

Beyond Basix White Paper

Custom Cosmetics, Skincare and Personal Care OEM/ODM

Manufacturing Guide

Prepared for: Global Beauty Brands, Private Label Clients, Distributors and E-Commerce Sellers

Note By Beyond Basix

This white paper is authored by Beyond Basix for the purposes of business communication, strategic product planning, and buyer education. Please note that all product efficacy claims, ingredient listings, certifications, and regulatory details are subject to verification. Formal production or market entry should only proceed once specific project quotations, technical specifications, and official compliance documentation have been finalized and confirmed.

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Abstract

Beyond Basix provides one-stop OEM/ODM cosmetics and personal care manufacturing solutions for global beauty brands. This white paper presents the company's background, market position, manufacturing capabilities, product series, customization services, quality assurance approach, certificate support and contact process. It describes core product areas including peptide and GHK-Cu skincare, face care, PDRN repair concepts, sun care, body care, hair removal, body butter, foot care and hair care. It also explains how our private label, OEM and ODM models help clients move from concept to sample, packaging design, production, inspection, delivery and post-production support. The paper is written to provide a practical guide for buyers evaluating custom beauty manufacturing partners.

Keywords: Cosmetics Oem, Cosmetics Odm, Private Label Skincare, Ghk-Cu, Peptide Skincare, Pdrn, Sun Care, Body Care, Beauty Manufacturing

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1. Brief Introduction

Beyond Basix is a cosmetics and personal care OEM/ODM manufacturing partner built for beauty brands that need speed, credible formulation support, attractive packaging, and dependable supply. From our point of view, a successful private label product is not simply a formula placed into a bottle. It is a coordinated business system that connects market insight, concept validation, R&D, packaging, compliance, production, inspection, logistics and post-launch support. Our work is therefore organized around one purpose: helping clients turn a beauty idea into a compliant, scalable and market-ready product with less complexity and more confidence.

This white paper introduces our company, product range, customization services, certificate support, manufacturing capabilities and cooperation process. It is written for beauty founders, distributors, importers, e-commerce sellers, salon owners, skincare clinics, cosmetic retailers and established brands evaluating a dependable partner for product development. The document uses a precise structure for clarity, with an executive summary, major sections, product tables, references and appendices.

Our portfolio covers skincare, hair care, body care, sun care, peptide and GHK-Cu focused products, PDRN concepts, retinol anti-aging products, face masks, hair removal solutions, body butters, foot care, hair masks and hair growth support formulas. Across these categories, we emphasize customized formulation, private label support, flexible packaging, quality production and compliance preparation. We also support brand development, product design, visual content, KOL cooperation and market launch activities for clients who require more than manufacturing alone.

The beauty market is increasingly shaped by rapid product cycles, ingredient storytelling, clean or sensitive-skin preferences, efficacy-centered claims, and social-media-driven discovery. In this environment, brands need suppliers who can move fast without losing discipline. Beyond Basix addresses this need through formula libraries, R&D teams, raw material sourcing, scalable production and global service experience. Our aim is to make product development more efficient while still protecting quality, safety, compliance and brand differentiation.

2. Executive Summary

Beyond Basix provides one-stop OEM/ODM services for skincare, hair care, eye care and body care products, with particular strength in peptide, GHK-Cu, PDRN and trend-inspired beauty concepts. Our website presents sample support of 3-7 days, bulk production time of 7-14 days, brand matching above 98%+, MOQ starting from 500+, and specialty assets such as 8 Korean patented formulas and MVE Vesicle Technology. These capabilities position us for clients who need fast development, scalable production and market-ready beauty products.

Our company background combines UK-facing brand service, operational headquarters in Guangzhou, and a global supply chain footprint. BeyondBasix Cosmetics Ltd. is described as a UK-based subsidiary of Lianbiquan Group, supported by over 20 years of cosmetics industry experience. Our operating resources include 1,680+ formulas, 2,700+ raw materials, six service-oriented teams and advanced production capability. The China facility is described as a 12,000 m² modern production facility with more than 20 automated production lines and Class 100,000 GMPC pharmaceutical-grade cleanrooms; the Denmark facility is described as having 12 million units annual production capacity; and the US location supports overseas warehousing, ready stock, custom branding and dropshipping.

The core value we offer is integration. We can start with a client's existing formula, modify one of our formulas, or build a new concept around a target user, texture, active ingredient, claim direction, fragrance profile, packaging material and price point. We support OEM production, ODM development, private label programs, packaging design, formula modulation, product confirmation, packaging inspection, delivery, and post-production support. This reduces the burden on clients who otherwise need to coordinate laboratories, packaging suppliers, production plants, documentation partners and freight providers separately.

This white paper concludes that Beyond Basix is best suited for clients seeking a beauty manufacturing partner with product breadth, active ingredient awareness, flexible customization, strong visual branding support and end-to-end execution. The product series detailed in this document provide a practical roadmap for creating complete retail collections, including hero SKUs, routine bundles, travel kits, seasonal campaigns, salon programs and online marketplace launches.

3. Company About

Beyond Basix operates as a beauty manufacturing and brand growth partner for global clients. Our company description emphasizes one-stop OEM/ODM beauty product development, manufacturing and brand services for European, American and international markets. We help clients create trend-inspired products from concept to market, covering sunscreen, hair removal, acne care, anti-aging, foot care, oral care, travel kits and broader personal care categories. This scope reflects the way modern beauty brands operate: consumers do not buy isolated products only; they buy routines, problem solutions, textures, stories and confidence.

BeyondBasix Cosmetics Ltd. is presented as a UK-based subsidiary of Lianbiquan Group, which has over 20 years of cosmetics industry experience. We are focused on the European market while maintaining operational strength in Guangzhou, China. Our group's operational headquarters are located in Baiyun District, Guangzhou, supported by an office area of more than 1,000 square meters. Production bases across China, Africa and European countries help create a global supply chain system. From our perspective, this combination gives clients access to international market understanding, strong production infrastructure and responsive communication.

Our production foundation is one of our core advantages. The website states that we own a 12,000 m² modern production facility with more than 20 automated production lines and Class 100,000 GMPC pharmaceutical-grade cleanrooms. It also presents the broader strength of a 12,000-square-meter factory, 12+ production lines, 1,680+ formulas and 2,700+ raw materials. The production footprint supports both sample development and larger orders, enabling clients to test concepts, refine packaging and then move toward stable supply. For beauty companies, this matters because delayed production can disrupt launch calendars, social campaigns, retail commitments and inventory planning.

Our service model is organized by specialized teams rather than a single production-only workflow. The professional R&D team provides formula development and one-to-one customized solutions. The quality control team checks samples and finished products through multi-dimensional testing. The design team supports packaging and brand visuals. The visual content team supports product photography, main images and short video materials. The logistics team supports global DDP door-to-door shipping services. The legal and compliance team



supports registration, compliance review and intellectual property risk avoidance for markets such as the EU and UK.

The reason we organize our services this way is simple: modern beauty product launches require coordinated execution. A client may have a strong concept but need support with texture, preservative system, packaging selection, label logic, claim wording, photography, KOL materials and shipping. By integrating these needs, Beyond Basix helps clients move from idea to product faster while maintaining better control over quality and brand consistency.

4. Market Context and White Paper Purpose

Beauty and personal care brands face a market where innovation cycles are short and consumer expectations are high. A new ingredient can move from professional channels to social media discussion quickly. A product texture can become a viral selling point. A packaging finish can influence conversion before a consumer reads the ingredient list. At the same time, regulatory scrutiny, safety expectations and platform policies require brands to manage claims carefully. The supplier chosen by a brand therefore becomes a strategic partner, not merely a vendor.

