

Buying Bulk and Wholesale from Monave: FAQ
Monave Mineral Cosmetics
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Getting Started

What is required in order to open a wholesale account?

For you to open a wholesale account with Monave, we'll want to get to know you first. We have a registration page on our website where you can put details about your business, including contact info, and the nature of your business ie salon, spa etc. If you are in the process of building a business, and do not currently have the appropriate resellers or tax I.D. information, please indicate that when completing the application. We work with established businesses as well as start up businesses.

How can I order samples?

For initial sampling, you'll purchase your samples from the Wholesale section of our site: <http://www.monave.com/wholesale/>.

You can also purchase four-piece foundation sample towers from the retail store. They come with 6 free powdered samples of your choice, such as bronzers, blushes, versatile powders, etc.

We're here to help you figure out which products would be the best match for your business. We ask that you first take time to browse our store, and familiarize yourself with our wide range of shades.

It is **mandatory** throughout your relationship with Monave, to sample each and every product that you would like to sell, prior to ordering it at wholesale minimum. This is to ensure your satisfaction, since we do not accept returns unless a product is damaged.

If you would like to purchase full size wholesale samples for display in your salon or store, those are also available on our wholesale store via the drop-down menu for each product

Does Monave offer any books or literature to help get me started?

Yes! We highly suggest purchasing a copy of our "Using Monave" book, regardless of whether you are a new or existing customer. This book goes over all of our application tips and tricks that we have come up with over the years as well as numerous step by step tutorials. We also go over the cosmetic ingredients in detail and highlight the versatility of our products by demonstrating how they can each be used in a multitude of ways

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Monave Wholesale Policies:

Please read carefully!

What are Monave's minimum order requirements?

We specialize in servicing small businesses and individuals. We encourage women to start their own small businesses in order to reap the rewards of working for themselves instead of someone else. With this in mind, our opening wholesale and bulk minimum is \$150.00, and the re-order minimum is \$50.00.

What payment forms do you accept?

- We accept credit cards, wires, and Zell payments.
- For international orders and orders over \$1,500.00, Monave requires payments via wire.
- If you are a domestic U.S business, and prefer to use a credit card, a handling fee of \$30.00 per thousand dollars over \$1,500.00 will be added onto your order.
- If you place a bulk order via fax, we require your Fedex or UPS account number.

We do not offer refunds. Any returned payments or unauthorized refunds will have associated fees for the damages.

What is the turnover time after an order is placed?

For orders up to \$500.00: The turn-over time for wholesale or bulk orders of this size is generally 7 to 15 business days (or 1-3 weeks) for it to leave our facility. The shipping time itself is dependent upon your location, as well as your carrier and method of shipment.

For orders up to \$1,500.00: These orders often have a lead-time of 10- 20 business days (or 2-4 weeks) to leave our office. This means that from the date your order is paid, it will take a maximum of four weeks for your order to be completed and ready for shipment. The shipping time is dependent upon your location, as well as your carrier and method of shipment.

For orders over \$1,500.00: These orders can take up to 20 business days or more, the equivalent of a month (or 4-5 weeks). The shipping time itself, once the order is ready, is dependent upon your location, as well as your carrier, and method of shipment. If you are international, make sure to factor in an extra week to two weeks once the shipment has arrived in your country, for duties and customs processing.

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Does Monave accept expedited orders?

- Please do not place an order for a show or grand opening on a Wednesday if you need the product by that Sunday. Our business can receive a rush of orders on any given day. This means that at any given moment, our supply can be depleted without forewarning. We do not purchase our products at 5,000 pieces from China and stock our shelves with a six-month supply. We manufacture in small quantities, with great attention to the quality and consistency of each and every product.
- Please keep in mind that orders of a pound or more on certain products, in particular, eye products, are custom made per order, so orders constituting bulk products and/or larger quantities of packaged products are put into a product queue that ebbs and flows, depending upon the retail season. To minimize any occasions where your business would be adversely affected by our order lead times, it is imperative that you implement and maintain a regular inventory process. This will allow you to order within a time line that permits us to process and ship your products in an orderly and consistent fashion.
- Rush orders have a processing fee. This is on top of any expedited shipping fees. For orders \$750.00 or less, the fee is \$25.00. For orders over \$750.00, the fee is \$40.00.

Does Monave accept returns?

