



SMILE
BEAUTY PRODUCTS

follow
the steps
to success

FULL-SERVICE *Cosmetics* MANUFACTURER



Together

we can build concepts one step ahead
of the rapidly changing beauty landscape.



we are your trusted
FULL-SERVICE
BEAUTY PARTNER!

Smile Beauty Products creates custom-made beauty concepts from formulation to packaging.

It was founded in 1989 and ever since has been developing and producing a wide range of innovative and high-quality skin, hair, and body care products for adults, kids, and babies. We aim to co-create along with our customers new concepts, which are ahead of the ever-changing beauty landscape. SMILE has been constantly growing and evolving while investing in human resources and cutting-edge facilities.

30+ Years
of experience

90 Employees

60
Countries

15 Production lines

500
Different products

5000/sqm Plant size

SMILE
BEAUTY PRODUCTS

We are fully compliant with

IFS HPC
ISO 9001 & ISO 22716

standards.

Certifications & Standards

- * A group of experienced scientists - the heart of our chemistry lab - forms the R&D, quality control and regulatory department.
 - * Production takes place in a 5000m² area with edge-cutting facilities, fully compliant with ISO, GMP, and IFS standards, also responsible for the high capacity of the plant and high quality of the goods.
- We carry out safety evaluations and frequent testing.

Global Presence

Smile Beauty Products is a company that, from an early stage, has exceeded Greek borders, with clients all over the world and a constant presence at Cosmoprof Worldwide Bologna, World of Private Label Amsterdam and frequent participation at Cosmoprof Asia, Private Label Trade Show Chicago and Beauty World Dubai.

Partners in unique product experiences!

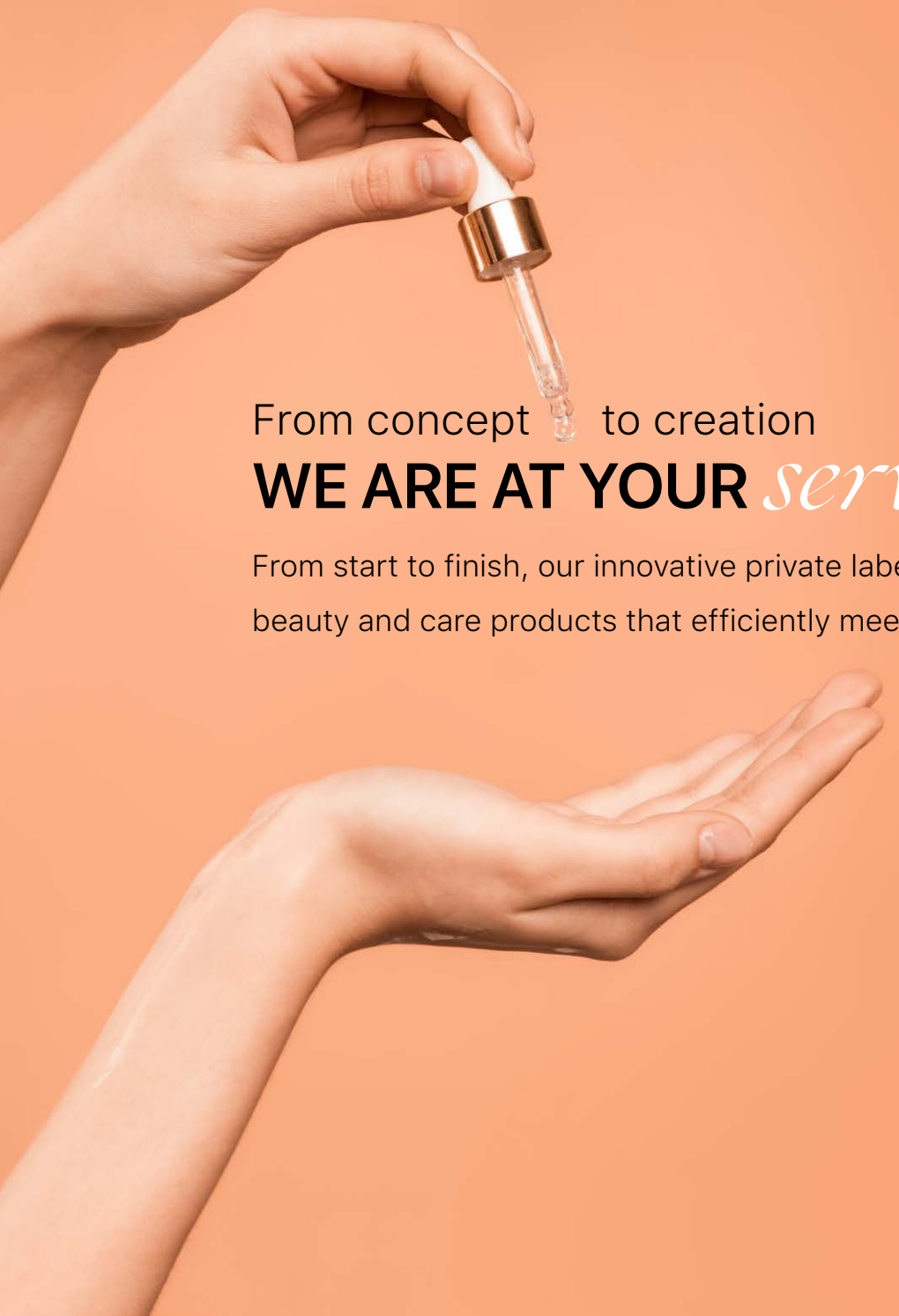
In more than 30 years of SMILE's operation, we have worked with companies from all over the world (Germany, the Netherlands, Switzerland, UK, Spain, Japan, the USA, Egypt, Saudi Arabia, Australia etc.). Our products, services and know-how travel around the world, in order to provide innovative solutions and maximum customer satisfaction!

