

THE LIP AUTHORITY

Beauty brands sell lips. We built a brand around them.

A lip-exclusive, certified vegan, cruelty-free clean beauty brand with three distinct product collections. Black woman-owned. GS1-issued product identifiers.



MIDNIGHT MATTE

Liquid Lipstick | 10 shades

MSRP \$25



VELVET TRACE

Matte Lip Pencil | 5 shades

MSRP \$21



THE UPTOWN LUXE

Lip Drip Collection | 10 shades

MSRP \$22

RETAIL READY

CERTIFIED VEGAN | CRUELTY-FREE | BLACK WOMAN-OWNED | GS1 REGISTERED

Buyer inquiries: info@prettysmacksociety.com

MIDNIGHT MATTE

Liquid Lipstick | Product Overview

THE LIP AUTHORITY

Beauty built around the power of the lips.



MIDNIGHT MATTE

MSRP \$25

NET FILL	6.6 mL
WEAR	Up to 25-hour wear
FINISH	Transfer-proof matte
COMFORT	Non-drying
PIGMENT	Highly pigmented
SCENT	Light chocolate
ASSORTMENT	10 shades
PRODUCTION	Custom made-to-order

WHOLESALE / BUYER NOTES

GS1-issued identifiers for each shade | Full matrix on next page

Collection MOQ: 1,000 units

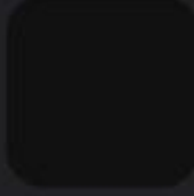
Contact: info@prettysmacksociety.com

MIDNIGHT MATTE MATRIX

Liquid Lipstick | 10 shades | \$25 MSRP

SKU + GS1 REGISTERED PRODUCT IDENTIFIERS

Color swatches represent the collection shades; consult physical samples for exact color.

SHADE	COLOR	SWATCH	SKU	GTIN-14	UPC-A
Hottie	Neon hot pink		PS-0527	00860013515928	860013515928
Enticing	Deep plum		PS-9175	00860013515942	860013515942
Sophisticated	Deep brown		PS-7689	00860013515980	860013515980
Working Girl	Warm terracotta		PS-2479	00860013515997	860013515997
Voluptuous	Rich red		PS-3919	00860013515904	860013515904
Brave	Black		PS-4515	00860013515966	860013515966
Enchanting	Brown / caramel		PS-4511	00860013515959	860013515959
Ladylike	Nude rosy beige		PS-4114	00860013515935	860013515935
One of a Kind	Emerald green		PS-8917	00860013515973	860013515973
Baddie	Soft pink nude		PS-3920	00860013515911	860013515911

Wholesale pricing: tiered volume rates available upon request.

VELVET TRACE

Matte Lip Pencil | Product Overview

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VELVET TRACE

MSRP \$21

PRODUCT	Precision matte lip pencil
NET WEIGHT	4.3 g / 0.15 oz (image label)
FINISH	Matte
ASSORTMENT	5 shades
COLORS	Jet black, red, rose, plum, brown
SHARPENER	Shown in reference product image
IDENTIFIERS	GS1 issued per shade
LINE MOQ	1,000 units

WHOLESALE / BUYER NOTES

GS1-issued identifiers for each shade | Full matrix on next page

Collection MOQ: 1,000 units

Contact: info@prettysmacksociety.com

VELVET TRACE MATRIX

Matte Lip Pencil | 5 shades | \$21 MSRP

SKU + GS1 REGISTERED PRODUCT IDENTIFIERS

Color swatches represent the collection shades; consult physical samples for exact color.

SHADE	COLOR	SWATCH	SKU	GTIN-14	UPC-A
Top of the Line	Jet black		PS-5100	00860016641204	860016641204
The Bottom Line	Bright red		PS-4424	00860016641211	860016641211
First in Line	Rose pink		PS-1969	00860016641228	860016641228
Read Between The Lines	Berry plum		PS-1957	00860016641235	860016641235
A Fine Line	Brick brown		PS-1928b	00860016641242	860016641242

Wholesale pricing: tiered volume rates available upon request.

THE UPTOWN LUXE

Lip Drip Collection | Product Overview

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THE UPTOWN LUXE

MSRP \$22

PRODUCT	Lip gloss
NET FILL	5.5 mL
FINISH	High-shine gloss
TEXTURE	Smooth, non-sticky feel
ASSORTMENT	10 shades
PRODUCT RANGE	Nudes, pinks, reds, shimmers and gold
IDENTIFIERS	GS1 issued per shade
LINE MOQ	1,000 units

WHOLESALE / BUYER NOTES

GS1-issued identifiers for each shade | Full matrix on next page

Collection MOQ: 1,000 units

Contact: info@prettysmacksociety.com

UPTOWN LUXE MATRIX

The Uptown Luxe Lip Drip Collection | 10 shades | \$22 MSRP

SKU + GS1 REGISTERED PRODUCT IDENTIFIERS

Color swatches represent the collection shades; consult physical samples for exact color.