- Monave does not accept returns unless merchandise is damaged or faulty. To determine this within a reasonable amount of time, it is imperative that you check your products thoroughly upon receipt and contact us within 72 hours.
- Some of our products have the propensity to become firm over time, specifically, matte lipsticks, lip glazes, and cream products. Please keep this in mind when you purchase these products and order conservatively. Our powdered products have no expiration date.
- If something is cracked, spilled, or otherwise damaged, you must contact your rep for instructions prior to mailing back the damaged merchandise. We offer replacements plus compensation for any shipping expense incurred in returning damaged products.
- If you believe that a color looks different than the last batch you received, please do not immediately assume that there is a problem. We work with natural pigments, not dyes, so batches can vary. The standard we apply is for the end user to have the same shade on her face from one batch to the next. The product may look visually different.

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How do I place an order?

Your order can be placed online at www.monave.com/wholesale/. There are streamlined order forms available on the wholesale and bulk links, which are very simple to use.

What shipping company can I choose?

- We use UPS and the U.S Postal Service. For domestic mail, we use USPS priority service, or express priority upon request for orders under a value of \$300.
- For domestic orders with a value over \$300, we require that you use UPS to ship your orders using your own shipper account number that should be provided to us when placing your order.
- All domestic wholesale orders above the value of \$50 must be insured for their full value with all carriers. For Orders shipped via USPS, the cost of insurance for the package will be determined at the time the order ships and billed to your card or payment method on file for the order in reference. The cost of package insurance through the U.S Postal Service is based upon the value of the parcel being shipped.
- An additional service of signature required may be mandatorily added to your package at the time of shipping if the parcel is being sent to an apartment building number or suite. Signature required costs \$2.50 and will be charged to your card on file for the order in reference being shipped.
- For International packages we use USPS Priority, USPS Express, or UPS.
- We do not use international services that don't have insurance or tracking services. International packages using the U.S Postal service must include additional insurance on the full value of the package before it leaves our facility This is to ensure that a full refund for the goods being shipped can be issued by the Postal Service if the package where to be lost or damaged during transit. The cost for total insurance on the package depends upon the dollar amount of your order and the cost will be charged to your account separately, before the order ships.
- We strongly encourage our vendors to utilize the services of UPS. UPS brokers it on your behalf, whereas the postal service does not.

Please initial: _____

Agreement

Please carefully review the above information and print/sign your name along with company name below to verify that you agree to our terms and policy. We also ask that you return the signature portion to your wholesale account representative. If you have any questions about the information above please contact your wholesale account representative and they will answer any questions or concerns you may have.

Print Name:

Signature:

Company Name:

Date:

More Questions Answered

Does Monave offer private labeling services?

Our wholesale, packaged products come with an ingredient label on the bottom, and a clear sifter label to seal the jar. If you wish to create your own labels with your company logo on your computer to place on the top of the jar, here are some good online companies to work with: www.onlinelabels.com, www.rippedsheets.com

If you are planning in buying in bulk, we sell small ingredient and sifter labels for \$.05 each that fit both the 5 and 10 gram jar, and large sifter and ingredient labels for 20 and 30 gram jars for \$.07 cents each.

What is the difference between bulk and packaged cosmetics?

Bulk means that you receive your powdered products in industrial strength baggies, or secure jars, depending upon the quantity that you are purchasing. You buy your empty jars and labels from us, or elsewhere, and package them yourself. Your profit ratio will range from 400-800 %. See the examples below:

2 oz. loose mineral foundation: \$22.00. This provides 56 grams of foundation. Each foundation jar that we sell empty will hold 9 to 9.5 grams of foundation, depending upon the density of the product.

Cost of loose mineral powder per jar:	\$ 3.50
Cost of our empty foundation jar:	\$ 1.50
Cost of ingredient labels and sifter seals:	\$.14
Cost of hand-filling:	<u>\$.25</u>
Total cost:	\$ 5.39

If you purchase foundation by the pound instead of the ounce, the price drops dramatically. In this case, you can possibly afford to purchase your packaging in larger quantity from a packaging supplier, instead of from us. So, the new figures could look like this:

Cost of loose foundation per jar:	\$ 2.60
Cost of empty foundation jar	\$.50
Cost of labels: \$.14	Cost of hand filling: <u>\$.25</u>
Total cost:	\$ 3.49

Jar of pre- packaged wholesale mineral foundation: **\$ 7.50**

Suggested retail price: **\$20.00 - \$45.00** (This varies wildly, depending on your location, packaging and design, clientele, and overhead)

As you can see, the profit potential for bulk products, packaged by you or your staff, is much higher than if you purchase prepackaged by Monave. The choice of whether to purchase our products packaged or bulk depends upon whether you have the time and interest necessary to do the packaging, or would prefer to have the products arrive to you ready to stock and sell.

Does Monave offer a distributorship program and quantity pricing?

Our bulk pricing is designed to stimulate distribution. If you are within the salon or beauty industry, you can turn over the jar of foundation that your package at a total cost of \$3.50 to 5.00, and resell it to a salon or vendor for \$10.00-\$12.00 wholesale. It is a way to spread the name of your business using your own logo. Larger distributorships that want to offer competitive pricing should look into financing larger bulk purchases, since the product cost drops dramatically.

