

TAYLOR MADE®



Custom Nail Polish Catalog

Bespoke nail polish that's Taylor Made for you

our founder

Meet Vanessa

Owner & Founder of Taylor Made



After a career in the Air Force and 10 years of working in the top tier of the pharmaceutical industry, Vanessa left her corporate job to pursue a better work/life balance with her sons and husband Kris. This was when she started making healthy personal changes.

When Vanessa went organic, switched to ethical beauty products, and began trading hours for veggies in 2012, she didn't know she would go on to found the only Make Your Own Polish experience. Initially, she only wanted to give up acrylic nails. How bad could they really be? But as she read more and realized that there were so many nasty, toxic chemicals in nail polish that shouldn't be there, Vanessa knew that if she couldn't find the right products, then she would make them herself.

Taylor Made Studio became Vanessa's opportunity to nurture and support other women in their search for community-minded experiences and cruelty-free products. Today, the flagship location offers portable Make Your Own Polish kits; a Color Café that allows customers to create custom polish in-studio; and Your Brand Taylor Made, a service for business owners that offers custom-branded nail polish along with a wholesale catalog of over 100 ready-to-purchase nail care, body care, and lip care products. Her boys—now 23, 18, and 10—have all participated in the business.

Vanessa and Kris live and work downtown and have invested in efforts to create a more authentic, family-friendly atmosphere in downtown Easton. When she's not at Taylor Made, Vanessa is a regular fixture at the farmer's market and other local events.

Follow us on social media to stay up to date with all of our new product releases! @taylormadepolish



the concept

CUSTOM NAIL POLISH

That's right: custom nail polish!

But why nail polish, of all things? Because we've all seen the same branded T-shirts and pens that most companies give away at conventions. Why not offer something that sets you apart from the crowd of competitors? Nail polish is a memorable gift that you can completely customize, from the color to the name and label. Better yet, nail polish is a consumable good—one that people will happily purchase again and again and wear season after season!

Read on to see how you can expand your brand with a bespoke product that's *Taylor Made* for you!



the brand

TAYLOR
M A D E®

Anchored in historic downtown Easton, Taylor Made sits at the intersection of scrappy and stylish. We are deeply connected to our community and if there's one silver-lining from the pandemic, it's that our community has expanded to include 39 states and 5 countries. Every elevated clean-beauty experience is cause for a celebration. Even if it's the first step for an individual discovering that perfect shade, that vibrant hue, that feeling of empowerment from mixing, wearing, or sharing our products – we celebrate because we know one size fits none, and we embrace all authentically unique paths into bespoke clean beauty.

Our founder's rare path through the military, corporate world, motherhood, and entrepreneurship formulates Taylor Made's foundational understanding that in a hectic world, the simplest moments can create your most treasured memories. Taylor Made exists to curate those moments. So, when Taylor Made does something, every detail is considered. Each kit contains an artistic guide and all the tools a chef needs to make chemistry with the creative mind. Whether you're a nail polish novice or a mixing master, love is what you'll feel when your perfect shade is made. You'll find our premium ingredients to be Vegan, Leaping Bunny Certified Cruelty Free, 10-Free, eco-friendly, and long-lasting so your polish pride can last up to two weeks! Taylor Made is Woman/Veteran-Owned, and we put our money where our values are – directly into Women-Owned and Eco-friendly suppliers. We're not here for a long time, we're here for a good time – let's blend together!



The process



01

STEP ONE

How Many Colors Do You Need?

Our nail polishes come in 12 mL bottles and are available in single, double or triple packs.



02

STEP TWO

Choose Your Color or Design Your Own

We offer over 100 colors so you can find the perfect color to match your organization's distinct brand!

*** See our amazing shades on pages 16-18.*



03

STEP THREE

Customize Your Label

Send us your logo for the front label! You can choose between a single-color ink (black or white) on a clear label or a full-color label on a white square or circle.



