

PRETTY SMACK SOCIETY

Wholesale Line Sheet | Midnight Matte Liquid Lipstick



RETAIL READINESS

- GS1** 100% GS1-compliant
- V+C** Vegan & cruelty-free
- BWO** Black Woman-Owned Business
- SHIP** Ships from New York, NY

THE LIP AUTHORITY

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

Pretty Smack Society is a lip-exclusive beauty house built around bold color, performance, and cultural identity. Midnight Matte delivers high-impact pigment, transfer-proof wear, and non-drying comfort across a retail-ready 10-shade assortment.



MIDNIGHT MATTE LIQUID LIPSTICK

MSRP \$25.00

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
LEAD TIME	6-8 weeks standard manufacturing
GTIN	GS1-issued GTINs for every shade

OPENING WHOLESALE PROGRAM

MOQ	500 units per shade	SAMPLES	Available for qualified buyers
OPENING ORDER	2+ shades / 1,000+ units total	SHIP FROM	New York, NY
PAYMENT	50% deposit; balance before factory shipment	ORDER	prettysmackssociety.com/wholesale
PRICING	Tiered volume rates available upon request	EMAIL	info@prettysmackssociety.com

PRODUCT MATRIX

10 Midnight Matte shades | GS1 + SKU identification

GTIN-14 values are shown exactly as issued in GS1 US. UPC-A values are the 12-digit retail barcode numbers.

#	SHADE	DESCRIPTION	SWATCH	SKU	GTIN-14	UPC-A	MSRP
1	HOTTIE Midnight Matte	Neon Hot Pink		PS-0527	00860013515928	860013515928	\$25.00
2	ENTICING Midnight Matte	Deep Plum		PS-9175	00860013515942	860013515942	\$25.00
3	SOPHISTICATED Midnight Matte	Deep Brown		PS-7689	00860013515980	860013515980	\$25.00
4	WORKING GIRL Midnight Matte	Warm Terracotta		PS-2479	00860013515997	860013515997	\$25.00
5	VOLUPTUOUS Midnight Matte	Rich Red		PS-3919	00860013515904	860013515904	\$25.00
6	BRAVE Midnight Matte	Black		PS-4515	00860013515966	860013515966	\$25.00
7	ENCHANTING Midnight Matte	Warm Brown / Caramel		PS-4511	00860013515959	860013515959	\$25.00
8	LADYLIKE Midnight Matte	Nude Rosy Beige		PS-4114	00860013515935	860013515935	\$25.00
9	ONE OF A KIND Midnight Matte	Emerald Green		PS-8917	00860013515973	860013515973	\$25.00
10	BADDIE Midnight Matte	Soft Pink Nude		PS-3920	00860013515911	860013515911	\$25.00

WHOLESALE PRICING Tiered volume pricing available upon request. Case-pack configuration to be finalized.

LOGISTICS, TERMS & HOW TO ORDER

Operational details for retail, corporate and distribution buyers

SHIPPING & TECHNICAL LOGISTICS

SHIPPING ORIGIN	New York, NY
FOB / SHIP-FROM	New York, NY
MANUFACTURER LOCATION	Confidential
MASTER CASE DIMENSIONS	To Be Determined
MASTER CASE WEIGHT	To Be Determined
CASE PACK	To Be Determined
LEAD TIME	6-8 weeks standard manufacturing

TERMS OF SALE

MOQ	500 units per shade / 1,000 units total initial order
PAYMENT	50% deposit to initiate production; balance before factory shipment
PAYMENT METHODS	ACH / wire transfer / credit card
NET TERMS	Available upon credit approval for established accounts
TESTER POLICY	5 complimentary testers per shade per 500 units ordered
ADDITIONAL TESTERS	Available at 50% of wholesale price
PRICING	Tiered volume pricing available upon request

HOW TO ORDER

- | | |
|--|---|
| 1. REQUEST SAMPLES / WHOLESALE INQUIRY | prettysmackssociety.com/wholesale |
| 2. CORPORATE / RETAIL PURCHASE ORDERS | info@prettysmackssociety.com |
| 3. BUYER SUPPORT | Samples, pricing tiers and onboarding docs |

Pending logistics only: case pack, master-case dimensions and master-case weight.



FORMULA & INGREDIENTS

Midnight Matte Liquid Lipstick | Buyer Formula Reference

FORMULA PROFILE

CLEAN | VEGAN | CRUELTY-FREE

Transfer-proof | Non-drying comfort | Up to 25-hour wear

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 presented as supplied for the Midnight Matte formula. Full product and compliance documentation available to qualified retail partners upon request.