NATURAL SKINCARE FORMULATION LAB

Label Information

Designing your **Labels**

Before you decide on which design option you're going with, it's best to be clear on your budget! Below are the design options you can consider when designing your labels.

Option 1 Hire a designer

If you have the budget and want a polished and professional job, hiring a designer is the way to go. You'll need provide to your with the correct ingredients and legal requirements.
You'll also need to provide them with the label's wording, information, colours and artwork you choose.

Option 2 DIY

A budget friendly option for the creatively minded! You can use a program like Canva to design your own labels. Read carefully through this catalogue for the correct information concerning ingredients, legal requirements when designing your own labels.

Option 3 Purchase a template

You can buy natural, organic, luxury templates from Etsy

Option 1   Hire a designer

Your designer will require the following things from you to start your project

Your Logo in Vector or Ai format.

A few images of brands you like the look of or any ideas on what kind of design you are after.

Colour or pattern ideas for your design.

Label details such as ingredients, directions, size, skin type, email and/or website, physical address, safety and storage warning, product name, any product description (not essential) and the label measurements.

Option 2   DIY

Designing your own labels with Canva is quick and easy.

We will explain in a few simple steps how you can do this.
The benefits include saving money, being able to create a new label for a product quickly and you can design it exactly how you want it.

if you are not the most creative and are time poor then having a designer create them will be best.

You have probably heard of Canva and how it is a great tool for making professional marketing material for your business, but what you might not know is that Canva now offers label design options, all of which can be completely customised.

As someone who is not the most tech savvy, I was able to create a new label in around 10-15 minutes, so if you allow yourself a couple of hours, you could create an entire collection.

Please note: You will need to sign up for the 30-day free trial to be able to create your own label files. You need to be able to customise the label sizes which you cannot do with standard Canva.
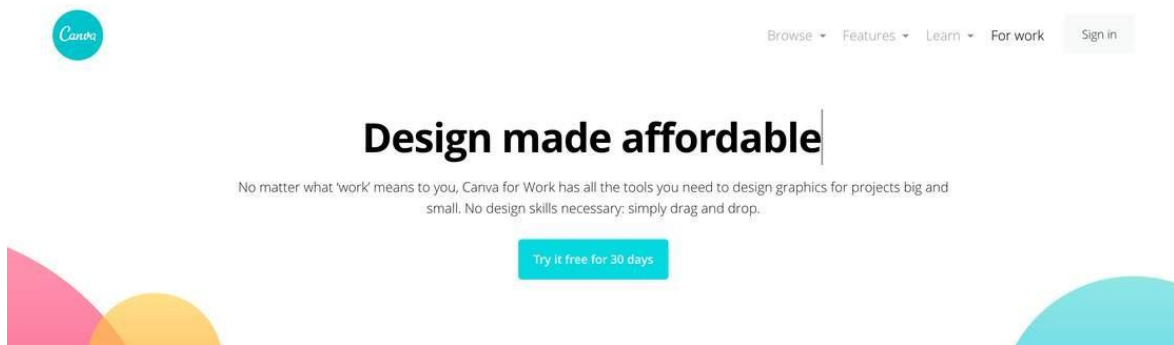
Step by Step