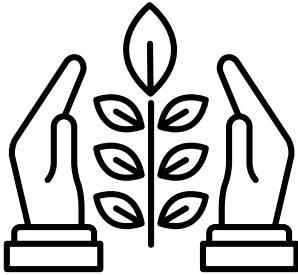
04

STEP FOUR

Name Your Polish

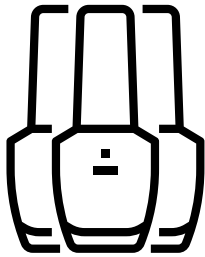
The finishing touch: give your color a unique name that we'll add to a circular label on the bottom of each polish bottle!

benefits of custom nail polish



A Health-Conscious & Eco-Friendly Option

Our nail polish is made with non-toxic & vegan ingredients that have been certified cruelty-free through the Leaping Bunny Program. Our products are all paraben-free and free of the top 10 harshest chemicals commonly found in other commercial nail polishes. Read more at taylormadepolish.com.



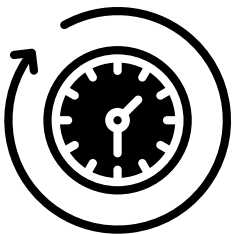
A Consumable Good That's Responsibly Sourced

Nail polish is fun to purchase and wear, especially when it's a high-quality polish that comes in eye-catching, in-season colors. Plan your collections and promote your seasonal faves for your business.



Support For A Small Business

Taylor Made Polish is a small business founded run by a female veteran in Easton, PA. We use materials made in the USA, and we assemble all of our products in-house!



Quick Turnaround Time

Our typical turnaround time for custom orders is about 2-3 weeks.

Have an urgent deadline? Give us a call and let us know! Although we're a small business, we have a tried and true process to make and package our custom orders in-house, and we can accommodate most scheduling needs.

Nail Polish

PRICES & QUANTITIES

SINGLE BOTTLE PACKS

15 ML 10-FREE NAIL POLISH

MSRP: \$13 USD

Individual bottles, packaged in clear box with branded insert card

- 20 Bottles: \$10.00 each – (\$200)
- 50 Bottles \$8.25 each – (\$412.50)
- 100 Bottles: \$8.00 each (\$800)
- 500 Bottles: \$6.50 each (\$3250)
- 1000 Bottles: \$6.25 each (\$6250)



DOUBLE BOTTLE PACKS

15 ML 10-FREE NAIL POLISH

MSRP: \$25 USD

Two bottles, packaged in clear box with branded insert card

- 20 Packs, 40 Bottles: \$9.75 each – (\$390)
- 50 Packs, 100 Bottles \$8.00 each – (\$800)
- 100 Packs, 200 Bottles: \$6.25 each (\$1250)
- 500 Packs, 1000 Bottles: \$6.00 each (\$6000)
- 1000 Packs, 2000 Bottles: \$5.75 each (\$11500)



TRIPLE BOTTLE PACKS

15 ML 10-FREE NAIL POLISH

MSRP: \$36 USD

Three bottles, packaged in clear box with branded insert card

- 20 Packs, 60 Bottles: \$9.50 each – (\$390)
- 50 Packs, 150 Bottles \$8.00 each – (\$862)
- 100 Packs, 300 Bottles: \$5.50 each (\$1650)
- 500 Packs, 1500 Bottles: \$5.31 each (\$7968)
- 1000 Packs, 3000 Bottles: \$5.25 each (\$15,750)



fully customized nail care

EXPAND YOUR BRAND WITH A COMPLETE NAIL CARE LINE!



Organic Cuticle Oil

Light, luxurious oil hydrates and protects nails and cuticles.

- Full size bottle with elegant dropper, perfect for your bedside or vanity
- Reduces the need for heavy mani maintenance.
- Improved nail and cuticle health in ~2 weeks
- No fillers or additives

SKU: N-SUP-CUTOIL

Pricing starts at \$6/ea

Details on page 11



Cuticle Oil Pen

Our best-selling 100% organic cuticle oil!

Light, luxurious oil hydrates and protects nails and cuticles.

