

*LANOLIN BEAUTY
INTERNATIONAL*

WHOLESALE SUPPLY CATALOGUE

2024-25



WWW.LANOLINBEAUTY.COM.AU



Lanolin Beauty International

ICONIC AUSTRALIAN BRAND

From humble beginnings, we here at Lanolin Beauty have been providing quality Australian Skincare for over 30 years to people globally. We are now a globally recognised brand that has sold to millions of consumers around the world.

Australia has a worldwide reputation for producing the highest quality products. Lanolin is coveted worldwide. At Lanolin Beauty we utilise 100% Australian made ingredients and packaging.

Demand for our product grew, especially from Asian tourists to Australia. Lanolin Beauty began to stock Australian tourist shops, duty free and local chemists.

The design of a pink round lid on a white 100g pot was developed. This design has been copied by many competitors.

Millions of units have been sold, primarily to tourists to Australia. This has led to the brand being known and used by millions around the world.



In 2020 the company was sold to Beae Pty, a 100% Australian private company with specialist experience in advance manufacturing. Following the purchase Beae has invested significant money into Brand Development, Research, and Development. In December 2020, a new website www.lanolinbeauty.com.au was launched reflecting our new brand direction.



Lanolin Beauty International

MISSION & VISION

At Lanolin Beauty, our mission is to provide every woman with accessible skincare products that enhance the well-being of their skin, making them feel amazing. With over 30 years of experience, we are committed to offering affordable, high-quality skincare solutions made right here in Australia. Our dedication to quality and sustainability drives every aspect of our business, from product formulation to packaging. We want to educate women all around the world of our iconic Australian Brand.



The range was expanded from our original cream to now include;

Day Cream: Perfect for daily use, this cream provides long-lasting hydration and a smooth, non-greasy finish, making your skin feel soft and rejuvenated. It is ideal for use under makeup, ensuring your skin stays moisturized throughout the day.

Night Cream: Our anti-wrinkle night cream works overnight to repair and nourish your skin, reducing the appearance of fine lines and promoting a youthful glow. Wake up to skin that feels refreshed and revitalized.

Eye Gel: Designed to tackle puffiness and dark circles, our eye gel soothes and revitalizes the delicate skin around your eyes. Its lightweight formula ensures that it absorbs quickly, leaving your eyes looking bright and refreshed.

Cleanser: Our foam-free cleanser gently removes impurities without stripping your skin of its natural oils, leaving it clean and refreshed. This cleanser is perfect for daily use, maintaining your skin's natural balance.

Lotion: Ideal for all-over body use, this lotion hydrates and protects your skin, making it perfect for those cooler days when your skin needs extra care. Its non-greasy formula ensures that your skin stays soft and smooth without feeling heavy.

Lip Balm: Keep your lips hydrated and smooth with our easy-to-apply lip balm that provides long-lasting moisture. It is perfect for protecting your lips from the elements and ensuring they remain soft and supple.



