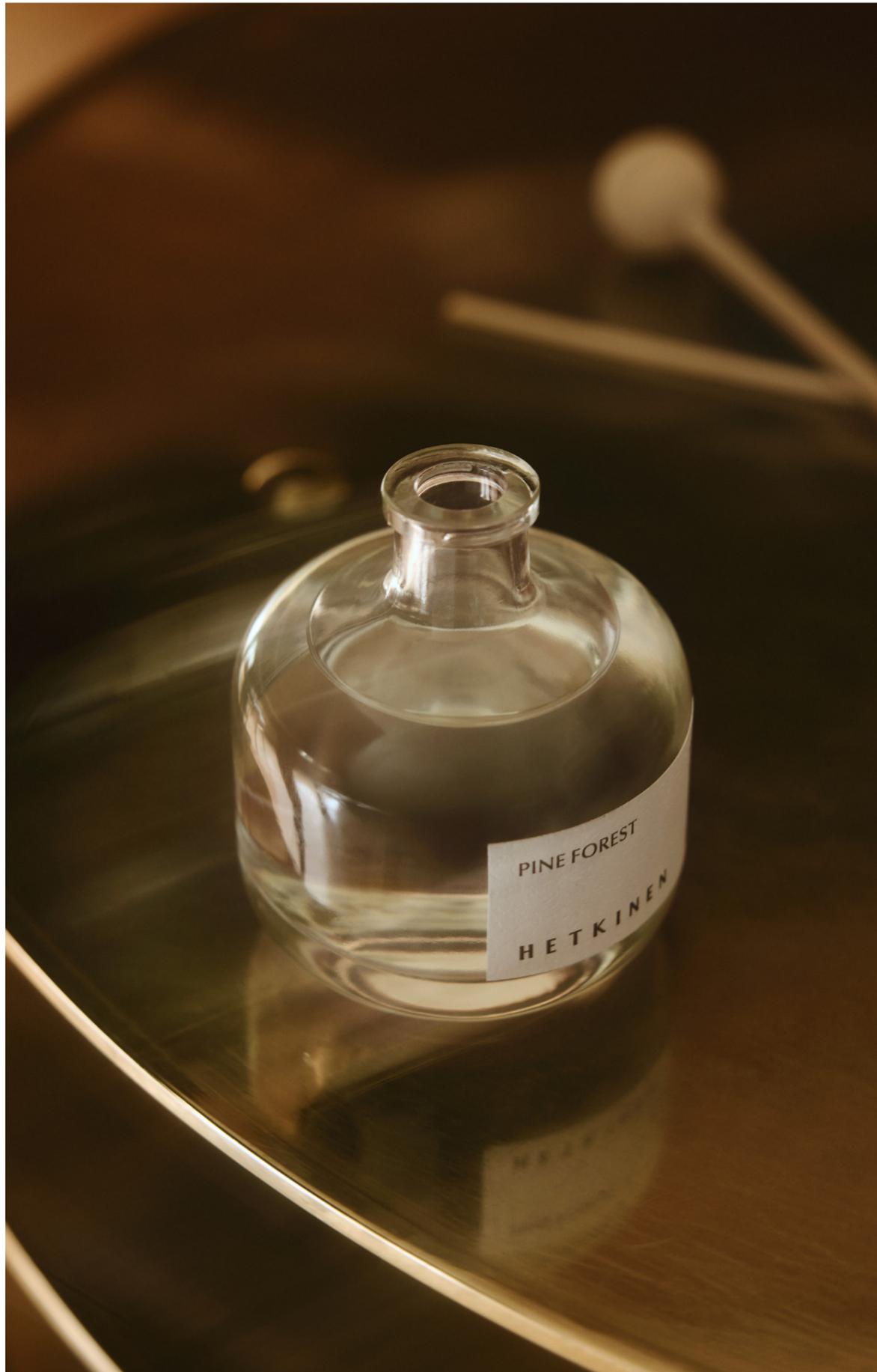
We design perfumes, candles, diffusers, and soaps
that shape the air. Each composition begins with
clarity: notes chosen for feeling, distilled to their
essence. On skin, they become signature scents.
In rooms, they shift the atmosphere.

