

gutberlet[®]

COSMETICS

„SMART SELECTION“

h&m gutberlet gmbh
max-brod-strasse 11
90471 nürnberg

Color cosmetic in pen shape – for your brand

gutberlet® cosmetics is a **private label manufacturer in the color cosmetics sector** for functional make-up innovations and mechanical packaging in handy pencil format.

We are active around the world and a reliable partner to numerous reputable cosmetic brands.

From the first product idea up to series production we offer a customer-oriented concept and individual solutions for the special requirements of our customers.

Our sophisticated application systems "made in Germany" are produced strictly according to the respective valid GMP and EU cosmetic guidelines.



We are the right partner for you, if...

... you already have or are planning your own cosmetic brand!

... you would like to achieve a high yield with a small investment!

... you prefer small order quantities and thus a lower risk!

... you are looking for an experienced partner at your side!

The logo for Gutberlet Cosmetics is located on the left side of the slide. It consists of a large, solid pink circle with a thin white border. Inside the circle, the word "gutberlet" is written in a white, lowercase, italicized serif font, with a registered trademark symbol (®) to its upper right. Below "gutberlet", the word "COSMETICS" is written in a smaller, white, uppercase, sans-serif font.

gutberlet®
COSMETICS

YOU WILL
RECEIVE:

THE
FULL-SERVICE
PACKAGE

FROM US

- Products "MADE IN GERMANY"
- Produced by h&m gutberlet gmbh
- In top quality
- Registration of your enterprise and product notification in the CPNP portal of ECHA
- Creation and management of your PIF in line with KVO 1223/2009
- Creation of an artwork with proof for release
- You merely send us your company logo
- Printing approval samples with artwork created especially for you
- Batch coding by laser to ensure the traceability prescribed by law
- Microbiological testing of the finished product and certificate of analysis

You have to take care of (almost) NOTHING!

You save yourself the elaborate and complex "red tape"!

You merely provide us with your company logo.

We will do the rest!



PRODUCT SELECTION

EYESHADOW

„Eyeshadow“ with 8 selected colors, in a fantastic well-balanced range*

EYEBROW

„Brow Styler“ with 3 selected colors, suitable for all skin and hair types*

EYELINER

Liquid Eyeliner with the unique carbon-black ink, "an absolute must have"!*
* standard version– without labeling or special packaging

„Eyeshadow“



bridal rose (#3067)



coral beach (#3065)



rosewood (#3059)



crispy caramel (#3077)



rose taupe (#3076)



toffee (#3060)



brocade (#3068)



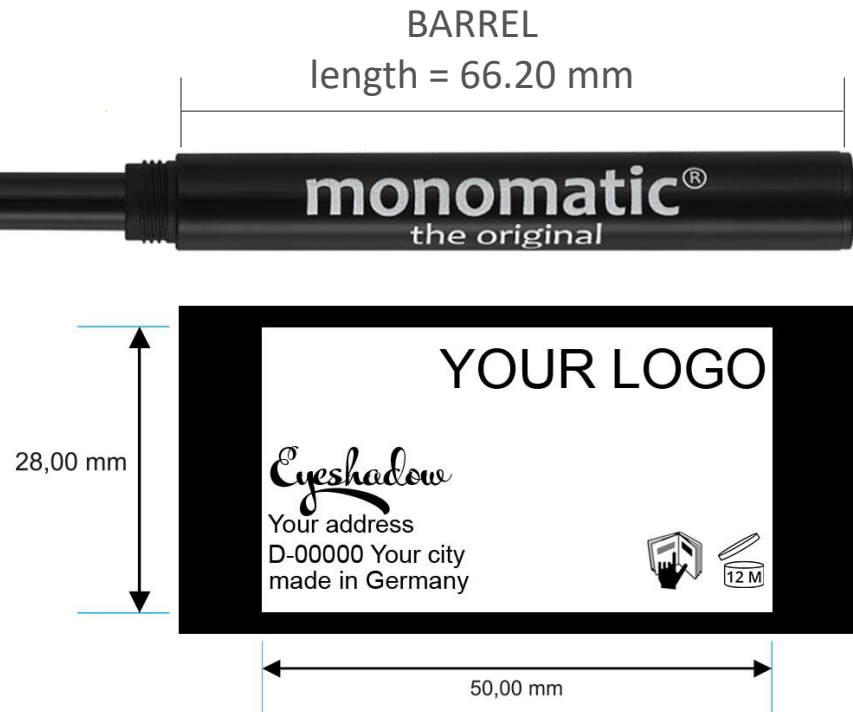
volcanic (#3072)