- Easy to use and carry on the go
- No leaking, convenient size for purse or bag
- Improved nail and cuticle health in ~2 weeks

SKU: N-SUP-CUTOIL-Pen

Pricing starts at \$4/ea

Details on page 10



Organic Hand Scrub

Organic sugar crystals gently exfoliate hands, while organic oils hydrate skin, nails and cuticles.

- Luxurious treatment
- Reduces the need for heavy mani maintenance
- Leaves skin soft and moisturized

SKU: MKIT-HSCRUB

Pricing starts at \$6/ea

Details on page 10



Soy Nail Polish Remover

Acetone-free, vitamin rich, gentle and toxin free.

- Softens cuticles and strengthens nails
- No harsh odors
- Convenient 2 oz. size
- Non-toxic and safe for everyone

SKU: NSUP-REMOVER

Pricing starts at \$6/ea

Details on page 10



Lint Free Remover Pads

Pure organic cotton pads.

- One pad removes polish from 10 nails
- Biodegradable
- Lint free
- Textured and perfect to use with our soy polish remover
- Each pack includes 5 pads for 5 manicures

SKU: MKIT-SUP-PAD-PACKS

Pricing starts at \$2.75/ea

Details on page 10



Clear Top Coat

"Clearly On Top" is Taylor Made's signature, 10-free polish top coat. Made with the same vegan, certified cruelty-free, paraben-free formula. A safe formula to protect and extend your manicure.

SKU: NPOLISH-COT

Pricing starts at \$3/ea

Details on page 10

how to order



01 **ONLINE**

Visit www.yourbrandtaylormade.com and log in with your secured account and place your order. Need an account? Email us at wholesale@taylormadepolish.com

02 **EMAIL**

Complete the order form on the next page and email to wholesale@taylormadepolish.com. Once your order is confirmed you'll receive an electronic invoice. Orders are processed upon receipt of payment.

03 **PHONE**

Call us at 215-913-0513. We'll process your order over the phone and send a confirmation and invoice via email.

Custom Nail Polish Order Form

TAYLOR MADE®

Customer Name: _____

Shipping Address: _____ Zip Code: _____

Phone Number: _____ Email: _____

Size of Polish Pack – Check appropriate circles

Single Pack

- 10 packs – \$200
- 30 packs – \$285
- 40 packs – \$350
- 50 packs – \$412.50
- 100 packs – \$800
- 500 packs – \$3250
- 1000 packs – \$6250

Double Pack

- 20 packs (40 total) – \$390
- 30 packs (60 total) – \$555
- 40 packs (80 total) – \$680
- 50 packs (100 total) – \$800
- 100 packs (200 total) – \$1250
- 500 packs (1000 total) – \$6000
- 1000 packs (2000 total) – \$11500

Triple Pack

- 20 packs (60 total) – \$570
- 30 packs (90 total) – \$765
- 40 packs (120 total) – \$990
- 50 packs (150 total) – \$1000
- 100 packs (300 total) – \$1,650
- 500 packs (1500 total) – \$7968
- 1000 packs (3000 total) – \$15750

Polish Name(s)

Name will be applied to the bottom label of each nail polish bottle (36 character max)

Color(s)

Swatch numbers or provide HEX code

Finish(es)

Sheer, Semi-Sheer, Creme, or Shimmer

- Check here for seasonal colors. NO ADDITIONAL FEES
- Check here to select catalog colors from following pages
** A standard \$25 fee will be applied per color selection.
- Check here to request *Custom Matching for Brand Colors*.
** For Custom Matching, a one-time \$50 recipe fee will be applied per color.

Front Label Style

Check 1 circle



Black ink on clear label



White ink on clear label

Cap Color

Check 1 circle



White



Full color on white round label



Full color on white square label



Black

Please email your logo to info@taylormadepolish.com.

To ensure print quality, we recommend providing your logo in a vector-based format (AI or EPS) or a PDF file with a minimum resolution 200 dpi.