Our approach is precise yet intuitive, shaped by two
cultures that find richness in restraint.

Scents that are made not to be noticed, but to be felt.

Made to stay. Quietly present.
Objects people return to without
thinking why.





Our design philosophy

Our products are made to live with you; made to become yours, year after year.

We draw forms from nature: pine cones, arctic air, the clean lines of birch trees. Each piece is created with care. Candles in refillable holders. Soaps shaped to rest easily in the palm. Diffusers that release scent quietly into the air. Perfumes that adapt to skin, becoming deeply yours. Objects with presence.

As a Finnish scent design house, we honour clarity and longevity. We make fewer things, each one essential and made to hold a moment, a hetkinen, in the flow of daily life.

As a Finnish scent design house, we honour clarity and longevity. We make fewer things, each one essential and made to hold a moment, a hetkinen, in the flow of daily life.

Our connection with nature

In the forest, everything
is in its right place.

We design with the forest, not around it. Our essential oils come from plants that regenerate. Our materials complete their natural cycle. Packaging is minimal because we avoid excess.

In Japan, this is called *mottainai*, a deep respect for the life in all things. Harmony with nature is about honouring limits. Making objects that earn their place in the world by respecting the world they come from. For us, this represents the biggest commitment we can make.

The forest teaches balance: stillness and life, use and renewal. We listen to it, and we learn.

We don't create scents.
We hold space for them.

私たちは香りを作るのではなく、
香りのための
空間を保ちます



Products





Scent Diffusers

Nordic home fragrances inspired by ma, the space between. Reed diffusers release scent slowly like fresh forest air, clearing the space, calming the mind, changing your home's rhythm. Vegan, refill-able, made in Finland.



Archipelago

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Granite
HEART NOTES
Lily
BASE NOTES
Wrack



Kalevala

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Birch
HEART NOTES
Juniper
BASE NOTES
Olibanum



Lapland

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Cloudberry
HEART NOTES
Labrador tea
BASE NOTES
Sweet grass



Komorebi

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Pink Pepper
HEART NOTES
Sandalwood
BASE NOTES
Myrrh, Licorice



Yugen

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Lemon Blossom
HEART NOTES
Violet
BASE NOTES
Benzoin



Ikigai

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Grapefruit
HEART NOTES
Lavender
BASE NOTES
Sandalwood



Pine Forest

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Juniper
HEART NOTES
Pine
BASE NOTES
Black spruce

In every scent,
nature finds its voice.
So do you.

すべての香りの中で、
自然は声を見つけ、
あなたもまた自分の声を見つける。



Shinrin Yoku

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Bergamot
HEART NOTES
Cypress
BASE NOTES
Star anise



Sisu

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Black pepper
HEART NOTES
Peppermint
BASE NOTES
Eucalyptus



Happy Holidays

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Tangerine
HEART NOTES
Cinnamon
BASE NOTES
Vetiver



Other Summer

SCENT DIFFUSER
100 ml / 200ml

TOP NOTES
Lemon
HEART NOTES
White Rose
BASE NOTES
Vanilla



Pine Hyss

SCENT DIFFUSER
100 ml

TOP NOTES
Pine, Spruce
HEART NOTES
Birch
BASE NOTES
Moss, Juniper



Aelm

SCENT DIFFUSER
100 ml

TOP NOTES
Lilac
HEART NOTES
Tonka bean
BASE NOTES
Cedarwood



Psipsina

SCENT DIFFUSER
100 ml

TOP NOTES
Lemon
HEART NOTES
Rugosa rose
BASE NOTES
Linden



Flir

SCENT DIFFUSER
100 ml

TOP NOTES
Lychee, Orange
HEART NOTES
Nectarine
BASE NOTES
Grass, Birch



Room Sprays

Natural room sprays with the awakening of kaori. Our natural home fragrances are crafted with essential oils of juniper, pine, and citrus. One spray clears the air and shifts the mood, like stepping into the forest. Vegan and created in Finland.



