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WHITE LABEL BEAUTY CATALOG

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**MOE'S GROUP LLC**

# Moe's Group

## Welcome to Beauty Cosmetics by Moe's Group

We are specialists in creating BRANDED cosmetics and skin care products for face, body, and hair.

Our unlimited passion for high-end cosmetics, eye for detail, along with ex-pertise makes us the best partner to create exceptional products for a unique brand - YOURS.

## What sets us apart from the rest?

Our dedicated team does not stop at producing a product. Your partnership with Moe's group means you receive our personal touch, sharing our knowl- edge while providing everything needed to kick-start your brand, putting it on the road to the success it deserves.

We are experienced at marketing and creating brand awareness.

As our partner, we will guide you with everything you need to make your Brand stand out. We provide the guidance you need including promotional material, luxury bags or scented candles to enhance your BRAND.

Every step of the way Moe's Group Supports your Brand.



# High End Beauty Products

## Our concept

Our concept is based on flexibility, creativity along with almost endless possibilities. You can choose from our extensive range of standard formulations, standard or luxury packaging or expand your partnership with us to create proprietary formulas specifically for your Brand. Do you need something special, bespoke, or custom? Keep read-

## What can we do for you?

For small quantities (48 up to 2000 pieces) we use standard formulations and standard packaging. Beginning at the production of 2000 pieces we can produce custom formulations along with packaging exclusive to your Brand. Our full-service concept offers more than just cosmetics, it includes everything you need to support and make your Brand shine, including luxury paper bags to scented candles.

## Custom formulation

Are you looking for something special? We have created many unique products according to the clients specifications and wishes. Contact us and let us help you bring your product to life!



# Private Label Manufacturing

## How It Works?

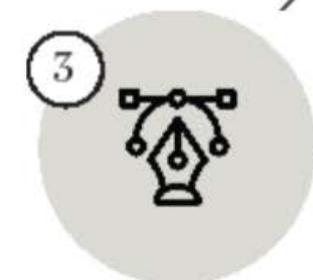


### DEVELOP THE FORMULA

Our Beauty formula experts develop your ingredients exclusively for you and according to your wishes. We are happy to consult you on trending formulations.

### CHOOSE PACKAGING

Choose a package from our ready to go selection or create a custom shape.



### BRAND DESIGN

We create your packaging design according to your specifications. Our branding experts are happy to consult you.



### PROMOTION

Let us help you get your product off the ground and into your customers hands.



# Our Services

## PRIVATE LABEL/ WHITE LABEL

Create your brand using our turnkey white label options or craft private label products meeting your own specifications, with custom formulations, sizes, and packaging available.

## BRAND DEVELOPMENT

Our team of marketing experts can help take your ideas from a concept all the way through the development stage, establishing your brand while factoring in the competitive set and current market demands.

## LABELING & PACKAGE DESIGN

Our team will work to ensure that your brand identity is infused into every aspect of your business including labeling and packagedesign, establishing recognition for your brand that resonates with your customers.

## FULLFILLMENT

From order to delivery, we handle each step of the process through production and fulfillment, providing quality assurance and customer support.

## DISTRIBUTION

Let us help you make your product available for purchase by dispersing it through the market. Distribution involves transportation, packaging, and delivery and is fundamental to a company's sales.





## Industry Leaders

**Moe's Group is dedicated to giving your company the benefits it needs to become an industry leader.**



### WORLD RECOGNITION

We have worked with over 100 brands around the world, offering quality and successful implementations.



### WORLD RECOGNITION

Rated number one in customer satisfaction for four years in a row and counting!



### WORLD RECOGNITION

As leaders of the industry, we work relentlessly on R&D to offer our customers the latest advancements and products.

# Moe's Group

Our luxurious packaging will make you stand out anytime and anywhere.  
Our secret is in the details.



