

# LASTING IMPRESSION

*Bringing your cosmetic ideas to life!*





*Custom Cosmetics. Bringing Your Ideas to Life!*

## **ABOUT US**

Every Lasting Impression customer enjoys the warmth and commitment that comes with being a top priority. You're assigned an account representative who will provide expertise for every aspect of the project. You can count on quality – all products are manufactured in accordance with current GMP and we follow the recommendations of the FDA. We're a green business that uses the highest possible quality of natural ingredients, resulting in environmentally-friendly, premium products just for you.

Lasting Impression is a privately owned and operated beauty and skin care formulation company based in Englewood New Jersey. We pride ourselves on offering you the highest quality ingredients, the best possible customer service and the attention to detail you can only get from a boutique company like Lasting Impression. Our team takes pride in our reputation, and our ultimate goal is to exceed your expectations by providing you with the best products, service, reliability, and delivery.

In 1992 Darlene P. Story, Founder, President & CEO of Lasting Impression, Inc. created a small cosmetics company in her home. Over the past 23 years, she and her dedicated staff have made Lasting Impression, Inc. a prominent name in the boutique cosmetics industry. In addition, Darlene has been active in the medical field since 1985, spending the past 23 years building a reputation in the cosmetic & skin care industry. Ms. Story and her staff possess extensive knowledge of the various cosmetic, applications, instruments, pigments and procedural techniques, and use that knowledge to bring their valued clients quality high end cosmetics.

We are proud to consider our employees and customers family. We work closely with developers, aestheticians and makeup professionals to produce cutting edge formulations for cosmetic and skin care products. Lasting Impression has built a reputation among professionals in the cosmetic field for having some of the safest products in today's market. Our makeup formulations are specially made with natural ingredients; the formulas are a refined mixture representing a cumulative knowledge of botany, dermatology, and color theory. Here at Lasting Impression, we want to help bring your cosmetic ideas to life!

*Let's develop something together...*



## COMMUNITY INVOLVEMENT

*... We're making a difference*

### Memberships & Sponsorships

Lasting Impression is proud to sponsor the following organizations:

- Cancer Institute Of America
- Battered Women's Foundation
- Muscular Dystrophy Association

We are also members of the following organizations:

- Chamber of Commerce-Englewood  
<http://englewoodnjchamber.com/>
- New Jersey Gold Coast Chamber of Commerce  
<http://www.njchamber.com/>
- ICMD – Independent Cosmetic Manufacturing And Distributors  
<https://www.icmad.org/>
- PBA – Professional Beauty Association  
<http://www.probeauty.org/>
- SCC – Society of Cosmetic Chemists  
<http://www.sconline.org/>



**Cancer Institute of America**  
[www.cancer.org](http://www.cancer.org)



**Battered Women's Foundation**  
[www.bwf1.com](http://www.bwf1.com)



**Muscular Dystrophy Association**  
[mda.org](http://mda.org)

Help us make a difference...

Donate to one of our sponsored organizations by clicking on link to the organization of your choosing.

Want more information on the organizations we are member of? Click on any of the organization's links for more information!



## PRIVATE LABEL

Lasting Impression is a full service, custom private label source. Having a private label product is an opportunity to create your own unique line of products that can give your company an incredible edge over the competition. Our Stock formulations are designed exclusively for professional spas, makeup artists, salons, licensed estheticians, dermatologists, and plastic surgeons.

We provide an extensive range of stock cosmetics, airbrush, and skincare products. Our stock formulas have been extensively researched, are developed according to market requirements, and are always on trend. Our products have a reputation for success, and are used by hundreds of professional cosmetic companies that span the globe. With a multitude of packaging options, sample packages, and kits, you will have the freedom to make your dreams a reality!

### Benefits

- Low investment helps you minimize and manage your financial liability.
- Manageable amount of inventory for your ever-growing business.
- Minimum stock Requirement
- Quick Start-up time
- Create Brand Loyalty & repeat business
- Your choice of unique packaging, labeling & design
- Gain a significant advantage over competitors
- Higher Profit Margins
- Creative Control & Diversity
- Using stock formulas that have already been tested and proven to be successful.



## CUSTOM COSMETICS

Our team of cosmetics contract manufacturing specialists has extensive experience in many facets of the cosmetic industry. Our experienced chemists and color matching experts are able to design custom products or reformulate an existing formula just for you. Our dedicated account advisers will walk you through the process, from concept to complete goods.

We specialize in botanical technology, and our products contain herbal extracts, advanced antioxidants, vitamins, minerals, and other unique, innovative, and natural ingredients. We can formulate custom cosmetics that are sure to make your brand stand out amongst the crowd.

Capabilities: Our compounding equipment is capable of blending the most delicate and complicated emulsions and serums, to the most basic formula of cosmetics and spa care products. We have segregated compounding rooms for mixing and filling salts, powders and glitter products to ensure that we produce the best quality products for our valued clients.

We are able to fill glass and plastic containers, as well as various bottles and tubes. We are also able to offer gift sets and kit assembly. We are able to produce bulk products with a focus on quality ingredients and innovative packaging solutions. Our equipment gives us the ability to fill liquids, creams, salts, powders and glitter products into bottles, jars, tubes, and airless packaging.



## **TURN-KEY PRODUCTS**

We start, by creating a few versions of your desired formulation, then we test it to ensure it passes our own standards before we provide a product sample for your approval. The formulation then goes through a second round of testing, which includes a more in-depth stability test, microbiological test, and clinical trial if needed. It should be noted that NONE of our products are tested on animals; rather, we work with top testers in the field to ensure a safe and healthy product.

