

PRIVATE LABEL PROGRAM



100s of products to choose from!

Build Your Reputation Based On Our 30+ Years of Experience

Private labelling allows you to have your own name branded on products sold in your store. Our private label program makes it easy and affordable for you to get started!

3 Simple Steps to Private Branding:

1. Choose a product or product kit to private label. As well, we offer custom blending and product creation.
2. Send us your company logo and any corporate identity materials such as colours, fonts or images.
3. We will work with you to design a label that delivers quality, selling features and a strong brand image that promotes your business!

What's Included in the Start-Up Cost?

- ✓ Approximately 300 full-colour professionally printed labels for each product
- ✓ Quality essential oil resistant labelling
- ✓ Graphic design and print set-up fees
- ✓ Filling of freshly made products
- ✓ Product education and marketing assistance
- ✓ Ongoing support to help ensure your success.

Total cost may vary based on any additional changes of product or final packaging.

Private Branding Options:

Start-Up Cost includes specific label size. You can choose any stock bottle, closure and label size for any product.

SIZE	START-UP COST	PRODUCT LABEL SELECTIONS**
A	\$255	All 5ml & 10ml Amber or Cobalt Glass Bottles: Essential Oils, Chakra Blends & Diffuser Mixes and other blends
B	\$300	10ml Roll-On Bottle: Therapy & Specialty Blends, Colour Your Mood Blends and Karma & Chakra Light Essences, Unconditional Love & Guardian Angel Essences 30ml Sprayer: Floral Waters, Yoga, Aura Cleanser, Guardian Angel, Unconditional Love, Rainbow Serpent, Karma & Crystal Light Essences, Mother Nature's Aromatherapy and Medieval Thymes™ and Holiday Sprays. Miscellaneous: 15ml Holy Grail Essential Oil; 30ml Eye Serum and 30ml Chakra Massage Oils; 50ml Purifying Foam Cleanser; 60ml Crystal Light Spiritual Sprays, 30ml, 50ml & 100ml Essential Oils; 100g Healing Salt Bags, 150g Glacial Clay Mud Mask; and 120g Holy Grail Body Butter 120ml/125ml Plastic Round Bottle: Carrier Oils, Luminous Lotion and Chakra Massage Oils 120ml/125ml Sprayer: Aura Cleanser, Rainbow Serpent, Guardian Angel, Unconditional Love, Karma, Yoga, Medieval Thymes, Mother Nature's Aromatherapy; Floral Waters; and Unscented Deodorant
C	\$450	150ml Amber Classic Plastic Bottle or Sprayer: Holy Grail Bath & Body Oil and Refreshing Facial Toner 210ml/236ml/240ml Plastic Bottle or Sprayer: Purifying Foaming Cleanser, Unscented Deodorant, Unscented Lotion, Carrier Oils, Aura Cleanser and Rainbow Serpent 250ml Amber Glass Bottles: Essential Oils 473ml/500ml Amber Plastic Bottles: Unscented Shampoo, Conditioner, Body Wash & Bubble Bath Miscellaneous: 1L, 4L Bottles; and 600g & 1kg Salt Bags

***All products are not listed. Start-up costs exclude product and content (unless purchased as a customized kit. Refer to page 4 for a kit option. Costs may vary based on individualized product, container and cap.*

**Call your rep at 1-800-225-1226 for a personalized quote.
Refer to page 8 for Terms & Conditions.**

Benefits of Our Private Branding Program:

- We do it all for you! We have sourced out quality ingredients and labels that are oil and water resistant.
- Low inventory costs and save time on pouring, filling, labelling and all production related costs.
- Increased market exposure and brand recognition.
- Top notch graphic design team to create your label design.
- Encourages repeat business and customer loyalty to your brand.
- Builds your company's reputation for quality.
- Reduces competition by differentiating your products from others.
- Our products are cruelty-free.
- Colour Energy and Ashbury's Aromatherapy have over 65 years of experience combined!

What can I Private Label?