# Detoxifying Charcoal Mask

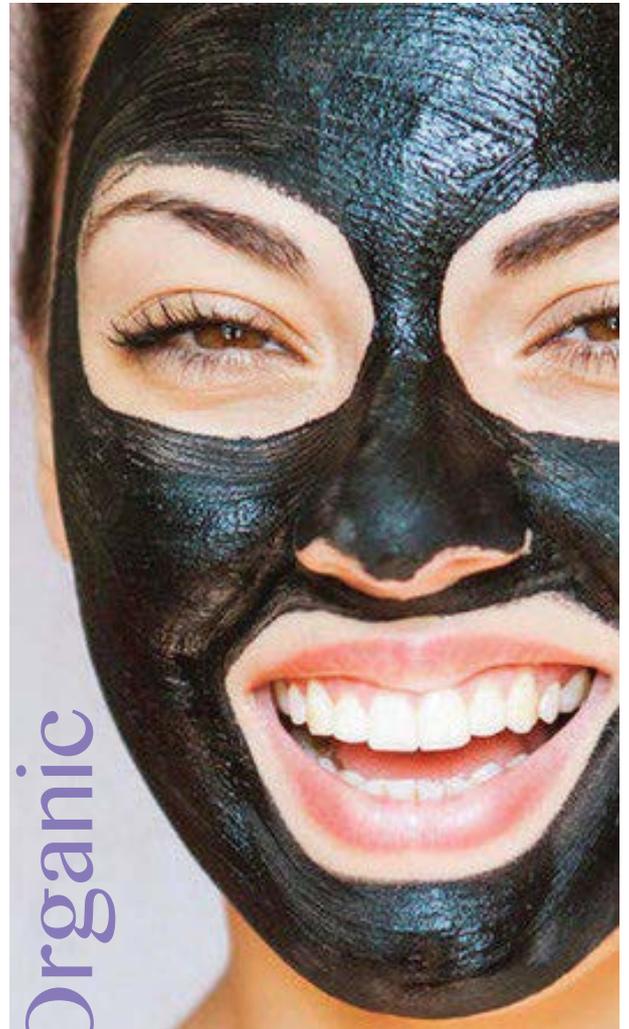


## | KEY BENEFITS

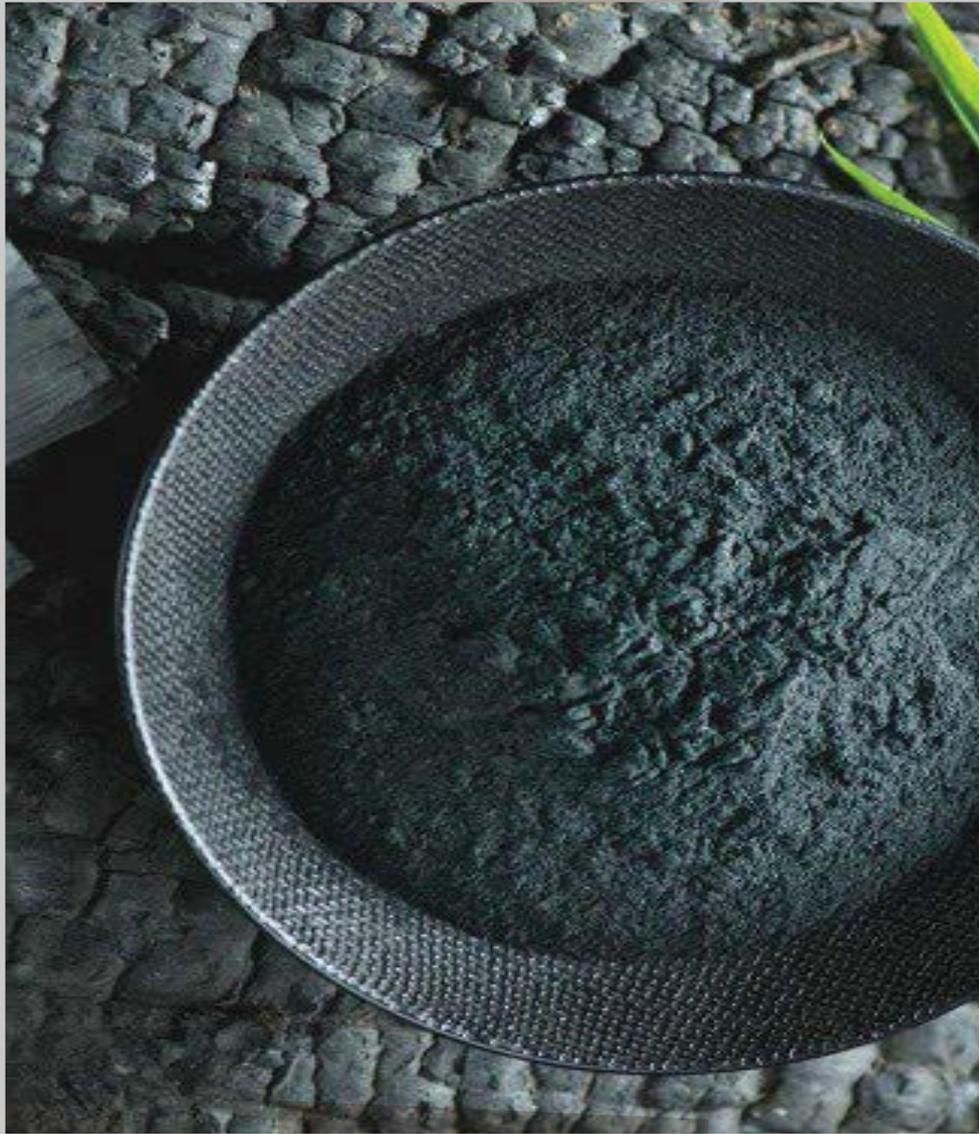
Eliminates oils & dirt while visibly reducing pores  
Gently cleanses stressed, polluted skin  
Leaves face feeling refreshed & radiant

Our rose-scented, clarifying mask is a powerful combination of charcoal and three triple-action clays will leave your customers with smooth, naturally exfoliated, and enriched skin.

This indulgent formula acts as a magnet to capture deep-set impurities. While most masks tend to dry skin, we've combined the powerful technology of lecithin, which acts as a humectant to retain moisture and provide the nourishment skin needs. The outcome will leave your customers feeling reinvigorated with a healthy glow.



100% Organic



## | ACTIVATED CHARCOAL

Activated charcoal is a potent natural treatment used to trap toxins and chemicals in the body, allowing them to be flushed out so the body doesn't reabsorb them.

Activated charcoal works by trapping toxins and chemicals in the gut, preventing their absorption. The charcoal's porous texture has a negative electrical charge, which causes it to attract positively charged molecules, such as toxins and gases.

This helps it trap toxins and chemicals in the gut. Because activated charcoal is not absorbed by your body, it can carry the toxins bound to its surface out of your body in feces.



## | GREEN AND WHITE TEA FACE MIST

Spritz a spray of natural freshness with our Face Mist. Our base of green and white tea combined with a blend of fruit extracts and aloe leaf juice creates an antioxidant-rich water to provide skin nourishment.

Our complex of essential amino acids provides a youth-boosting moisture to tone, hydrate and soften skin.

Ingredients such as Niacinamide and Mandelic Acid helps brighten skin appearance and even skin complexion.

When used on clean skin, this mist helps reduce oiliness and the appearance of redness which makes it a great makeup primer spray or as a skin refresher throughout the day.

Fruit extracts: Lemon, Pineapple, Grape, Lavender, Apple, Raspberry, Sage, Rosemary, Melon, Cranberry.