The History of

LANOLIN



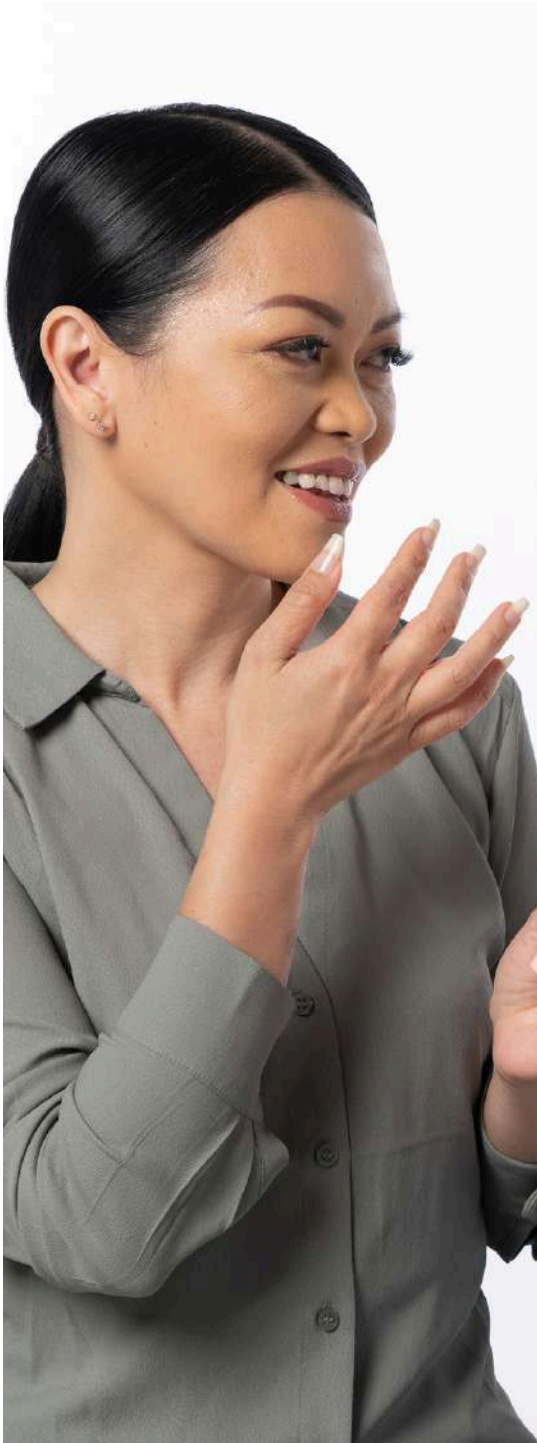
Lanolin has a rich history as a skincare ingredient, dating back centuries. It has been used in by civilisations for more than 8,000 years now as it has been considered as one of nature's wonder skincare ingredients. It has been used for the protection, treatment, and beautification of human skin. There is no synthetic ingredient that moisturises and replenishes the skin quite as well.

Derived from the wool of sheep, particularly the Australian merino sheep, Lanolin is a waxy substance that has been used for its exceptional moisturizing and healing properties. The journey of Lanolin from sheep to skincare staple is fascinating and highlights its enduring value.

Traditionally, Lanolin was recognized for its ability to protect and nourish the skin, making it a staple in many ancient skincare routines. Shepherds noticed that their hands remained remarkably soft and free of chapping despite constant exposure to harsh weather, thanks to the Lanolin naturally produced by the sheep's wool. This observation led to the extraction and use of Lanolin in various skincare applications.

What is

LANOLIN ?



Lanolin is natural.

Lanolin's role in nature is to protect sheep's wool and skin from climate and the environment; it also plays a role in skin (integumental) hygiene.

The process of obtaining Lanolin begins with shearing the sheep's wool, which is then washed to remove impurities. The wool grease, or Lanolin, is extracted and purified, resulting in a highly effective skincare ingredient. Australian merino sheep are particularly prized for the quality of their wool and the superior Lanolin it produces. This natural, renewable resource continues to be a cornerstone of effective skincare formulations.

At Lanolin Beauty, we harness the power of this time-honored ingredient, combining it with vitamin E in our products to enhance its benefits.

Lanolin assists the skin's function in holding moisture. Lanolin soothes dry or dehydrated skin, making it feel soft and smooth.

Lanolin's other skin care properties:

- Rich in vitamin D
- Allows skin to self-hydrate from within
- Antifungal and antibacterial

The benefits of

LANOLIN



Lanolin is an extraordinary ingredient with numerous benefits for your skin. Here's why incorporating Lanolin Beauty products into a daily regimen can make a significant difference:

Moisturising Properties: Lanolin penetrates deeply into the skin, providing hydration that lasts for hours. It helps to lock in moisture, preventing dryness and leaving your skin soft and supple. Its ability to mimic the skin's natural oils makes it particularly effective in maintaining optimal hydration levels.