The purpose of this white paper is to explain how Beyond Basix helps clients respond to these market conditions. We combine formulation resources, manufacturing capability, packaging customization, private label support and compliance services into a practical cooperation model. We also introduce the product series that can support complete brand architectures. A startup may begin with a hero peptide serum and a face cream. A distributor may request multiple body care products for a seasonal promotion. A clinic may need PDRN masks



and post-care products. A salon may need hair masks and scalp treatments. Each path requires a different mix of formulation, packaging, testing and launch support.

The white paper is also designed to help buyers compare product categories. For each series, we explain product purpose, customization possibilities, target consumers, packaging direction and launch value. This helps clients decide whether to build an anti-aging routine, a sun care range, a hair removal system, a body care collection, a foot care specialty line or a peptide-focused premium skincare line. The goal is not to provide a static catalog, but to provide a strategic product development guide from the perspective of our company.

Finally, this document clarifies how we think about credibility. Beauty products must be attractive, but they must also be safe, stable and properly documented. For that reason, certificates, MSDS, FDA-related support, CPNP, Halal, ISO, GMP and other documentation are not decorative assets; they are part of responsible international beauty business. Beyond Basix supports clients with the documentation and quality process needed to approach different markets with confidence.

5. Manufacturing and Operational Capabilities

Our manufacturing model is built around the ability to move from concept to finished goods efficiently. The website presents a sample period of 3-7 days and bulk production time of 7-14 days. While final timelines depend on formula complexity, packaging availability, test requirements and order details, these figures communicate our focus on speed and responsiveness. We understand that clients often need to meet influencer schedules, marketplace windows, retail presentations and seasonal demand. A slow development cycle can cause a product to miss its ideal launch moment.

The production infrastructure described on the website includes 12,000 m² modern production facility with more than 20 automated production lines and Class 100,000 GMPC pharmaceutical-grade cleanrooms. Cleanroom capacity is especially important for cosmetics because contamination control, process consistency and hygiene discipline affect product quality and brand risk. Automated production lines also help improve consistency in filling, sealing, labeling and packaging. For international clients, stable processes are essential because product complaints, batch variation or packaging defects can damage trust quickly.

We also place value on scalable supply. A client may begin with a small private label test order, but if the product succeeds, the same client may need quick reorder production, additional packaging versions or expanded SKUs. Our operational approach supports both early-stage product validation and larger-scale manufacturing. For brands that sell across Amazon, Shopify, TikTok Shop, retail stores, salons or distributors, this scalability can be the difference between a one-time launch and a long-term product line.

Quality assurance begins before bulk production. Raw material selection, formula matching, sample confirmation, packaging compatibility, stability expectations, filling method and inspection standards must be aligned early. During production, inspection covers packaging appearance, filling volume, sealing integrity, labeling, carton quality and finished product presentation. After production, delivery verification and post-production support help clients manage export, replenishment and market feedback.

6. Research, Development and Formula Innovation

R&D is the heart of our OEM/ODM value. In beauty manufacturing, product development is not a simple matter of mixing popular actives. A formula must feel good, remain



stable, support the desired claim direction, match target skin types, fit packaging, meet cost goals and satisfy the expectations of a specific market. Our R&D work connects these requirements through formula libraries, raw material knowledge, sample testing and client feedback.

Beyond Basix presents 1,680+ formulas and 2,700+ raw materials as part of its development foundation. This gives clients a faster route to product concepts because they can start from proven formula platforms rather than beginning from zero each time. At the same time, our ODM support allows functional and ingredient customization, market-oriented formula adjustment, sample development and optimization. For clients with their own formulas, our OEM support enables production based on client-approved or selected formulas, supported by raw material sourcing and quality control.

Our innovation focus includes peptides, GHK-Cu, SNAP-8, PDRN, collagen, retinol, hyaluronic acid, barrier-support ingredients, soothing botanicals, rich body butters, hair care actives and sun care formats. These categories reflect current consumer demand for visible results, skin repair, hydration, high-performance anti-aging and sensorial product experience. We can help clients choose actives based on market positioning: luxury, clean beauty, sensitive skin, professional care, e-commerce hero products, salon programs or mass retail.

Formula innovation also includes texture innovation. A serum may need fast absorption and no tackiness. A mask may need a jelly texture that photographs well and feels cooling. A body butter may need a whipped texture that looks luxurious and spreads easily. A sunscreen stick may need glide without greasiness. A hair mask may need richness without weighing hair down. These texture decisions are commercial decisions because they influence reviews, repeat purchase and user-generated content.



7. Product Series Overview

Beyond Basix organizes its product range around core beauty needs: face care, peptide and GHK-Cu care, PDRN repair concepts, sun care, body care, hair removal, foot care, body butter, hair care and eye care. This structure allows clients to create either a focused hero SKU or a complete routine. A brand can launch one anti-wrinkle serum first and later expand into a cream, eye care and mask. Another brand can build a body care collection around hair removal, body butter and foot repair. A salon or clinic can select professional masks, hair care and post-treatment products.

Our product strategy is flexible because different clients have different commercial models. E-commerce sellers often need products with strong before-and-after storytelling, clear visual demonstration and packaging that stands out online. Distributors need stable supply, clear product information, certificates and reorder reliability. Salons need professional performance and treatment compatibility. Brand owners need formulas and packaging that express a unique market identity. Beyond Basix supports all of these models through a mix of ready-to-customize formulas and fully customized development.

The following product sections describe each product series in practical detail. The descriptions are designed to help buyers understand what each series can do, how it can be positioned and what customization choices may be available. Final specifications, ingredient lists, claims, packaging dimensions and regulatory wording should always be confirmed through project-specific documents, because each target market has different requirements.

Series	Strategic Role	Representative Products	Customization Direction
Peptide & GHK-Cu Series	Copper peptide, SNAP-8 and advanced peptide	GHK-Cu & SNAP-8 copper peptide serum; GHK-Cu	Formula, texture, fragrance, packaging, label, carton, certificates



	blends designed for premium anti-aging, firming, repair and high-efficacy private label positioning.	SNAP-8 beef tallow copper peptide cream; Peptide anti-aging moisturizer with retinol; PDRN and collagen recovery formats	and market positioning.
Face Care	A complete facial skincare portfolio for anti-wrinkle, anti-aging, brightening, hydration, barrier support, masks and eye care.	Anti-wrinkle serum; Anti-wrinkle cream; Anti-wrinkle eye care; PDRN anti-wrinkle; Anti-aging serum; Anti-aging cream; Anti-aging eye cream; Retinol anti-aging; Face mask	Formula, texture, fragrance, packaging, label, carton, certificates and market positioning.
Sun Care	Daily and outdoor protection concepts offered as creams, sticks and sprays for brands that need convenient SPF-oriented formats and consumer-friendly textures.	Sunscreen cream; Sunscreen stick; Sunscreen spray	Formula, texture, fragrance, packaging, label, carton, certificates and market positioning.
Body Care	Body and personal care products combining comfort, texture and visible consumer value, including foot care, hair removal, body butter and smoothing products.	Foot care; Hair removal spray; Hair removal cream; Hair growth inhibitor; Body butter	Formula, texture, fragrance, packaging, label, carton, certificates and market positioning.
Hair Care	Hair and scalp care concepts for growth support, conditioning, treatment masks and brand lines serving salon, retail and e-commerce channels.	Hair growth; Hair mask	Formula, texture, fragrance, packaging, label, carton, certificates and market positioning.