## | KEY BENEFITS

Moisturizes and softens dehydrated skin

Helps even the appearance of skin tone and discoloration

Soothes skin and helps with the appearance of fine lines.

| KEY BENEFITS  
Hydrates and softens  
rough facial hair  
Grooms untamed hair  
for a silky feel Promotes  
healthy hair shine



### | COLD BREW BEARD OIL

This coffee-scented beard oil quenches and softens even the roughest beards. Your male customers can now easily groom and nourish for their beards in their morning or evening routine. Our natural Cold Brew Beard Oil benefits the hair with many conditioning properties derived from argan, apricot and crambe abyssinica seeds and kernels.

# Natural Hair Care



## | CC SERUM WITH VITAMIN C

This protein-rich hair serum will provide all the benefits to revitalize the scalp and boost the appearance of fine, dull hair. With daily use, our amino acids in this biotin-boosted serum moisturizes the scalp and helps improve the appearance of fuller, thicker hair.

Moisturize and nourish with natural antioxidants and enzymes for shiny, volumized hair. Herbs included: Sage, Chinaberry, Red Seaweed, Turmeric, Basil, Holy Basil, Yuzu

## | KEY BENEFITS

Boosts appearance of smoother, stronger hair  
Helps improve dryness & provides scalp moisture  
Nourishes hair for shine & thicker appearance.

Use the hair mask, shampoo and conditioner together for best results!



## | ARGAN OIL SHAMPOO

Octopus Labs Argan Oil Shampoo blends botanical extracts, vitamins, and keratin to reinvigorate, smooth, and super-shine hair. Dry, flaky scalp is banished, along with dandruff, frizziness, flyaways, and split ends. Damaged, over-processed, and sun-stressed hair is revived with the help of deep-moisturizing jojoba oil. B-complex and vitamin E antioxidants work to strengthen and deep clean hair follicles. Sulfate-free, and gentle enough for all hair types, including color-treated hair.

## | ARGAN OIL HAIR MASK

The Argan oil mask deeply penetrates the hair shaft to moisturize, protect, and intensely hydrate the hair.

The powerful Argan oil works wonders to leave hair undeniably silky, soft, and shiny from root to tip without making it greasy or heavy.

## | ARGAN OIL CONDITIONER

Seal split ends and repair years of damage with the nourishing power of our Moroccan Argan Oil Conditioner! Packed with Vitamin B3 and a hydrating blend of Coconut, Sweet Almond, Castor, Moroccan Argan, and Jojoba Oil to soothe irritation, restore resiliency, and boost blood circulation to fight hair fall.

## | KEY BENEFITS

Enhances Hair Growth  
Strengthens and Hydrates Hair  
Improves Scalp Health

# Our Unique

## Lash & Brow Serum



This silky serum helps provide moisture to the lash and brow area and supports the look of fuller, thicker lashes and brows. The vitamin E and vegetable-derived squalane helps condition the lash and brow area to visibly enhance thickness.

This serum also contains CoQ10, also known as Coenzyme Q10, an antioxidant, is used to support the look of healthy lashes and brows. Combined with an Amino Acid Complex, daily application helps to visibly support the look of fuller lashes and brows. This serum can be used under makeup or as part of your bedtime ritual.

| BODY BUTTER

| MASSAGE OIL

| BODY SCRUB



Our Shea Body Butter is a super rich and creamy natural Body Butter and feast for the skin. Melts instantly to leave skin feeling soft and smooth. Contains Community Trade shea butter and is one of our best body moisturizers with its delicious nutty scent.

Our massage oil is formulated to soak deep into the skin to improve the soothing and moisturizing effect. This product is made with green tea, orange, patchouli, cinnamon and rosemary relaxing oils.

Made with organic brown sugar, our body scrub gently exfoliate old skin while locking in vital moisture to keep skin healthy and visibly radiant. The synergy of the organic oils and brown sugar produces natural fatty acids, which lock in moisture, firm the skin, diminish the appearance of fine lines and wrinkles and leave skin silky smooth.