Custom Nail Care Order Form

TAYLOR
MADE®

Customer Name: _____

Shipping Address: _____ Zip Code: _____

Phone Number: _____ Email: _____

Products & Quantities – Check appropriate circles



Cuticle Oil Bottle

- 25 – \$200
- 50 – \$375
- 100 – \$680
- 175 – \$1,050
- Other: _____



Cuticle Oil Pen

- 25 – \$175
- 50 – \$287.50
- 100 – \$450
- 150 – \$600
- Other: _____



Soy Polish Remover

- 25 – \$200
- 50 – \$340
- 100 – \$650
- 125 – \$750
- Other: _____



Lint Free Remover Pads

- 25 – \$100
- 50 – \$180
- 100 – \$300
- 125 – \$343.75
- Other: _____



Organic Hand Scrub

- 25 – \$200
- 50 – \$350
- 100 – \$650
- 150 – \$900
- Other: _____



Clear Top Coat

- 50 – \$275
- 100 – \$420
- 150 – \$525
- 200 – \$600
- Other: _____

Top Coat Only – Pick Your Label Style (check 1 circle)



Black ink on clear label



White ink on clear label



Full color on white round label



Full color on white square label

Cap Color
Check 1 circle

Black

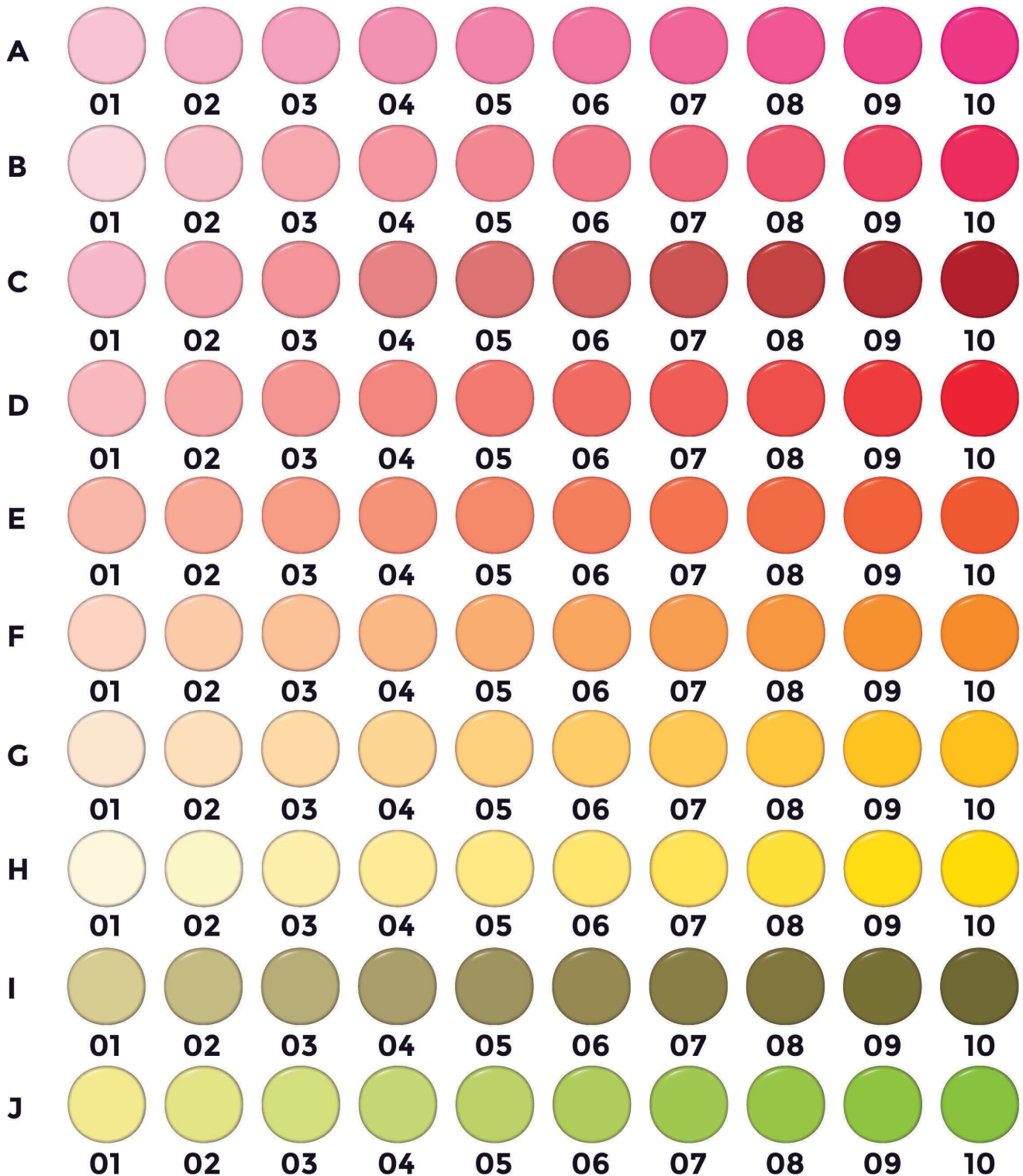
White

Please email your logo to info@taylormadepolish.com.

To ensure print quality, we recommend providing your logo in a vector-based format (AI or EPS) or a PDF file with a minimum resolution 200 dpi.





































































































Color Swatches

** Actual polish colors may vary from printed colors. **






























































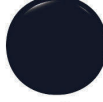








































Color Swatches

** Actual polish colors may vary from printed colors. **

K										
	01	02	03	04	05	06	07	08	09	10
L										
	01	02	03	04	05	06	07	08	09	10
M										
	01	02	03	04	05	06	07	08	09	10
N										
	01	02	03	04	05	06	07	08	09	10
O										
	01	02	03	04	05	06	07	08	09	10
P										
	01	02	03	04	05	06	07	08	09	10
Q										
	01	02	03	04	05	06	07	08	09	10
R										
	01	02	03	04	05	06	07	08	09	10
S										
	01	02	03	04	05	06	07	08	09	10
T										
	01	02	03	04	05	06	07	08	09	10

Color Swatches

** Actual polish colors may vary from printed colors. **

U										
