Private Label
BEAUTY & WELLNESS

4 Steps to Labeling Your Products

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It has been our mission, to help fellow skincare entrepreneurs to succeed in helping people with their skincare needs. In doing so, we have discovered that, while one may wish to start a cosmetic or skincare line, there are many underlying steps involved that might not be that apparent from the surface.

Due to this observation, we have compiled a basic guide to helping those who wish to get started, an easy way to get up on their feet and grow into a fully functioning skincare brand.

Here is our basic guide to designing and labeling your skincare products. In this 2 MINUTE READ, we will go over the basics of: finding your label size, getting your label designed, getting your label printed and applying the label to your product.

Please take a moment to go over this guide and please, if you have any questions, contact our customer service center at: (727) 466-1703.

The steps:

1. Your label size

Here at privatelabel.net we supply you with templates of the standard label sizes suited for each product you choose. Do consider your chosen label printing companies ability to facilitate your custom label. (Label printing providers covered on step 3)

Most printing companies will require your label designs fit within certain parameters. Here are three terms you may need to know:
- The "safe zone" Is the space that you don't want any important elements to exceed. Anything

beyond this point is at risk of being trimmed off of the label
- Your label size is determined by the die cut. A metal die in the shape of your label will be cutting its size. Anything outside this line will not be on your label.
- The "bleed" is anything that should be extended beyond the actual cut. In case of a misalignment of the die cut, you will still have elements that you want in the label, still in the label. Such as, label color, shapes etc..

= Safe zone. Measures 0.125" smaller that your label size (die cut line)

= Die cut line. This IS the cut line. Anything beyond this point is considered "bleed."

= Bleed line. The bleed line is 0.125" larger that your label size (die cut line).

2. Getting your label designed

Chances are, your product isn't the only one of its kind. As you're thinking about how to design your label, look at what's already out there. Take some pointers from the labels of competing products. Notice what works well, and spend some time brainstorming ways that you can do it better. Designing your own labels isn't nearly as intimidating when you know what you're up against.

Creating label designs can be tricky, especially if you don't have any formal graphic design experience. There are ways to work around inexperience. For example, hire a graphic designer. Professional designers have the skills to create a product label that can truly stand out.

Also, there are many good websites that can provide you with this service, to name a few: Fiverr.com, Upwork.com, or for a quick "do it yourself," label Canva.com provides assets and templates you can use to create your own label, without needing an external designer.

This website (https://www.fda.gov/cosmetics/cosmetics-labeling-regulations/cosmetics-labeling-guide) is a comprehensive study of just about everything you will need to know regarding the legal aspects of label making. Here you can discover the "do's and don't's" of your label and bar-code making (if you will have bar-codes on your label). If you are considering having a bar-code for your product, https://www.gs1us.org/ is a good website that will support your products bar-code needs.

Some things to consider including on your label (See example label attached on last page):

- Declaration of identity (name of product)
- Declaration of responsibility (co. name & street address, city, state, zip, packer or distributor). Example: Distributed by: or Manufactured for:
- Declaration of net quantity, servings or uses. FDA regs Example: "Net Wt. 6 Oz. (177.4g)" - "Net 6 Fl. Oz. (177.4 mL)"
- Declaration of ingredients.
- Bar-code
- Product statement: [Brand name] [Product name] [Weight/Fl. Oz]

3. Time to get your label printed!

The internet is teeming with label printing providers. Trust us, we know. You need to find a good balance of price vs quality vs customer service. Throughout our label making history, we have found a few that stand out:

Frontierlabel.com
Corlabel.com
Wizardlabels.com

Keep in mind, while we do suggest these, it is more important to find one that fits your brand most. Many local printers can do great label printing jobs that may benefit your brand more than the above list, also, while removing any shipping costs. Check local!

4. Applying labels to your new products

Most label printing companies will ask you how the labels are going to be applied to your components. Most start-ups will be doing this by hand, this actually is the best way for label application for newer skincare and cosmetic companies because the cost to value of hand application at this point is worth it.

But rest assured, with each product purchase of 500 units or more, we do provide in-house label application options for our customers. When you are ordering your labels for machine applied, select "#4 - left edge leading" which tells the printer how to put labels onto the roll.

NOTE: To allow for labels possibly damaged in the application process, you should always order 10-20% additional labels from your vendor, than your product order quantity.

Example: 500 quantity of an item ordered with us, you should order at minimum, 550-600 labels on a roll from your label vendor.

We wish you a successful journey to your ideal skincare business!

Example Label from step 2

Ingredients:
Estrum iunt quae estiisinimet pero magnatque eicatem quisimincil modis denis ulpa sequam eum doluptas eum quae. Evel estiand animus qui doluptatium exceatiorunt audae vid que odignates eaqui dolorep tustem sam alitatus.

Udion comnimi nvenis eate lit ullesen digendae ipsaperia quatasit porporum quodi blabore poriamus volupta qui id quis iunt as arupta pe eatiis est lit, sum et ut verferro beatati umquaspis rem qui accus, sequodis ut ad mos santur? Quis re num accatus

EXAMPLE BAR CODE
AB12345678910
Liquid Exfoliator 4 fl oz (118 mL)

2.5% BHA
Liquid Exfoliator

Salicylic Acid

- Absorbs quickly
- Clears blackheads
- Minimizes Pores

4 fl oz (118 mL)

Directions:
Quis quament, sinveri tibusam adis illo tem rem rerio. Quibus post aut volupid maximil iandicid quam fuga. Nequaepel es etur antia quid modigenihil int eture eumquibusam illacesequi si sita soluptur? Faciis explam, ommossenem unt, quae pores quam, voloratur Itiae lab inimet lamus ipic tem quatur rese illam, sereped expe net essequam ipient, nihitatem inim quis et ate et dolor re doloria sima verioss itiatur sequassita dit ut aritibusant.

ABOUT BHA:
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Questions or Comments?
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yourbrand.com

Dist. by: yourbrand®
Clearwater, FL 33770 USA

Declaration of ingredients

Barcode

Product statement

Declaration of Net quantity

Declaration of identity

Declaration of responsibility