

PRAXERA SUPPLEMENTS

CLIENT ONBOARDING



praxera





Starting or expanding your supplement business can unlock exciting opportunities to promote wellness and grow your brand. **Praxera Supplements** is here to support you on this journey and help you achieve your goals. By partnering with us, you'll gain access to high-quality private label supplements and cutting-edge formulations.

You'll also benefit from our extensive experience and industry expertise. **Praxera Supplements** has led the private labeling market for over 25 years. Our specialists have in-depth knowledge about every aspect of supplement manufacturing, from product development to label design. We're eager to share our insights and provide personalized support as you navigate this fast-growing industry.

During our decades of experience, we have created over 250 top-quality private label supplements. We incorporate the latest scientific advancements in nutritional research and only use high-quality, researched ingredients. You can feel confident you're providing your customers with the best supplements to support their health and well-being.

Ready to get started? We've developed a simple, four-step onboarding process to help you learn about our services and launch your products quickly.

This onboarding guide covers everything you need to know about each stage. It details key questions, paperwork requirements, and action items.

1

INITIAL DISCOVERY CALL

Share your goals and vision.

2

LABEL DESIGN

Create stylish and informative labels for your unique brand.

3

ORDER PLACEMENT

Produce and ship your order.

4

POST-LAUNCH SERVICES & INVENTORY MANAGEMENT

Get the support you need to reach customers, ramp up your inventory, and grow your brand.

By familiarizing yourself with this process, you'll understand what to expect throughout our collaboration. This knowledge and step-by-step guide will set you up for success as we work together to bring your vision to life and grow your business.



STEP 1: YOUR DISCOVERY CALL

The discovery call is an informal conversation centering on your business goals, needs, and product ideas. We'll use this information to understand your vision and offer turn-key supply solutions.

You'll also have plenty of opportunities to ask questions and discuss any concerns you might have about the private labeling process. Don't hesitate to ask for clarification or more details during this conversation.

After the call, you can email your representative with any additional questions. We're happy to discuss any aspect of private labeling and the supplement industry.

Along with the preliminary questions outlined above, here are eight topics we'll cover during the discovery call.

MEET YOUR DESIGNATED REPRESENTATIVE

We match every client with a designated account representative. This specialist will assist you with every step of onboarding, from choosing your products to placing your order. They'll also provide personalized support beyond the launch as you scale your business.



During the discovery call, your representative will introduce themselves and share their experiences in the supplement industry. They'll also explain their role and how they can help you achieve your goals.

Our representatives are business-savvy advisors, supplement experts, and tenacious problem-solvers—all in one friendly and personable package. If you're looking for a secret weapon to give you a competitive edge in the supplement market, look no further.



DISCUSS THE NECESSARY DOCUMENTS

Your representative will review the onboarding application with you during the discovery call.

This electronically emailed document includes **Tell us about yourself** where you provide your contact information, products of interest, desired quantities and other parameters. It also includes our **Private Label Supplements Agreement** that outlines how our program works along with the [Proposition 65](#) Acknowledgement as it relates to certain products sold to California.

Your representative can answer any questions you may have when filling in your information and reviewing the document as a whole.

Once your completed document is signed and sent back to us, you will then receive back a fully executed document for your records.

INTRODUCE YOUR BUSINESS AND GOALS

The discovery call lets us learn about your business and its core values. This information helps us get to know you and understand how we can assist you.

We'll ask you about your current offerings and how you see private label supplements fitting into your overall product lineup. For example, you may sell herbal remedies and want to diversify your business with research-backed supplements. Or you might specialize in supplements to support physical performance and hope to expand your business with sleep aids. Your consultant can use this information to recommend the most suitable formulations.

Additionally, your representative will inquire about relevant business goals. What do you hope to accomplish by offering private label supplements? Here are a few examples of potential goals our products and team could help you achieve:

**Become an authoritative leader
in the wellness industry**

Boost sales by 20% this year

Build customer loyalty

Expand into new markets

Generate new revenue streams

Increase customer retention by 15%

Finally, we'll discuss your target audience and how you plan to tell them about your supplements. Your representative will suggest specific products that may appeal to these customers.

DETERMINE WHICH PRODUCTS YOU ARE INTERESTED IN PRIVATE LABELING

Praxera Supplements has developed over [250 unique products](#), all of which are available for private labeling. These products address many different aspects of health, including:

Bone Health

Cognition & Memory

Digestion

Eye Health

Hormone Support*

Immune Support*

Joint Health

Prenatal

Men's & Women's Health

Mood & Behavior

Weight Management*



Your representative will ask you about the products you're interested in private labeling. This step will help them determine whether **Praxera Supplements** has the supplements you need.

