



PRODUCT PRICE LIST 2023



**DREAMLINE
CEUTICALS**
Custom-Branded Skin Care.



CLEANSERS

| Gentle Daily Hydrating Cleanser | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|---|---------------------------|-------|------------------|------------------|------------------------|
| <p><i>This sulfate-free, daily micro-foaming cleanser thoroughly cleanses the skin to gently remove surface impurities and soothe redness without stripping the skin of essential oils. Gentle enough for the most sensitive and post-procedure skin, this formula combines the nutritive benefits of soothing Cucumber Extract, healing Calendula Extract and deeply hydrating Hyaluronic Acid to rebalance and calm the skin, leaving it remarkably moist and supple. Added Vitamin B5 promotes the formation of new, healthy skin cells to aid in skin repair while also providing anti-inflammatory benefits. Excellent for all skin types.</i></p> | Retail | 4 oz | 11.20 | 12.88 | 28.00 - 36.00 |
| | Professional (Backbar) | 12 oz | 28.00 | | |

| Pore-Refining Daily Cleanser | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|-------|------------------|------------------|------------------------|
| <p><i>This sulfate-free, skin purifying cleanser gently foams to thoroughly cleanse and exfoliate skin, removing excess oil and impurities, for a smoother, clearer complexion. White Willow Bark, a natural source of Salicylic Acid, deeply penetrates each pore to gently exfoliate congested cells that build up and lead to blemishes and breakouts. Witch Hazel, Calendula Extract and Tea Tree Oil assist in purifying and soothing skin to encourage healing, reduce redness and minimize the appearance of enlarged pores. Added humectants, and the exclusion of sulfates, ensure this cleanser will help keep the skin and pores clear, without ever drying or overstripping.</i></p> | Retail | 4 oz | 11.20 | 13.44 | 29.00 - 37.00 |
| | Professional (Backbar) | 12 oz | 31.36 | | |

| Pure Radiance Anti-Aging Cleanser | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|-------|------------------|------------------|------------------------|
| <p><i>This sulfate-free, foaming daily anti-aging cleanser delivers powerful antioxidants to the skin to protect and repair, while gentle alpha hydroxy acids hydrate, exfoliate and smooth away uneven texture caused by intrinsic aging. Catechin-rich Green Tea & White Tea Extracts help fortify skin's cellular matrix, defending against free radical damage and helping to prevent collagen breakdown. Lactic Acid works synergistically with these antioxidants and other humectants to increase dermal glycosaminoglycan content and normalize hyperkeratinization, exfoliating away dead skin cells that contribute to uneven skin texture and a dull complexion. An essential component to any anti-aging regimen, this cleanser will help nourish, repair and prep skin for the delivery and optimal penetration of companion anti-aging products.</i></p> | Retail | 4 oz | 11.20 | 13.44 | 29.00 - 39.00 |
| | Professional (Backbar) | 12 oz | 31.36 | | |

TONERS

| Phyto-Essential Hydrating Toner | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|---|---------------------------|-------|------------------|------------------|------------------------|
| <p><i>This superior, oil-free hydrating toner offers nourishment and protection for any and all skin types. Rich in Vitamin C and water-binding humectants like Hyaluronic Acid and Vitamin B5, this complex combines the phyto-actives of potent botanical extracts like Sea Kelp, Cucumber, Sage, Rosemary, Orange, Chamomile, Allantoin and Aloe, to soothe, heal and rejuvenate the skin while providing anti-inflammatory, antioxidant and antibacterial benefits. Can be used any time of day for an added skin hydration boost, or as a moisturizer for oily or acneic skin types who find a regular moisturizing cream too heavy.</i></p> | Retail | 4 oz | 13.44 | 14.56 | 35.00 - 49.00 |
| | Professional (Backbar) | 12 oz | 39.20 | | |