- Hundreds of Products & Kits*
- Karma Sprays
- Unscented Body Care Products
- Chakra Jewellery
- Essential Oils/Mixes/Blends
- Chakra/Therapy Blends
- Alchemy Essences/Sprays
- Skin Care & Floral Waters
- Chakra Soaps and Candles
- Healing Salts
- Carrier & Massage Oils
- Your Own Products

Custom Recipes/Scent Marketing

If you can imagine a scent, we can make it! Our experienced aromatherapy team is specialized in creating unique scents and products. We offer you unique signature scent solutions.

Value Added

We will work with you to design a label line that delivers quality, sales & strong branding that will promote your business. All we need is your logo and any corporate identity materials that you may have (colours, fonts or images) and we'll do the rest.†

Product Add-Ons

- Scent additions or modifications
- Gemstone Chips
- Vibrational Programming

Marketing Add-Ons

- Social Media ready pictures to help launch your new product or line of products
- Custom hard or soft copy brochures for existing Colour Energy recipes
- Display with custom headboard and footboard
- Chakra & Aromatherapy Charts

Label Upgrades

- Metallic Labels
- Labels of all sizes
- Clear Labels

Packaging Upgrades

- Frosted glass coloured roll-ons
- Roll-on with stainless steel ball
- Cobalt or green glass bottles
- Silver bottle with aluminum mister

*With the exception of Colour Bath®
† Some restrictions may apply. Ask your rep for details.

EXAMPLE KIT: Private Brand 5ml Essential Oil Kit

60 x 5ml Pure 100% Essential Oils (includes Testers) in a Clear Plexiglas Display with Headboard.

ESSENTIAL OIL	QUANTITY	UNIT PRICE	TOTAL
Orange	4	\$3.49	\$13.96
Rosemary	4	\$3.49	\$13.96
Grapefruit	4	\$3.49	\$13.96
Bergamot	4	\$4.99	\$19.96
Eucalyptus, Globulus	4	\$3.49	\$13.96
Cedarwood	4	\$3.49	\$13.96
Pine	4	\$3.49	\$13.96
Geranium	4	\$5.99	\$23.96
Peppermint	4	\$3.49	\$13.96
Frankincense	4	\$7.49	\$29.96
Lavender	4	\$3.99	\$15.96
Tea Tree	4	\$3.99	\$15.96
OIL TOTAL	48	\$50.88	\$203.52
Essential Oil Testers (half full for small testing only)	12	\$25.44	\$25.44
Plexiglas Display	1	\$49.99	\$49.99
Essential Oil E-Manual	1	\$25.00	\$25.00
Aromatherapy Chart	1	\$11.99	\$11.99
KIT TOTAL			\$290.95
DISCOUNT			-\$112.42
SUBTOTAL OF PRODUCT			\$203.52
Private Branding Package Fees: Includes 300 labels, graphic design, filling & labeling of product (12 product labels x \$255/per label)			\$3,060.00
Private Branded Headboard	1	\$15.00	\$15.00
Custom E-brochures	1	\$110.00	\$110.00
KIT TOTAL WITH PRIVATE BRANDING			\$3,388.52



Plexiglas Essential Oil Display
 Dimensions: 13.5" W x 5 5/8" D x 14" H
 Private Brand Headboard: 13.5" x 8.25"
 Holds up to 60 bottles. Stackable
 Amber Glass Bottle, 5ml



Holistic Aromatherapy Chart
 Private Branded Essential Oil E-Brochure
 60 page Essential Oil E-Manual (not shown)

**IF YOU SELL 300 ESSENTIAL OILS MONTHLY,
 YOU'LL EARN REVENUES OF OVER \$18,000 ANNUALLY
 THAT'S ONLY 10 PRODUCTS A DAY!!!**

Additional Private Label Kits

Call your Sales Representative and ask about the other products that can be Private Branded such as:

- Aura Cleanser Sprays
- Spiritual Sprays
- Chakra Energy Blends
- Therapeutic Blends
- Healing Salts
- Chakra Light Essences
- Diffusers
- Floral Waters
- Karma Light Essences
- Karma Sprays
- Mother Nature's Products
- Medieval Thymes™ Products
- Guardian Angel Products
- Unconditional Love Products
- Rainbow Serpent Sprays
- Chakra Soaps