(1) ## Sign Up For Your Free 30-day Trial

You will need to supply your credit card details. You can either create all your labels during the free 30 days and cancel your subscription before the month is up. Or you can pay the ongoing monthly fee and continue to use it for your business.
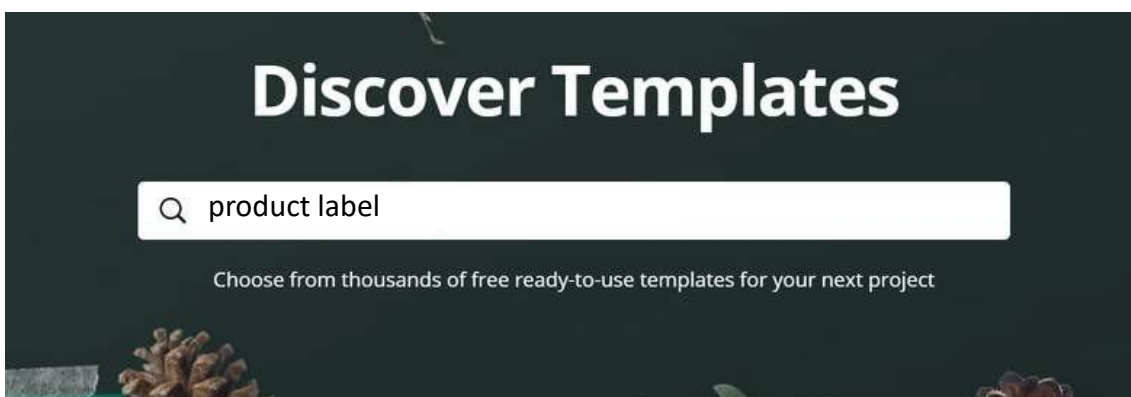
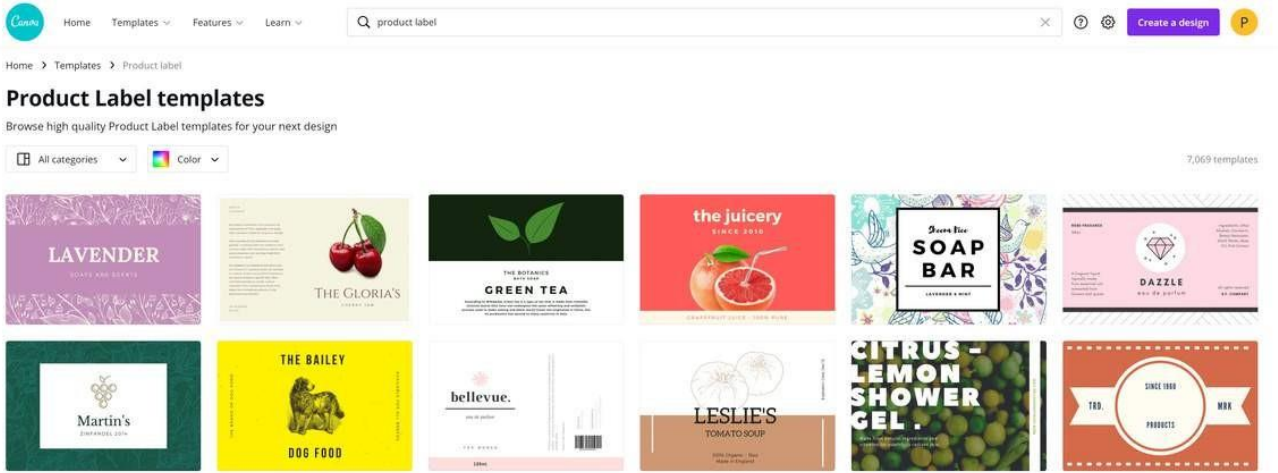Click here or on the image below to go to the sign up page.

(2) ## Search for "Label"

Click on 'templates' and type 'product label' into the search bar.

3   Search the Label Options

You will be presented with a range of pre-made label designs. We recommend either:

A) A design where the front of the label with the logo will go to the LEFT and the text for ingredients and usage instructions will go to the RIGHT, like this Canva template here:

B) Or a design where the logo is in the middle and text with usage and ingredients are to either side, like this Canva template here: If you choose this option, please note that if your text comes too close to the centre you will see it on the front of the bottle when label is applied.
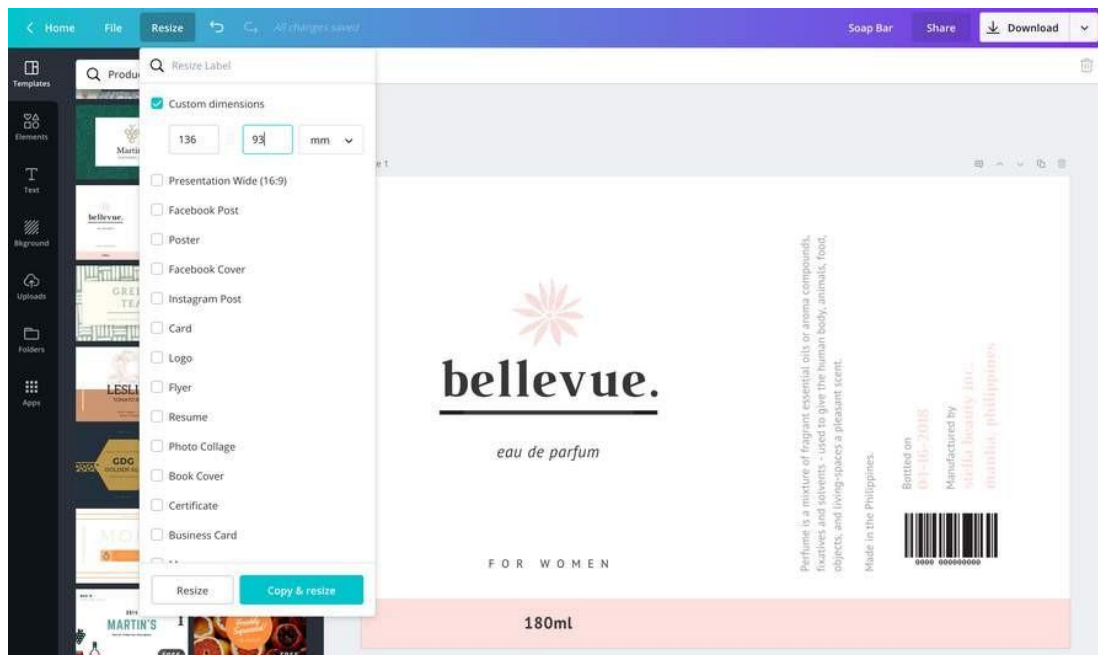

There is also the option to start with a blank slate and add your own text and design. But starting from an initial template may help! You can always completely modify the fonts, colours and graphics from there.

4   Set Up Your Label to the Correct Size

•Scroll to the product page you have chosen in this catalogue to find the label measurement you need.

•Click on RESIZE in the top menu. It will give you a drop down menu of options.

• Tick the first box "CUSTOM SIZE".

•Add in your custom measurements. It will default to the measurements being in pixels, but you will want them in mm.

• Then click the "RESIZE" white button at the bottom.

5   Customise

The fun part! You can now customise your label, add in your logo and colours/patterns etc. Please make sure your logo is a high-resolution file, so the print quality is high.

6 The Finer Details

Add in the legal requirements such as the full ingredient list, instructions for use, your contact details and any icons you wish to use. As well as the storage and disclaimer message.
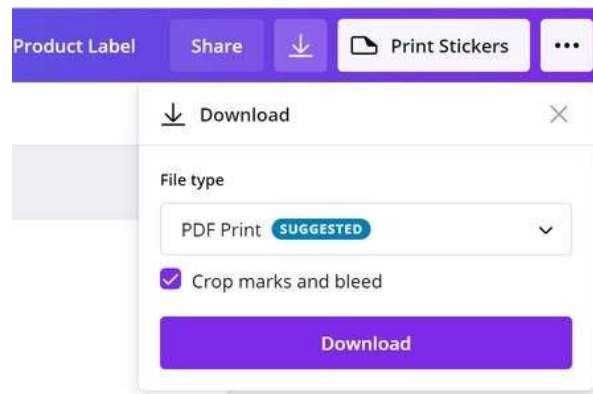
Icons: Please make sure your icons can be read. If they are too small remove them as they are better off not being on there if they can't be read.
Tip: Print off on home printer to check size before sending the files to your printer