This detailed information helps you choose products that appeal to your target audience. For instance, you might pick chocolate and vanilla protein powders for fitness enthusiasts who value convenience and palatability.

If you're in the early stages of planning your business, you may have yet to determine the products you want to offer. That's completely fine. Your consultant will help you explore the many possibilities we offer.

DISCUSS LAUNCH DATE

The discovery call is the perfect time to discuss your intended timeline with your representative. They'll help determine if **Praxera Supplements** can accommodate your schedule and meet your ideal launch date.

Your representative will estimate the turnaround time for the specific products you plan to purchase. Some private label supplements can be delivered in as little as three to four weeks after you approve your final labels.

The consultant will also help you set deadlines for key milestones in the onboarding process. Following a strict schedule will keep you on track and increase the likelihood of receiving your products by your preferred launch date.

Say, for instance, you want to launch a new line of weight management supplements by mid-December. This time frame will let you market

your products to people who want to get a head start on their New Year's resolutions.

Your representative will use this ideal launch date to establish deadlines for you and our **production teams**. Here's an example of a potential schedule:

**NOV
11**

Finalize the label design and place your order

**NOV
30**

The first order ships

**DEC
7**

Receive the finished products in the mail

**DEC
15**

Start shipping the supplements to your customers

The turnaround time can vary based on the availability of products and the quantities ordered.

CONSIDER LOGO AND BRAND DESIGN FOR LABELING

Branding is another critical topic to discuss during the discovery call. We apply a custom label to every package to reinforce your brand identity and distinguish your product from competitors' offerings. This label also includes the necessary educational information about the supplement.

Every supplement label features these essential elements:

- Your brand name
- Your brand logo
- Your product name
- The product count and/or weight
- Supplement facts panel
- Suggested use
- Cautions and warnings, if applicable

Your representative will ask if you have a logo along with any specific visual elements in mind for your product label. You can customize the colors, fonts, and logo to reflect your brand's personality. Some of our label templates also include small graphics, such as forest backdrops or symbols associated with wellness.

Established companies often have ready-made brand designs and logos they can adapt to the supplement labels. New entrepreneurs may still need to develop these elements. If that's the case for you, don't worry. Your representative will collect all of the information needed to then work internally on your behalf with the graphics design team during this next phase of the process.



REVIEW YOUR BUDGET AND DESIRED QUANTITY

Discussing your financial expectations is an essential part of the onboarding process. Your representative will ask what kind of budget you have in mind for this project. This figure will help us find the best solutions for your business without exceeding your financial limits.

The number of units you order will directly impact the price of your supplements. **Praxera Supplements** has a minimum order quantity (MOQ) of 36 units per product. That means if you want to buy five different supplements, you must order at least 36 units each.

We recommend buying at least 144 units if you plan to sell your private label supplements on major e-commerce sites, such as Amazon and eBay. You should also consider buying more units if you have an established customer base. That way, you won't have to worry about running out of stock and missing sales.

Praxera Supplements has a tiered pricing structure that can make larger orders more cost-effective. Your representative can give you a customized estimate during the discovery call.

REVISIT DOCUMENTS TO COMPLETE

At the end of the discovery call, the representative will email you the application and Prop 65 acknowledgment. Once you review and sign this paperwork, you'll proceed to the next step in the onboarding process.

**DISCUSSING
YOUR FINANCIAL
EXPECTATIONS IS AN
ESSENTIAL PART OF
THE ONBOARDING
PROCESS.**

STEP 2: LABEL DESIGN



Label design is a vital step in the onboarding process. A distinctive label helps customers recognize your supplements and build brand familiarity. A professional, well-designed label also makes your products seem more trustworthy.

We'll help you design your supplement labels in four easy steps. Depending on your preferences, you can manage these tasks over email, by phone, or by scheduling videoconferencing meetings with our team.

REVIEW LABEL TEMPLATES

Your representative will begin this phase by confirming whether you have your own established design. If you don't, we'll send you our [professionally designed labeling templates](#).

These designs have various art styles and layouts to fit different brand personalities and stylistic preferences. Once you've selected your favorite template, you can customize it with your branding elements. Add your logo, brand name, colors, and other stylistic features to make the packaging uniquely yours. Our graphic design team will help polish the label so the final product matches your vision.

COLLABORATE WITH OUR DESIGN TEAM

You don't need to rush out to hire an artist if you don't have graphics ready. Our graphic design team will help create a custom label that highlights your brand personality and resonates with your target audience.