Note. Product names and categories are summarized for portfolio planning. Final formula, packaging and documentation should be confirmed through project-specific specifications.



8. Peptide & GHK-Cu Series

Peptide & GHK-Cu Series is one of the strategic product areas in the Beyond Basix portfolio. Copper peptide, SNAP-8 and advanced peptide blends designed for premium anti-aging, firming, repair and high-efficacy private label positioning. From our perspective, this series is valuable because it can be adapted to different markets, price levels and brand identities while still offering a clear consumer benefit. The products in this series can be developed as single hero SKUs, complete routine sets, seasonal launches or customized private label programs.

Representative products include GHK-Cu & SNAP-8 copper peptide serum, GHK-Cu SNAP-8 beef tallow copper peptide cream, Peptide anti-aging moisturizer with retinol, PDRN and collagen recovery formats. Each product can be adapted through formula structure, active ingredient selection, texture, fragrance direction, packaging format, carton design, label style and documentation package. Clients can choose a ready-to-customize approach for speed or request deeper formulation development for stronger differentiation. The ideal strategy depends on the target user, sales channel, regulatory market and brand positioning.

When developing this series, we normally begin by clarifying the desired claim direction, target consumer and price segment. We then review formula options, packaging requirements and sample expectations. After the client confirms samples, we proceed to packaging artwork, production preparation, quality inspection and delivery. This structured process reduces uncertainty and helps ensure that the final product matches both the brand concept and commercial requirements.



9. Face Care

Face Care is one of the strategic product areas in the Beyond Basix portfolio. A complete facial skincare portfolio for anti-wrinkle, anti-aging, brightening, hydration, barrier support, masks and eye care. From our perspective, this series is valuable because it can be adapted to different markets, price levels and brand identities while still offering a clear consumer benefit. The products in this series can be developed as single hero SKUs, complete routine sets, seasonal launches or customized private label programs.

Representative products include Anti-wrinkle serum, Anti-wrinkle cream, Anti-wrinkle eye care, PDRN anti-wrinkle, Anti-aging serum, Anti-aging cream, Anti-aging eye cream, Retinol anti-aging, Face mask. Each product can be adapted through formula structure, active ingredient selection, texture, fragrance direction, packaging format, carton design, label style and documentation package. Clients can choose a ready-to-customize approach for speed or request deeper formulation development for stronger differentiation. The ideal strategy depends on the target user, sales channel, regulatory market and brand positioning.

When developing this series, we normally begin by clarifying the desired claim direction, target consumer and price segment. We then review formula options, packaging requirements and sample expectations. After the client confirms samples, we proceed to packaging artwork, production preparation, quality inspection and delivery. This structured process reduces uncertainty and helps ensure that the final product matches both the brand concept and commercial requirements.



10. Sun Care

Sun Care is one of the strategic product areas in the Beyond Basix portfolio. Daily and outdoor protection concepts offered as creams, sticks and sprays for brands that need convenient SPF-oriented formats and consumer-friendly textures. From our perspective, this series is valuable because it can be adapted to different markets, price levels and brand identities while still offering a clear consumer benefit. The products in this series can be developed as single hero SKUs, complete routine sets, seasonal launches or customized private label programs.

Representative products include Sunscreen cream, Sunscreen stick, Sunscreen spray. Each product can be adapted through formula structure, active ingredient selection, texture, fragrance direction, packaging format, carton design, label style and documentation package. Clients can choose a ready-to-customize approach for speed or request deeper formulation development for stronger differentiation. The ideal strategy depends on the target user, sales channel, regulatory market and brand positioning.

When developing this series, we normally begin by clarifying the desired claim direction, target consumer and price segment. We then review formula options, packaging requirements and sample expectations. After the client confirms samples, we proceed to packaging artwork, production preparation, quality inspection and delivery. This structured process reduces uncertainty and helps ensure that the final product matches both the brand concept and commercial requirements.

11. Body Care

Body Care is one of the strategic product areas in the Beyond Basix portfolio. Body and personal care products combining comfort, texture and visible consumer value, including foot



care, hair removal, body butter and smoothing products. From our perspective, this series is valuable because it can be adapted to different markets, price levels and brand identities while still offering a clear consumer benefit. The products in this series can be developed as single hero SKUs, complete routine sets, seasonal launches or customized private label programs.

Representative products include Foot care, Hair removal spray, Hair removal cream, Hair growth inhibitor, Body butter. Each product can be adapted through formula structure, active ingredient selection, texture, fragrance direction, packaging format, carton design, label style and documentation package. Clients can choose a ready-to-customize approach for speed or request deeper formulation development for stronger differentiation. The ideal strategy depends on the target user, sales channel, regulatory market and brand positioning.

When developing this series, we normally begin by clarifying the desired claim direction, target consumer and price segment. We then review formula options, packaging requirements and sample expectations. After the client confirms samples, we proceed to packaging artwork, production preparation, quality inspection and delivery. This structured process reduces uncertainty and helps ensure that the final product matches both the brand concept and commercial requirements.

12. Hair Care

Hair Care is one of the strategic product areas in the Beyond Basix portfolio. Hair and scalp care concepts for growth support, conditioning, treatment masks and brand lines serving salon, retail and e-commerce channels. From our perspective, this series is valuable because it can be adapted to different markets, price levels and brand identities while still offering a clear



consumer benefit. The products in this series can be developed as single hero SKUs, complete routine sets, seasonal launches or customized private label programs.

Representative products include Hair growth, Hair mask. Each product can be adapted through formula structure, active ingredient selection, texture, fragrance direction, packaging format, carton design, label style and documentation package. Clients can choose a ready-to-customize approach for speed or request deeper formulation development for stronger differentiation. The ideal strategy depends on the target user, sales channel, regulatory market and brand positioning.

When developing this series, we normally begin by clarifying the desired claim direction, target consumer and price segment. We then review formula options, packaging requirements and sample expectations. After the client confirms samples, we proceed to packaging artwork, production preparation, quality inspection and delivery. This structured process reduces uncertainty and helps ensure that the final product matches both the brand concept and commercial requirements.

13. Detailed Product Portfolio

The following product portfolio section summarizes key products and product platforms that Beyond Basix can support. It includes products highlighted on the website and product categories shown in the product navigation. Because private label beauty development is project-specific, these descriptions should be understood as a practical product development guide. Exact ingredient percentages, testing protocols, packaging specifications, claims and certificates should be confirmed during quotation and sample development.