7 Download!

Once you are happy with the label, press the DOWNLOAD icon (next to share) and save it as a PDF PRINT file. Make sure you tick the 'crop marks and bleed' box.
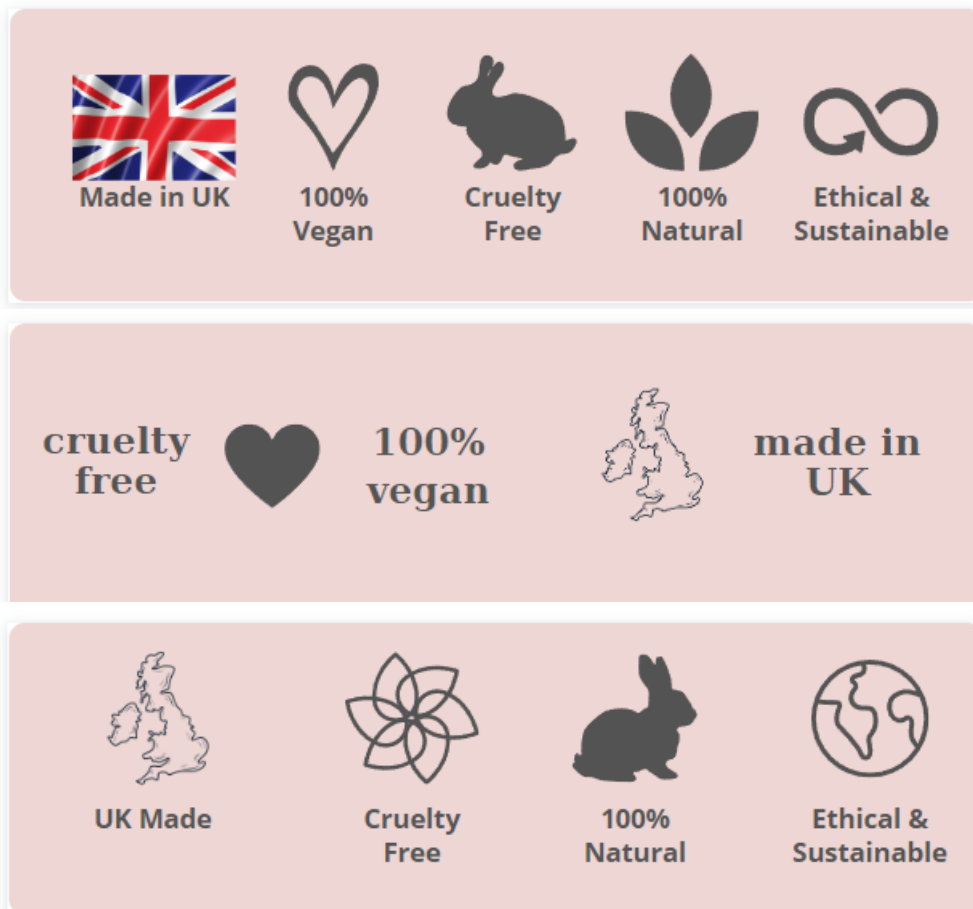

Suggestion: Print these from your regular printer at home or work, just to make sure the font is a readable size, and everything looks good. A good rule of thumb is to keep the text over 4pts (ideally 6pts depending on label size).

Free Icons

We have a selection of [free icons](#) that you can use which include Vegan, Natural and Cruelty Free, these are all legally compliant.
You cannot use the certified icons from Google.
We also have the recycle icon and the use 6 months after opening icon which are both highly recommended.

| Made in UK | 100% Vegan | Cruelty Free | 100% Natural | Ethical & Sustainable |

| cruelty free | 100% vegan | made in UK |

| UK Made | Cruelty Free | 100% Natural | Ethical & Sustainable |

100% VEGAN

CRUELTY FREE

6 M

6 M

100% VEGAN

IMPORTANT:

Do not use icons which cannot be read. If you use an icon with text and image please make sure its large enough on the label to be read, if not leave it off. We recommend printing your labels from your own printer to check sizing before you submit them to your printer.
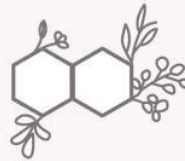
Legally compliant label checklist

Have you checked the following?

Add your Contact Details including a Physical Address *(not a PO Box)*

Product Size

Full Ingredient List

Directions For Use

Font Size is Readable When Printed

Icons (in a readable size)

Caution

Have All of Your Label Files Individualised

Labels are of High Resolution for Printing

Include 3mm bleed when saving to PDF

Please note: you must include an email address, physical address and website on each of your labels. You must also include the size of your product, full ingredient list, caution information and directions for use.

We highly recommend:

FAST LABELS
https://www.fastlabels.co.uk/
Located in UK

They print luxurious looking labels in gloss, gold, silver, rose gold, clear (and more!) that will help your products stand out from the crowd!

They offer short runs and their work is to a very high standard.

As you will need to apply labels yourself

NATURAL SKINCARE FORMULATION LAB

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