Soothing and Healing: Ideal for sensitive or damaged skin, Lanolin reduces redness, inflammation, and itching while promoting healing. Its gentle nature makes it suitable for use on all skin types, including those with conditions such as eczema or psoriasis.



Anti-Aging: Lanolin's natural anti-aging properties help reduce fine lines and wrinkles, improving skin elasticity for a firmer, more youthful appearance. Regular use can help maintain a smoother, more resilient complexion.

Natural and Safe: Lanolin is hypoallergenic and gentle enough for even the most sensitive skin types, making it a natural and environmentally friendly choice. It is free from synthetic chemicals, ensuring that your skincare routine is both effective and safe.





Lanolin Beauty International

OUR PRODUCT RANGE



Day Cream 100g

An invigorating Australian Made Day Cream formulated with quality Lanolin, Vitamin E and Royal Jelly extract, provides superior moisture and hydration. It smoothly glides over skin and is easily absorbed, revitalising the appearance of dry skin.



Night Cream 100g

Lanolin Beauty's Night Cream is a gentle nourishing lanolin cream with vitamin E and hydrolyzed collagen, perfect for providing deep hydration to your face whilst sleeping.



Moisturising Cream 100g

An exquisite lanolin moisturising cream formulated with quality lanolin oil vitamin E and a plant derived placenta extract (Hydrolised Soy Protein) provides superior moisture, long-lasting hydration and instantly revitalises the appearance of dry, flaky skin.



Cream 100g

Our original cream is a great all-rounder lanolin cream with vitamin E, ideal for your face and body. An outstanding lanolin cream formulated with quality lanolin oil and vitamin E. It provides superior long-lasting hydration and also softens and revitalises the appearance of dry skin.



Lanolin Beauty International

OUR PRODUCT RANGE



Lotion 150ml

Lanolin Beauty Lotion is a superb all-over lanolin lotion with vitamin E, ideal for your hands and body. Designed to provide superior moisture and hydration for the skin



Hand & Body Lotion 80ml

Lanolin Beauty Hand & Body Lotion is a superb all-over lanolin lotion with vitamin E ideal for your hands and body.



Moisturising Cream 80ml

Lanolin Beauty Moisturising Cream is a gentle, intense hydrating lanolin cream with vitamin E, ideal for your face and body in the convenience of a 80ml tube.



Cream 80ml

Designed to provide superior moisture and hydration for the skin, Our original cream in the convenience of a 80ml tube.

Lanolin Beauty International



OUR PRODUCT RANGE



Lip Balm

Lanolin Beauty Lip Balm forms a gentle barrier on the lips, ensuring lips are well hydrated helping chapped and dry lips remain shielded from the elements.



Foam Free Cleanser

Lanolin Beauty Foam Free Cleanser with Lanolin, Cucumber & Aloe Vera to purify, cleanse and lightly hydrate the skin.



Eye Gel

Lanolin Beauty Eye Gel contains Cucumber Extract which is both refreshing and soothing for the delicate skin around the eye.



Lanolin Beauty International

WHOLESALE ORDERING PROCESS

We will need to set your wholesale account to begin trading

Contact name:

Phone Number:

Email for orders/delivery:

Email for accounts:

Company:

ABN:

Delivery address:

The way our order process works is as follows

- 1 You request stock via an email request to roger.kirwan@lanolinbeauty.com.au
- 2 You will receive an active quote from us that will arrive via email
- 3 If you wish to accept the quote, there will be a button that allows you to **"accept quote"**
- 4 This action produces a picklist, and your delivery is dispatched to you within 24 hours, and an invoice is automatically sent



CONTACT DETAILS

Business Details

Lanolin Beauty International Pty Ltd

ACN: 101 385 335

ABN: 74 101 385 335

Phone: +61 1300 029 830

Address:

Unit 3 10 Short Street
Brookvale, NSW, 2100, Australia

Key contact

Roger Kirwan
Managing Director

Office: +61 1300 029 830

Mobile: +61 427 245 237

