

SIÂN RICHARDS LONDON

WHOLESALE PROGRAMS

Siân Richards London is delighted to welcome you and be able to offer you flexibility and variety in your wholesale ordering. We have come up with a tiered system which has been structured to facilitate the needs of Independent Beauty Boutiques to Large Stores, both retail and ecommerce. All prices are quoted in USD and GBP and are minimum order values instead of minimum order quantity.

Creating a wholesale account is easy. Just go on to our online store, create a user account and sign up for wholesale following all prompts. Once your application is received, your store is validated and you will be approved for your chosen B2B rate.

If you would like us to utilize your shipping account, we are happy to accommodate, otherwise we ship with UPS and insure all orders. We are happy to help you on board and take those first steps to get you on your way, and then, like any good parent, we let you spread your wings and fly!

We ship from USA for North America/Canada/Australia/Asia, and UK for the UK/EU/UAE/Africa.

You have two ways to order:

- Directly from your online user account at SRL. You create the order in the shopping cart and once you complete payment, we automatically receive your order.
- Email us your order, we write it up for you and send you a payment link. Nice and simple and a personal service we are sure you will enjoy. Ordering in this way incurs a \$25 admin fee

Product Images:

Once you have your account set up, to the right you will notice an image link in your account page. This enables you to have all web optimized images for your ecommerce or social media posts. You will have access to logos and branding too.

Samples:

Samples are available at a 60% discount. You can order one of each cosmetic sample quarterly and order brushes annually or bi-annually if needed. Greater sample discounts are available for those partners generating greater volume of orders.

Please keep all brushes clean by washing with our Brush Shampoo as this will ensure that they stay in top shape for our customers. We request all brushes are washed daily and that chemical brush cleaners are not used on them.

Cosmetic palettes must be cleaned daily and stored in a cool dust free environment after hours. We understand that dust can land on cream-based products and stick, so we request you monitor the cleanliness and ensure to always clean the surface with Isopropyl alcohol and a tissue or Q-Tip.

HOW TO STOCK SRL:

In order to represent the brand properly, SRL places certain criteria upon our partners to maintain their wholesale account.

If you choose any of these items, these are our requests for stocking styles.

BRUSHES

- A minimum of 9 brushes from any single collection must be stocked. Partners are not required to stock every collection. (We offer a bespoke service for clients needing assistance in choosing inventory).

Brush Cleaning Options:-

- A minimum of two varieties of Brush Cleaning Kits must be stocked in house with one Vegan and one Gold Milk option.
- **OR**
- A minimum of two varieties of Brush Shampoo must be stocked with one Vegan and one Goat Milk option.
- All Brush Cleaning Accessories should be stocked to complete our Brush Cleaning System

COSMETICS

Current Wholesale Product line does not include kits

- Hydroproof Palettes: Minimum 4 Variants (of 8)
- Lipwear Palettes: Minimum 4 Variants (of 5)
- About Face Foundation & Concealer Compacts: Minimum 8 Variants (of 14)
- Lippy Compacts: 6 Variants (of 6)
- Cheeky Compacts: Minimum 4 Variants (of 6)
- EyeFull Compacts: 2 Variants (of 2)
- Shiner Compacts: 3 Variants (of 3)
- Hydrolip Longwear Lip Pencil: All 8 Variants
- Blushy Cheek Tint Stick: All 6 Variants
- Glazer Lipgloss: All 6 Variants

Launching in 2024, our newest line called Makeup Magic

- **Star Face Liquid Longwear Foundation** - 12 shades 20ml. Launches Feb 2024 – pre order available
- **Vanish Liquid Longwear Concealer** – 6 shades 2ml. Launches Jan 2024- pre order available

SKIN CARE

SRL makes dedicated skin care that works with our unique cosmetics, has proven results and enable skin to look fabulous.

- **Unshine:** Powderless mattifier
- **Schmix:** Primer and mixer
- **Marvellous Moisturizer:** Scent and Non Greasy Free Deep Hydrating Moisturizer
- **Off:** Makeup Remover and rapid cleanser
- **Wet:** Cream makeup liquefier, mixer and restorer
- **Mayan Magic Liquid Wash:** Nourishing Face and Body Wash
- **Mayan Magic Restorative Moisturizer:** Face and Body Restorative Cream
- **Handfull:** Nourishing Hand Protector
- **Muslin Makeoff:** Organic Muslin Duo Cleansing Cloth

WHOLESALE TIERS

Bronze Tier

30% Discount

Best For Beginners

Buy In: \$1200/£963

Quarterly Re-Orders: \$600/£482
(\$200/£160 per month)

Silver Tier

40% Discount

Best For Growing Stores

\$2500/£2000 opening order

\$1000/£803 re-orders quarterly
(\$333/£267 per month)

Gold Tier

50% discount

Best For Established Stores

\$6000/£4562 opening order

\$2400/£1746 re-orders quarterly
(\$800/£582 per month)

Platinum Tier

55% discount

Best For Multiple Store Chains
Frequent Orders

Partners must reorder each quarter to the total re-order value to maintain the tier level . If you are unable to do this, your tier will automatically revert to the tier below. Tiers are maintained by cumulative values per quarter. We understand that business can ebb and flow so please contact us if you need assistance.

Drop Shipping:

Drop Shipping is available upon request. It is helpful for online stores and beginners who need to ship out and do not yet benefit from discounted Shipping rates. Ask us about this option.

www.sianrichardslondon.com

[IG: sianrichlondonofficial](#)

PRO INSPIRED SKINCLUSIVE COSMETICS AND TOOLS
UNITING BEAUTY ACROSS THE WORLD
2023