# CC Serum With Vitamin C



Our CC Serum provides nourishing vitamins to protect and preserve the appearance of beautiful, vibrant-looking skin. Your customers will see dramatic results with this energy-packed serum that's infused with Citrus Stem Cells from orange, which enhances the appearance of skin elasticity.

The Hyaluronic Acid will provide a boost of hydration, while the Vitamin C helps reduce the appearance of age spots, blemishes, and redness. Natural orange oil provides a citrus scent to round out this formula to please your customers' skin.



## | KEY BENEFITS

Minimizes the appearance of fine lines & wrinkles  
Helps reduce the appearance of dark circles & puffiness  
Rehydrates eye area to help even skin tone

# Eye Corrector Serum



Ignite your customer's youth by minimizing the appearance of creases, dark circles, and puffiness around the eyes. Our Eye Corrector Serum fights the appearance of fatigue, aging, and photodamage and leaves skin hydrated and smooth, providing dramatic results.

The triple peptides in this serum activate surface re- newal to address concerns commonly found in more mature skin. These pro- teins result in visibly thicker and tighter skin around the eyes. This advanced serum also helps to give an illuminance to reduce the appearance of dark circles.

Citric Acid  
Bergamot Oil



## | KEY BENEFITS

Reduces the appearance of fine lines & wrinkles

Hydrates the skin to visibly improve firmness

Reduces the appearance of discoloration & evens skin tone

# Hydrating Face Moisturizer



Also known as our Regenerative Moisturizer, our daily lightweight Face Moisturizer is a non-greasy, quick-absorbing cream that improves the appearance of customer's skin for a supple, healthier look. Dewy, plump, and youthful skin is now officially within reach.

With aloe-infused water and Hyaluronic Acid, blended with Vitamins E, C, and B, creates a powerful complex to lock in moisture.

Your customers will instantly see powerful results, and more dramatic long-lasting results. Enjoy non-stop hydration for quenched skin, smoothing dull skin, and longer lasting results.

## | KEY BENEFITS

Renews tired skin with long-lasting effects  
Leaves face feeling smooth & nourished  
Improves appearance of skin elasticity

# Detox Nightwear Cream



Lavender



Peony



Nighttime moisturizers are taking over the marketplace and redefining the meaning of beauty sleep.

This lightweight smoothing cream visibly rejuvenates skin texture, nourishing the skin with the abundance of vitamins. The luxurious cream not only visibly firms and lifts, but also helps even tone. Paeonia Flower cleanses for a radiant and dewy glow.

Enriched with our exclusive natural lavender scent, this cream enhances the skin's ability to recharge during the nightly resting process.

## | KEY BENEFITS

Improves skin's appearance of elasticity & firmness  
Soothes and nourishes skin with natural floral extracts  
Reduces the appearance of dark spots for an even tone



## Cucumber Herbal Eye Gel

Decrease the appearance of eye fatigue, puffiness and dark circles. This baby blue cooling eye gel will calm and soothe the appearance of tired looking eyes.

This formula contains caffeine to awaken and revitalize the appearance of the skin around the eyes. This fast-absorbing gel will improve the appearance of youthful suppleness.

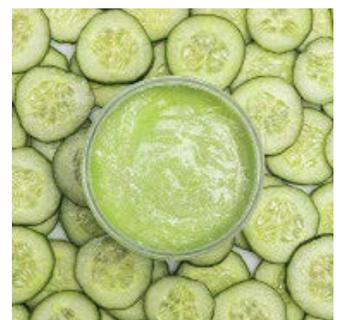
Natural sugars and vitamins E and K will continue to hydrate and smooth the appearance of the delicate skin around the eyes.

Complex of botanical extracts: Aloe, Shea, Avocado, Cucumber, Coffee, Eggplant, Jojoba, Basil, Turmeric, Ginger.