EXFOLIANTS

| Micro-Derm Exfoliating Scrub | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|---------|------------------|------------------|------------------------|
| <p><i>This ultra-luxurious facial polish gently sweeps away dead skin cells and debris while infusing skin with essential antioxidants and vitamins to reveal a brighter, smoother and more radiant complexion. Sustainable Bamboo Stem Micro-Crystals and Pumice mechanically buff away uneven cellular surface buildup while Apple, Lemon and Sugar Cane Extracts provide natural alpha hydroxy acid exfoliation. Powerful antioxidants, including Green Tea and Vitamins C & E pair with moisturizing phospholipids and natural oils to round out this superstar formula to reveal healthier, glowing skin.</i></p> | Retail | 2oz Jar | 11.76 | 12.88 | 29.00 - 56.00 |
| | Professional (Backbar) | 8oz | 26.88 | | |

EYE TREATMENTS

| Cellular Repair Eye Complex | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|--------|------------------|------------------|------------------------|
| <p><i>This highly concentrated and richly luxurious super-charged eye complex effectively combats the signs & symptoms of chronological aging while deeply hydrating and nourishing the delicate eye area. A proprietary combination of peptides effectively work to repair cellular communication and boost the synthesis of Collagen I, III, & IV for a visible reduction in the appearance of fine lines and wrinkles around crow's feet. This synergistic blend of peptides regenerates, repairs and protects the skin by preventing glycation and the formation of age-inducing AGE's. Powerful antioxidants, including Vitamins C & E and Green Tea Extract, protect and repair damaged skin caused by free radical and UV damage. Added botanical extracts contribute vitamin-rich fatty acids, proteins, amino acids and triglycerides that quickly penetrate the skin to provide long-lasting moisture retention and strengthen the skin's natural barrier function, resulting in a smoother, more youthful appearance.</i></p> | Retail | 0.5 oz | 17.92 | 28.00 | 62.00 - 102.00 |
| | Professional (Backbar) | 4 oz | 100.80 | | |

| Total Eye Rescue | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|--------|------------------|------------------|------------------------|
| <p><i>This rich, yet light-weight eye treatment hydrates and soothes the delicate eye area, while diminishing the look of dark circles, puffiness, fatigue and fine lines. Proven peptides, including Eyeseryl® and Trylagen®, combine to effectively treat these symptoms. Rich Shea Butter and Hyaluronic Acid provide deep and long-lasting hydration. Additional antioxidants help protect skin from free radical damage, while encouraging collagen reproduction for an eye area that looks brighter and more rested.</i></p> | Retail | 0.5 oz | 15.68 | 22.40 | 62.00 - 87.00 |
| | Professional (Backbar) | 4 oz | 89.60 | | |

SERUMS

| C+ Antioxidant HydraSerum | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|------|------------------|------------------|------------------------|
| <p><i>This revolutionary new antioxidant hydra-serum effectively combats daily UV damage by neutralizing free radicals in the skin, preventing the breakdown of collagen, and evening out skin tone. Age-defying antioxidants, including stable Vitamin C, Ferulic Acid, Emblica, Vitamin E and Vitamin B5, unite to deliver the ultimate in skin hydration while providing unmatched antioxidant support. Added skin brighteners further correct damaged skin and help round out this truly exceptional formula. This is the perfect serum for anyone looking to add essential daily antioxidant support to the skin, while providing unmatched damage protection and correction, for a healthier, fully hydrated and glowing complexion.</i></p> | Retail | 1 oz | 22.40 | 29.12 | 72.00 - 137.00 |
| | Professional (Backbar) | 8 oz | 134.40 | | |

| Luminate Brightening & Corrective Serum | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|---|---------------------------|------|------------------|------------------|------------------------|
| <p><i>The ultimate combatant to uneven skin tone, this potent hydroquinone-free formula prevents and corrects skin discoloration caused by UV damage and sun exposure, post-inflammatory hyperpigmentation and melasma. While other lightening treatments can be inflaming and drying, this unique blend of potent lighteners and brighteners, including Arbutin, Licorice, Azelaic Acid, Ascorbyl Glucoside, Tetrahydrodiferuloylmethane, Dipotassium Glycyrrhizinate, and multiple forms of Vitamin C, inhibit and regulate melanin formation to normalize and correct pigment production, effectively evening skin tone. Special exfoliators, Multifruit BSC Extract & Lactic Acid, help speed up skin cell production and renewal for quicker and long-lasting results. Rounding out this formula are antioxidants Rutin, CoQ10, Resveratrol, Ferulic Acid, Emblica and Green Tea Extract, to add further cell protection, neutralizing new damage as it is incurred.</i></p> | Retail | 1 oz | 20.16 | 26.88 | 70.00 - 102.00 |
| | Professional (Backbar) | 8 oz | 128.80 | | |