EXAMPLE PROFITABILITY CHART FOR ONE PRODUCT

Example: Aura Cleanser Spray, 125ml /4oz

OUR PROMISE: We commit in giving you everything necessary for you to succeed with your brand. We include selling tips and support materials so that you learn how to sell each product to every client/customer that comes in. For example, Aura Cleanser is a must-have for all the millennium children, empaths & intuitives, body & healthcare workers, public workers, people who spent hours on computers or electronics daily, anyone who lives by power stations or watches a lot of TV, people who live or work in negative environments, etc. Aura Cleanser is great to clearing space to energetically cleansing jewellery, gemstones and other objects from any lower frequencies. The uses are unlimited!

AMOUNT	DESCRIPTION
\$300.00	Your initial branding investment, not including product: includes graphics, print ready files, printing, 300 labels & label storage, plus much more!
\$83.88	Wholesale price for 12 bottles of Aura Cleanser
\$7.99	Your cost per Aura Cleanser: prorated based on regular wholesale price and \$1 per label fee
\$15.99	Retail selling price per unit
\$4,797.00	Revenues earned: based on 300 units sold
-\$2,397.00	Your total investment: paid out over one year, including quality product with your name on every bottle
\$2,400.00	Your annual profit on <u>one</u> product! Simply by selling 25 bottles per month!

Imagine the possibilities of increased revenue streams by having several products private branded with your name!

Private Brand Blend & Mix Recipes

Following is a list of our most popular recipes you can sell individually or that can be added into our lotions, salts, massage oils and more! Our team of certified aromatherapists can create a signature formula that will represent your business concept. Call your rep for more details.

THERAPEUTIC BLENDS	SUBHEADING	ESSENTIAL OILS RECIPE
○ Chi Energy	Stimulating & Revitalizing	Orange, Juniper, Sandalwood & Ylang Ylang
○ Joy to the World	Elevating & Blissful	Orange, Bergamot & Neroli
○ Anxiety Release	Let Go	Orange, Bergamot, Nutmeg, Rosemary, Mandarin, Vanilla & Neroli
○ Detox & Digest	Cleansing & Releasing	Grapefruit, Juniper, Rosemary, Fennel & Black Pepper
○ Peace & Harmony	Stress Reducing & Balancing	Rosalina, Pine & Lime
○ Muscle Magic	Relax & Revive	Eucalyptus, Peppermint, Lavender, Birch, Frankincense, Ginger, Black Pepper, Marjoram & Vetiver
○ Immune Booster	Supporting & Immune Building	Tea Tree, Ravensara, Eucalyptus, Peppermint, Geranium, Rosemary, Pine & Cinnamon
○ Happy Hormones	Mood Enhancing & Stabilizing	Geranium, Rosewood, Bergamot, Lavender, Clary Sage & Chamomile
○ Headache Relief	Tension Releasing/De-congesting	Peppermint, Lavender, Eucalyptus, Rosemary, Birch, Frankincense, Yarrow & Vetiver
○ Pain Buster	Eases Distress	Lavender, Peppermint, Rosemary, Hyssop, Marjoram, Birch & Black Pepper
○ Skin Renew	Nourishing & Rejuvenating	Rosewood, Carrot Seed & Rose Otto
○ First Aid	Tender Loving Care (TLC)	Lavender, Niaouli, Eucalyptus, Frankincense & Chamomile
○ Medieval Thymes™	Disinfect & Protect	Clove Bud, Lemon, Cinnamon, Eucalyptus, Rosemary, Thyme & Myrrh
○ Holy Grail	Elixir of Life	Frankincense, Lemon, Myrrh, Turmeric, Clove & Copaiba

