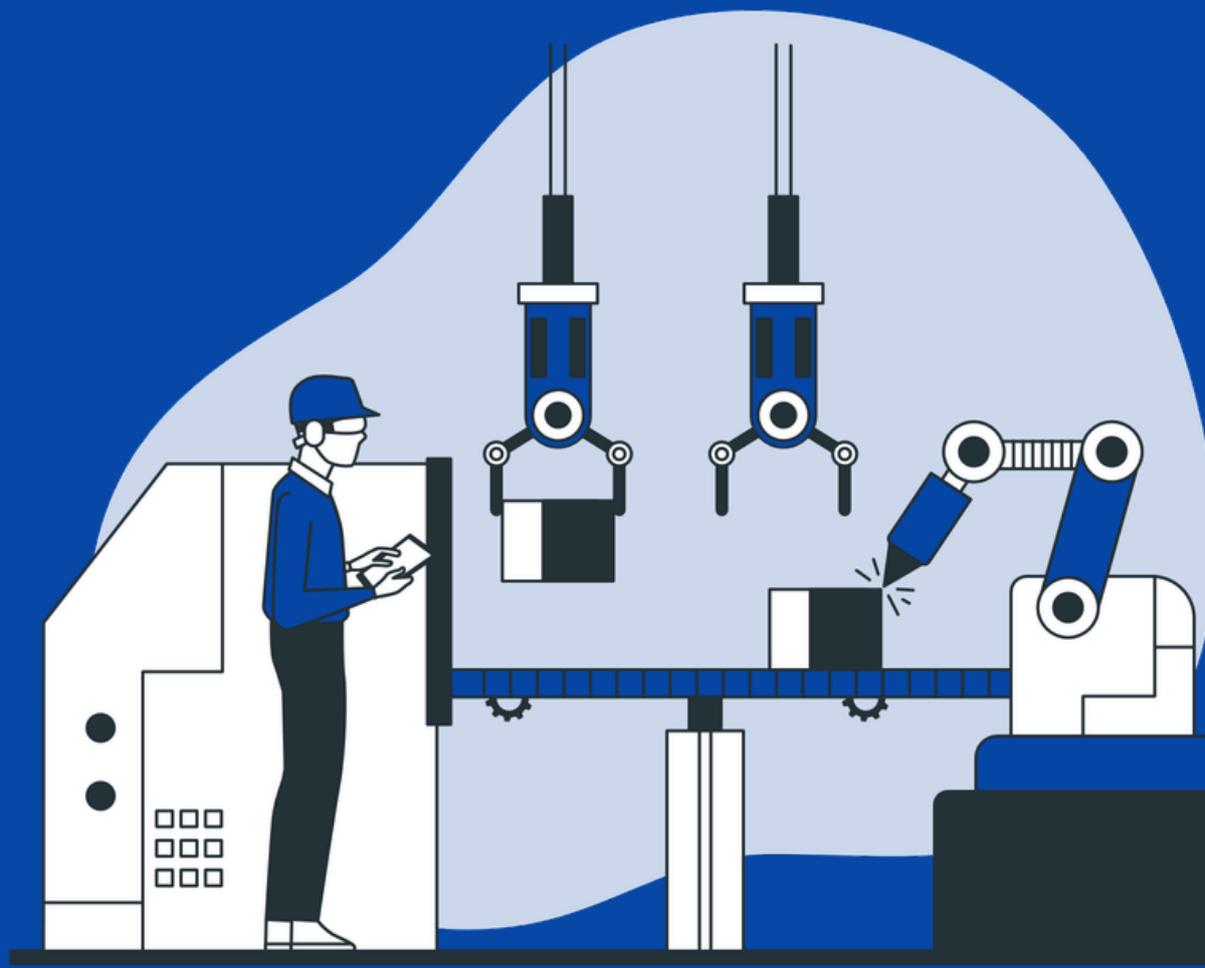


Sourcify

The Complete Guide to Cosmetic & Beauty Manufacturing

From Idea to Shelf – Without Costly Mistakes



Who This Guide Is For

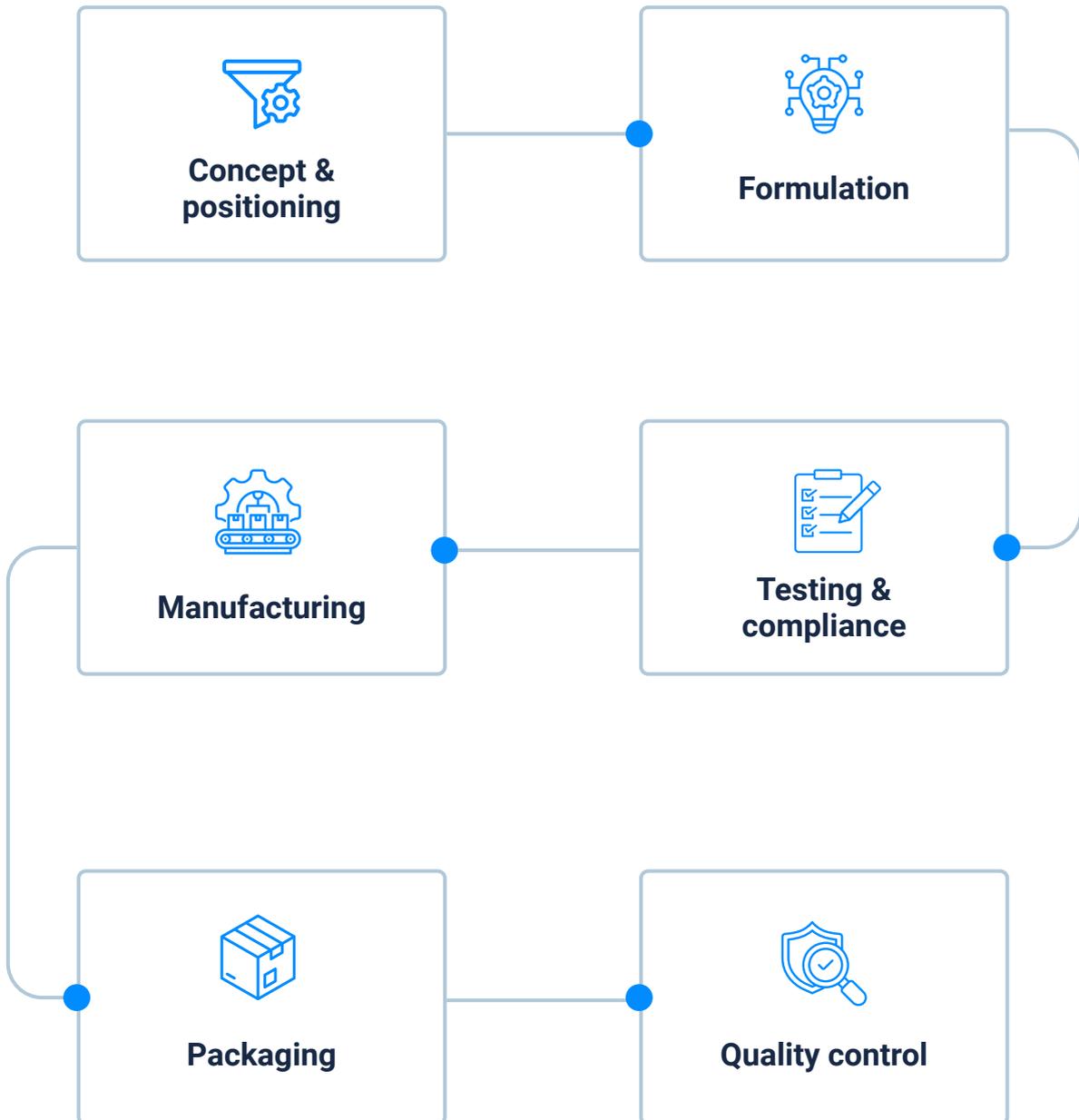
This guide is for **founders who are:**

- ✔ Launching their first cosmetic or beauty product
- ✔ Scaling beyond their initial manufacturer
- ✔ Struggling with MOQs, margins, or supplier clarity
- ✔ Deciding between OEM vs ODM or domestic vs overseas

What this guide will **help you avoid:**

- ✘ Bad factory lock-ins
- ✘ Surprise cost blowups
- ✘ Compliance mistakes
- ✘ Scaling chaos

The Cosmetic Manufacturing System



**Manufacturing isn't linear.
Early decisions quietly control future cost, speed, and flexibility.**

Step 1

Concept & Constraints

Founders must define:

- ✓ Product purpose (treatment vs cosmetic)
- ✓ Target customer & price band
- ✓ Non-negotiables (clean, vegan, fragrance-free, etc.)

Common mistake:

Designing a premium product with mass-market economics.