Our customers range from large multinational to start-up companies, targeting different groups, however, sharing a common desire for quality, pioneering beauty products.

We are very happy that we managed to develop and produce for each one of them products exactly as they imagined!

We have what it takes to become your trusted partner.





From concept to creation

WE ARE AT YOUR *service!*

From start to finish, our innovative private label services ensure cutting-edge beauty and care products that efficiently meet all of your demands!

Five
simple steps *of* creating
a beauty line



1 Share
your beauty
vision



Everything starts
with a concept, *a seed!*

Share your vision with us
and our NPD team will soon revert
with suitable suggestions.



2 Develop the Ultimate *formula*

For Smile, formulation is both
an art and a science.

Over the years, we have created a vast database of more than 2900 formulations.
Plus, our R&D is always ready to develop tailor-made formulations according
to your special requirements!

Skin care

- face and eye creams • serums • masks • mists
- oils • moisturising gels • make-up removers
- cleansing gels/lotions • micellar water

Hair care

- shampoos • conditioners • masks • oils • serums
- mists • styling products - gels and sprays
- scalp scrubs and serums

Body care

- shower gels • body creams/lotions • butters
- scrubs • oils • mists • hand creams • foot creams
- sprays • deodorants • bath bombs

Kids/Baby products

- shampoos/shower gels • conditioners • baby oils
- baby powder • nappy creams • body mists
- detangle sprays • nail polish removers