EYESHADOW

ARTWORK – „Eyeshadow“

DECORABLE SILKSCREEN SURFACE



- Artwork – readable **on right**
- Minimal letter size: a = 1.0 mm / A = 1.3 mm
- Minimum line width silkscreen: 0.20 mm
- Packaging color: **BLACK**
- Silkscreen colors: see color range



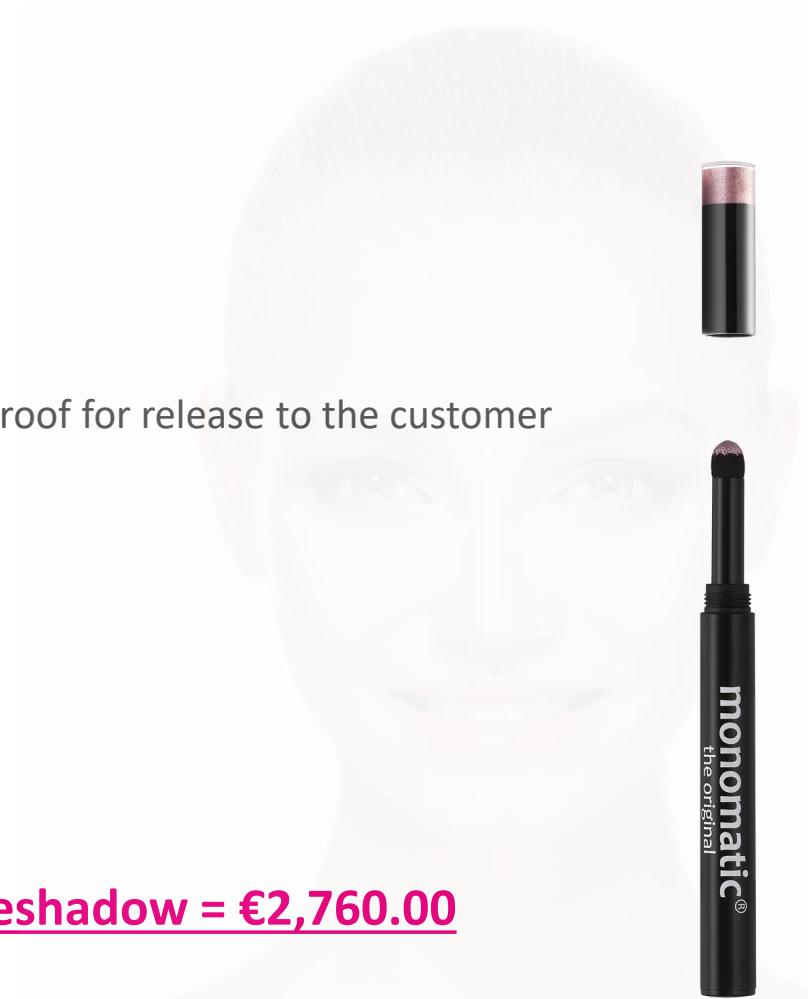
BASIC ARRANGEMENT – PRICES „Eyeshadow“

- Orderable from 200 units per color > minimum quantity = 5 colors à 200 units = 1,000 units
- Decoration = one color silkscreen / color selection from our color range
- Basic price "Eyeshadow" = $€2.12 \times 1,000 \text{ units} = €2,120.00$
includes
 - Material costs packaging
 - Decoration (service incl. adjustment flat rate)
 - Filling
 - Microbiological testing
- Additional costs printing & artwork = €250.00€
include
 - Creation of artwork according to fixed template & customer logo, with proof for release to the customer
 - Silkscreen creation costs (film & repro costs)
 - Design costs > include printing samples
for release to customer before series production
- Additional costs product registration = €390.00
include
 - EU registration / company registration in CPNP portal (€120.00)*
 - EU product registration / CPNP notification (€120.00)**
 - Creation of PIF (€150.00€)**