Product / platform	Series	Core value	Customization options	Typical application
GHK-Cu & SNAP-8 Copper Peptide Anti-Wrinkle Firming Face Serum	Peptide & GHK-Cu Series / Face Care	Copper peptide and SNAP-8 oriented serum for firming, visible wrinkle softening, hydration, antioxidant support and premium private label positioning.	Lightweight serum, dropper bottle or airless pump, fragrance-free or sensorial versions, optional hero ingredient story.	Aging, firmness loss, expression lines, texture refinement, professional serum lines.
GHK-Cu SNAP-8 Beef Tallow Copper Peptide Anti-Wrinkle Cream	Peptide & GHK-Cu Series / Face Cream	Nutrient-rich cream combining a traditional lipid-rich base with GHK-Cu and SNAP-8 for brands seeking a differentiated anti-wrinkle moisturizer.	Jar, tube or airless cream format; customizable texture, viscosity, fragrance and packaging finish.	Mature, dry and depleted skin; premium anti-aging, barrier comfort and trend-led natural positioning.
Private Label Peptide Anti-Aging Face Moisturizer with Retinol	Anti-Aging / Retinol Anti-Aging	Retinol and peptide moisturizer designed to support texture renewal, smoother-looking skin and hydration comfort.	Night cream or daily renewal concept; optional retinol level adjustments and soothing ingredients.	Anti-aging starter lines, retinol-focused campaigns, e-commerce sets and dermatologist-inspired routines.
Wholesale PDRN Salmon DNA Bio-Collagen Revitalizing Pink Jelly Mask	PDRN Anti-Wrinkle / Face Mask	PDRN and bio-collagen mask concept with cooling jelly texture for recovery, hydration and glass-skin visual appeal.	Single-use mask, spa treatment pack or retail box; color, scent and claims can be adjusted by market.	Post-care hydration, anti-fatigue masks, professional spa, social media-friendly skincare lines.
Anti-Wrinkle Serum	Face Care	Concentrated serum platform for peptides, hyaluronic acid, niacinamide, antioxidants and other actives that target fine lines and resilience.	Dropper, airless bottle, ampoule or travel-size format with flexible active selection.	Entry to premium anti-wrinkle routines and customized hero SKUs.
Anti-Wrinkle Cream	Face Care	Comfortable cream base for wrinkle care, barrier moisturization and daily nourishment.	Jar, tube, pump or refill-oriented packaging; rich, gel-cream or lotion textures.	Day/night cream systems, mature skin care and gift sets.
Anti-Wrinkle Eye Care	Eye Care	Eye cream or serum targeting dryness, fine lines, dullness	Metal-tip tube, airless pen, mini jar or serum roller; low-irritation	Eye care add-on SKU, anti-aging sets and premium travel kits.



Product / platform	Series	Core value	Customization options	Typical application
		and tired appearance around the delicate eye area.	positioning available.	
PDRN Anti-Wrinkle	Face Care / PDRN	Repair-oriented product family built around PDRN and hydrating or collagen-support actives.	Serum, cream, mask or ampoule systems; professional after-care concepts available.	Regenerative-style positioning, post-procedure care markets and high-performance private label lines.
Anti-Aging Serum	Face Care	Broad anti-aging serum platform for elasticity, radiance, hydration and age-defense routines.	Custom actives such as peptides, retinol alternatives, antioxidants, botanicals and humectants.	Brands needing scalable anti-aging hero products.
Anti-Aging Cream	Face Care	Moisturizing face cream platform supporting firmness, comfort and skin barrier care.	Multiple textures from lightweight gel cream to rich night cream.	Retail core SKUs, mature skin ranges, premium skincare sets.
Anti-Aging Eye Cream	Eye Care	Eye-zone moisturizer for fine lines, hydration and smoothness.	Fragrance-free and sensitive-skin options; luxury metal applicator or premium carton choices.	Complete anti-aging systems and targeted eye treatment ranges.
Retinol Anti-Aging	Face Care	Retinol-focused anti-aging formulas for texture, uneven tone and visible fine-line reduction, balanced with soothing support.	Retinol level customization, retinol alternative options and night routine packaging.	Advanced anti-aging consumers, online education-driven brands and premium night care.
Face Mask	Face Care	Mask portfolio covering hydrating, brightening, clay, jelly, sheet, sleeping and repair concepts.	Single-use sachet, jar, tube, hydrogel or sheet mask packaging.	Spa, gift sets, social commerce and quick-launch seasonal programs.
Sunscreen Cream	Sun Care	Cream SPF-oriented format for daily face or body sun care with skin feel and finish adjusted for target markets.	Tube, pump bottle or airless packaging; matte, hydrating or sensitive-skin concepts.	Daily protection, outdoor lifestyle, skincare/SPF hybrid positioning.
Sunscreen Stick	Sun Care	Portable solid sun care format designed for convenient reapplication and	Stick packaging, deodorant-style tube, child-friendly or sport-friendly design.	E-commerce bundles, travel kits, family lines and active lifestyle retail.



Product / platform	Series	Core value	Customization options	Typical application
		travel-friendly use.		
Sunscreen Spray	Sun Care	Sprayable sun care concept for easy application over larger body areas and on-the-go use.	Continuous spray or pump spray options depending on formula and market needs.	Outdoor, beach, sports and summer seasonal collections.
Foot Care	Body Care	Foot cream, peeling, repair or deodorizing concepts for dry, cracked and tired feet.	Urea, panthenol, botanical or soothing ingredient customization; tube or jar packaging.	Drugstore, salon, spa and personal care channels.
Hair Removal Spray	Body Care / Hair Removal	Spray format for convenient depilatory or grooming-support positioning.	Application-focused packaging and skin-soothing add-ons customized to regulatory needs.	Body grooming, e-commerce demonstrations and private label personal care.
Hair Removal Cream	Body Care / Hair Removal	Cream depilatory concept for smooth skin and salon-at-home routines.	Tube, pump or kit packaging; fragrance and skin-feel customization.	Mass personal care, beauty retail and private label hair removal lines.
Hair Growth Inhibitor	Body Care / Hair Removal	Post-hair-removal product concept designed for smoother routines and longer-lasting grooming perception.	Serum, lotion or spray format; botanical positioning optional.	Bundles with depilatory products and salon after-care programs.
Body Butter	Body Care	Rich body moisturizer for dryness, sensory branding and fragrance-led positioning.	Whipped, cream, balm or jar format; natural oils, butters and fragrance systems.	Spa, lifestyle beauty, gift sets and social-media-friendly body care.
Hair Growth	Hair Care	Scalp and hair care concepts focused on thicker-looking, stronger-feeling hair and routine support.	Serum, tonic, spray or treatment bottle; caffeine, peptides, botanicals or conditioning actives.	Hair care growth support lines, salon retail and e-commerce replenishment.
Hair Mask	Hair Care	Rinse-off or intensive treatment mask for hydration, repair, smoothness and shine.	Jar, tube or sachet; silicone-free, sulfate-free or clean-beauty positioning available.	Salon, retail, damaged-hair systems and bundle programs.
Natural Herbal Hair Identifier Spray for	Body Care / Grooming	Herbal hair identifier spray for	Spray bottle or grooming kit; botanical soothing	Beauty tools, dermaplaning bundles,



Product / platform	Series	Core value	Customization options	Typical application
Face Shaving		dermaplaning and facial shaving visibility, highlighting fine vellus hair and dead-skin areas.	additives and gentle-skin positioning.	salons and e-commerce demonstration content.

Note. This matrix is designed for buyer planning and internal line architecture. It does not replace formal specifications, ingredient lists, quotations or regulatory review.

14. GHK-Cu & SNAP-8 Copper Peptide Anti-Wrinkle Firming Face Serum

Series: Peptide & GHK-Cu Series / Face Care.

Copper peptide and SNAP-8 oriented serum for firming, visible wrinkle softening, hydration, antioxidant support and premium private label positioning.

Customization direction: Lightweight serum, dropper bottle or airless pump, fragrance-free or sensorial versions, optional hero ingredient story. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Aging, firmness loss, expression lines, texture refinement, professional serum lines. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

15. GHK-Cu SNAP-8 Beef Tallow Copper Peptide Anti-Wrinkle Cream

Series: Peptide & GHK-Cu Series / Face Cream.