Step 2

Formulation (OEM vs ODM)

ODM (Existing Formula)

- Faster launch
- Lower upfront cost
- Limited differentiation
- Harder to move factories

OEM (Custom Formula)

- Higher control
- Stronger IP
- Longer timelines
- Better long-term scale

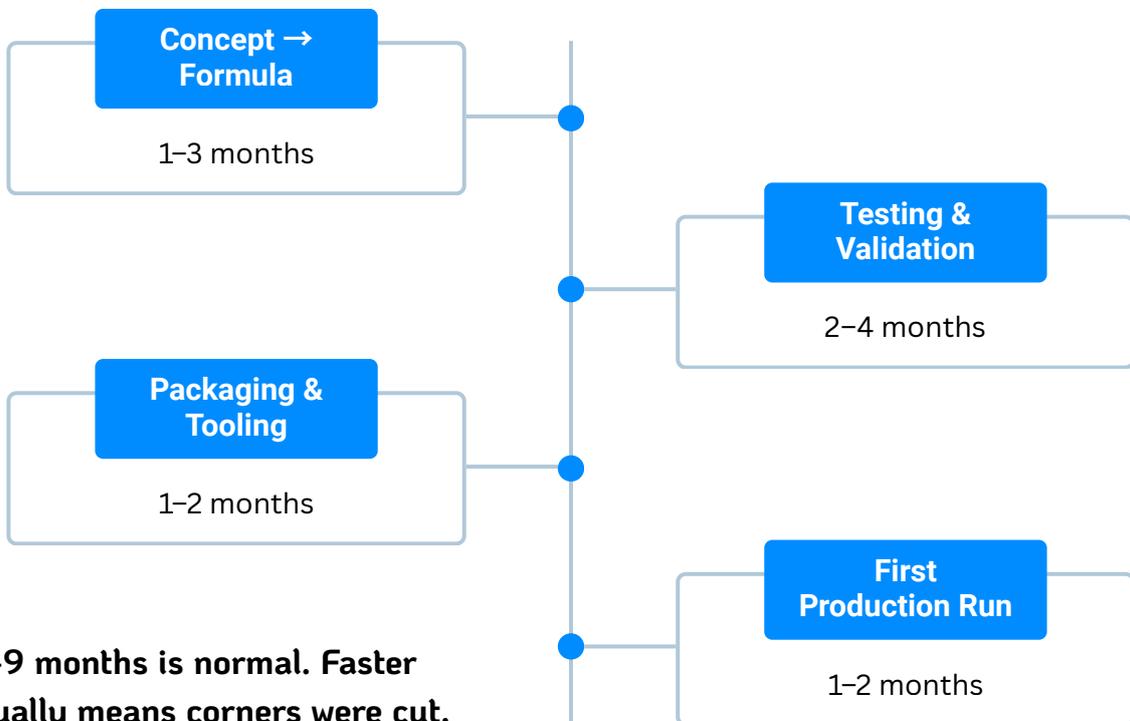
Step 3

Testing & Compliance

- ✓ Stability testing
- ✓ Microbial testing
- ✓ Packaging compatibility
- ✓ Preservative efficacy
- ✓ Claims review

If a factory suggests skipping testing to “save time,” you’re assuming the risk – not them.

Timelines (Reality Check)



4–9 months is normal. Faster usually means corners were cut.

Cost Ranges (Founder-Grade, Not Fantasy)

Formulation	\$0-\$25k+
Testing & compliance	\$1k-\$10k+
Packaging tooling	\$2k-\$50k+
First production run	\$10k-\$100k+

Common mistake:

Designing a premium product with mass-market economics.

Step 4

Manufacturing & MOQ Reality

Key points:

- ✓ **Domestic** = flexibility, higher unit cost
- ✓ **Overseas** = margin leverage, higher MOQs
- ✓ Complexity increases MOQs faster than volume

Common mistake:

Scaling SKUs before stabilizing one.

Step 5

Packaging Is Engineering

GLASS VS PLASTIC

AIRLESS VS JAR

CUSTOM MOLDS VS STOCK

FREIGHT & BREAKAGE IMPACT

Quality Control That Actually Protects You

Strong QC includes:

- ✓ Incoming raw material checks
- ✓ In-process inspections
- ✓ Finished goods testing
- ✓ Lot traceability
- ✓ Retained samples

“We’ve never had an issue before” is not a QC system

Domestic vs Overseas Manufacturing

Domestic

- Faster communication
- Lower MOQs
- Higher unit costs

Overseas

- Better margins
- Longer lead times
- Higher planning burden

The right choice depends on product, margin, and risk tolerance — not trends.

Where Founders Usually Get Stuck

- ✓ Choosing on price alone
- ✓ Confusing agents with factories
- ✓ Losing leverage after samples
- ✓ Underestimating packaging
- ✓ Discovering IP limits too late

**Cosmetic manufacturing isn't about finding a factory.
It's about building a system that scales without breaking.**

You Don't Have to Navigate This Alone

Sourcify is the operating layer between founders and factories.

We help brands:

-  Vet the right partners
-  Avoid hidden lock-ins
-  Scale safely across regions
-  Keep production calm and controlled



**Schedule a free sourcing audit with Sourcify
and build your supply chain the right way.**