



# Private Label

DYNAMICS

SKIN CARE  
Product Brochure

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*IT'S YOUR TURN*

## WELCOME TO PRIVATE LABEL DYNAMICS

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**For more than 10 years as a leader in the professional hair care industry, Private Label Dynamics has been committed to “making life easier for the salon owner and stylist.**

An Australian based company with global reach, it places a premium on developing strong relationships with its salon partners and offering 360-degree support and turn key programs that go deeper than other brands. Private Label Dynamics is also one of the rare hair care companies still owned by a hairdresser. Founder Tristram Hoppe’s career took him from the competitive streets of Brisbane to the sandy coast of the Noosa where, ultimately, he has followed his passion to create.

As a result, Private Label Dynamics offers not just top tier product but the education and business tools to help a salon thrive. Private Label Dynamics boasts a refined line of over 30 exceptionally formulated products for all hair and skin types, with many signature skus coveted by stylists, influencers and celebrities. Private Label Dynamics products are sold in over 300 salons around the world and are guaranteed only when purchased through authorised professional beauty outlets and prestige stores. All our product are made here in Australia from mostly Organic ingredients.





# SKIN CARE

## Facial Cleansing Cream



White Bottle

### Skin Diagnosis

*Normal/Dry/Mature Skin Types*

Our soothing cream cleanser is infused with Cucumber which is known to cool and comfort hot irritated skins. Davidson Plum contains a potent blend of anti-oxidants to help GHT free radical damage and promote collagen production.

### Directions for use

Dispense half a teaspoon into clean hands. Massage over face and neck, then rinse thoroughly with warm water. Follow with your preferred Private Label Dynamics toner and hydrator. Repeat twice for a double cleanse to remove makeup.

### Ingredients

Purified Water, Cetearyl Alcohol, Glycerine, Stearic Acid, Cetareth 20, Decyl Glucoside, Avocado Oil, Macadamia Oil, Jojoba Australian Oil, Phenoxyethanol, Bisabolol, Natural Vitamin E, Cocoamidopropyl Betaine, Sodium Lauroamphoacetate, Sodium Chloride, Ethylhexylglycerin, Soya Bean Oil, Cypress Blue Australian Oil, Lavender Australian Oil, Lilly Pilly Extract, Kiwi Fruit Extract, Papaya Fruit Extract, Caprylyl Glycol, Kakadu Plum Extract, Citric Acid, Potassium Sorbate, Sodium Benzoate, Quandong Fruit Extract.

## Facial Cleaning Gel



White Bottle

### Skin Diagnosis

*Oily/Combination/Problematic Skin Types*

This active sulphate-free cleanser gently foams to thoroughly cleanse and exfoliate the skin. A combination of White Willow Bark (Salicylic Acid), Lilly Pilli and Papaya Enzymes gently remove unwanted dead skin cells. Lime & Juniper essential oils help to purify the skin and kill off any surface bacteria to help prevent blemishes. Scented with Orange, Lime and Bergamot.

### Directions for use

Dispense half a teaspoon into clean hands. Massage over face and neck, then rinse thoroughly with warm water. Follow with your preferred Private Label Dynamics toner and hydrator. Repeat twice for a double cleanse to remove makeup.

### Ingredients

Purified Water, Vegetable Glycerine, PEG-120 Methyl Glucose Dioleate, Cocoamidopropyl Betaine, Caprylyl/Capryl Glucoside, Sodium Lauroamphoacetate, Sodium Chloride, Phenoxyethanol, Citric Acid, Lavender Australian Oil, Ethylhexylglycerin, Jojoba Australian Oil, Avocado Oil, Sandalwood Australian Oil, Mandarin Oil, Agonis Fragrans Branch/Leaf Oil, Natural Vitamin E, Cajeput Oil, Lilly Pilly Fruit Extract, Kakadu Plum Extract, Quandong Fruit Extract.

## Revitalise Enzyme Exfoliating Mask

### Skin Diagnosis

*Normal/Dry/Mature Skin Types*

This treatment is infused with a blend of fruit enzymes which have exfoliating properties that remove dead and damaged skin. Col-loidal Oatmeal helps to soothe and calm the skin making this an ideal gentle treatment that can even be used on the most sensitive skins.

### Directions for use

This treatment comes in powder form, simply add a small amount of water to create a creamy paste, gently rub into the skin for 1-2 minutes, and leave on the skin for 5-10 minutes before removing with cotton pads or heated towel. For best results make this mask up just prior to use, as the water activates the fruit enzymes which are at their most potent directly after water is applied.