Nutrient-rich cream combining a traditional lipid-rich base with GHK-Cu and SNAP-8 for brands seeking a differentiated anti-wrinkle moisturizer.

Customization direction: Jar, tube or airless cream format; customizable texture, viscosity, fragrance and packaging finish. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Mature, dry and depleted skin; premium anti-aging, barrier comfort and trend-led natural positioning. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

16. Private Label Peptide Anti-Aging Face Moisturizer with Retinol

Series: Anti-Aging / Retinol Anti-Aging.

Retinol and peptide moisturizer designed to support texture renewal, smoother-looking skin and hydration comfort.

Customization direction: Night cream or daily renewal concept; optional retinol level adjustments and soothing ingredients. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Anti-aging starter lines, retinol-focused campaigns, e-commerce sets and dermatologist-inspired routines. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.



17. Wholesale PDRN Salmon DNA Bio-Collagen Revitalizing Pink Jelly

Mask

Series: PDRN Anti-Wrinkle / Face Mask.

PDRN and bio-collagen mask concept with cooling jelly texture for recovery, hydration and glass-skin visual appeal.

Customization direction: Single-use mask, spa treatment pack or retail box; color, scent and claims can be adjusted by market. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Post-care hydration, anti-fatigue masks, professional spa, social media-friendly skincare lines. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

18. Anti-Wrinkle Serum

Series: Face Care.

Concentrated serum platform for peptides, hyaluronic acid, niacinamide, antioxidants and other actives that target fine lines and resilience.

Customization direction: Dropper, airless bottle, ampoule or travel-size format with flexible active selection. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.



Recommended applications: Entry to premium anti-wrinkle routines and customized hero SKUs. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

19. Anti-Wrinkle Cream

Series: Face Care.

Comfortable cream base for wrinkle care, barrier moisturization and daily nourishment.

Customization direction: Jar, tube, pump or refill-oriented packaging; rich, gel-cream or lotion textures. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Day/night cream systems, mature skin care and gift sets. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

20. Anti-Wrinkle Eye Care

Series: Eye Care.

Eye cream or serum targeting dryness, fine lines, dullness and tired appearance around the delicate eye area.

Customization direction: Metal-tip tube, airless pen, mini jar or serum roller; low-irritation positioning available. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Eye care add-on SKU, anti-aging sets and premium travel kits. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

21. PDRN Anti-Wrinkle

Series: Face Care / PDRN.

Repair-oriented product family built around PDRN and hydrating or collagen-support actives.

Customization direction: Serum, cream, mask or ampoule systems; professional after-care concepts available. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Regenerative-style positioning, post-procedure care markets and high-performance private label lines. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

22. Anti-Aging Serum

Series: Face Care.

Broad anti-aging serum platform for elasticity, radiance, hydration and age-defense routines.

Customization direction: Custom actives such as peptides, retinol alternatives, antioxidants, botanicals and humectants. Beyond Basix can adjust sensory profile, packaging



finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Brands needing scalable anti-aging hero products. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

23. Anti-Aging Cream

Series: Face Care.

Moisturizing face cream platform supporting firmness, comfort and skin barrier care.

Customization direction: Multiple textures from lightweight gel cream to rich night cream. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Retail core SKUs, mature skin ranges, premium skincare sets. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

24. Anti-Aging Eye Cream

Series: Eye Care.

Eye-zone moisturizer for fine lines, hydration and smoothness.

Customization direction: Fragrance-free and sensitive-skin options; luxury metal applicator or premium carton choices. Beyond Basix can adjust sensory profile, packaging finish,



private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Complete anti-aging systems and targeted eye treatment ranges. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

25. Retinol Anti-Aging

Series: Face Care.

Retinol-focused anti-aging formulas for texture, uneven tone and visible fine-line reduction, balanced with soothing support.

Customization direction: Retinol level customization, retinol alternative options and night routine packaging. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Advanced anti-aging consumers, online education-driven brands and premium night care. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

26. Face Mask

Series: Face Care.

Mask portfolio covering hydrating, brightening, clay, jelly, sheet, sleeping and repair concepts.



Customization direction: Single-use sachet, jar, tube, hydrogel or sheet mask packaging.

Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Spa, gift sets, social commerce and quick-launch seasonal programs. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

27. Sunscreen Cream

Series: Sun Care.

Cream SPF-oriented format for daily face or body sun care with skin feel and finish adjusted for target markets.

Customization direction: Tube, pump bottle or airless packaging; matte, hydrating or sensitive-skin concepts. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Daily protection, outdoor lifestyle, skincare/SPF hybrid positioning. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

28. Sunscreen Stick

Series: Sun Care.



Portable solid sun care format designed for convenient reapplication and travel-friendly use.

Customization direction: Stick packaging, deodorant-style tube, child-friendly or sport-friendly design. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: E-commerce bundles, travel kits, family lines and active lifestyle retail. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

29. Sunscreen Spray

Series: Sun Care.

Sprayable sun care concept for easy application over larger body areas and on-the-go use.

Customization direction: Continuous spray or pump spray options depending on formula and market needs. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Outdoor, beach, sports and summer seasonal collections. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

30. Foot Care

Series: Body Care.

Foot cream, peeling, repair or deodorizing concepts for dry, cracked and tired feet.

Customization direction: Urea, panthenol, botanical or soothing ingredient customization; tube or jar packaging. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Drugstore, salon, spa and personal care channels. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

31. Hair Removal Spray

Series: Body Care / Hair Removal.

Spray format for convenient depilatory or grooming-support positioning.

Customization direction: Application-focused packaging and skin-soothing add-ons customized to regulatory needs. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Body grooming, e-commerce demonstrations and private label personal care. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

32. Hair Removal Cream

Series: Body Care / Hair Removal.

Cream depilatory concept for smooth skin and salon-at-home routines.



Customization direction: Tube, pump or kit packaging; fragrance and skin-feel customization. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Mass personal care, beauty retail and private label hair removal lines. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

33. Hair Growth Inhibitor

Series: Body Care / Hair Removal.

Post-hair-removal product concept designed for smoother routines and longer-lasting grooming perception.

Customization direction: Serum, lotion or spray format; botanical positioning optional. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Bundles with depilatory products and salon after-care programs. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

34. Body Butter

Series: Body Care.

Rich body moisturizer for dryness, sensory branding and fragrance-led positioning.



Customization direction: Whipped, cream, balm or jar format; natural oils, butters and fragrance systems. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Spa, lifestyle beauty, gift sets and social-media-friendly body care. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

35. Hair Growth

Series: Hair Care.

Scalp and hair care concepts focused on thicker-looking, stronger-feeling hair and routine support.

Customization direction: Serum, tonic, spray or treatment bottle; caffeine, peptides, botanicals or conditioning actives. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Hair care growth support lines, salon retail and e-commerce replenishment. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

36. Hair Mask

Series: Hair Care.

Rinse-off or intensive treatment mask for hydration, repair, smoothness and shine.

Customization direction: Jar, tube or sachet; silicone-free, sulfate-free or clean-beauty positioning available. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Salon, retail, damaged-hair systems and bundle programs. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

37. Natural Herbal Hair Identifier Spray for Face Shaving

Series: Body Care / Grooming.

Herbal hair identifier spray for dermaplaning and facial shaving visibility, highlighting fine vellus hair and dead-skin areas.

Customization direction: Spray bottle or grooming kit; botanical soothing additives and gentle-skin positioning. Beyond Basix can adjust sensory profile, packaging finish, private label artwork, carton design, fragrance, active combination and project-specific documentation according to client requirements.