Aelm

ROOM SPRAY
100 ml

TOP NOTES
Lilac
HEART NOTES
Tonka bean
BASE NOTES
Cedarwood



Pine Hyss

ROOM SPRAY
100 ml

TOP NOTES
Pine, Spruce
HEART NOTES
Birch
BASE NOTES
Moss, Juniper



Psipsina

ROOM SPRAY
100 ml

TOP NOTES
Lemon
HEART NOTES
Rugosa rose
BASE NOTES
Linden



Flir

ROOM SPRAY
100 ml

TOP NOTES
Lychee, Orange
HEART NOTES
Nectarine
BASE NOTES
Grass, Birch





Eau De Parfums

Niche eau de parfums inspired by the harmony of shi-zen. Each scent grounds the mind, uplifts the spirit, awakens confidence. Fragrances that become part of you. Vegan, unisex, made in Finland from natural essential oils.

A scent that lasts beyond the moment. It is not just a scent, but a ritual you carry.

あなたの儀式を新しくし、
余分なものを手放し、
自然へと還る香りを
もう一度見つけましょう。



Forest Riot

EAU DE PARFUM 30 ml / 60ml
 TOP NOTES Pine
 HEART NOTES Silver fir
 BASE NOTES Black Spruce



Chaos

EAU DE PARFUM 30 ml / 60ml
 TOP NOTES Juniper
 HEART NOTES Patchouli
 BASE NOTES Sandalwood



Ebitda

EAU DE PARFUM 30 ml / 60ml
 TOP NOTES Bergamot
 HEART NOTES Vetiver, Myrrh
 BASE NOTES Sandalwood



Equilibrium

EAU DE PARFUM 30 ml
 TOP NOTES Peppermint
 HEART NOTES Cumin
 BASE NOTES Cedarwood



Majime

EAU DE PARFUM 30ml
 TOP NOTES Chamomile
 HEART NOTES Myrrh
 BASE NOTES Ambrette



Summer Seizure

EAU DE PARFUM 30 ml / 60ml
 TOP NOTES Lemon
 HEART NOTES Neroli, Lavender
 BASE NOTES Pink Pepper



Amuse Air

EAU DE PARFUM 30 ml / 60ml
 TOP NOTES Sweet Orange
 HEART NOTES Jasmine
 BASE NOTES Vanilla



Magda

EAU DE PARFUM 30 ml
 TOP NOTES Lavender
 HEART NOTES Ambrette
 BASE NOTES Pink Pepper

Scented Candles

Vegan scented candles inspired by Finnish forests and the healing shinrin-yoku. Natural plant-based wax with cotton or wooden wicks releases scent that calms and transforms the air. Each candle is a quiet ritual, a moment to pause and breathe.