### Ingredients

Cocos nucifera (coconut milk), oryza sativa (rice) powder\*, kaolin (white clay), avena sativa (oat) kernel our, quartz (pink clay), carica papaya (papaya powder), ananas comosus (pineapple powder) lavandula angustifolia oil (lavender) essential oil\*.

\* Denotes Organic Ingredients



White Bottle

## Balancing Enzyme Exfoliating Mask

### Skin Diagnosis

*Oily/Combination/Problematic Skin Types*

Australian Green Clay and Tea Tree help draw out any impurities as well as kill off any bacteria, Pineapple Enzymes and Organic Rice are used to remove dead skin cells leaving the skin cleaner and clearer.

### Directions for use

This treatment comes in powder form, simply add a small amount of water to create a creamy paste, gently rub into the skin for 1-2 minutes, and leave on the skin for 5-10 minutes before removing with cotton pads or heated towel. For best results make this mask up just prior to use, as the water activates the pineapple enzymes which are at their most potent directly after water is applied.

### Ingredients

Cocos nucifera (coconut milk), oryza sativa (rice) powder\*, kaolin (white clay), quartz (green clay), ananas comosus (pineapple powder), melaleuca alternifolia (tea tree), leaf powder, melaleuca alternifolia (tea tree) leaf essential oil\*.

\* Denotes Organic Ingredients



White Bottle

# SKIN CARE

## Brightening 'C' Serum

### Skin Diagnosis

#### Normal/Dry/Mature Skin Types

Our Aloe Vera gel-based serum contains a 10% blend of Vitamin C and Kakadu Plum Extract. Tests have shown Kakadu Plum has the world's highest levels of Vitamin C which are well-known for their brightening properties. Desert Lime also rich in Vitamin C, hydrates the skin by holding onto water molecules. Scented with Australian Lavender and Organic Lemon.

### Directions for use

Apply a small amount to the face and neck and massage in using gentle upward strokes. For best results apply a moisturiser over the top of serum. Avoid eye area.

### Ingredients

Purified Water, Glycerine, Aloe Vera Leaf Juice, Xanthan Gum, Phenoxyethanol, Butylene Glycol, Caprylyl Glycol, Polysorbate 20, Hydrolyzed Marine Collagen, Carbomer, Triethanolamine, Rosehip Oil, Evening Primrose Oil, Jojoba Oil, Apple Fruit Extract, Melon Fruit Extract, Sorbitol, Ethylhexylglycerin, Beta-Glucan, Potassium Sorbate, Sodium Benzoate, Portulaca Extract, Seaweed Extract, Green Tea Leaf Extract, Citric Acid, 1,2-Hexanediol, Grapefruit Seed Extract, Benzoic Acid, Vitamin C.



White Bottle

## Corrective Serum

### Skin Diagnosis

#### Oily/Combination/Problematic Skin Types

Our organic Aloe Vera based serum contains Desert Lime which is packed with tiny pearls of potent actives that support collagen production and skin repair. Quandong and Lilli Pilli gently exfoliates the skin helping to prevent blackheads and congestion. Scented with Lemon Myrtle, Australian Lavender and Sweet Orange.

### Directions for use

Shake well to ensure a perfect mix. Drop 2-4 drops in the palm of your hand. Rapidly spread the serum foundation out concentrating on areas where most imperfections are found. Apply directly after cleansing, morning and night, followed by the our Hydrating Cream which will leave the skin hydrated and rejuvenated.

### Ingredients

Purified Water, Glycerine, Phenoxyethanol, Honey \*, Xanthan Gum, Ethylhexylglycerin, Vitamin C isoPalmitate, Sodium Hyaluronate, Carbomer, Butylene Glycol, Rose Geranium Oil, Natural Vitamin E, Caprylic/Capric Triglyceride, Sodium Hydroxide, Licorice Root Extract, Mandarin Oil, Hydrolyzed Marine Collagen, Aloe Vera Leaf Juice Powder, Macadamia Oil, Jojoba Oil, Soya Bean Oil, Kakadu Plum Extract, White Tea Leaf Extract, Rose Absolute. \* Denotes Organic Ingredients



White Bottle

## Balancing Moisturiser



White Bottle

### Skin Diagnosis

#### *Oily/Combination/Problematic Skin Types*

This light enzymatic lotion absorbs instantly leaving no greasy residue. Suitable for problematic or acne prone skin types as the enzyme/salicylic acid blend will work throughout the day to dissolve dead skin cell build up, allowing pores to remain clean and unclogged. Scented with Lime, Orange and Bergamot.

