

# Locale Beauty New Brand Application



## Owner & Company Information

Full Name	_____	Website	_____
Email Address	_____	Instagram	_____
Office Address	_____	Brand Name(s)	_____
Company Name	_____	Years in Operation	_____
Product Packaging	_____	Is your packaging recyclable?	_____

How does your brand encompass environmental sustainability? Please explain.

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How and where are your ingredients sourced?

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Please check all aspects of sourcing that apply to your manufacturing and product formulating process.

Fair trade practices	_____	Free of animal testing	_____
Cruelty-free ingredients	_____	Free of synthetic ingredients	_____
Free of artificial ingredients	_____	Free of child-labour practices	_____

Are products manufactured in-house or through a third-party manufacturing facility? \_\_\_\_\_

Whether your manufacturing is in-house or through a third party facility, please briefly describe your process.

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Have you notified Health Canada about your products? \_\_\_\_\_

Do you have liability insurance? Can you provide documentation? \_\_\_\_\_

How do you currently market your products? Please include all channels and any specific activities.

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What makes your brand and products unique? Please list specific attributes including key benefits.

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Where are your products currently being sold? Please list both retailers and distributors.

City

Company Name


How do you currently support your existing retailer partners?

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Do you have visual merchandising displays or shelf-talkers available? \_\_\_\_\_

Is your company equipped and able to ship wholesale within 7-10 days of receipt? \_\_\_\_\_

### **Additional Information**

Please attach your current wholesale structure and other pertinent information when you submit your application. Completed applications must be sent to [discover@localebeauty.ca](mailto:discover@localebeauty.ca) and we will get back to you within 72 hours. We look forward to learning more about your company and products!

### **Sourcing Standards**

To be considered, your products must meet each and every criteria listed on our Sourcing Standards. If you are unsure on any aspect, please let us know and we will explore it with you.