

HOW TO PRIVATE LABEL

A GUIDE

STEP 1: ORDER SAMPLES

Discover which products you love and will work best for your business.

Go to the [Trial Sizes/Samples page](#) to purchase the skincare category of your choosing.



STEP 2: NARROW DOWN YOUR PRODUCT SELECTION

Once you have determine the products you want to carry in your skincare line, send your product order to info@aestheticbackbar.com

If you need help narrowing down your selection, [send us an email](#). We can send product recommendations that will work for your business.



STEP 3: WHAT TO INCLUDE IN YOUR PRODUCT ORDER

Include the following items in your product order:

- Provide your logo in png, pdf, or vector format
- Include skincare items you are ready to purchase
- **Optional:** If you are wanting to change the product name, please include the new product names to be added to your label.

Once we have received your product order, you will receive a **Private Label Agreement Form**. Fill this out and send it back to info@aestheticbackbar.com.

WHAT IS INCLUDED IN THE PRIVATE LABEL AGREEMENT FORM?

Business Information: brand name, shipping/business address, customers license or EIN.

Product confirmation: labels, packaging style, and changing product names.

Private label rundown: private label setup, labeling and packaging.



STEP 4: LABEL APPROVAL

Once Aesthetic Back Bar has received your logo and product order, labels will be created. Please allow 2-5 days for labels to be completed and sent to your email for approval.

When you have confirmed your approval, your order will be placed in the printing queue.



PACKAGING OPTIONS



TURNAROUND TIME/ MINIMUMS

- Private label has a 2-3 week turnaround time. For larger orders lead time varies.
- Private label has a minimum starting at 6 per sku. Higher quantities can be quoted. Send an email to info@aestheticbackbar.com to be quoted.



UV PRINTER/LABELS

- We use a UV printer to print directly on the packaging. The label will be printed as transparent giving your brand a seamless look.
- The labels are water-resistant and last the length of product use.
- If you are interested in paper labels, please send us an email at info@aestheticbackbar.com. We can recommend other labeling companies to meet your needs.



WHITE LABELING

- White label is when you purchase the packaging and product without a label.
- White label are best for customers who already have a label or looking to use a third party to purchase labels.
- When you purchase white label skincare products, we deduct \$0.50 from each product at our minimum of 6.

If you have any questions regarding private label or white label, send us an email at info@aestheticbackbar.com



INSURANCE

Are you unsure of what insurance company to go with?

- Email us at info@aestheticbackbar.com to give
- you recommendations for insurance companies that can benefit you in your journey to creating
- your brand.