We do not offer large palette pricing on pre-packaged products. For international customers, it is important to understand that you can achieve your lowest cost by sourcing out your packaging and your filling in your region. If your company is based in or near Asia (for example Australia), you have the great advantage of accessing the lowest packaging prices in the world. In addition, depending upon the labor rate and dollar exchange between the U.S. and your country, you can save exponentially by contracting filling within your borders.

Does Monave offer a drop-ship program?

For aestheticians, makeup artists, and vendors wishing to use a program that does not require warehousing stock products, Monave has a convenient dropship program. The pricing is structured at about 20% above wholesale packaged pricing, but provides a no-minimum, no-stock required option for qualified vendors.

To order products at drop-ship pricing, please use the Wholesale Packaged Cosmetics area of the site, and choose single items from the drop-down menu. Additionally, you must add "DROP SHIP ONLY, NO MONAVE LABEL", if you would like to add your own label to the product, and NO INVOICE if we are sending the shipment to your customer instead of you. If you wish to use our label, you may leave the comments area blank

For more information on this program, please contact your rep.

Common Questions about our Products

I currently use Brand X. How does Monave compare?

Brand X and Y use an ingredient called bismuth oxychloride in their foundations. Monave products do not have bismuth oxychloride in them. Bismuth oxychloride is noted for its luster, which means that foundations containing Bismuth oxychloride, are often quite shiny, and accentuate pores and skin blemishes.

Monave foundation, on the other hand, has a dewy finish, not a shiny one. Monave foundation minimizes pores, and offers excellent coverage with a one-coat application. The foundation will stay on all day without touchups, and feels completely weightless. Monave foundations are currently offered in twenty- four true-to-life shades, each shade produced on a real woman, not from a formulary in a lab. The colors are tested by our makeup artists for months and adjusted until they meet our stringent quality requirements.

Our glosses, lipsticks and cream to powders are unparalleled in quality and staying power. They moisturize at the same time that they offer a gorgeous color range that customers return for again and again. You will find out color palette much greater than many lines available for private label. This is due to the fact that we are a small company and can manage new products more easily, since they are made in-house.

The most important difference between our makeup and the other mineral makeup lines available on the wholesale market, is that ours are handcrafted with limited ingredients. While we strive to produce professional-looking products, we do not sacrifice product quality, or invest in expensive packaging. We invest in expensive ingredients, because in the world of mineral ingredients, the best ingredients do not come cheap!

You can trust that when we say natural, we mean it: free of lakes, dyes, carmine, and paraben preservatives, which have been scientifically proven to cause DNA damage. A large majority of our products are gluten-free as well as vegan. Your rep can give you specific information on which products are safe for your customers with allergies and sensitivities.

Are Monave products organic?

Our powdered products, such as foundation, versatile powders, and blushes are inorganic. The word organic refers to products that are created with plant-based ingredients farmed without pesticides. Our powdered products are made with minerals that are mined, not botanicals that are farmed. Our minerals are purified and clear of heavy metals. The bases of our botanically infused liners, lip products, and cream foundations are made from wild-harvested, organic, or certified organic ingredients.

Do Monave products contain nano/micronized minerals?

Nano-particles are very controversial right now, and Monave is carefully monitoring the progress of this debate. Our current ingredient list is concurrent with ingredients approved by the EU, which has much stricter standards than the U.S FDA. If the EU bans the use of micronized minerals in makeup, then we will remove micronized zinc oxide from our concealer-foundation formula, and offer an alternate and equally good formula to replace it. Currently, and moving forward, that is the only product in our line that contains micronized minerals.

What are the best sellers in the Monave line?

This is a hard question to answer without knowing your customer base. It depends upon the age and skin tone of your clientele. In terms of foundation, most of our light to medium foundations sells very well, with Kerrie and Paula moving a little more slowly, while colors such as Saturnina and Hyeyeon are specific to certain ethnic groups. We recommend carrying olive and yellow based foundations if you have an Asian or Latina customer base eg. Paula, Teporah, Hyeyeon, Saturnina, Canela, and Cecilia. If you are planning on having a website, you should carry a full range of shades from light to dark.

Where can I purchase wholesale skin care?

Monave does not offer skincare products for wholesale, but we would be happy to refer you to some small, handcrafted skin care lines that provide private label and wholesale skincare. For vegan skin, body care, and uncolored bulk cosmetic cream base, lipstick base, etc we recommend Sevi Organics, a Baltimore based hand crafting company. Please contact them via email: sevi@ecosevi.com .