| Rejuvenating BioPeptide Serum | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|------|------------------|------------------|------------------------|
| <p><i>This all-in-one rejuvenating serum rehabilitates and repairs aging skin to visibly improve fine lines and wrinkles, discoloration, skin laxity and firmness. A uniquely powerful blend of peptides and neuropeptides work synergistically to restore and stimulate skin's collagen and elastin networks, reduce expressed muscle contraction, and increase dermal volume and structure, to effectively plump, tighten, and smooth skin from the inside out. Skin brightening Arbutin and Vitamin C visibly reduce sun damage and hyperpigmentation for more even skin tone, while a proprietary blend of protective antioxidants help fortify the skin's cellular matrix and repair UV and free radical damage. An essential serum to any anti-aging or skin reparative regimen.</i></p> | Retail | 1 oz | 22.40 | 31.92 | 76.00 - 147.00 |
| | Professional (Backbar) | 8 oz | 145.60 | | |

| Hydra-Smooth - Hyaluronic Acid Serum | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|------|------------------|------------------|------------------------|
| <p><i>This intensive Hyaluronic Acid serum deeply penetrates the skin to deliver abundant and long-lasting hydration that will keep the skin supple, radiant and nourished throughout the day—an indispensable serum for anyone desiring an extra hydration boost. The addition of specialized anti-inflammatory peptides and soothing botanicals, including Cucumber, Amica and Chamomile, also make it perfect for those suffering from rosacea or highly inflamed skin. These peptides and botanicals combine with the powerful hydrators to reduce inflammation and redness in the skin, while promoting healing and skin rebalancing.</i></p> | Retail | 1 oz | 23.52 | 31.36 | 75.00 - 147.00 |
| | Professional (Backbar) | 8 oz | 145.60 | | |

CREAMS

| Total Hydration Daily Moisturizer | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|---|---------------------------|--------|------------------|------------------|------------------------|
| <p><i>This lightweight, total hydration moisturizer for all skin types has been formulated with multifunctional ingredients to nourish, protect and deeply hydrate the skin while improving the appearance of skin tone, texture and vibrancy. Essential antioxidants Emblica, Vitamin E, and defense-activating Ergothioneine, give daily protection from UV radiation while helping to repair free radical damage and collagen breakdown in the skin. Water-binding Hyaluronic Acid and Vitamin B5 provide optimal epidermal hydration to help restore and maintain moisture all day long. This advanced moisturizer is the perfect solution for anyone looking to improve skin hydration, suppleness and appearance, while providing essential daily antioxidant protection.</i></p> | Retail | 1.7 oz | 19.04 | 25.76 | 60.00 - 117.00 |
| | Professional (Backbar) | 8 oz | 78.40 | | |

| Nutri-Lux Total Therapy Creme | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|---|---------------------------|--------|------------------|------------------|------------------------|
| <p><i>This extraordinary, moisture-rich, age-reversing cream provides essential protection from constant environmental damage, helping to restore skin to a more youthful state. Collagen-building Vitamin C, Ferulic Acid and Algae Extracts combine with specialized Amino Acids, Phospholipids and botanicals to hydrate and seal in antioxidant support, while tightening and firming the skin, and decreasing fine line and wrinkle depth. Added skin lighteners help support healthy melanin production to regulate hyperpigmentation and skin discoloration, resulting in an overall healthier, more radiant, hydrated and even skin tone.</i></p> | Retail | 1.7 oz | 23.52 | 31.36 | 78.00 - 152.00 |
| | Professional (Backbar) | 8 oz | 100.80 | | |