Sun care

- face sunscreens • body sunscreens
- after-sun lotions and gels

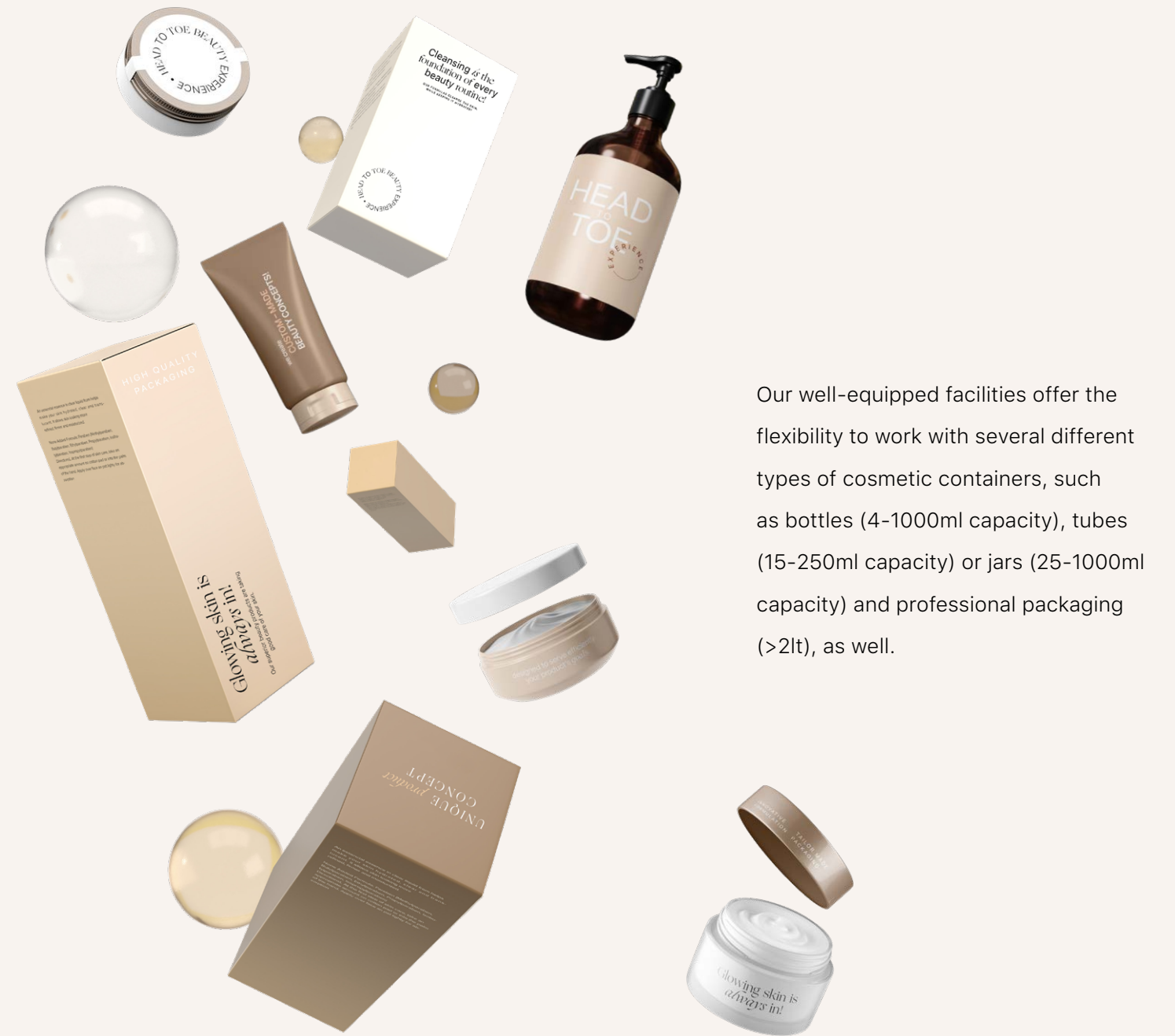
Disinfectant products

- hand gels, tools and surfaces cleansing sprays
- brush cleaners

3 Choose the Packaging that serves your project!

We provide innovative packaging solutions in the ever-changing beauty landscape that transform your product's experience!

Choosing elegant yet practical packaging is vital for ensuring your products' success and the maximization of customer satisfaction. Our NPD and procurement department are always excited to find new interesting packaging ideas!

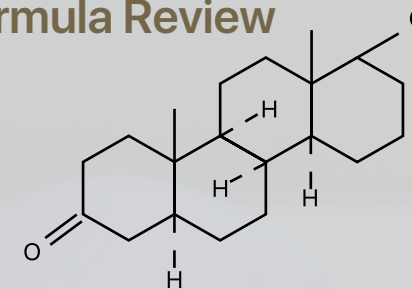


Our well-equipped facilities offer the flexibility to work with several different types of cosmetic containers, such as bottles (4-1000ml capacity), tubes (15-250ml capacity) or jars (25-1000ml capacity) and professional packaging (>2lt), as well.

4 Receive Regulatory assistance

With SMILE, you will not only get the product you imagined formula and packaging-wise, but you will also receive the assistance you may need to be consistent with the legislation governing cosmetic products. Our team of experts can help you during the development of your product and also with the preparation of your Product Information File as they are always up-to-date on EU cosmetics legislation.

1. Formula Review



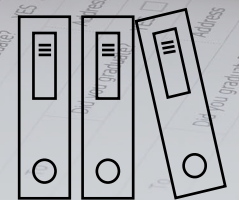
2. Labels and Claims Review



3. Cosmetic Product Safety Report (CPSR)



4. Product Information File (PIF) and CPNP Notification (CPSR)



5 Get *the final* product

Last but not least, comes the production!

In this final stage of our cooperation, we give again 100% of ourselves and keep standards high! Our business uses up - to - date systems to efficiently manage inventory, schedule production and deliver the right product on time and at the optimal cost. Therefore, we reassure you that our company owns very efficient production management, the fastest services, and the desire to offer you the perfect product!



Success *Stories*

we create
UNIQUE
BEAUTY CONCEPTS



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Success Stories

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SHARE *your*
VISION

WITH US!



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