Total costs 1,000 x Eyeshadow = €2,760.00

* one-time fee for initial registration

**not applicable for follow-up orders



EYESHADOW

„Brow Styler“



#2988



#2991



#3001



EYEBROW

ARTWORK – „Brow Styler“

DECORABLE SILKSCREEN SURFACE



- Artwork – readable **on right**
- Minimal letter size: a = 1.0 mm / A = 1.3 mm
- Minimum line width silkscreen: 0.20 mm
- Packaging color: **BLACK**
- Silkscreen colors: see color range



BASIC ARRANGEMENT – PRICES „Brow Styler“

- Orderable from 250 units per color > minimum quantity = 2 colors à 250 units = 500 units
- Decoration = one color silkscreen / color selection from our color range
- Basic price "Brow Styler" = €2.49 x 500 units = €1,245.00
includes
 - material costs packaging
 - Decoration (service incl. adjustment flat rate)
 - Filling
 - Microbiological testing
- Additional costs printing & artwork = €250.00€
includes
 - Creation of artwork according to fixed template & customer logo, with proof for release to the customer
 - Silkscreen creation costs (film & repro costs)
 - Design costs > include printing samples
for release to customer before series production
- Additional costs product registration = €390.00
include
 - EU registration / company registration in CPNP Portal (€120.00)*
 - EU product registration / CPNP notification (€120.00)**
 - Creation of PIF (€150.00€)**

Total costs 500 x BrowStyler = €1,885.00€

* one-time fee for initial registration ** not applicable for follow-up orders



EYEBROW

LIQUID EYELINER



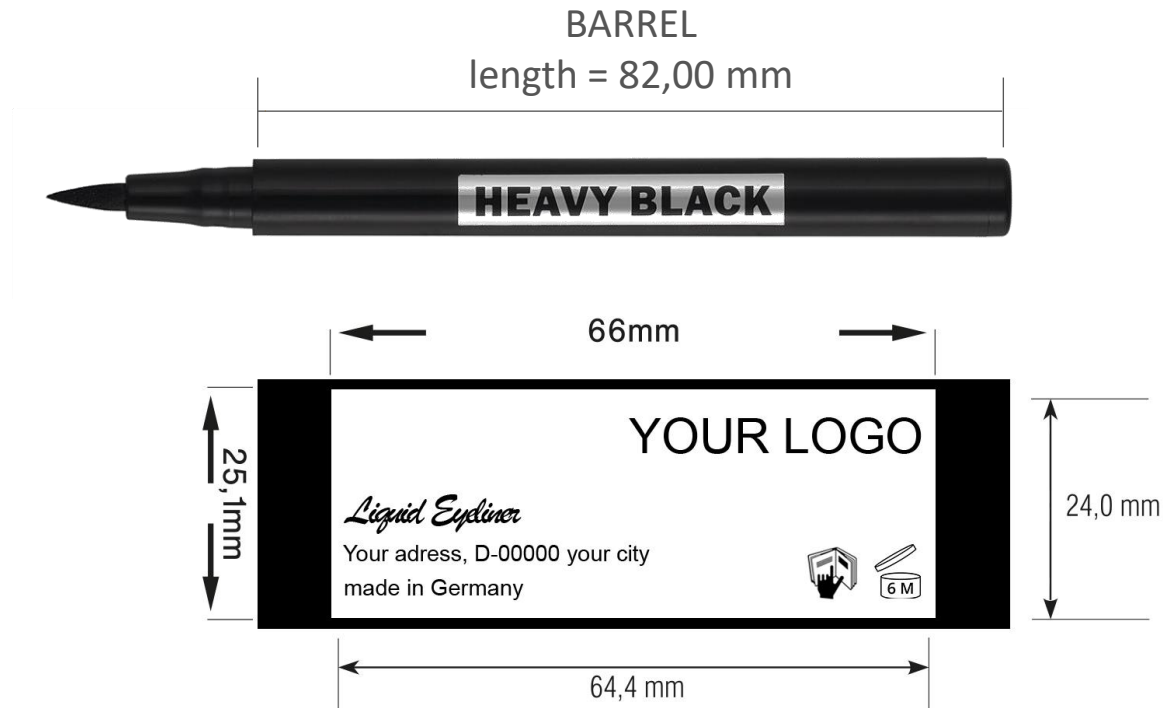
velvet black (#2762)