CHAKRA BLENDS	SUBHEADING	ESSENTIAL OILS RECIPE
○ Red Root	Grounding & Invigorating	Ylang Ylang, Vetiver & Cinnamon
○ Orange Sacral	Joy & Happiness	Orange, Lemongrass & Neroli
○ Yellow Solar Plexus	Mentally Refreshing	Grapefruit & Rosemary
○ Green Heart	Balancing & Nurturing	Eucalyptus, Cedarwood & Pine
○ Blue Throat	Communication & Devotion	Geranium & Peppermint
○ Indigo Brow	Spiritual Guidance & Meditation	Patchouli, Myrrh & Frankincense
○ Violet Crown	Inspiration & Creativity	Lavender & Jasmine
○ Turquoise Thymus	Body, Mind & Spirit Harmonizing	Thyme, Tea Tree & Clary Sage
○ Pink Cosmic	Universal Love	Palmarosa & Rose
○ White Light	Full Spectrum Healing	Bergamot, Orange, Lemon, Lime, Grapefruit, Lavender, Camphor, Frankincense, Petitgrain, Cedarwood, Champa, Rose, Neroli, Sandalwood, Geranium & Rosalina
○ Rainbow Power	Full Spectrum Balancing	Orange, Lemon, Lime, Champa, Vanilla, Myrrh & Jasmine

MOOD BLENDS & MIXES	SUBHEADING	ESSENTIAL OILS RECIPE
○ Get Up & Go	Rev Up Your Root	Orange, Lime, Ylang Ylang, Cinnamon & Lemon
○ Garden of Eden	Power of Seduction	Orange, Cedarwood, Neroli & Vanilla
○ Smarty Pants	IQ Enhancer	Grapefruit, Lemon, Bergamot, Champa & Litsea Cubeba
○ Forest Fantasy	Mother Nature's Remedy	Eucalyptus, Lemon, Spearmint, Pine & Champa
○ Sweet Serenity	Calm, Cool & Collected	Geranium, Bergamot, Spruce & Blue Chamomile
○ Soul Purpose	Inner Reflection	Champa, Lavender, Frankincense, Myrrh & Jasmine
○ A-U-M	Mantra for the Soul	Lavender, Champa, Camphor, Jasmine & Frankincense
○ Metamorphosis	Personal Transformation	Rosalina, Lemon, Lime, Lemongrass & Clary Sage
○ Love is in the Air	Enhance the Romance	Bergamot, Palmarosa, Sandalwood & Rose
○ Rainbow Power	Full Spectrum Healing	Orange, Lemon, Lime, Champa, Vanilla, Myrrh & Jasmine
○ Yoga	The Art of Divine Union	Orange, Rosewood, Champa, Patchouli & Neroli
○ White Light	Divine Enlightenment	Bergamot, Orange, Lemon, Lime, Grapefruit, Lavender, Camphor, Frankincense, Petitgrain, Cedarwood, Champa, Rose Neroli, Sandalwood, Geranium & Rosalina
○ Relax & Renew	Pause & Power Down	Lavender, Clary Sage, Bergamot & Frankincense
○ Medieval Thymes™	Disinfect & Protect	Clove, Lemon, Cinnamon, Eucalyptus, Rosemary, Thyme & Myrrh

