

# Launch Your Beauty Brand

*Your Quick and Dirty Guide to Starting a Natural Hair Care Line for Just A few Hundred Bucks In Under 90 days.*



## Bulk Bases: The Biggest Secret in the Cosmetics World

### *What are bulk bases and how do they impact you?*

Bulk bases are potentially your new best friend. There are companies that cater specifically to artisanal beautypreneurs, as well as larger companies, that in addition to selling raw ingredients (e.g. oils, botanicals, cosmetic chemicals) also **sell complete formulations, in bulk, ready to purchase and repackage with *your own branding for your own private label.***

**Buy awesome done-for-you conditioners by the gallon.**



Ready to package and label under your own brand.

I am talking everything from shampoos, conditioners, shaving gel to lotion and even make-up, available for you to buy by the ounce or gallon. All you have to do is buy it, order containers and labels (which we'll get to) and put it on the market.

### A Note on Bulk Bases

**Some companies will actually package the product for you,** and others go even further and will work with you on labelling, and possibly even design. (Graphic design and affixing labels will cost you extra, of course.

**You can do this from your kitchen and you do not need a special license to get started.** The cosmetics industry is one of the least regulated by the government, and as long as you follow a few guidelines around proper labelling, and of course – pay your taxes, you are free to sell your products however you choose.

***Before you get too excited, a word of caution.** I know this sounds like common sense, but I can't tell you how many artisanal crafters have vats of bases they don't use because they simply went off the reviews and ingredient list and what they imagined that base would be like and do for them when they plunked down their credit card.*

*Just order 8 oz (or the minimum) first to try it out, maybe more if you run a salon and have lots of customer hair types to experiment with. **Be in love with the product before you attach your name and reputation to it.***

**You do run the risk of having the exact same formula as some of your colleagues** (I don't believe in competitors – I think there is more than enough business for everyone. Even Proctor & Gamble has failed to sell lotion to the ENTIRE world and there are so many small companies out there crushing it 😊.)

At the end of the day – as long as you disclose to your customer base that you have “sourced” the best conditioner, hair gel or whatever formula you could find and declare (sincerely of course) that your love for it, your clientele will trust and like you more for it.

Besides – not everyone has the energy or incentive to scour the earth looking for bargains or learning to formulate like we do. They just want a done for you package!

### **Bulk Bases For Natural Hair**

So now I know you are thinking “Which bases, if any, will work for natural hair?” Yes that is a dilemma – most of the cleansers and conditioners offered will not work for the usual range of natural afro-textured hair types.



There is one company, however, that has quite a few products that work for us. That company is called [Ingredients to Die For](#) – and boy is it aptly named.

Their ingredients are pristine and their hair care line includes quite a few offerings that work for natural hair and have been favorably reviewed by some natural sisters. ([If you schedule a free call with me I'll even tell you which ones](#) 😊 - This is one of the ways I help my clients.)

[Essential Wholesale](#) is another great company for bulk bases, and is probably the most well-known one in the artisanal and boutique beauty world.

Their skin care and make up range is extensive and quite lovely, however the hair products work better for straighter hair types. All but one of their conditioner bases contain silicones. (If you are down with cones then maybe it is no biggie for you.)

I also found the conditioner samples I tried for both my type 4 afro and my daughters type 3 curls to not be slippery and moisturizing enough for me to want to put my name on them.

That being said, their [Herbal Wheat & Oat Conditioner](#) is a contender, and a myriad of their [hair and body washes](#) would work well as clarifying shampoos – because those do tend to be a bit stripping by definition. I would just add a little bit of oil to them if I were you, to ease the stripping.

## Research and Create Your Own Formulas

This is the best option in my opinion and is far easier than you think.



You also need to have reasonable internet skills – which I know you have... because you are reading this report.

That is all you need to be able to do to follow a formula and create a product. There are a ton of free formulas on the internet – even for natural hair.

**If you can do basic math (including percentages) it will be a piece of cake for you to learn to go one step further, and create your own formulas.**

You can find free formulas from the following suppliers of cosmetic ingredients:

[Ingredients to Die For](#)

[Making Cosmetics](#)

## [Lotioncrafter](#)

**Making your own products from scratch will increase your profit margin (like by at least 50% if not 75%) and frees you from having to pay someone anytime you need to change the formula.**

Besides – you will have acquired a new skill. Additionally, you will have the pride of having created something that is fully your own, in which you can put your full confidence. That confidence ultimately will translate to the buyer in your marketing materials.

It is also a worthwhile investment to purchase books and online classes that will teach you how to create hair care products.

The good ones cover the basics, like:

- Understanding the chemical components (in a non-intimidating way).
- How to source or create botanicals extracts that make your products sing.
- Making sure that you are selling your products in a smart, relevant and enjoyable way.

## Packaging and Labeling

**For packaging, I usually use the following companies:**

[Ed Luce](#)

[SKS Bottle](#)

[Container and Packaging](#)

### If you are not in the U.S. or Canada

A quick google search for bulk cosmetic packaging should yield a world of results.

Make sure you put the country or region in which you live, or the nearest place from which a supplier could be to you so that you can save money on shipping.

**This applies to bulk bases and finding cosmetic ingredients as well.**

### You will want to make sure that your labels are waterproof.

Once you have measured with a flexible tape measure (or you could just use a piece of string and a ruler on your computer) the dimensions of the label you will need, you can order them in bulk from any label supplier. (When you buy your bottles and jars – your supplier usually shares the proper dimensions of your container on their website – which is usually a good place to start when figuring out your label size. **Your graphic designer may ask for these exact dimensions if you choose not to design the labels yourself.**)

There are many places online where you can get a designer to make a fabulous logo for you, and even design your labels for a reasonable price – like \$5-50 per label! **Besides Craigslist (my personal favorite) – there is:**

[Fiverr](#)

[Upwork](#)

## What's Next?

I invite you to email me at [eden@prosperinbeauty.com](mailto:eden@prosperinbeauty.com) with any questions you have. You can also just hit reply to any one of my emails.

What is going well for you?

What are you struggling with regarding launching your brand?

**Also...**

**Make sure that you check out the free audio course that accompanies this complimentary report. In just four 5-10 minute clips there are a lot of tips I share there that I wish someone had given me when I was first starting out. It will save you a ton of time.**



*I believe in you.*

**I believe that your dream of a natural hair brand of your own is within reach.**

*Always voting for your victory.*

*~ Eden*