



Welcome to Nectarine! We bring to you a collection of the very best in natural body care products, and an expansive selection of original fragrances and essential oils for your own private label use. Nectarine offers superior products in bulk quantities for retailers to bottle and label with their own store or signature name. This system provides you with the opportunity to creatively develop a unique retail concept and brand name as well as build an image catering to the specific needs of your clientele.

The *Nectarine Information Source* is dedicated to providing you with reliable information to help make your job easier. It is an ideal training and selling tool for you and your employees as it can help you select products most appropriate to your customers' needs. To enable you to quickly locate information in the *Information Source*, we've grouped all products by category (ex. Moisturizers & Lotions). Within each category, you'll find a full page of detailed information devoted to every product. This makes it easier to answer customers' questions about specific product benefits, explain in lay terms what ingredients do and suggest products for cross-selling.

Please use this guide as a working reference. If we have not answered all your questions, let us know. We will continue to update and edit the manual regularly. As always, let us know how we can help -- we enjoy hearing from you.

Happy Selling!

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Section 1: Private Label Basics

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SELECTING BOTTLES

The bottles you select for your product line must accomplish two things: contain the products *and* effectively convey your store's image. Use the following guidelines when considering your choices.

USAGE: Choose bottles made of the appropriate material to host the contents. Nectarine recommends a High Density Polyethylene (HDPE) plastic for lotions or shower gels, but not for bath oil or massage oil, since over time oils will begin to seep out of this type of plastic. For bath oil or massage oil, we suggest using glass or a sturdier plastic such as Poly-Ethylene Terephthalate (PET), since these will not react with oil. Perfume oils and colognes should always be stored and sold in glass bottles. Glass will not react with the scent, while plastic bottles may compromise the integrity of the fragrance.

BOTTLE TYPE

PRODUCT TYPE

HDPE (natural or slightly frosted appearance) Bubble Bath, Bath Gels, Shampoos, Conditioners, Moisture Lotions, Body Moisturizers, Massage Lotions, Fresheners, Cleansing Lotions

PET or PETE (clear)

Bath Oils, Massage Oils (plus all of the above)

GLASS

Perfume Oils and Colognes

SAFETY: Always consider customer safety. While all of our products may be sold in glass bottles, Nectarine strongly recommends using plastic for products that will be used in the shower or after bathing. Plastic is a stable host and safer to use than glass, especially in the bathroom where slippery hands may result in an accident

VARIETY: Nectarine offers an assortment of plastic bottles, caps and lids in different styles and sizes for your bath and body care line. You may also choose from a variety of pretty glass bottles for perfume oils and cologne as well as various gift packaging products. For additional packaging resources, please refer to the attached list of bottle and cap distributors.

IMAGE: Your packaging presentation, its perceived value and the lasting impression it creates depend on your choice of bottles, caps and labels. This is an opportunity for you to express your creativity and set yourself apart from the competition. Once the customer takes your product home to use, your packaging becomes a daily reminder of your store and your line. Be creative and have fun!

BOTTLE SUPPLIERS: Nectarine offers bottles, caps, pumps, sprayers, and perfume bottles in full case packs and smaller quantities for ease of ordering and so you do not need to meet minimum orders of large bottle distributors. There are a large variety of bottle suppliers online, simply search the web. Make sure you are looking for a distributor, as their minimums will be lower and selection broader than the manufacturer.

YOUR LABEL

LABELS 101: 3 Easy Steps

Here's the quick and dirty on creating labels for your body care products -- we've broken down the process into three simple steps! Thankfully, creating labels has never been easier, given the online short-run label companies and the "do it yourself" (DIY) options. Both options are great for small-business entrepreneurs.

Your label = Your image

A label serves many important functions, and a well-designed, effective label will:

- Become your signature by communicating your product, store and/or brand image through your choice of graphics (e.g. logo) and color.
- Give your customers confidence in your products.
- Encourage repeat business by reminding customers of your brand each time they use the product.
- Tell consumers who received your products as gifts where they can buy the products for themselves.
- Work across a wide range of products, so that you can produce a minimum quantity for a low overall investment.
- Be easy to produce using the options outlined below.