HETKINEN



Biofilia

SCENTED CANDLE 280ml
Wick: cotton

TOP NOTES
Lemon

HEART NOTES
Pine needle

BASE NOTES
Spruce wood



Spruce Resin

SCENTED CANDLE 260ml
Wick: wood / cotton

TOP NOTES
Spruce resin

HEART NOTES
Cedarwood

BASE NOTES
Smoked wood



Lapland

SCENTED CANDLE 280ml
Wick: cotton

TOP NOTES
Cloudberry

HEART NOTES
Labrador tea

BASE NOTES
Sweet grass



Happy Holidays

SCENTED CANDLE 280ml
Wick: cotton

TOP NOTES
Tangerine

HEART NOTES
Cinnamon

BASE NOTES
Vetiver



Kalevala

SCENTED CANDLE 260ml
Wick: wood

TOP NOTES
Birch

HEART NOTES
Juniper

BASE NOTES
Olibanum



Yugen

SCENTED CANDLE 260ml
Wick: cotton

TOP NOTES
Pear

HEART NOTES
Violet

BASE NOTES
Benzoin



Aelm

SCENTED CANDLE 280ml
Wick: cotton

TOP NOTES
Lilac

HEART NOTES
Tonka bean

BASE NOTES
Cedarwood



Archipelago

SCENTED CANDLE 260ml
Wick: cotton

TOP NOTES
Granite

HEART NOTES
Lily

BASE NOTES
Wrack



Smoke Sauna

SCENTED CANDLE 280ml
Wick: wood / cotton

TOP NOTES
Eucalyptus

HEART NOTES
Pine wood

BASE NOTES
Resin

Sauna Scents

Finnish sauna scents inspired by löyly and ma. In the sauna, heat becomes ritual, a place where warmth and silence meet. These woody, smoky drops transform steam into scent that shifts the air around you. Vegan, made in Finland.



Birch

SAUNA SCENT
10ml

TOP NOTES
Birch Leaves
HEART NOTES
Birch Sap
BASE NOTES
Bark, Moss



Woody

SAUNA SCENT
10ml

TOP NOTES
Pine
HEART NOTES
Cedarwood
BASE NOTES
Oakwood



Herbal

SAUNA SCENT
10ml

TOP NOTES
Thyme
HEART NOTES
Rosemary
BASE NOTES
Sage



Bloom

SAUNA SCENT
10ml

TOP NOTES
Geranium
HEART NOTES
Wild rose
BASE NOTES
Peony



Metsä

SAUNA SCENT
10ml

TOP NOTES
Pine needle
HEART NOTES
Spruce
BASE NOTES
Moss



Smoky

SAUNA SCENT
10ml

TOP NOTES
Birch tar
HEART NOTES
Pine wood
BASE NOTES
Tobacco

These woody, smoky drops transform steam into scent that shifts the air around you. Vegan, made in Finland.



Hand Washes

Vegan hand wash with woody pine and green birch. Natural formulas with gently cleansing essential oils. Finnish skincare that turns daily rituals into mindful moments: a pause at the sink, water meeting your skin, scent grounding you.



Wabi-Sabi

HAND WASH
200ml

TOP NOTES
Green tea

HEART NOTES
Rosemary

BASE NOTES
Moss



Pine Heartwood

HAND WASH
200ml

TOP NOTES
Pine needle

HEART NOTES
Cedarwood

BASE NOTES
Bark



Avanto

HAND WASH
200ml

TOP NOTES
Peppermint

HEART NOTES
Ginger, Pine

BASE NOTES
Vanilla



Sisu

HAND WASH
200ml

TOP NOTES
Black Pepper

HEART NOTES
Mint, Pine

BASE NOTES
Tar, Charcoal



Metsä

HAND WASH
200ml

TOP NOTES
Pine needle

HEART NOTES
Spruce

BASE NOTES
Moss

Hand Washes

Vegan hand wash with woody pine and green birch. Natural formulas with gently cleansing essential oils. Finnish skincare that turns daily rituals into mindful moments: a pause at the sink, water meeting your skin, scent grounding you.



Wabi-Sabi

HAND WASH 375ml
 TOP NOTES Green tea
 HEART NOTES Rosemary
 BASE NOTES Moss



Pine Heartwood

HAND WASH 375ml
 TOP NOTES Pine needle
 HEART NOTES Cedarwood
 BASE NOTES Bark



Avanto

HAND WASH 375ml
 TOP NOTES Peppermint
 HEART NOTES Ginger, Pine
 BASE NOTES Vanilla



Sisu

HAND WASH 375ml
 TOP NOTES Black Pepper
 HEART NOTES Mint, Pine
 BASE NOTES Tar, Charcoal