### | KEY BENEFITS

Reduces the appearance of puffy, tired eyes & dark circles  
Helps plump & smooth the appearance of fine lines  
Calms & hydrates the delicate eye area.



# Exfoliating Face Scrub



Instantly rejuvenate with our clean and green face and body scrub made from our blend of nourishing vitamins and fruit extracts. The aroma of vanilla, coconut and anise is sweet and soothes the skin during exfoliation.

This luxurious scrub contains no plastic microbeads, which are not only abrasive, but also not eco-friendly. Instead, we use sodium bicarbonate and jojoba esters that dissolve in water and break upon application providing a much gentler exfoliation for a refreshing, softer feel.

Typically, after exfoliation, skin tends to feel raw and dry. But once our face scrub is rinsed, the castor oil left behind leaves skin feeling smooth and moisturized. Our renewing fruit extract complex helps soothe and calm skin after exfoliation and helps fight the appearance of aging.

Fruits in our herbal blend: Anise, Coconut, Raspberry, Vanilla, Cucumber Melon, Pineapple, Apricot.

## | KEY BENEFITS

Gently exfoliates away impurities  
Deeply nourishes and moisturizes for a soft, silky feel  
Improves appearance of dull, stressed skin





## Cleanser & Toner



### | CBD CLEANSER

A gentle cleanser with white tea, aloe vera, and lavender that removes makeup, dirt, and other impurities, leaving skin soft and supple. Wash off dirt and makeup. Wash on a radiant glow. Our cleanser is packed with active enzymes to gently exfoliate and hydrate. Our Face Cleanser gels well with all skin types to cleanse and brighten daily.

### | CBD TONER

No nighttime routine is complete without this fantastic toner. It's the perfect way to finish off the cleansing process. People with dry, oily or neutral skin can count on this toner to keep their skin looking its best. This wonderful product will get rid of any lingering makeup or dirt. It soothes the skin and clears

# Oil Cleanser



Consumers are increasingly swap- ping out face washes for oil cleansers.

Our Oil Cleanser is a dynamic combination of natural plant oils that cleanses your customer's skin without leaving behind a greasy residue.

In turn, the skin appears nouished, smooth, and bright.

This product is formulated with 100% naturally derived oils that work together to deeply cleanse and maintain moisture.

Its clarifying and detoxifying properties also make it the perfect makeup remover. While reducing the appearance of fine lines and wrinkles, this oil will leave your customer's skin plump, radiant, and incredibly renewed.

## | KEY BENEFITS

Gently removes dirt, impurities, oil, sunscreen & stubborn makeup  
Visibly smooths fine lines to create youthful glow  
Moisturizes and leaves skin clean, soft & radiant

No. 1 treatment for aging skin



## | WRINKLE RECOVERY SERUM

Retinol is the No. 1 dermatologist-recommended treatment for aging skin. This star ingredient promotes skin renewal and enhances stimulation to visibly improve the appearance of firmness and elasticity.

Our Wrinkle Recovery Serum contains .5% Retinyl Palmitate (Vitamin A) and CoQ10, which reduces the appearance of fine lines, wrinkles, and age spots. The formula contains Chamomile extract and Carrot extract to counterbalance potential irritation resulting from using a retinol treatment. This lightweight silky serum also helps skin lock in moisture even after washing your face. With consistent use over time, your customers will experience revitalized skin and unparalleled softness and appearance of brightness.

## | KEY BENEFITS

Gently removes dirt, impurities, oil, sunscreen & stubborn makeup  
Visibly smooths fine lines to create youthful glow  
Moisturizes and leaves skin clean, soft & radiant

# Our Special

## SPA Gift Basket

When you need the perfect spa gift idea, Moe's Group has the perfect gift basket to suit every need and every occasion. From a simple DIY Spa Basket to a full selection of aromatherapy and spa gift collections - we have the best spa gift baskets for women and man. Indulge your loved ones with these spa gifts anytime.



- *GET IN TOUCH*

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