Recommended applications: Beauty tools, dermaplaning bundles, salons and e-commerce demonstration content. This product can be used as a standalone hero SKU or integrated into a broader routine with matching cleanser, serum, cream, mask, body product or retail set.

38. Customization Services

Customization is one of the most important reasons clients choose Beyond Basix. We provide OEM, ODM and private label services that can be adjusted to the client's stage of



business. A startup may need fast private label support with a low MOQ and strong packaging. An established brand may need custom formulation, exclusive texture, regulatory review and multi-market documentation. A distributor may need ready products adapted with local language packaging and certificates. Our role is to translate these different needs into a workable development plan.

Our OEM service supports clients who already have a formula, technical brief or approved product direction. We can source raw materials, produce according to agreed requirements, conduct quality inspection and pack under the client's brand. OEM is suitable when the client has strong product definition and needs reliable manufacturing. Our ODM service supports clients who need more development help. We can provide in-house formulation, active ingredient customization, market-oriented formula adjustment, sample development and optimization. ODM is suitable when the client wants a product concept shaped by our R&D and market experience.

Private label support includes formula selection, packaging matching, label design, logo application, carton design and brand presentation. Packaging can include bottles, caps, boxes, screen printing, hot stamping, UV, 3D embossing, offset printing, soft-touch film, matte finish, glossy finish and premium luxury-inspired finishing. The website highlights precise packaging and high-end finishing methods, including foil stamping and multi-layer printing. These details matter because packaging often forms the first impression of a beauty product.

Custom formulation includes targeted efficacy, skin-type matching, active ingredient combinations, fragrance-free options, additive-free options, clean or vegan positioning and clinical-grade ingredient ratio planning where appropriate. We can help clients choose actives, textures and supporting ingredients based on consumer concerns such as wrinkles, dryness,



uneven texture, dullness, hair removal, sun care, scalp care or foot repair. Formula development is always connected to market reality because a formula that is scientifically interesting but difficult to explain may not sell well.

Product design and visual services support clients who need a complete brand launch. We can assist with packaging aesthetics, product photography, main images, short video materials, advertising visuals, KOL cooperation and brand promotion. This is especially valuable for e-commerce brands because product images, lifestyle content and demonstration videos influence consumer trust and conversion. By connecting manufacturing with visual presentation, Beyond Basix helps clients create not just products, but sellable beauty assets.

39. Collaboration Process

Our cooperation process is designed to make product development clear and manageable. The website presents an eight-step collaboration process: initial consultation, formula modulation, packaging design, product confirmation, market launching, packaging inspection, verify and delivery, and post-production support. This process reflects our belief that a beauty launch should be planned from concept through after-sales support, not handled as separate disconnected tasks.

The first step is initial consultation. At this stage, we learn the client's business type, target market, product category, active ingredient preferences, packaging expectations, MOQ needs, timeline and regulatory requirements. We also clarify whether the client wants private label speed, OEM production or ODM development. Good consultation prevents misunderstandings later because formula, packaging and compliance decisions must align from the beginning.

The second step is formula modulation. We select or develop a formula direction based on the client's brief. This may include adjusting texture, absorption, viscosity, scent, active ingredient combination, skin feel and claim direction. Samples are then reviewed and refined. The third step is packaging design, where we match bottles, jars, tubes, sticks, sprays, cartons and finishing options to the formula and brand identity. Packaging must be attractive, but it must also be practical for filling, storage, shipping and consumer use.

The fourth step is product confirmation. The client reviews formula samples, packaging samples, artwork and technical details. Once the product is confirmed, production can proceed. The fifth step, market launching, refers to the support needed to prepare product positioning, images and promotional materials. The sixth step is packaging inspection, ensuring that packaging appearance and quality match requirements. The seventh step is verification and delivery, including final checks and logistics arrangement. The eighth step is post-production support, which helps clients manage reorders, feedback, documentation and future product expansion.

40. Quality Assurance and Compliance

Quality assurance is a foundation of our company position. Beauty products interact directly with skin, hair and body, so product quality influences consumer safety, brand trust and legal risk. At Beyond Basix, quality control begins with raw material selection and continues through sample review, formula confirmation, packaging compatibility, production, filling, inspection and delivery. The website describes strict multi-dimensional testing for samples and finished products to ensure safety, stability and compliance.

Compliance support is equally important. Clients selling in different regions must consider ingredient restrictions, claim wording, product classification, notification requirements, labels, language, responsible person arrangements, documentation and platform rules. The website states that Beyond Basix supports EU Cosmetic Regulation and FDA requirements, as well as CPNP notification, SCCS assessment, GMP, MSDS and product testing reports. These services help clients reduce uncertainty when entering international markets.

Our quality approach is practical. We do not treat certificates as isolated documents; we view them as part of a quality system that must connect to formula, packaging and market. For example, a product intended for the EU may require specific notification and safety assessment. A product sold online may require MSDS, claims review and clear ingredient communication. A product promoted through salons may require professional training materials. Each market path should be reviewed before production begins.

Beyond Basix also recognizes that quality is visible to consumers. A stable formula, smooth texture, accurate filling, clean label, secure seal, good carton, consistent scent and attractive finish all contribute to perceived product value. If any one of these elements fails, the consumer may judge the entire brand negatively. That is why our quality work covers both technical safety and finished product presentation.

41. Certificates and Documentation Support

Beyond Basix presents a broad set of certificates and documentation resources to support global beauty clients. The website identifies factory certifications such as ISO 9001, GMP, FDA, HALAL and BSCI, and product certifications or documentation such as MSDS, FDA, CPNP, SCPN, CE, RoHS, REACH and OTC. The certificates page specifically highlights MSDS, ES,



FDA, CPNP, Halal Certificate and ISO. This certificate portfolio is important because buyers, customs authorities, retailers and online platforms often require proof of safety, quality and compliance.

MSDS documentation helps communicate product handling and safety information for shipping, storage and business review. FDA-related support may be relevant for clients entering the United States depending on product type and regulatory requirements. CPNP is important for cosmetic products entering the European Union. Halal certification can support clients targeting Muslim consumer markets. ISO and GMP-related credentials support confidence in quality management and manufacturing discipline. CE, RoHS, REACH and OTC-related materials may apply depending on product type, packaging, market and classification.

We encourage clients to request the specific PDF certificate packages and product-specific documents needed for their target market. Because certifications and requirements vary by product and region, final document lists should be confirmed during quotation. For example, a sunscreen product may require different documentation from a body butter, and a depilatory product may require different claim wording from a peptide serum. Beyond Basix can support clients by reviewing these needs early so that product development does not move in the wrong compliance direction.

Documentation support is also valuable for brand confidence. When a client approaches retailers, distributors or marketplaces, professional documents make the brand appear more reliable. Certificates, product specifications, test reports, ingredient lists, packaging files and shipping documents help the client communicate with downstream partners. This is especially important for new brands that need to build trust quickly.



42. Packaging, Branding and Market Launch Support

Packaging is one of the strongest commercial levers in beauty. A formula must perform, but packaging determines how the product is first seen, held, photographed and remembered. Beyond Basix supports packaging solutions that align with brand identity, product texture, channel requirements and price positioning. We can support bottles, jars, tubes, sticks, sprays, sachets, cartons and kit packaging depending on product type.

