

GENIE SUPPLY

The Beauty Lab for Entrepreneurs

We are the beauty lab by and for entrepreneurs. Our specialities cover emerging categories in the indie beauty world, including clean and cannabis beauty. We work with start-ups of every size and scaling brands to create flexible and adaptable solutions that prepare them to launch into retail.



SPECIALITIES



Clean Color + Skincare
Cannabis Beauty
Working with Start-ups
Future focus on clean packaging

TESTING ASSISTANCE

Microbial: USP 61/62, PET
Clinical Testing: ocular, RIPT, dermatologist-approved
CBD: Cannabinoids, Terpenes, THC
Toxicity: Heavy Metals, Residual Solvents, Pesticides

OUR FACILITY + TEAM

We are a female-founded and female-led company; our team is small, but global. Headquartered in Indiana (US), our team is 88% female and over 50% POC.

FEATURED IN

Forbes **BeautyIndependent** **TECHINASIA**

www.geniesupply.com

CAPABILITIES

Private Label Turnkey
- Over 60 Formulas / Over 70 Colors
Contract Manufacturing
Formulation R&D
- Clean Beauty / Color Cosmetics + Skincare
Custom Color Matching
Custom packaging sourcing

PRODUCTS WE'VE MANUFACTURED CAN BE FOUND IN

Luxury Hotels and International Airlines
NORDSTROM **Marshalls** **TJ-maxx**
URBAN OUTFITTERS *free people*

CERTIFICATION ASSISTANCE