	01	02	03	04	05	06	07	08	09	10
V										
	01	02	03	04	05	06	07	08	09	10
W										
	01	02	03	04	05	06	07	08	09	10
X										
	01	02	03	04	05	06	07	08	09	10
Y										
	01	02	03	04	05	06	07	08	09	10
Z										
	01	02	03	04	05	06	07	08	09	10
AA										
	01	02	03	04	05	06	07	08	09	10
AB										
	01	02	03	04	05	06	07	08	09	10
AC										
	01	02	03	04	05	06	07	08	09	10
AD										
	01	02	03	04	05	06	07	08	09	10

Terms & Policies

Order Minimums

\$200 Initial order minimum; \$100 minimum for existing partners. Must agree to minimum resale value.

Shipping Options

We ship by UPS Ground or USPS Mail depending on the products ordered and shipping speed requested. We are happy to work with you if there is another shipping method (Freight/DHL/FedEx) that you prefer. We cannot ship without detailed tracking.

Returns/Exchanges

Returns are only accepted with prior written authorization and must be processed within 7 days of order receipt.

Cancellations

All sales are final. Cancellations are not permitted.

Payment Terms

Custom orders are paid in full upfront. Production begins upon payment receipt.

Delivery Window

While we are happy to work with you to get your shipment out by a certain date, our lead times are not guaranteed for new custom orders. Once an order is confirmed, items usually ship within 2 weeks. If timing is critical, we recommend submitting your order at least 30 days in advance of the required delivery date.

Damages/Defects

All shipments must be inspected at the time of receipt for shortage and damages before acceptance of goods. We are not responsible for any delay or damage caused by the carrier. If there is concealed damage, please contact us within 3 days of receiving the goods.

Pricing

Taylor Made intends to support full-priced business models. Customers may not use the Taylor Made name or products to advertise or otherwise promote Taylor Made products on the Internet at a net price that is lower than our set MAP (minimum advertised price). Please refer to our line sheet for the MAP.



Keep in Touch!

@taylormadepolish