EYELINER

ARTWORK - LIQUID EYELINER

DECORABLE SILKSCREEN SURFACE



- Artwork – readable **on right**
- Minimal letter size: a = 1.0 mm / A = 1.3 mm
- Minimum line width silkscreen: 0.20 mm
- Packaging color: **BLACK**
- Silkscreen colors: see color range



BASIC ARRANGEMENT – PRICES LIQUID EYELINER

- Minimum quantity = 500 units
- Decoration = one color silkscreen / color selection from our color range
- Basic price Liquid Eyeliner = €1.03 x 500 units = €515.00
includes
 - Material costs packaging
 - Decoration (service incl. adjustment flat rate)
 - Filling
 - Microbiological testing
- Additional costs printing & artwork = €250.00
includes
 - Creation of artwork according to fixed template & customer logo, with proof for release to the customer
 - Silkscreen creation costs (film & repro costs)
 - Design costs > include printing samples
for release to customer before series production
- Additional costs product registration = €390.00
include
 - EU registration / company registration in CPNP Portal (€120.00)*
 - EU product registration / CPNP notification (€120.00)**
 - Creation of PIF (€150.00€)**

Total costs 500 x LIQUID EYELINER = €1,155.00

* one-time fee for initial registration

** not applicable for follow-up orders



COLOR RANGE SILKSCREEN



SUPPOSE...

... you buy the Starter Package “Basic Mini”, consisting of **3** different products:

- EyeShadow with 5 colors of your choice (1,000 pencils)
- BrowStyler with 2 colors of your choice (500 pencils)
- Liquid Eyeliner (500 pencils)

... that would be 2,000 pencils with a commitment of:

- | | |
|--|------------------|
| • Eyeshadow | = 2.120,00€ |
| • Brow Styler | = 1.245,00€ |
| • Liquid Eyeliner | = 515,00€ |
| • 3 x additional costs printing & artwork à 250€ | = 750,00€ |
| • 3 x additional costs notification (120€ + 360€ + 450€) | = <u>930,00€</u> |

5.560,00€

SUPPOSE...

you sell these **2.000 pencils** from the Starter Package "Basic Mini" to your customers:

Eyeshadow	for RRP <i>8,00€ to 10,00€*</i> per pencil	= 8.000,00€ to 10.000,00€
Brow Styler	for RRP <i>12,00€ to 16,00€*</i> per pencil	= 6.000,00€ to 8.000,00€
Liquid Eyeliner	for RRP <i>7,00€ to 14,00€*</i> per pencil	= <u>3.500,00€ to 7.000,00€</u>
		<u>17.500,00€ to 25.000,00€ Sales</u>

Sales – Commitment = 11.940,00€ to 19.440,00€ EARNINGS

*RRP = reputable customers sell our products in this price range on the market

OR...

... you first try an individual product from the Starter Package “Eyeshadow Maxi”:

- Eyeshadow with 8 colors à 200 units (1,600 pencils)

... that would be 1,600 pencils with a total commitment of **4.032,00€**

you now sell these **1.600 pencils** from the Starter Package "Eyeshadow Maxi " to your customers:

Eyeshadow for RRP 8,00€ to 10,00€* per pencil = **12.800,00€ to 16.000,00€ Sales**

Sales – Commitment = 8.768,00€ bis 11.968,00€ EARNINGS

„SMART SELECTION“

You can compile the product range presented flexibly and variably.

You can also only select one product!

We will gladly work out a suitable *all-round carefree* package with you.



OUR CLAIM IS
HIGHEST QUALITY.

ALL PRODUCTS ARE MANUFACTURED
ACCORDING TO THE VALID COSMETICS GUIDELINES
AND ARE **"MADE IN GERMANY".**

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This offering was calculated based on current raw material prices
(status Oct. 2020) and is valid until 31 May 2021.
Please contact our sales team for our currently valid
terms of delivery and payment.

We look forward to working with you!