### Directions for use

AM/PM: After cleansing and toning, apply a small amount of Balance Facial Hydrating Lotion to the entire face or areas prone to excess oil, breakouts and congestion with light sweeping motions avoiding the eye area. Provides a great base for makeup. You will receive the maximum benefits of this lotion after exfoliating dead skin cells to aid absorption.

### Ingredients

Purified Water, Apricot Kernel Oil\*, Jojoba Oil\*, Coconut Oil\*, PEG-40 Hydrogenated Castor Oil, Natural Vitamin E, Carbomer, Phenoxyethanol, Caprylyl Glycol, Xanthan Gum, Soya Bean Oil, Bergamot Bergaptene Free Oil, Sodium Hydroxide, Aloe Vera Leaf Juice Powder, Lemon Myrtle Oil\*, Lavender Oil\*.

\*Denotes Organic Ingredients

## Hydrating Moisturiser



White Bottle

### Skin Diagnosis

#### *Skin Diagnosis: Normal/Dry/Mature Skin Types*

This silky cream is infused with Hyaluronic Acid which can hold 1000 times its weight in water. Natively grown and wild harvested Desert Lime has the ability to hold onto water molecules making this a must have product for any one suffering from dehydration. Please note: There are two main sources of Hyaluronic acid the RST being animal extracted (from Rooster Combs typically) and the second being bacterial fermentation. Our material is from bacterial fermentation using glucose that is corn derived to create the hyaluronic acid in a biofermentation process.

### Directions for use

AM/PM: After cleansing and toning, apply a small amount of facial Hydrating Moisturiser to the entire face and neck avoiding the eye area. Allow to absorb before applying makeup. You will receive the maximum benefits of this lotion after exfoliating dead skin cells to aid absorption.

### Ingredients

Purified Water, Avocado Oil\*, Jojoba Oil\*, PEG-40 Hydrogenated Castor Oil, Evening Primrose Oil\*, Natural Vitamin E, Carbomer, Phenoxyethanol, Caprylyl Glycol, Xanthan Gum, Soya Bean Oil, Sodium Hydroxide, Aloe Vera Leaf Juice Powder, Shea Butter, Frankincense Oil\*, Lavender Oil, Sandalwood Australian Oil.

\*Denotes Organic Ingredients

# SKIN CARE

## Eye Cream

### Skin Diagnosis

#### All Skin Types

Our eye cream is infused with soothing Cucumber Oil which helps to reduce puffiness. Native Lemon Aspen aids in strengthening capillary walls which can reduce the effects of dark circles around the delicate eye area.

### Directions for use

Use in the morning and evening after applying respective serum. Depress pump slightly. Use sparingly, 1/2 grain of rice is ample. Place serum on the tips of the ring fingers and gently press around the lower eye and orbital areas paying particular attention to any crow's feet. Store below 30°C.

### Ingredients

Purified Water, Cetearyl Oliviate, Sorbitan Oliviate, Jojoba Australian Oil, Shea Butter \*, Vegetable Glycerine, Avocado Oil, Macadamia Oil, Cucumber Oil, Cocoa Butter, Phenoxyethanol, Natural Vitamin E, Vitamin B5, Ethylhexylglycerin, Soya Bean Oil, Lilly Pilly Extract, Sodium Hydroxide, Kakadu Plum Extract, Citric Acid, Potassium Sorbate, Sodium Benzoate, Quandong Fruit Extract.

\* Denotes Organic Ingredients

**NOTE:** Sulphate free, Paraben free, Lanolin free, Mineral oil free, Artificial colour free, Artificial fragrance free and SLS free.



White Bottle

## Eye Gel

### Skin Diagnosis

#### All Skin Types

A fusion of Aloe Vera, Cucumber Oil and Marine Collagen to soothe and moisturise, the antioxidant powers of Green Tea, the vitamin and mineral rich Seabuckthorn Oil known for its anti aging effects and the toning abilities of Witch Hazel, will leave the skin feeling amazing.

The combination of Seabuckthorn and Cucumber Oil gives this product its natural fragrance and colour. The stable nature of these natural ingredients ensures that the colour of the product will not alter over time provided.