Private Brand Specialty Blend, Mix & Spray Recipes

SPECIALTY PRODUCTS	SUBHEADING	ESSENTIAL OILS RECIPE
○ A World of Joy	Celebrate Life	Grapefruit, Ylang Ylang, Chamomile
○ Absolute Harmony	Peacefulness & Tranquility	Orange, Cedarwood, Lavender, Ylang Ylang & Vetiver
○ Abundance	Prosperity & Wellness	Rose, Bergamot & Lavender
○ Abundant Love	Forever Yours	Lavender, Bergamot & Rose
○ Beauty Sleep	Nighty Night / Young & Beautiful	Orange, Sandalwood, Neroli & Rose
○ Butt Out	Quit Smoking	Lavender, Myrtle, Cajeput, Marjoram, Petitgrain & Chamomile
○ Curb Your Appetite	Diet Aid	Grapefruit, Lemon, Peppermint, Ginger, Cinnamon & Geranium
○ Energy	Vim & Vigor / Go Go Juice	Grapefruit, Lime, Peppermint, Rosemary, Spearmint & Ylang Ylang
○ Experience the Silence	Be Still	Sandalwood, Cedarwood & Rose
○ Face Elixir	Fountain of Youth	Please request quote.
○ Fairy Dreams	La-La Land	Grapefruit, Lime, Peppermint, Rosemary, Spearmint & Ylang Ylang
○ Hangover Helper	Day After Remedy / Crapulence Cure	Peppermint, Lavender, Eucalyptus, Rosemary, Birch, Frankincense, Yarrow & Vetiver
○ Happy Feet	Tootsie Treat / Put Your Feet Up	Lemongrass, Peppermint, Lavender, Geranium & Thyme
○ Hot Flash Buster	Hormone Stabilizer	Lavender, Peppermint & Clary Sage
○ Hair Growth Formula	Mane Manager / Head of Hair	Lavender, Geranium, Rosemary & Neroli
○ Jetlag	Time Zone Traveller	Lavender, Peppermint, Grapefruit, Eucalyptus, Geranium & Lemongrass
○ Nail'd it	Cuticle Oil	Lavender, Tea Tree Essential oils in a base of Sweet Almond Oil
○ Scar Smoother	Erase & Repair	Lavender, Helichrysum & Rosehip Seed Oil
○ Sensuous	Rich, Seductive & Satisfying	Bergamot, Rose, Clove & Sandalwood
○ Snore No More	Peace & Quiet	Marjoran, Cajeput & Chamomile
○ Spiritual Awakening	Soul Awareness	Frankincense, Myrrh & Sandalwood
○ Tranquility	Body, Mind & Soul Stillness	Orange, Lavender, Ylang Ylang, Marjoram & Chamomile
○ Universal Peace	Unification of All	Palmarosa, Ylang Ylang, Neroli & Jasmine
○ Uplift	Heavenly Joy & Bliss	Grapefruit, Rose, Neroli, Rosewood & Champa
○ Wakey Wakey	Get Your Butt in Gear	Orange, Lime, Ylang Ylang, Lemongrass & Lemon

All specialty (non-regular stock) recipes are quoted upon request.

SPIRITUAL	SUBHEADING	ESSENTIAL OILS RECIPE
○ Red Spiritual Spray	Strength, Courage & Independence	Blood Orange, Ylang Ylang, Cinnamon, Benzoin, Sandalwood, Cocoa & Vanilla
○ Orange Spiritual Spray	Happiness, Enthusiasm & Confidence	Sweet Orange, Bitter Orange, Mandarin, Blood Orange, Neroli, Nutmeg & Vanilla
○ Yellow Spiritual Spray	Independence & Optimism	Bergamot, Grapefruit, Lemon, Rosemary, Litsea Cubeba & Coriander
○ Green Spiritual Spray	Prosperity, Love & Decisiveness	Lime, Petitgrain, Rose Geranium, Spearmint, Cypress, Cedarwood, Rose Absolute & Rose Otto
○ Blue Spiritual Spray	Communication, Objectivity & Truth	Peppermint, Hyssop, Sweet Birch, Spearmint, Manuka, Marjoram & Geranium
○ Indigo Spiritual Spray	Intuition & Spiritual Awareness	Lavender, Patchouli, Myrtle & Myrrh
○ Violet Spiritual Spray	Vision, Inspiration & Unity	Jasmine Sambac, Frankincense & Jasmine Absolute
○ White Light Spiritual Spray	Full Spectrum Healing	Bergamot, Orange, Lemon, Lime, Grapefruit, Lavender, Camphor, Frankincense, Petitgrain, Cedarwood, Champa, Rose Neroli, Sandalwood, Geranium & Rosalina

ALCHEMY	SUBHEADING	ESSENTIAL OILS RECIPE
○ Unconditional Love	Spiritual Devotion / Higher Heart	Bergamot, Palmarosa, Sandalwood & Rose
○ Guardian Angel	Spiritual Helper	Champa, Lavender, Frankincense, Myrrh, & Jasmine
○ Aura Cleanser	Energy Protection	Fragrance Free – Add your own
○ Rainbow Serpent	Awaken Your Kundalini	Fragrance Free – Add your own

KARMA	SUBHEADING	ESSENTIAL OILS RECIPE
○ Comfort Spray	Carry Me Through	Orange, Bergamot, Nutmeg, Rosemary, Mandarin, Vanilla & Neroli
○ Re-new-All Spray	Finding My Way	Rosalina, Pine & Lime
○ Release Spray	Let Go of My Fears	Rosalina, Lemon, Lime, Lemongrass & Frankincense
○ Purpose Spray	Owning My Power	Lavender, Jasmine & Ho Wood
○ Divine Light Spray	Moving Me Forward	Palmarosa & Rose

NEW!