STEP 1: Your Logo

Logos can be text-only, utilizing distinctive, clear and readable fonts, or you can have an illustration or graphic attached to them. Your logo should be easily identifiable and legible on a small label. (HINT: A one-color logo is versatile and widens printing options.)

Don't have a logo? Here are a few good resources for finding a graphic designer:

- A Google search for a label designer in your area
- Upwork: www.upwork.com. An online resource for hiring freelancers in a wide range of professions, including graphic design. You can set your budget, view portfolios and read reviews. The internet allows us to work remotely with talented professionals worldwide.
- Talk to local businesses or printers to get references for designers they like

STEP 2: Choosing How to Print Your Labels

Are you opening a retail store with a large number of items, or creating a brand with a small, curated selection? Your answer may determine how you will print your labels.

- Option 1: DIY! It's easy and fun to print your own labels, and it allows for the most flexibility. Use a company like Online Labels where you can purchase a variety of blank, sheet labels that you can print using your inkjet or laser printer. To create your own designs, they offer an online tool (Maestro Label Designer); you can also upload your pre-designed art to their templates. You can design a label for each product and fragrance, or you can design one logo label per bottle/jar and hand write the name of the product on the logo label -- this may sound unprofessional, but it offers a personalized and stylish artisanal look!
- Option 2: Printing the labels professionally through a local or online printer is a good idea if you have a limited number of products, or if your business is more mature. (Professional printers have minimum orders, and your costs and inventory will rise with a large library of labels.) Although you may want to print a different label for each product, you can streamline and minimize costs by ordering a universal label with your logo and store address, which can be customized with an indelible pen (i.e. Sharpie).
- With either option: It's always smart to have a simple, logo label handy that you can customize -- this makes it easy to add in and test new products. The essence of our industry is to offer new and creative products regularly, and you don't want label printing to come in the way of this important competitive advantage!
- Silk-screening bottles: Silk-screening your bottles can be a great option, for smaller assortments, although it makes you less nimble in terms of introducing and testing new products (larger minimum orders apply).

STEP 3: Working with a Designer

You've already made it to the third and final step! What's your budget and scope of project? Are you looking for a simple logo or do you also need label design? When searching for the right designer, follow these guidelines:

- View online portfolios to see if the style of work "speaks" to your aesthetic and brand.
- A designer with product packaging experience may be preferable.
- Let them know what image you want to project. Is your brand clean and modern, natural and organic, vintage, hipster, homespun or scientific? It is fun to collect inspiration photos of products, packaging, and your brand image to show your designer. Check out [Nectarine's Pinterest](#) site for great ideas!
- If they will be designing labels, provide bottle samples. We recommend choosing a few label sizes that work with as many of your bottles and jars as possible.
- Tell your designer how and where you would like to print your labels, so they can work with existing label shapes (dies) and avoid unnecessary costs.
- Please note that, according to federal regulations, there is certain information that must be on your labels. Look up these regulations to make sure you're in compliance.

Run over to our [Pinterest](#) site to get some fabulous inspiration and then get creative -- your customers will appreciate the thought you've put into your labels and packaging and this will help you build a loyal following. Happy designing!

LABELS 201: Expert Tips

Here are expert tips that we are sharing only with our loyal Nectarine customers! This detailed advice will help you create highly professional-looking labels.

SIZE & SHAPE

Of course, you should choose labels that best fit the bottles and jars you will be using. Depending on your product range, you can label your entire line with as few as two to five label sizes.

- If you're working with a printer, most label printers have a large library of standard shapes and sizes (dies). Ask your printer for the closest size to your desired size and adjust your art accordingly, otherwise you will spend money on cutting dies.
- Labels can either be die-cut (the corners will have a rounded look) or knife-cut (square-corners), which can be more difficult to apply. For an unusual shape (e.g., a flower), a separate fee from \$200 - \$700 may be charged for tooling a special die to cut the shape.
- Below is a simple chart of label code number and sizes (in inches) from Online Labels that work on Nectarine packages. They have many more, and so will most professional printers, but this is a selection.