| Absolute Repair Anti-Aging Night Creme | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|--------|------------------|------------------|------------------------|
| <p><i>This luxuriously-rich, skin-reparative cream utilizes specialized ingredient concentrates to deeply hydrate and nourish the skin while encouraging deep, cellular rejuvenation. Proprietary actives fight hyperpigmentation, and reverse cell damage caused by free radicals, to repair skin's cellular matrix and function. Rich in humectants and moisture-binders, this cream provides the utmost in deep skin hydration, and the ultimate in barrier protection. Wonderful as an anti-aging night cream, or for use any time of day by those with a drier skin type who benefit from a richer complex.</i></p> | Retail | 1.7 oz | 23.52 | 30.24 | 72.00 - 132.00 |
| | Professional (Backbar) | 8 oz | 95.20 | | |

| Recover - Skin Recovery & Calming Cream | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|---|---------------------------|--------|------------------|------------------|------------------------|
| <p><i>This delicate, highly-intensive moisturizer was formulated to soothe and protect the most sensitive of skin types, including those that are post-procedure from treatments like laser resurfacing, chemical peels and microdermabrasion, as well as sufferers of rosacea and inflamed skin. Hyaluronic Acid combines with Avocado Oil and Shea Butter to nourish, hydrate and protect the skin, while specialized peptides work to reduce facial redness, encourage healing and minimize inflammation. Calming botanicals, such as Cucumber Extract and Allantoin, add additional skin-soothing benefits to round out this exceptional formula.</i></p> | Retail | 1.7 oz | 24.64 | 32.48 | 72.00 - 132.00 |
| | Professional (Backbar) | 8 oz | 147.84 | | |

| Retinol 0.5 Resurfacer | TYPE | SIZE | COST 48 UNITS | COST 24 UNITS | SUGGESTED RETAIL RANGE |
|--|---------------------------|--------|------------------|------------------|------------------------|
| <p><i>This advanced, nightly Retinol cream dramatically resurfaces the skin for a silky smooth and more even complexion. Infused with 0.5% active Retinol, this treatment refines uneven skin texture and tone by removing excess dead skin cells and increasing cellular turnover. The stimulation of this deep cellular renewal increases stagnant collagen production, kickstarting synthesis, resulting in the improved appearance of fine lines and wrinkles. This increase in cellular turnover will also expedite results from companion anti-aging and lightening products. An added complex of natural botanicals and intensely-moisturizing Vitamin B5, work collectively to soothe and hydrate, resulting in supple, renewed skin without the common irritation normally associated with retinoids.</i></p> | Retail | 1.7 oz | 20.16 | 22.40 | 67.00 - 102.00 |
| | Professional (Backbar) | 8 oz | 72.80 | | |

PROGRAM DETAILS

ORDER REQUIREMENTS

Opening order minimum: \$2,400

UNIT MINIMUMS

- Opening retail order minimum – 48 units per SKU (or product type)
- Straight reorder minimum – 24 units per SKU (or product type)
- Larger quantities must be ordered in multiples of 12 units
- Professional (bulk back bar) product minimum: 1
(Only available for purchase in conjunction with your retail line.)

PAYMENT TERMS

A 50% deposit is required to begin the creative process. The balance is due upon approval of final mechanical art files, prior to product manufacturing.

Reorders:

100% payment is due prior to product manufacturing.

Product Additions:

100% payment is due prior to the creation of new art files.

PRODUCT SAMPLES

A sample kit of our entire line is available for \$50 (Includes Shipping).

PACKAGE DESIGN

Branding & package design is provided – for no added cost.

SECONDARY PACKAGING (Product Boxes):

Custom-designed product boxes are also available for an additional charge. Minimum quantities per product type start at 250. Boxes are custom-designed to complement the product package design for a flat rate fee of \$100 per SKU.

MARKETING MATERIALS

Custom-branded marketing materials for your launch are designed – at no added cost.