Metsä

HAND WASH 375ml
 TOP NOTES Pine needle
 HEART NOTES Spruce
 BASE NOTES Moss



Wabi-Sabi

HAND WASH 500ml
 TOP NOTES Green tea
 HEART NOTES Rosemary
 BASE NOTES Moss



Pine Heartwood

HAND WASH 500ml
 TOP NOTES Pine needle
 HEART NOTES Cedarwood
 BASE NOTES Bark



Avanto

HAND WASH 500ml
 TOP NOTES Peppermint
 HEART NOTES Ginger, Pine
 BASE NOTES Vanilla



Sisu

HAND WASH 500ml
 TOP NOTES Black Pepper
 HEART NOTES Mint, Pine
 BASE NOTES Tar, Charcoal



Metsä

HAND WASH 500ml
 TOP NOTES Pine needle
 HEART NOTES Spruce
 BASE NOTES Moss

Hand Wash Refills can be found on page 33.

Bathroom Essentials

Natural room sprays with the awakening of kaori. Our natural home fragrances are crafted with essential oils of juniper, pine, and citrus. One spray clears the air and shifts the mood, like stepping into the forest. Vegan and created in Finland.



Air

P00 - PAUSE 100 ml
 TOP NOTES Citrus
 HEART NOTES Green tea
 BASE NOTES Hinoki, Pine



Ease

P00 - PAUSE 100 ml
 TOP NOTES Pine
 HEART NOTES Spruce
 BASE NOTES Cedarwood



Pine

HAND BALM
200 ml

TOP NOTES
Pine Needles
HEART NOTES
Spruce, Resin
BASE NOTES
Bark, Moss



Birch-Xylitol

HAND BALM
200 ml

TOP NOTES
Birch Sap
HEART NOTES
Birch Bark
BASE NOTES
Xylitol



Juniper & Chaga

HAND BALM
200 ml

TOP NOTES
Juniper berry
HEART NOTES
Cedarwood
BASE NOTES
Juniper resin

Hand & Body Care

Nordic skincare inspired by yūgen. Body oils with amber resin, lotions with green notes. Created to shift how you feel, to bring you back to your body. Vegan formulas made in Finland.