Component	Code & Size	Code & Size	Code & Size	Code & Size	Code & Size
2 oz Bottle	OL800 - 2.5" x 1.563"				
4 oz Bottle	OL800 - 2.5" x 1.563"				
8 oz Bottle	OL800 - 2.5" x 1.563"				
16 oz Bottle	OL800 - 2.5" x 1.563"				
1 oz Jar				OL1000 - 1.5" x 1"	
2 oz Jar		OL1905 - 1.75" x 1.25"			
4 oz Standard Jar	OL800 - 2.5" x 1.563"				
4 oz Low Profile Jar			OL914 - 1.75" Circle		
Bottle Tube	OL800 - 2.5" x 1.563"	OL1905 - 1.75" x 1.25"			
Shave Soap			OL914 - 1.75" Circle		
Special Formula Glycerin Soap		OL1905 - 1.75" x 1.25"			
Rollette Bottle				OL1000 - 1.5" x 1"	
Hollywood Round				OL1000 - 1.5" x 1"	
Apothecary Bottle				OL1000 - 1.5" x 1"	
Retangle Glass Cologne Bottle				OL1000 - 1.5" x 1"	
Diffuser Reed Bottle	OL800 - 2.5" x 1.563"				
Lip Balm Tub					OL6000 - 1.2" Circle

PRINTING & MATERIALS

Pressure sensitive labels are printed on rolls or sheets. Printing on rolls is more specialized and is required if the label is to be affixed by machine.

There are various types of pressure sensitive label materials. Different label materials offer a unique look and special properties compatible to your use (i.e. some help protect from water or oil damaging the label and ink).

- Discuss all label applications -- size and type of container, product in container (if it gets on hands and then on label), will the bottle get wet in the shower, will you need to write on the label (Sharpies are great!).
- Ask your printer for samples to test.
- Get a guarantee that the label will stick and the printing won't rub off.
- Printers charge by the size of the label, quantity ordered and number of colors to print. Get a quote before printing.
- **Primax (polyolefin film)**
 PROS: Stronger (tear resistant) and more pliable and wrinkle resistant (for curved surfaces or squeezable bottles and tubes) than standard papers. It offers good moisture resistance.
 CONS: Print and color may not be as sharp or clean. It is more expensive than the other materials listed below.
- **Labelyte (BOPP):** This synthetic is thinner than Primax.
 PROS: Less expensive than Primax; a beautiful clean, white stock that offers wonderful color and print quality; moisture resistant. This is what we use most often in our beautiful TerraNova branded line.
 CONS: Less wrinkle resistant than Primax and thinner so it can tear more easily on special die-cut shapes.
- **Clear Materials:** If you are looking for a clear label, talk to your printer about the different options such as Fasclear.
 PROS: Can give the impression that the print is screened on the bottle.
 CONS: If the product and bottle are also clear, the ink coverage (depending on ink color and type strength) may not give a strong impression. Usually, white is printed under the colored ink so the design will stand out and this can add to the cost.
- **Paper**
 PROS: Textured stock can offer a lovely, handmade quality.
 CONS: Paper labels are not water resistant like synthetics. Talk to your label printer about your use to achieve the performance you desire.

PRINTING METHODS

Depending on your quantity and design, you have a choice of printing options. Professional, digital printing is a good option for color work in small quantities. Speak to your printer and designer about methods that fit your budget and design.

- **Traditional Printers:** You supply the art; they print for you!
- **Local Printer vs. Web-based Printer:** The choice is yours! There are many web-based printers that offer fast turnaround, good quality, low minimums and die choices. With a local printer, on the other hand, you may have better control over color. A few options for web-based printers are Maverick, Label Impressions and SheetLabels.com.
- **DIY:** Companies such as Online Labels have a huge selection of label sizes and material types for printing with a laser printer or inkjet. They offer weatherproof labels that are water resistant. Please order samples for testing with your products and containers. They also have an easy design tool called Maestro Label Designer, where you can either design online or upload your art to their templates. By using Maestro Label Designer templates with the their labels, the print quality and alignment will be better (www.onlinelabels.com).

Label Requirements

- Cosmetic labels must include brand name (your store), product name, fluid ounces or net weight and the metric equivalent, as well as your street address, city, state and zip code (unless company is listed in current city or telephone directory, then street address does not need to be listed). All of this information should be easy to read.
- Information placement and type size depend on label size (see links below).
- Nectarine provides ingredient labels for all of our personal care products, so you will only need to print front labels for your bottles, jars and soaps. Ingredient labels are not required for soap or perfume oils.