They include:

- High-Resolution Product Imagery*
- Custom-Designed Counter Display Ad (8.5 x 11)
- Custom-Designed Homepage Web Banner
- Detailed Product Reference Manual of Your Product

PRODUCT EDUCATION

A custom-designed Product Reference Manual with detailed information about your products will be provided for you – at no added cost.*

Information includes:

- Product type and description
- pH
- Active ingredients and definitions
- Complete ingredients deck
- Usage, directions and more

**Marketing tools, as described above, are provided to assist in your product launch. You will be provided with Product Images and an updated Product Reference Guide for new product SKU's added to your line, after your initial order. Counter Cards & Station Cards OR Web Banner are created for your product launch and will not be updated.*

PROFESSIONAL (BACK BAR) PRODUCTS

- Professional (back bar) product is only available for purchase in conjunction with the same items in your retail line.*
- Backbar can be used in treatment protocols, or if you want to provide a client with a small sample of product.
- You can purchase a bag of 20 empty (non-labeled) 4.5 ml vials with treatment pumps to use for sampling. The cost is \$12.40 per bag.
Note: Custom-branded, sample-sized products, such as sachets, promotional, or travel sizes, requires specialized 3rd-party manufacturing. Talk to your rep about the options available.

TURNAROUND* Opening Orders:

- Design & Mechanical Art Files: Approximately 3 weeks
- Manufacturing: Approximately 4 weeks
- SPF requires 6 weeks production time on initial order

Reorders (Upon payment in full):

- Approximately 3 weeks

Product Additions (Upon payment in full):

- Mechanical Art Files: Approximately 1 week
 - Manufacturing: Approximately 3-4 weeks
- *Does not include shipping time from California.

SHELF LIFE

Our products are fully warranted and have a shelf life of 18 months unopened, and 6 months opened. It is imperative that stock be properly rotated and stored. Products should be stored between 59 to 70 degrees.

ADDITIONAL COSTS

- Our prices are all-inclusive, with the exception of:
- Shipping Charges
- Barcodes (optional - brokered) are available for \$15 per product.
Note: Due to standardized barcode size requirements, product boxes must be purchased if you want barcodes for your skin care products.
- Product Boxes are custom-designed at no added cost, however, they are printed by a 3rd party box manufacturer – ask your representative for pricing and details.
- Resellers (Amazon): You must supply us with Amazon-generated barcodes or barcodes from GS1us.org.
- Shrink Wrap Seals – available for \$.25 to \$.30 per unit/piece – 500 unit/pieces minimum per product.

SHIPPING

Shipping costs are based upon size and weight of each shipment and are billed upon completion of each order. We do not mark up shipping costs. A large order is generally shipped on a pallet via a trucking company. A small order will generally go via FedEx Ground.

Damaged Shipment: It is essential and the customer's responsibility to inspect all incoming shipments upon receipt. Merchandise found to be defective or damaged subsequent to delivery must be reported to Dreamline within 48 hours of receipt. Damaged merchandise may be picked up by FedEx at our instruction and returned for evaluation. Should Dreamline determine, upon receipt, that the goods are defective, a replacement order or product credit will be issued.

RETURN POLICY

All goods purchased from Dreamline are sold as a final sale, and are not returnable unless, upon receipt, the contents or packaging are determined to be defective. Dreamline does not accept returns initiated by

our customers' clients due to reaction or inaccurate recommendation; your product return policy is at your own discretion.

INTELLECTUAL PROPERTY

Creative branding and design is offered as a complimentary service. Clients who complete their initial order have full-usage rights to the branding assets, such as logo design, package design, and custom marketing materials. All art (source) files remain the property of Dreamline.

ORDER CANCELLATION

If a client cancels their initial order after the mechanical art files have been created, client will forfeit the initial 50% deposit.

TAXES

Dreamline does not collect any Federal, State or Local taxes from US or International Clients. We are not responsible for collection or remittance of Federal, State and local taxes. As a resale purchaser, you confirm that you have a resale license for retail products in the state where your business resides and will pay sales tax as legally required. You understand that professional-size products used in your business may not be tax exempt and should be declared on resale declaration in accordance with local regulations.

PRODUCT ORDER UNDER- AND OVERAGES

All bulk orders or orders containing over 500 units per product are subject to a 10% overage charge or 10% underage credit.

ADDITIONAL NOTES

- You may sell & market your products anywhere you like.
- You may change product names so they are proprietary to your brand.
- The Dreamline company name does not appear anywhere on your final products, packaging, or marketing.
- The relationship between Dreamline and our clients is strictly confidential.