Pine

BODY OIL
100 ml

TOP NOTES
Pine Needles
HEART NOTES
Spruce
BASE NOTES
Resin, Bark



Lichen

BODY OIL
100 ml

TOP NOTES
Bog Myrtle
HEART NOTES
Crowberry
BASE NOTES
Moss, Lichen



Chantarelle

BODY OIL
100 ml

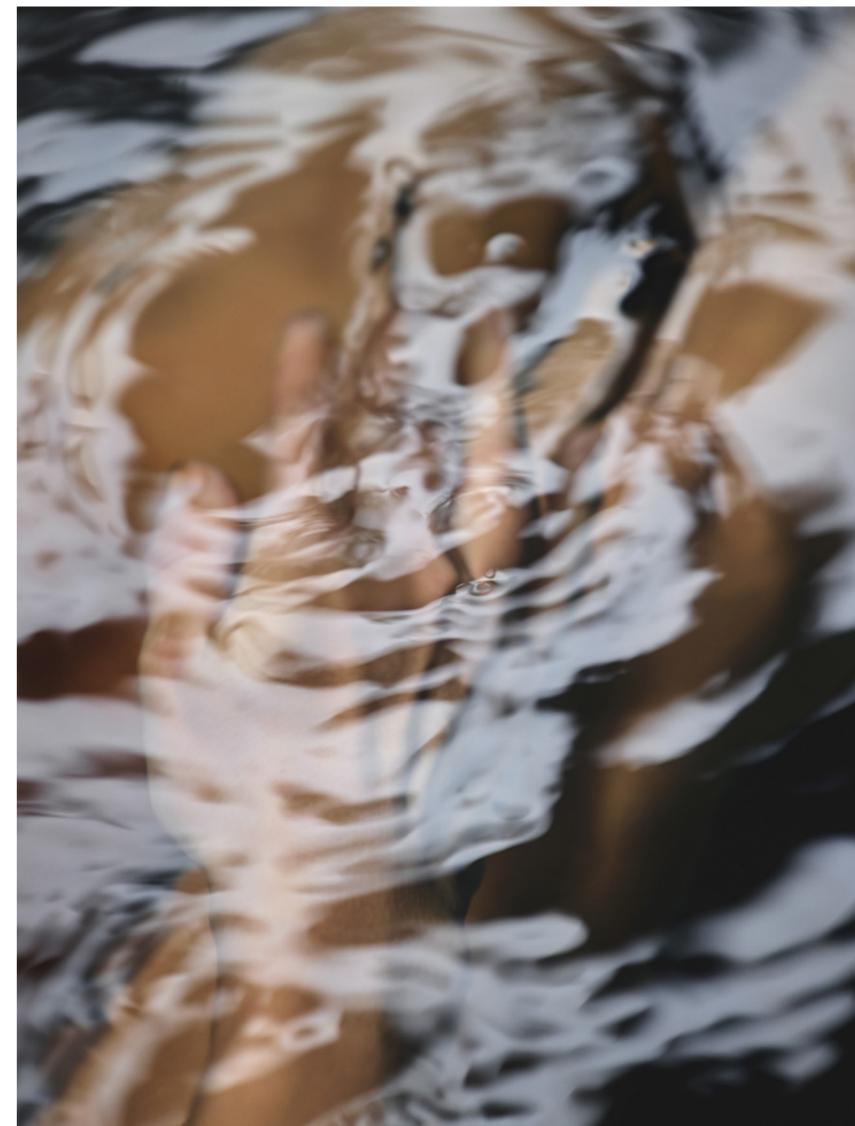
TOP NOTES
Chanterelle
HEART NOTES
Honey
BASE NOTES
Amber



Elderberry

BODY OIL
100 ml

TOP NOTES
Blackcurrant
HEART NOTES
Elderflower
BASE NOTES
Elderberry Wood



Refills

Refills for conscious everyday living. Scent diffuser sticks and refill liquids offer an ecological and economical way to enjoy your favourite fragrances longer. Refresh your diffuser with new unique sticks or change them when the old ones have become too saturated, letting the scent flow again like clean forest air. Hand wash refill pouches continue the life of your own liquid soap, reducing packaging waste while caring for daily rituals. Vegan, refillable, made in Finland, created for homes that value calm, sustainability and thoughtful choices.



Small

EXTRA SCENT DIFFUSER STICK

Designed to pair perfectly with your 100 ml scent diffuser



Medium

EXTRA SCENT DIFFUSER STICK

Designed especially for 200 ml scent diffusers



Large

EXTRA SCENT DIFFUSER STICK

Designed especially for 500 ml scent diffusers



Long Natural

EXTRA SCENT DIFFUSER STICK

Designed to fit all scent diffusers



Long Black

EXTRA SCENT DIFFUSER STICK

Designed to fit all scent diffusers



Wabi-Sabi

HAND WASH REFILL

1000 ml

TOP NOTES
Green tea
HEART NOTES
Rosemary
BASE NOTES
Moss



Pine Heartwood

HAND WASH REFILL

1000 ml

TOP NOTES
Pine needle
HEART NOTES
Cedarwood
BASE NOTES
Bark



Avanto

HAND WASH REFILL

1000 ml

TOP NOTES
Peppermint
HEART NOTES
Ginger, Pine
BASE NOTES
Vanilla



Sisu

HAND WASH REFILL

1000 ml

TOP NOTES
Black Pepper
HEART NOTES
Mint, Pine
BASE NOTES
Tar, Charcoal



Metsä

HAND WASH REFILL

1000 ml

TOP NOTES
Pine needle
HEART NOTES
Spruce
BASE NOTES
Moss

Scent profiles

Our scents are born from the forest. Each carries a story, of wood, moss, resin, and air. They are not created to impress, but to connect. To slow down, breathe, and find the beauty in simplicity. Explore the scent profiles and find the one that feels like you.