Federal Regulations

Please note that Nectarine is not a regulatory agency and guidelines change often. It may be useful to have an outside agency review your labels and label claims to ensure full compliance with the law.

- [FDA & Cosmetic Label Requirements](#): All bath and body care labels must comply with the Food and Drug Administration's (FDA) requirements. The FDA's website (www.fda.gov) offers a really helpful cosmetic label manual that explains their requirements in details.
- [Organic Label Requirements](#): The USDA website has helpful information regarding who oversees organic label requirements for cosmetics. The US Department of Agriculture (USDA) National Organic Program (NOP) regulates the term "organic" and oversees all organic labels, including cosmetics. Before designing and writing copy with organic statements, read the [guidelines](#) carefully to comply with US regulations.

HANDLING PROCEDURES

Since we began our company in 1970, high quality, healthy formulations have been a top priority. Nectarine's bath and body care products are biodegradable, contain naturally derived ingredients, and are therefore subject to normal rates of microbial decomposition, as well as slight variations in texture and look from batch to batch and over time. Our quality control team carefully monitors each batch produced and makes sure they fall within our acceptable range.

To insure our line's absolute purity, Nectarine products are formulated to include appropriate preservation systems. These preservatives are used in very small quantities, in combinations suited to each product. We also take important steps to monitor all products through the manufacturing and packaging process. For extra protection, we maintain a library of "retain" samples on every product for one year from the time of manufacturing. This may seem overly cautious, but we don't think so. Products that are not preserved properly can grow bacteria, which have the potential to cause infection or even blindness. Not only is it essential that products are free of contamination at the time of purchase, but they must remain pure and clean during use. This means they must be made resistant to any bacteria that may be introduced into the container -- be it from hands (even if they're clean) or droplets of water (surprisingly, tap water contains an enormous number of microorganisms which have the potential to contaminate). Cosmetic products that contain large amounts of protein or water are especially subject to this microbial contamination.

It is also essential that care and good practice be exercised when repackaging and refilling products in your store. To insure public safety and guard against liability, we encourage you and your employees to understand and utilize the following guidelines. They may seem complicated at first -- if so, please call us with any questions you may have.

HANDLING PROCEDURES (please post)

1. **Assure personal cleanliness!** Carefully wash hands and under fingernails with soap, dry thoroughly. Pin hair back.
2. **Assure the cleanliness of your store!** Dust and clean counters, floors and product containers daily. Do not allow animals in the cosmetics/toiletries area of your store.
3. **Don't let customers pour their own product!** Only trained staff who are familiar with these handling guidelines should be responsible for repackaging and refilling.
4. **Have only one partial gallon of each product open at a time** -- keep all containers tightly capped when not in use.
5. With the exception of scenting unscented products formulated for custom scenting, **do not make any additions to products.** Preservation systems are designed specifically for each formulation and may not be effective if different products are blended together. For example, do not blend a rich moisturizer with a light lotion to create your own medium-weight lotion. Let Nectarine help you find a product that will meet your exact needs.
6. **Never add water to a product or pour any product into an unclean or wet container.** If you offer refills, advise your customers to wash their bottles and caps with soap and very hot water or in the dishwasher and dry thoroughly. Use your good judgment and only refill **clean** and **dry** containers!
7. Once poured, don't repour any product back into its original container.
8. Never touch the lip or inside of the container with fingers -- always wipe any residue or spill with a clean, dry paper towel.
9. Equipment used for filling or transferring **MUST** be cleansed thoroughly after **EACH** use with a good, strong detergent and water. Thorough drying, including small crevices, is imperative -- some retailers use blow-dryers. Stainless steel equipment recommended.
10. Each gallon should have its own pump. Handle pumps only with clean hands being careful not to touch the tube itself. Because it is so difficult to thoroughly clean and dry pumps, a new one is recommended for each new container.
11. Products containing protein are significantly more susceptible to contamination than others: **be careful.**
12. Store empty bottles and caps, wrapped and covered, in a clean, dry area.
13. Immediately report any changes in color, fragrance, or viscosity to Nectarine. **Never pour or sell any questionable material.**
14. Recommended storage temperature range for all Nectarine products is between 50 and 80 degrees Fahrenheit.

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