SHADE	COLOR	SWATCH	SKU	GTIN-14	UPC-A
Gun Hill Glaze	24k gold		PS-6343	00860016646308	860016646308
Baychester Bombshell	Bronze		PS-0888	00860016646315	860016646315
219 Flex	Coral glow		SQ1467524	00860016646322	860016646322
Edenwald Bully	Berry pink		PS-1983	00860016646339	860016646339
Pelham Pkwy Poppin'	Iridescent shimmer		PS-7171	00860016646346	860016646346
Co-Op Cutie	Brown-gray mauve		PS-7558	00860016646353	860016646353
White Plains Rd. Ting	Jolly Rancher red		PS-3544	00860016646360	860016646360
233rd Fly Girl	Mirror shine		PS-7777	00860016646377	860016646377
Boston Rd. Bunny	Nude		PS-1414	00860016646384	860016646384
241st Boss	Electric neon pink		PS-3444	00860016646391	860016646391

Wholesale pricing: tiered volume rates available upon request.

LOGISTICS, TERMS & HOW TO ORDER

Buyer onboarding reference

SHIPPING & TECHNICAL LOGISTICS

SHIPPING ORIGIN	China
MANUFACTURER LOCATION	China
MASTER CASE DIMENSIONS	To be determined
MASTER CASE WEIGHT	To be determined
CASE PACK	To be determined
ALL COLLECTIONS LEAD TIME	45-50 days production plus 15 days shipping

TERMS OF SALE

MOQ	1,000 units minimum order
PAYMENT	50% deposit, balance prior to factory shipment
METHODS	ACH / wire transfer / credit card (confirm at ordering)
PRICING	Tiered volume pricing upon request

HOW TO ORDER

Wholesale: prettysmacksociety.com/wholesale

Buyer support: info@prettysmacksociety.com

FORMULA & INGREDIENTS

MIDNIGHT MATTE | Buyer formula reference

CERTIFIED VEGAN | CRUELTY-FREE

INGREDIENTS

Isododecane, Dimethicone, Microcrystalline Wax, Bentonite, Methyl Methacrylate Crosspolymer, Polymethylsilsesquioxane, Propylene Carbonate, Phenoxyethanol.

MAY CONTAIN (+/-)

Iron Oxides (CI 77491, CI 77492, CI 77499), Mica (CI 77091), Red 6 (CI 15850), Red 28 Lake (CI 45410), Titanium Dioxide (CI 77891), Yellow 6 Lake (CI 15985), Yellow 5 Lake (CI 19140), Manganese Violet (CI 73360), Bismuth Oxychloride (CI 77163), Blue 1 Lake (CI 42090), Red 7 (CI 15850), Red 30 Lake (CI 73360), Orange 5 (CI 45370), Red 21 (CI 45380), Red 21 Lake (CI 45380), Red 22 (CI 45380), Red 33 (CI 17200), Red 36 (CI 12085).

FORMULA NOTE

Colorants vary by shade. Ingredient information is provided from the existing Midnight Matte line sheet.

FORMULA & INGREDIENTS

VELVET TRACE | Matte lip pencil

CERTIFIED VEGAN | CRUELTY-FREE

INGREDIENTS

Cyclopentasiloxane, Synthetic Wax, Trimethylsiloxysilicate, Ozokerite, Microcrystalline Wax, Mica, CI 77491, CI 77891, Euphorbia Cerifera (Candelilla) Wax, CI 45410, CI 15850, CI 77492, CI 77499.

MAY CONTAIN (+/-)

BHT (other trace ingredient).

FORMULA NOTE

Ingredient names transcribed from information supplied by the brand. Confirm shade-specific INCI and ingredient labeling before retail publication.

FORMULA & INGREDIENTS

THE UPTOWN LUXE LIP DRIP COLLECTION | Lip gloss

CERTIFIED VEGAN | CRUELTY-FREE

INGREDIENTS

Hydrogenated Jojoba Oil, Hydrogenated Cottonseed Oil, Ceresin, Microcrystalline Wax, Ethylhexyl Palmitate, Synthetic Wax, Tocopherol (Vitamin E), Phenoxyethanol.

MAY CONTAIN (+/-)

Iron Oxides (CI 77491, CI 77492, CI 77499), Mica (CI 77091), Titanium Dioxide (CI 77891), Red 7 Lake (CI 15850), Red 6 (CI 15850), Blue 1 Lake (CI 42090), Manganese Violet (CI 77742).

FORMULA NOTE

May-contain colorants vary by shade. Ingredients supplied by the brand; final printed labeling should be checked against the finished formula.