Terms & Conditions

Colour Energy & Ashbury's Aromatherapy Products are 100% Pure and Natural

- The Client understands that Colour Energy products contain natural ingredients and therefore may vary from batch to batch. Although Colour Energy duplicates each aromatherapy recipe, it is not uncommon that the end product may have a slightly different smell, consistency, visual appearance, etc. Note: Each new batch of essential oil may have been harvested from different crops, at different times of year, etc. Also as a batch of oils (recipe) ages, the aroma will mature.
- The client understands that all natural products should be rotated every 6-12months and stored at room or cooler temperature. Note: Sprays should be sold within 6 months of purchase. Many essential oils and blends have shelf lives of 2-3 years or longer. Essential oils, floral waters or carriers should never be exposed to direct sunlight or high temperatures. Shelf life can be shortened if products are exposed to changes in temperature, humidity, light, etc
- Private Branding Signature Custom Made Products: The minimum fee to create a custom product is \$110. This fee may increase depending on the complexity of the recipe. Fee includes 3 sample variations, depending on the complexity of the recipe, with one revision. Additional revisions can be made for an additional \$15.99, per revision, of the original recipe. Custom blending fees are paid in advance and are not subject to refund for incomplete projects. Working documents of the recipe will be kept on file for 36 months should the project recommence.
- Private Branding Signature Custom Made Products: Client agrees to purchase excess custom product in the event that the batch produces more ordered amount.
- Colour Energy reserves the right to all recipes and formulas unless the client pays to release the recipe that Colour Energy created.
- Minimum orders requirements for each Private Brand product is 12 units. Custom signature products minimum is 24 units. Testers not included.
- The price of filling and labeling is part of our in-house private branding service; however, if the client has their own labels we can also offer this service for a nominal fee (ask for a quote).
- Colour Energy is not liable for merchandise that expires due to lack of sales or product knowledge, improper storage, overstock, bulk purchases or for reasons mentioned above. Our team of experts are available to support you with selling and marketing tips.
- Our Private Labelling program includes 3 initial design samples (based on the information you provided and/or the template chosen), and allot for one set of revisions. Changes made after the two sets of proofs are subject to additional fees based on amount of changes, details of the design work and total length of time to complete the artwork. Additional fees are \$60/hour and are prorated accordingly.
- The client understands that Colour Energy creates the client's private brand from templates and the design or format that the client chooses may be similar to that of another private brand label of another customer, excluding the client's logo, text or other material provided to Colour Energy by the client.
- The client ensures that the logo they give to Colour Energy for their private branding does not infringe the intellectual property rights of a third party or any applicable laws or regulations. For best result, the client should supply a high resolution, .AI, .EPS or X1A PDF and font.
- The client will receive a final draft of their label design for approval. Once the client has approved the final draft, any changes or mistakes will be the client's responsibility. Extra charges for reprinting a label will be incurred by the client.
- Private brand brochures are only available for our existing recipes and existing names, in email format only. Only the client's company information and logo will be added to the existing brochures. Changes to our existing brochure templates need to be provided by client.
- Colour Energy reserves the right to all intellectual property of private brand labels and designs unless the client pays to release the design work that Colour Energy has created. The client agrees that they will not change any content or create their own derivative work from any content or design created by Colour Energy, unless agreed upon.
- All private label fees are paid with a 50% down payment at the start of the project with the remainder and shipping fees to be charged at the time of shipping.
- If the project is cancelled for any reason after a project has commenced, initial payment is non-refundable for the services rendered. Working documents will be kept on file for 36 months

Yes, I agree to all the above terms & conditions and information contained within this package - Colour Energy's private branding program.

Company Name: _____ Date: _____

Name: _____ Signature: _____ Title: _____

Ask about our payment plan terms!

COLOUR ENERGY CORPORATION – YOUR ONE STOP COLOUR & AROMA THERAPY SHOP!

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