We will supply you with all of the test results, and back-up data that your product calls for. Once your product has qualified through all the stages, we send your product to packaging and design where our experienced design vendors will guide you through the process of selecting the packaging for your product. Whether it's the most cost-effective, trendy, or luxurious of packaging, we take care of sourcing the perfect package for your product. We turn your dreams into reality from start to finish.



## PROFESSIONAL ARTISTS

Private label products require a minimum per piece order, which can require inventory and some investment. Many salons, kiosks, make-up artist, and estheticians rely on piece by piece purchases to accommodate their client base. Here at Lasting Impression, we don't think you should have to sacrifice your profit to accommodate your clients, so we've come up with a solution just for you! We have worked to create the perfect options for professionals by creating kits based on different professional needs. These professional kits are affordable, are high quality, and are designed around the needs of medical skin care specialists, salons, plastic surgeons, dermatologists, and theatrical make-up artists to name a few. Here at Lasting Impression we keep your best interest in mind, so whatever your need, we've got you covered.



## SAMPLES

Once the plans for your custom cosmetics are in place, we will work tirelessly to create several samples of the product for you to select from. Once you select the perfect formulation for your company, the product is sent out for testing.



## **BULK ORDERS**

We can provide the finished product in large containers with the option to re-pack & label products yourself. It's our wide array of filling and packaging equipment that allows us to furnish you with everything from a simple packet to the most luxurious or custom made packaging. As a full service company, we are capable of handling all types of runs, from small scale to the largest runs to suit your company's needs. We can fill containers from .012oz up to 5 - 10 gallons.

## **PACKAGING**

We work with experienced vendors that can design and develop packaging and labeling that is appealing, stable and cost-effective. We can utilize your company's existing packaging, or design a look that turns your vision into reality. Simply present us with your idea, and we will work hard to provide you with beautiful custom cosmetics that are sure to please.





## **FAQ'S**

### **Q: Why Should I choose Lasting Impression and not another lab?**

A: Lasting Impression provides top notch customer service to our clients. We treat each client as if they are the only one. We provide you with an account representative who will guide you through your unique cosmetic experience from the beginning until the end of your time with our company. We focus on producing safe, natural, innovative, and beautiful cosmetics that are sure to make you a force in the industry.

### **Q: What are your minimums & lead time?**

A: lead time, printing charges and minimums are dependent on the product.

### **Q: Where can I see the Ingredients or MSDS Sheets?**

A: These are available upon request.

### **Q: What about Privacy?**

A: We can assure you that we are very committed to protecting the privacy of our clients. The Lasting Impression team prides itself on earning a reputation for our ethical business practices with our hundreds of clients worldwide. To provide your company with the utmost privacy, we sign a binding Confidentiality Agreement with all new clients. If you have any additional requirements, these can be reviewed and included in your new contract packet.

### **Q: Can I order samples before placing a bulk order?**

A: Once the plans for your custom cosmetics are in place, we will work tirelessly to create several samples of the product for you to select from.

### **Q: How are your products tested?**

A: All products are manufactured in accordance with Current Good Manufacturing Procedures.(GMP) We follow the recommendations of the FDA, and our facilities are set up in the accordance with Quality Assurance Guidelines. These guidelines enable us to guarantee the consistency and quality of our products from batch to batch and we NEVER test our products on animals.

### **Q: What type of products can you make?**

A: We are capable of making a variety of cosmetics products to meet your need, including liquids, gels, creams, lotions, mousses.

### **Q: Can you make Natural or organic products?**

A: We choose to use the highest possible quality of natural ingredients. Our raw materials are chosen based on their environmentally friendly properties and in line with all of the latest consumer trends. It is our best efforts to continually maintain and grow towards a Greener business.

**Q: How long does product development take? (From R&D to finished product)**

A: The time frame for development is dependent on the product requested.

**Q: How much does product development cost? Once the formula is complete, who owns the formula? What are my rights to the formula? How will the formula be protected?**

A: This is product dependent, and will be addressed by your account representative.

**Q: Can you supply us with packaging?**

A: We work with experienced vendors that can design and develop packaging and labeling that is appealing, stable and cost-effective. We can utilize your company's existing packaging, or design a look that turns your vision into reality.

**Q: What about getting the product tested?**

A: We test your product to ensure it passes our own standards before we provide a product sample for your approval. The formulation then goes through a second round of testing, which includes a more in-depth stability test, microbiological test, and clinical trial if needed. It should be noted that NONE of our products are tested on animals; rather, we work with top testers in the field to ensure a safe and healthy product. We will supply you with all of the test results, and back-up data that your product calls.

**Q: Can you take a product I am currently making elsewhere and reproduce it?**

A: In most cases, yes. This is dependent on the product requested.

**Q: Are my products covered by insurance?**

A: Yes

**Q: How long should my finished product last?**

A: Shelf life is dependent upon the product requested.

**Q: What are your fulfillment capabilities?**

A: We can fill containers from .012oz up to 5 - 10 gallons.

**Q: Does my turn-key price include everything, or are there hidden fee's?**

A: No hidden fees. We will work within you budget, and all pricing and fees will be discussed by your account representative.

**Q: I would like to market my product internationally, can you help me?**

A: Lasting Impression works with a number of international companies, and is well versed in the international laws and policies concerning the manufacturing and sale of cosmetics.

## **CONTACT US**

Call us or email us with any questions or concerns you may have. We are more than happy to help you any way we can. We look forward to helping you and your business leave a lasting impression!

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