Surface finishing and decoration options can include screen printing, hot stamping, UV effects, embossing, soft-touch film, matte coating, glossy coating, foil stamping, 3D embossing and other premium visual techniques. For luxury-style products, these effects help signal value. For clean-beauty products, simpler materials, minimal labels and neutral colors may be more appropriate. For e-commerce, high-contrast packaging and readable front panels can improve image performance. Our design team helps clients choose packaging that supports both brand story and practical production.

Brand development can include naming support, packaging visual direction, color system, product photography, short video, advertising imagery, KOL collaboration and promotional planning. This matters because many beauty brands now launch through digital platforms where consumers make quick decisions based on visuals and social proof. A product with strong packaging and content assets can communicate quality before the consumer reads detailed information.

We also help clients think in product systems. A single hero serum may sell well, but the brand can become stronger when the serum is paired with a cream, eye product, mask or cleanser. A hair removal cream can be paired with an identifier spray and hair growth inhibitor. A body butter can be paired with foot care and travel kits. A sunscreen cream can be paired with a stick



and spray. Packaging consistency across these products creates a recognizable brand family and improves repeat purchase.

43. Buyer Application and Procurement Guidance

Different buyers should approach product development differently. Brand owners should begin with positioning: who the product is for, what problem it solves, what price range it targets and what channel will sell it. Once positioning is clear, formula, packaging and claims can be aligned. E-commerce sellers should consider image impact, demonstration potential, review drivers and replenishment strategy. Distributors should focus on certificates, stable lead time, carton quality, shipping terms and local market fit. Salons and clinics should focus on professional performance, routine integration and client education.

For startups, we usually recommend beginning with a focused product line rather than too many SKUs. A peptide serum, face cream and eye product can create a clear anti-aging routine. A body butter, foot care and hair removal product can create a personal care bundle. A sunscreen cream and stick can create a summer launch. Starting focused allows the brand to test demand, gather feedback and refine messaging before expanding. Our MOQ flexibility and private label options can support this approach.

For established brands, we recommend using OEM/ODM development to fill strategic gaps. A brand may already have basic skincare but need a PDRN mask, GHK-Cu serum or hair removal system to respond to trends. Another brand may need upgraded packaging or a premium line extension. In these cases, Beyond Basix can support formula matching, packaging redesign, exclusive variations and documentation to maintain brand consistency across markets.

For importers and distributors, product documentation and supply stability are central. We can provide product information, certificate support, packaging options and production planning. Buyers should prepare target market details, language requirements, preferred certificates, desired order quantity, packaging restrictions and shipping destination. The more complete the initial brief, the faster we can provide accurate quotation and development guidance.

44. Sustainability, Responsibility and Long-Term Brand Value

Responsible beauty manufacturing increasingly includes ingredient transparency, safety, regulatory discipline, packaging efficiency and realistic claims. Beyond Basix supports clients who want products that are attractive and commercially competitive while still being developed responsibly. This includes careful ingredient selection, documentation preparation, safety testing, packaging compatibility review and practical claim guidance.

Sustainability can be approached in multiple ways depending on the brand. Some clients may prioritize recyclable packaging, reduced secondary packaging, refill-oriented concepts, concentrated formulas or vegan and clean positioning. Others may focus on longer shelf life, fewer returns, stable supply and responsible shipping planning. We can discuss these priorities during development and recommend options that balance sustainability goals with product safety, cost and market expectations.

Long-term brand value is built by consistency. A single product may attract attention, but repeat purchase depends on performance, texture, packaging, communication and trust. Beyond Basix helps clients build this consistency by connecting formula development, quality inspection, documentation, packaging design and post-production support. When these pieces work together, the brand can expand with less risk and stronger consumer confidence.



45. Strategic Product Line Architecture

When we help clients plan a beauty line, we usually think beyond a single SKU. A strong line architecture includes a hero product, supporting routine products, commercial bundles and future extensions. For example, a peptide-focused brand may begin with a GHK-Cu serum as the hero product, then add an anti-wrinkle cream, an eye cream and a PDRN mask to create a complete routine. A sun care brand may begin with a sunscreen cream, then add a stick for reapplication and a spray for body use. A body care brand may begin with a rich body butter, then add foot care, hair removal cream and after-care lotion. This product architecture helps the brand increase average order value and repeat purchase while keeping a clear message.

A hero product should be easy for consumers to understand. It needs a visible product benefit, a memorable ingredient story, a suitable texture and packaging that photographs well. Peptide serums, PDRN masks, retinol moisturizers, sunscreen sticks and body butters often work well as hero SKUs because they can be explained clearly and demonstrated visually. Supporting products should reinforce the same promise without confusing the consumer. For example, if the hero message is firming and wrinkle care, then the cream, eye care and mask should support that story rather than introducing unrelated claims.

Beyond Basix can support clients by mapping product roles. We divide products into traffic products, trust products, routine products and margin products. A traffic product attracts attention through trend relevance or visual impact. A trust product demonstrates performance and credibility. A routine product encourages daily use and repeat orders. A margin product supports profitability through premium packaging or larger format. When a line contains all four roles, the brand is more balanced and easier to scale.

Packaging architecture is part of product line architecture. We recommend consistent logo placement, color hierarchy, carton structure and front-label information so that consumers can recognize products as part of the same family. At the same time, each product should have enough difference to communicate its function. A serum may use a dropper or airless pump, a cream may use a jar or tube, a mask may use sachets or a box, and a stick may use a solid applicator. The packaging family should look cohesive even when the formats differ.

Channel strategy also affects product architecture. Products for Amazon, TikTok Shop and Shopify need strong images, clear titles, simple benefits and review-friendly experiences. Products for distributors and retailers need stable cartons, barcodes, certificates, clear specifications and reorder reliability. Products for salons and clinics need professional presentation, treatment compatibility and staff training materials. By discussing the channel at the beginning, we can help clients choose product forms and packaging that match the way the product will actually be sold.

46. Risk Management for International Beauty Projects

Every beauty project contains risk, and the purpose of a good OEM/ODM partner is to reduce that risk before it becomes expensive. The first risk is unclear positioning. If a client asks for a product that is anti-aging, brightening, sensitive-skin, luxury, low-cost and clean all at the same time, the formula and packaging direction may become unfocused. Beyond Basix helps clients clarify the main consumer benefit, target market and price level so the product brief becomes actionable. A focused brief produces better samples and fewer revisions.

The second risk is formula and packaging mismatch. A formula may be too thick for a pump, too sensitive for a transparent bottle, too reactive for a certain material, or too difficult to



fill quickly. Packaging may look attractive but fail during shipping or production. We manage this risk by reviewing formula texture, packaging compatibility, filling method, sealing, carton protection and product presentation before bulk production. This is especially important for creams, masks, sprays, sticks and high-viscosity products.

The third risk is regulatory mismatch. A product claim or ingredient that is acceptable in one market may be limited in another. Sunscreen, depilatory products, anti-acne products, OTC-oriented products and strong active formulas can require special attention. We encourage clients to define the target market early and request the necessary certificates, safety assessments, notifications or product documents. Our compliance support helps clients prepare for EU, UK, US and other market requirements, but final obligations should always be confirmed for the exact product and destination.

The fourth risk is launch timing. Even when formula development is fast, packaging molds, carton printing, certificate preparation, shipping and customs can affect the schedule. Clients should plan launch calendars with enough time for sample confirmation, artwork approval, packaging inspection and delivery. Beyond Basix supports speed, but responsible speed requires complete information, timely approvals and realistic planning. A rushed launch with incomplete packaging or documents can damage brand reputation.