### Directions of use

Use in the morning and evening after applying moisturiser. Depress pump slightly. Use sparingly, 1/2 grain of rice is ample. Place gel on the tips of the ring fingers and gently press around the lower eye and orbital areas paying particular attention to any crow's feet. Store below 30°C.

### Ingredients

Purified Water, Natural Vitamin E, Cucumber Oil, Seabuckthorn Oil, Aloe Vera Leaf Juice Powder, Marine Collagen, Witch Hazel Extract, Green Tea Extract, Phenoxyethanol, Ethylhexylglycerin, Carbomer, Disodium EDTA, Sodium Hydroxide.



White Bottle



## Hydrating Toning Mist

### Skin Diagnosis

#### *All Skin Types*

Infused with Aloe Vera and Kakadu Plum Extract, this natural toner helps keep the skin hydrated and bacteria free without using any common drying agents such as alcohol.

### Directions for use

Use after cleansing for extra hydration or throughout the day to freshen and uplift the skin and senses. Hold bottle approximately 20cm from the face and spray lightly with eyes closed. Can also be sprayed directly onto a cotton pad or cotton ball and wiped over the face, neck and décolletage. Shake gently before use. Store below 30°C.

### Ingredients

Purified Water, Glycerine, Polysorbate 20, Phenoxyethanol, Ethylhexylglycerin, Rose Geranium Oil, Sodium PCA, Honey\*, Aloe Vera Leaf Juice Powder, C12-15 Alkyl Benzoate, Macadamia Oil, Olive Oil, Natural Vitamin E, Jojoba Oil, Soya Bean Oil, Lactic Acid, Kakadu Plum Extract, Rose Absolute, Calendula Flower Extract.



White Bottle

# SKIN CARE

## Body Wash



White Bottle

### Skin Diagnosis

#### All Skin Types

Our Body Wash is infused with the scents of Orange, Plum and Bergamot. These scents are inspired by exotic blossoms at the peak of their bloom and embraced into exquisite fragranced oils giving you an intoxicating scent that lasts long after you step out of the shower.

### Direction for use

Gently lather your skin with the wet washcloth, using gentle circular motions. Make certain to wash your entire body, including under your arms. Start with your neck and work your way down your body, saving the dirtiest areas for last.

### Ingredients

Purified Water, Ammonium Lauryl Sulphate, Cocoamidopropyl Betaine, Glycerine, Cocoamide DEA, Phenoxyethanol, Sodium Chloride, Fragrance, Ethylhexylglycerin, Sodium Citrate.

Please take note of the minimum amount of ingredients used in our body wash. We have taken out any unnecessary ingredients and given you what we believe to be the simplest body wash on the market.

## Body Lotion



White Bottle

### Skin Diagnosis

#### All Skin Types

This is a lightweight body lotion infused with a subtle hint of fresh Lime and Coconuts. It hydrates normal to dry skin, leaving it soft and smooth. It is light and easily absorbed, leaving skin feeling soft and smooth with a fresh lime and coconut scent.

### Directions of use

Apply our body lotion to entire body concentrating on trouble areas such as cracked, dry skin, or your knees and elbows. Layer more lotion on these targeted areas of the body for best results.

### Ingredients

Purified Water, Vegetable Glycerine, Caprylic/Capric Triglyceride, Cetearyl Alcohol, Almond Sweet Oil, Sunflower Oil, Macadamia Oil, Coconut Oil, Lime Oil, Phenoxyethanol, Natural Vitamin E, Cetearth 20, Plant Extracts, Stearic Acid, Carbomer, Soya Bean Oil, Dimethicone, Sodium Hydroxide Features: Paraben-free, Sulphate-free; Artificial colour-free.



# Private Label

DYNAMICS

## Call

Monday to Friday, between 9:30am and 5:30pm // (+61) 1300 791 455

## Email

Customer Service Enquiries // [enquiry@privatelabeldynamics.com](mailto:enquiry@privatelabeldynamics.com)

Accounts and Receivables // [accounts@privatelabeldynamics.com](mailto:accounts@privatelabeldynamics.com)

Current Order Updates // [accounts@privatelabeldynamics.com](mailto:accounts@privatelabeldynamics.com)

New or Existing Sales // [sales@privatelabeldynamics.com](mailto:sales@privatelabeldynamics.com)

## Post

Private Label Dynamics // Unit 12, 2 Focal Avenue, Coolum Beach, 4573 QLD, Australia

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