First, we'll touch base to discuss your favorite colors, art styles, and other preferences. We'll use this information to transform your vision into a stylish design. This service can significantly reduce costs if you don't have established branding and logos. It also accelerates onboarding because you don't have to wait for an external designer to create your artwork.

If you already have a graphics team and prefer to design your own label, we will provide a label template that shows editable sections. Your graphics team can then integrate your logo, colors, fonts, bar code, etc. to create your label. Once done, return for a full turn-key review by our Regulatory and Proofing teams who provide their expertise to be sure your label is compliant with labeling laws.

ADD PROPOSITION 65 CONTENT

Companies that plan to distribute and sell private label supplements in California must include [Proposition 65 content](#) when required on certain products.

Your representative can provide further details on applicable warnings as outlined in the onboarding application.

APPROVE THE LABEL LOOK

If Praxera is designing your artwork, your representative will send you a mockup showing your logo, design, colors for your overall design to start. Once your design is in place, your representative will then discuss more specific information such as product name, your distributed by information, and bar code to complete your product label.

Once you receive your product label with your design, product name, distributed by information and all other discussed details, you'll want to review everything carefully. After initially discussing your label design and receiving the first mockup, you can then request up to four edit changes as a courtesy before a charge is incurred. Labels are not sent to print until Praxera has received your final approval.

Check this mockup carefully for grammar mistakes, inconsistencies, and overall aesthetic appeal. Before approving the label, you can request up to four free final changes.

**A DISTINCTIVE
LABEL HELPS
CUSTOMERS
RECOGNIZE YOUR
SUPPLEMENTS
AND BUILD BRAND
FAMILIARITY.**





STEP 3: CONFIRM YOUR ORDER AND SEND THE PRODUCT

Once you've perfected and approved your label, it's time for production. This phase transforms your private label supplements from abstract concepts to actual products you can hold. It's one of the most exciting parts of the process for many people.

VERIFY YOUR ORDER DETAILS

Next, your representative will get in touch to review your order. We'll confirm these details:

- The products you want to private label
- The quantities of each product
- Payment information

APPROVE LABEL PRINTING

After you approve the labels and verified your order, we'll send them to print. We can also provide private label tech sheets and bottle images for every product for no charge.

The minimum label run is 300 labels with any print of your label. Depending on your order volumes, this may allow us to have extra labels readily available for your reorders.

Typically, your first order will be ready to ship 14 to 15 days after we send the labels to print.



STEP 4: POST-LAUNCH SERVICES AND INVENTORY MANAGEMENT

Our collaboration doesn't end once you've received your first order. We also provide comprehensive post-launch services to continue supporting your business.

CHECK IN WITH YOUR REPRESENTATIVE

Your representative will check in after you receive your first order to make sure you're satisfied with the product. They'll also stay in touch to see if you want to reorder your supplements. You may adjust the quantity of future orders to build your inventory and meet growing demand.

INVENTORY EXTRA LABELS

If you have strong sales, Praxera Supplements can inventory extra labels for you. This proactive approach allows us to ship reorders in five business days or less. If we don't have labels when you reorder, the lead time is 12 business days.

FINISHED GOOD ORDER POINTS

We offer Finished Good Order Points for high-volume customers who order ten or more cases per quarter. We guarantee that we'll always have these products bottled, labeled, and ready to ship within 24 hours.

SCALE YOUR BUSINESS

Our flexible ordering processes enable us to grow with you. We'll quickly scale production as your business evolves and you reach new customers.

Need to double your next order? No problem. Want to expand into new private label supplements? Just contact your representative, and we'll get them shipped quickly.



**OUR
COLLABORATION
DOESN'T END ONCE
YOU'VE RECEIVED
YOUR FIRST ORDER.**

BENEFITS OF PRIVATE LABELING WITH PRAXERA SUPPLEMENTS

Partnering with a reputable private label supplement company is the most effective way to build your business. Here are three reasons to collaborate with **Praxera Supplements**.

