

Swedish distributor of hair care products searching for manufacturer to the company's own brand

Summary

Profile type	Company's country	POD reference
Business request	Sweden	BRSE20240220007
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement	• World
Contact Person	Term of validity	Last update
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General Information

Short summary

A Swedish hair studio and distributor of hair care products aspires to outsource their production of organic hair care products to an experienced manufacturer in terms of a white label agreement. The company was originally developed by the company itself due to a high demand for organic products, including natural shampoo and conditioner bars. The products are sold through the company's e-commerce to both national and international B2B and B2C clients.

Full description

The Swedish company is searching for an experienced manufacturer to outsource the production of their self-developed organic hair care products. Due to the high demand for organic hair care products, the company has launched its line of hair care products that meet customers' requirements in terms of functionality, ingredients, scents, and price. The company aspires to scale up the production and sales of its products, both to national and international B2B and B2C clients.

Initially, the company is interested in outsourcing the production of three of its products.

1. Hair mask, rich in moisture and protein to hydrate and strengthen the hair.
2. Spray conditioner with heat protection properties.
3. Leave-in conditioner with deep moisturizing properties and natural protein.

Due to product and customer safety regulations, all products require an explicit expiration date. Since the products will be sold under the company's brand, the manufacturer must be able to produce under a white label agreement, preferably including the Swedish company's logos and labels.

The ideal manufacturer should be familiar working with the following ingredients since they are used in the company's products (the leave-in conditioner has already a specified list of ingredients, see below).

- Cetrimonium methosulfate, Cetyl Alcohol, Butylene Glycol
- Hydrogenated Ethylhexyl Olivat, Hydrogenated Olive Oil Unsaponifiables
- Crambe Abyssinica Seed Oil, Phytosterols, Oleyl Alcohol
- Pentylene glycol
- Hydrolyzed Quinoa
- Theobroma cacao seed butter
- Behentrimonium Methosulfate, Cetyl Alcohol, Butylene Glycol
- Cetyl alcohol
- Panthenol
- Kaolin
- Sodium Cocoyl Isethionate
- Distearoylethyl Dimonium Chloride, Cetearyl Alcohol
- Natural cold pressed oils (argan oil, jojoba oil, broccoli seed oil, grape seed oil, avocado oil, olive oil, coconut oil, sheabutter)

Essential oils:

- Cherry blossom
- Vanilla
- Guava
- Gemon
- Green tea
- Lavender
- Neroli
- Orange

Leave-in conditioner

- Aqua
- Aloe barbadensis leaf juice*
- Brassica oleracea italica seed oil*
- Glycerin*
- Hydrogenated ethylhexyl olivate, hydrogenated olive oil unsaponifiables
- Pentylene glycol
- Glycerin*, aqua, sodium levulinate, sodium anisate
- Behentrimonium methosulfate, cetyl alcohol, butylene glycol
- Sodium PCA, aqua
- Crambe abyssinica seed oil, phytosterols, oleyl alcohol
- Hydrolyzed quinoa
- Citrus amara flower oil*
- Jasminum grandiflorum
- Guava oil
- Psidium guajava fruit extract
- Tocopherol, helianthus annus seed oil

*Ecological ingredients

Advantages and innovations

Technical specification or expertise sought

The ideal partner is an experienced manufacturer, with solid know-how in this line of business, possesses international experience, and should preferably be located within the EU. An initial low MOQ is a plus since the Swedish company would like to evaluate the products before placing larger product quantities.

Stage of development

Already on the market

IPR Status

Sustainable Development goals

- **Goal 3: Good Health and Well-being**
- **Goal 12: Responsible Consumption and Production**

Partner Sought

Expected role of the partner

The ideal partner should produce and deliver the requested products according to the company's specifications, preferably with a dynamic price range depending on order volume. Due to product and customer safety, and logistical reasons, manufacturers located within the EU are a plus.

Type of partnership

Supplier agreement

Type and size of the partner

- **Big company**
- **SME <=10**
- **SME 11-49**
- **SME 50 - 249**

Dissemination



Technology keywords

Targeted countries

- **World**

Market keywords

- **07004002 - Health and beauty aids**
- **05007002 - Pharmaceuticals/fine chemicals**

Sector groups involved