Woody ウッディ

The depth of Finnish forests. Pine, cedar, cypress, holding their presence in the air. These natural perfumes, candles, and diffusers carry the grounding weight of wood. They create atmospheres that settle slowly. The warmth of bark, the steadiness of roots, the feeling of standing among trees that have grown for centuries.

木々の静かな力。フィンランドの森と自然の調和(自然・シゼン)。



Smoky スモーキー

The quiet power of smoke and stillness. Ember, resin, the silence after a flame. The smoky scent profile reflects the meditative calm of Finnish smoke saunas and ancient incense rituals. Each perfume, candle and diffuser carries the feeling of fire transformed, creating an introspective atmosphere. Smoke softens edges. It asks you to slow down, to be present. Subtle, spiritual, profoundly calming.

煙の深いヴェール。フィンランドのスモークサウナと香の折り。



Green グリーン

Pine needles. Moss after rain. Soft herbs. Our green scents embody shinin-yoku, forest bathing, where healing comes from being among trees. These natural perfumes, home fragrances and scented candles blend vitality and stillness, awakening the senses while bringing calm. Each green scent brings the Nordic greenery onto your skin and into your space. Fresh air. Gentle energy. Renewal.

葉や苔の瑞々しい香り。森の呼び声と森林浴の癒し。



Amber アンバー

The warmth of pine tree resin and the soft glow of forest light. Earthy depth meets gentle sweetness. Natural perfumes, candles and home fragrances that radiate elegance. Inspired by Nordic woods and the Japanese concept of yugen, the beauty of the unseen. Amber scents are timeless and comforting. Golden, grounded and naturally luxurious.

樹脂の黄金の輝き。松の心と幽玄の秘められた美。



Floral フローラル

The soft harmony of Nordic meadows and Japanese cherry blossoms. Nature's delicate side. Our floral scent profile blends petals, herbs, and subtle woods. Each perfume, candle and diffuser evokes the moment a flower opens to light. These floral scents bring grace to any space. Celebrating simplicity, serenity, and the fleeting beauty of wild blooms. Gentle, poetic, naturally beautiful.

花々の儂い美しさ。北欧の草原と日本の桜。



Mineral ミネラル

Balance in simplicity. Finnish granite, zen gardens, the clarity of mountain air. Inspired by what endures, these natural perfumes, candles and diffusers embody stillness. They evoke the purity of stone and the freshness of cool air, creating a minimal atmosphere that clears the mind. Mineral scents bring clarity to your space. Clean lines. Calm presence. Simplicity that grounds. Pure, serene, calming.

石の純粹な本質。フィンランドの花崗岩と禅庭の石。



Spicy スパイシー

The warmth of spice and fire. Natural notes of cardamom, cedar, and pine, creating depth and energy in balance. These perfumes, diffusers and candles bring warmth. Inspired by Nordic hearths and the Japanese concept of kodokan harmony, where vitality meets restraint. Spicy scents transform ordinary moments into ritual. Vitality that grounds rather than overtakes. Vibrant, mindful, deeply warming.