DOCTOR-FORMULATED PRODUCTS

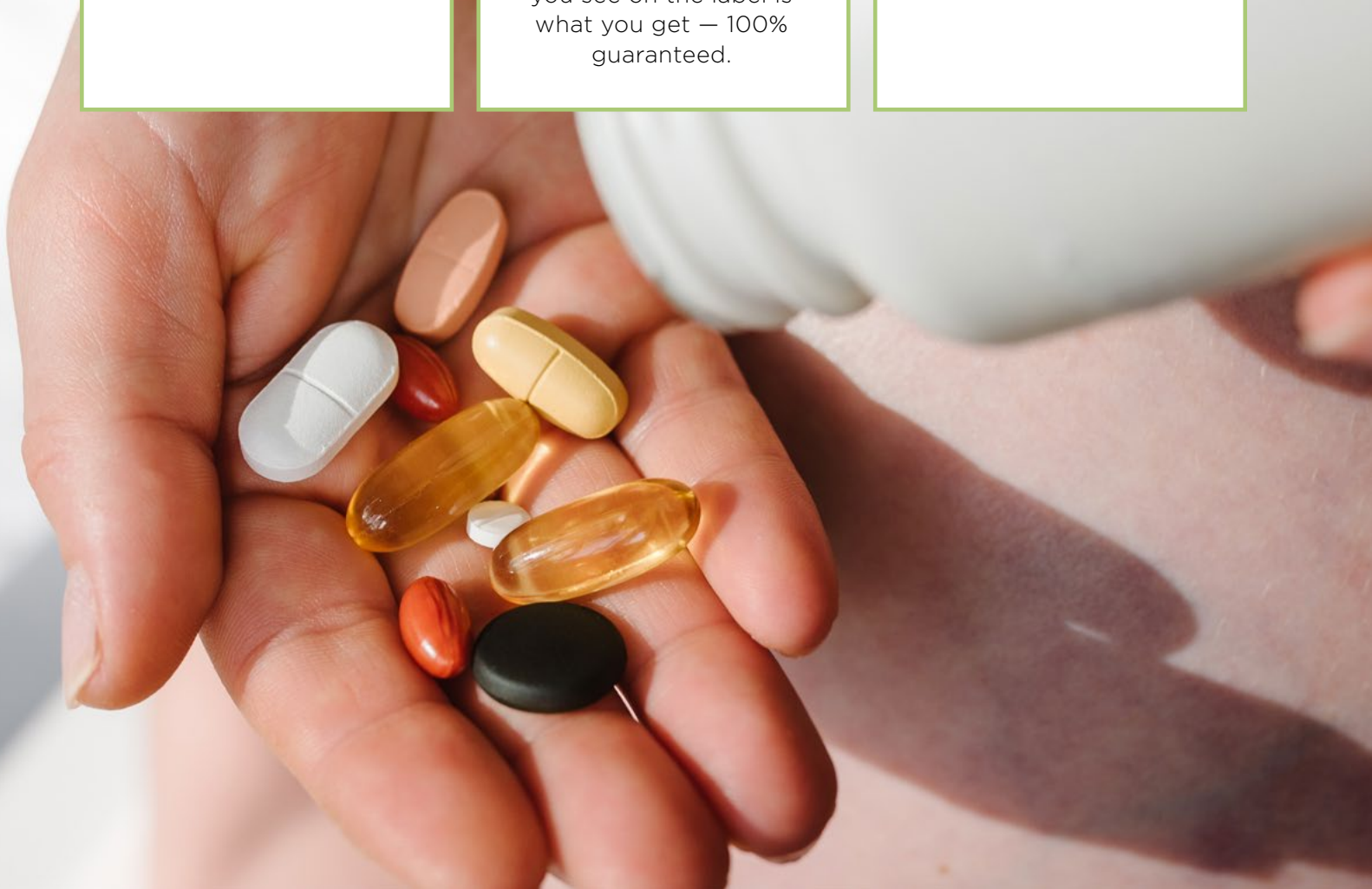
Our research and development team collaborates with our Scientific Review Board to design premium supplement formulas and provide valuable clinical insights for every product.

TRANSPARENT LABELING

We're proud of our [transparent labeling](#) and production practices. All our supplements use therapeutic levels of ingredients and don't include extra fillers. Each product also gets scientifically reviewed for quality, potency, and safety. That means what you see on the label is what you get — 100% guaranteed.

LOW MOQs

Praxera Supplements has lower minimum order quantities than most private label supplement manufacturers. You can start with as little as 36 units, reducing your upfront expenses.





JUMPSTART YOUR PRIVATE LABEL SUPPLEMENT JOURNEY

The private label supplement market is growing rapidly as more people turn to complementary methods to care for their wellness. Take advantage of this trend by collaborating with **Praxera Supplements**; trusted private label experts with over 25 years of experience.

We'll help you develop an all-star lineup of high-quality supplements for your unique customers and provide support beyond your initial order to set you up for success. [Contact us today](#) to schedule a discovery call.

[Contact Us](#)