

# things a physician should consider



## WHEN CHOOSING A PRIVATE LABEL COSMETICS LINE

Private label cosmetics are a great way to extend and build your brand. Your patients will transfer the trust they have in you and your practice to your cosmetics line—this gives your line instant credibility.

Things to Consider when Choosing a Private Label Cosmetics Line:

### Quality Ingredients and Formulations

Since your patients' trust in you is transferred to your products, you need to make sure that the cosmetics reflect the same high quality they depend on from your practice. Colorlab Private Label products are paraben free and artificial preservative free.

### Versatility

Ideally, you'll want to choose a line that's versatile—one that your patients can use immediately; post-procedurally as well as for everyday use. Mineral makeup is as versatile in that regard as lines that are based on skincare.

### Labeling

Make sure that your private label vendor can easily and professionally label your products. Labeling, hot stamping or screening; Colorlab Private Label can assist you with making your packaging look professional and beautiful.

### Staffing

Whether you designate an esthetician, makeup artist or other trained staff member, you'll want to make sure there is a makeup specialist in charge of selling and maintaining your line. Colorlab Private Label's hands-on training and DVDs ensure the professional education of your staff.

### Merchandising

You'll want to make sure that you have space, displays and sales information to effectively promote your line. Colorlab Private Label provides turnkey solutions with beautiful retail quality displays and graphics.

### Cost of Goods/Profitability

The cost of goods will impact the profitability of your cosmetics. Cost of goods for private label lines will vary from company to company but most private label lines will offer a lower cost of goods than branded lines. Colorlab Private Label has excellent profit potential!