香辛料の温かな律動。焚き火の輝きと古道館の調和。



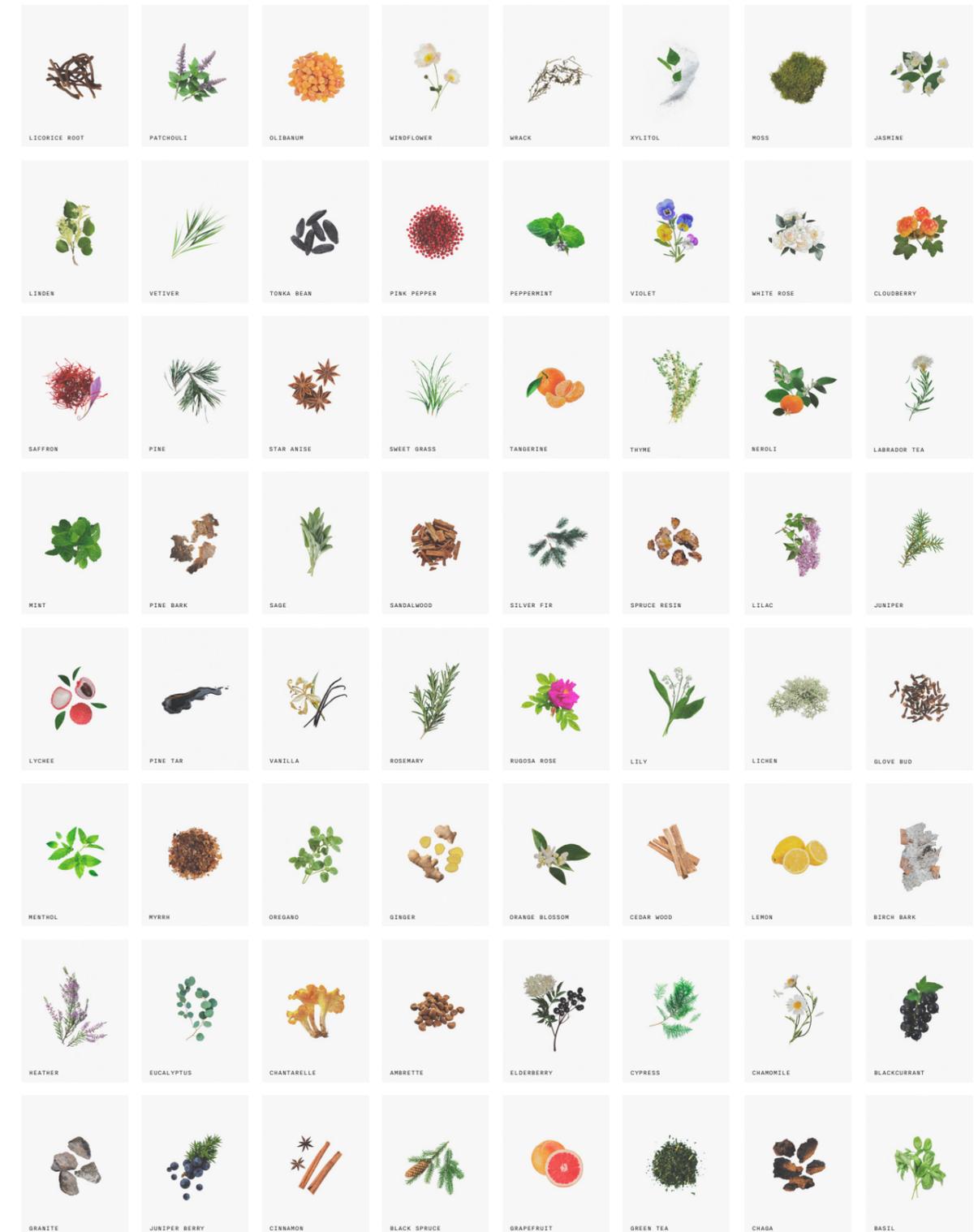
Citrus シトラス

The brightness of Nordic mornings. Lemon, bergamot, and pine. The citrus profile awakens the senses. These natural perfumes, home fragrances, and candles embody kaori, the Japanese idea of scent that awakens. They bring new energy to daily rituals. Citrus scents shift the air and clear the mind. Light without sharpness. Energy without excess noise. Lively, crisp, radiantly renewing.

柑橘の明るいきらめき。北欧の光と香り(かおり)の目覚め。

Ingredients

Nordic skincare inspired by yūgen. Body oils with amber resin, lotions with green notes. Created to shift how you feel, to bring you back to your body. Vegan formulas made in Finland.





HETKINEN

Hetkinen Group Oy
www.hetkinen.com

DESIGNED AND
MADE IN FINLAND

 @hetkinenco

 @hetkinen