The fifth risk is weak post-launch planning. A product launch does not end when goods are delivered. Brands must monitor feedback, reviews, reorder timing, inventory, customer service questions and future line extensions. We support post-production communication so clients can adjust packaging, expand scents, create bundles, refine claims, prepare repeat orders or launch related products. This long-term support is part of how we help clients move from a single order to a stable beauty business.



47. Recommended Launch Concepts by Client Type

For private label startups, we recommend a launch structure that is clear, manageable and easy to promote. A three-product anti-aging routine can include a GHK-Cu serum, a peptide moisturizer and an eye cream. This gives the brand a complete story without creating excessive inventory risk. The serum can act as the hero product, the cream can become the daily routine product and the eye cream can increase basket value. Packaging should be cohesive, product names should be simple and claims should focus on visible firmness, hydration, smoother-looking lines and skin comfort.

For e-commerce sellers, we recommend products that can be demonstrated visually. PDRN pink jelly masks, hair identifier sprays, body butters, sunscreen sticks and hair masks can perform well in visual channels because consumers can quickly understand texture, usage and immediate experience. The formula should be supported with strong product photography, short videos, clear application steps and easy-to-read packaging. Beyond Basix can support these sellers with visual content, product design, KOL cooperation and market-oriented product selection.

For distributors and importers, we recommend balanced product families with reliable reorder potential. Face creams, serums, body care, sun care and hair care products can be selected according to local consumer demand. Distributors should prioritize documentation, stable cartons, clear product specifications and SKU planning. A distributor may choose a standard formula with customized packaging to reduce development time, then expand into customized formulas after sales performance is proven.

For salons and beauty clinics, we recommend products that support professional routines and after-care. PDRN masks, peptide serums, calming creams, foot care, hair masks and scalp



care products can be positioned for treatment support and retail take-home sales. These clients often need professional product explanations, routine cards and staff training materials. A clinic or salon can use products both during service and as retail recommendations, creating a stronger relationship between treatment experience and home care.

For established beauty brands, we recommend trend-led line extensions that refresh the brand without disrupting its core identity. A brand with basic skincare may add a GHK-Cu and SNAP-8 serum, a PDRN mask or a retinol peptide night cream. A body care brand may add a hair removal series or a whipped body butter line. A sun care brand may add a stick format for portability. In each case, the new product should match existing packaging language while adding a clear reason for consumers to try the extension.

48. Internal Quality Philosophy and Buyer Trust

Buyer trust is built through many small details. A client may first notice our product range or packaging options, but long-term trust depends on communication, sample accuracy, production consistency, documentation, delivery and after-sales response. We therefore treat every stage of the project as part of the client's brand reputation. If a package is scratched, a carton is weak, a scent varies, a label is misaligned or a delivery is poorly coordinated, the client's customer may blame the brand, not the manufacturer. Our quality philosophy is to prevent these problems through better planning and inspection.

Sample accuracy is especially important. The sample is the foundation for client approval, photography, market testing and sometimes investor or buyer presentations. If the final product differs from the approved sample, the client may lose confidence and face market complaints. To reduce this risk, we clarify the approved sample version, formula direction, packaging material



and production notes before bulk production. When a formula requires adjustment because of packaging, regulations or raw material supply, we communicate the reason and seek confirmation.

Ingredient sourcing is another trust factor. Clients often request popular actives such as peptides, GHK-Cu, PDRN, retinol, hyaluronic acid, collagen, botanicals, natural oils, urea or panthenol. We help evaluate whether the selected active fits the formula, texture, claim direction and target market. A strong ingredient story should be supported by stable formulation and responsible wording. We avoid treating trend ingredients as decoration; they must be integrated into a product that makes sense for the consumer and the brand.

Communication quality is also part of service quality. International beauty projects involve time zones, languages, changing requirements and multiple decision makers. We encourage clients to provide complete briefs and timely feedback, and we respond with practical next steps. When the client understands what information is needed, development becomes faster and more accurate. When our team understands the client's market, we can recommend better formulas, packaging and documentation.

Ultimately, our quality philosophy is that manufacturing should protect brand value. A good OEM/ODM partner does not only fill bottles; it helps the client avoid preventable risk, communicate value clearly and deliver products consumers want to use again. This is the standard we aim to uphold as Beyond Basix continues supporting beauty clients worldwide.

49. Contact Us and Project Request Information

Clients can contact Beyond Basix through the website inquiry form, email, phone or WhatsApp. The contact page lists the email address Lily@lanthome.com, the phone number



[+86 158-0004-5355](tel:+8615800045355) and the address [3A01, Building A, Zhisheng Square, No. 4 Zhifu Road, Helong Street, Baiyun District, Guangzhou, China](#). The website also notes that clients can leave a request and receive an email response within 24 hours. Inquiry forms ask for name, email, phone or WhatsApp, quantity, buyer type and project content, helping us understand the request quickly.

To receive an efficient quotation, clients should prepare the following information: *product category, target market, desired quantity, packaging preference, formula reference or desired active ingredients, fragrance preference, texture expectation, target price, certification requirements, logo files, label language, shipping destination and launch deadline*. If the client has a benchmark product, sample image or ingredient list, sharing it early can help our R&D and sales teams understand the desired direction.

Beyond Basix welcomes inquiries from brand clients, private label clients, e-commerce clients, salons, beauty clinics, medical professionals, makeup artists, raw material buyers and semi-finished product clients. Whether the request is for one hero product or a complete beauty line, our team can help define the next steps: consultation, formula selection, sample development, packaging design, product confirmation, production planning, inspection and delivery.

50. Conclusion

Beyond Basix is positioned as a one-stop cosmetics OEM/ODM partner for clients who need more than manufacturing. We provide formulation support, product series breadth, packaging customization, quality production, certificate support, visual content, brand development and global delivery coordination. Our portfolio covers peptide and GHK-Cu



products, face care, anti-aging, PDRN, retinol, masks, sun care, body care, hair removal, foot care, body butter, hair growth and hair masks. This breadth allows clients to build focused hero products or complete brand systems.

From our perspective, successful beauty development requires integration. Formula, packaging, compliance, production and marketing must be planned together. A product that feels good but lacks documentation can create risk. A product with strong actives but weak packaging may not convert. A beautiful package with unstable formula will not retain consumers. Beyond Basix helps clients coordinate these elements so that products are not only manufactured, but prepared for real market launch.

The next step for interested clients is to submit a clear project brief through the contact form or reach us by email or phone. Our team can review product goals, recommend product series, prepare sample plans and guide the cooperation process. We look forward to helping beauty brands create products that are effective, attractive, compliant and ready for growth.

References

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Beyond Basix. (2026e). Cosmetics certifications & FDA compliance support.

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Appendix A: Buyer Project Brief Template

- Buyer type: brand owner, private label client, distributor, e-commerce seller, salon, clinic, medical professional, makeup artist, raw material buyer, semi-finished product buyer or other.
- Product category and target product names.
- Target market and required label language.
- Expected order quantity and annual forecast.
- Preferred formula direction, active ingredients and benchmark products.
- Texture, fragrance, color, skin feel and packaging preferences.
- Logo, brand guideline, carton artwork and visual content requirements.
- Certificate and documentation requirements such as MSDS, CPNP, FDA-related support, Halal, ISO, GMP or other documents.
- Shipping destination, preferred trade terms and launch deadline.
- Any special testing, claim, sample, photography, KOL or after-sales requirements.