

building your cosmetic business

STAND OUT WITH CUSTOM COSMETICS



From the moment your clients walk into your salon or spa they become a captive audience. You have an opportunity. They have come to enhance their beauty. Whether or not they have come in for makeup, you have an opening to sell cosmetics.

What will capture your clients attention? What do you have that is unique — that no one else can offer? What will compel them to try your products and keep them coming back for more? The answer is private label custom cosmetics. Colorlab's Mineral, Foundation and Lipstick systems give you the ability to create exactly the formula, texture and coverage your client desires. You and your clients can achieve any trend looks or create your own — it is about finding your client's best look, whatever that may be. Individualized beauty draws clients to your makeup department. Products that are personalized for her and are exclusive to your salon will give her a reason to return again and again.

A foundation for customer loyalty and repeat business. One of the most elusive products for many cosmetics consumers is the perfect foundation. This makes custom blend liquid or mineral foundation a great place to start when building your cosmetics business. Since most women go through three to four foundations a year — it can easily become your #1 product to drive repeat sales.

Make your dollars work for you. With an eye to your bottom line...Colorlab custom blend products have a low cost of goods so you can enjoy higher profit margins. It also minimizes the amount of money you have tied up in inventory since you don't have to keep a large stock of ready-to-wear products. You may, however, want to keep a small stock of your own RTW line for quick sales. In this case, since you are creating your own products, your inventory levels are determined by you, not by minimum order requirements. More importantly, the products you create can be tailored specifically to your client base. Close management of your inventory ensures that you won't have excess stock at the end of a season that you have to discount.

Colorlab is committed to helping you grow your business. Colorlab Cosmetics offers training to get you up and running with your private label cosmetics business. We also offer ongoing product support as well as assistance in helping you structure, manage and grow your cosmetics retail program.

BOOST YOUR CUSTOM COSMETICS BUSINESS

ENCOURAGE ALL GUESTS TO VISIT THE MAKEUP DEPARTMENT

by offering a complimentary makeup application. Offer this service to new guests on their first visit, and to existing clients two to three times a year to experience new color collections and replenish skin care and other cosmetics items.

ENCOURAGE MAKEUP STAFF TO APPROACH CLIENTS

and offer quick touch-ups to feature key custom offerings. This interaction ensures quick sales and keeps the action going in your makeup department.

HOLD SEASONAL PROMOTIONS WHERE YOU CREATE YOUR OWN COLLECTION

of custom mineral eye shadows, blushes, lipsticks and glosses. This is a perfect way to attract new clients and get existing clients to return.

HOST CUSTOM BLEND EVENTS.

At the events you can book clients for individual beauty sessions where you will create all of their seasonal color cosmetics.

OFFER YOUR EXISTING CLIENTS SPECIAL PRICES OR GIFT WITH PURCHASE

on select custom blend products.

FOR MORE INFO CALL: 1-800-790-2417 OR VISIT WWW.COLORLABPRIVATELABEL.COM