



cosmetic
solutions

BUILD YOUR BRAND PRIVATE LABEL 101

Are You Ready to Build Your Brand?

With more than 300 market-ready stock formulations, our extensive assortment will allow you to create a single product or complete collection of face and body care products.

Our team of experts recognize that the most important part of the private label process is ensuring that we understand your brand goals and vision. We are equipped with highly-trained brand experts to guide you through the private label process; asking the right questions to help craft the perfect product line for your market and clientele.

At Cosmetic Solutions, our focus is on the **success of your skincare line**, and we are committed to exceeding your expectations every step of the way.

- Quick Product Turn Around Times
- Knowledgeable Skincare Experts
- In-house Graphic Designer Team
- On-site Packaging Showroom
- Free Product Information & Training

STEP 1 FORMULA SELECTION

With a clear idea of your brand vision, our knowledgeable brand experts will guide you through the process with ease. We will work with you to choose the best products that provide your customers with the results they're seeking. Together we will review our entire line of advanced formulations, choosing your products and ordering samples where necessary to test the products before selection. Product consultations are always complimentary.

QUICK TIPS

Focus on your customer type when selecting products.

Do a substantial amount of research on what skincare products your customer type currently uses.

Choose your selling price for products.

QUICK TIPS

Since packaging is a huge part of brand identity, be mindful of the image and emotions you want to convey to consumers.

It is estimated that 89% of consumers agree that its vital for a brand to have good packaging.

Be authentic and make sure your packaging design has clarity. Customers should be able to clearly recognize your packaging.

STEP 2 CHOOSE YOUR PACKAGING

Our vast array of stock packing options is unmatched! You will be able to choose your product packaging based on ingredients, formulation, consistency, branding and budget. We have a complete onsite showroom dedicated to packaging options. After a few key questions regarding your vision and budget, your brand specialist will help you select a range of product packaging options to create a cohesive, on-brand look. Custom packaging is also available through our global network of suppliers.

STEP 3 DECORATION & LABEL DESIGN

Once your branding has been established, and your products and packaging chosen, we will move on to designing your labels. At Cosmetic Solutions, this is much more than adding a logo to a preexisting label, this is a design process to translate your BRAND onto your skincare products. Our design team will strategically design multiple versions of your labels for you to electronically review and provide feedback. Our streamlined creative process is both effective and efficient, ensuring you the fastest turnaround time possible.

STEP 4 SHIPPING & DELIVERY

We strive to make our shipping & delivery process quick and easy. It is our duty to make sure that you receive your products within a timely matter. Your account representative will be there to answer any questions or concerns throughout the shipping process.

QUICK TIPS

Choose colors that correlate best with your brand identity.

Make it look unique! Having a logo that is eye-catching or cohesive with your brand will bring your labels to life!

Compare multiple versions of your labels to make sure you choose the best labels for your products.

STEP 5 MARKETING & SELLING YOUR PRODUCT

Our support doesn't end just because you have received your new private label skin-care line. Our team will continue to provide you with the information and guidance you need to **effectively market and sell your products**. From our online ingredient database, to our product brochures and on-staff skincare professionals, we will **provide you with the information you need to be successful** in the skincare market.

