



allure labs

The industry's most *advanced*
and *comprehensive* contract
manufacturing resource.



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The Alluring Secret Behind the Industry's *Most Successful* Personal Care Brands

The skincare industry knows Allure Labs as its most groundbreaking and scientifically-advanced product developer. But we are much more than that.

Allure Labs is your essential partner in bringing truly innovative, industry-shaking products to market. We deliver on our reputation for industry-leading science and R&D, and our end-to-end service capabilities ensure that there is no quicker route to market, and no surer path to success for

brands eager to conquer the world. Allow us to share all that makes Allure Labs the industry's most comprehensive product development and manufacturing resource.

OUR STORY

From Vision *to Mission*

From its inception in 1995, it has been clear that Allure Labs was unlike all other contract manufacturers in the skincare industry.

Under the auspices of pioneering master chemist, Sam Dhatt, Allure has always been obsessively quality-driven, investing considerable amounts of time, resources, and focus into continuous research and development.

The goal, of course, has always been to create the most effective treatments possible, but Dhatt's vision has had a far greater impact on the industry than his groundbreaking scientific discoveries alone.

Rather than bringing his game-changing products to market himself, Dhatt chose instead to put them in the hands of the industry's leading brands. This allowed those brands to focus on building success in the marketplace, and Allure Labs to focus on driving the science of skincare. But, perhaps most importantly, it allowed state-of-the-art products, ingredients, and delivery systems to make their way to consumers in a variety of product categories, where they have sparked trend after trend and elevated quality standards for the entire industry.



Sam Dhatt
FOUNDER

Our Vision

To shape the skincare and personal care products industries through the discovery of better ingredients and innovative science and methodologies made available to consumers through our clients and their distribution channels.

Our Mission

Allure Lab's mission is simply to provide the industry with the most effective and innovative treatments imaginable, continuously redefining and improving upon the "gold standard" for product quality and efficacy.



A Formula *for Success*

When one looks back to 1995, when Allure first began serving clients, and compares it to the skincare industry of today, it quickly becomes evident how significant the company's impact has been on the market.

The company was started in Sam Dhatt's garage, and grew swiftly on the strength of his groundbreaking science and innovative formulations. By the end of its second year, "Allure Cosmetics" had already served over 85 clients.

Dhatt had already gained a degree of notoriety for his pioneering work with Alpha Hydroxy Acids (AHAs) three years prior, but the seemingly perpetual stream of scientific innovation and development of new, game-changing ingredients caused both newcomers and industry leaders to take notice.

Dhatt holds the distinction of being the first to successfully combine retinol with peptides, thereby setting a precedent for the delivery systems that have since become an industry mainstay. He was the first to formulate with Matrixyl, and at the vanguard of creating products with glycolic acid.

Under Dhatt's scientific leadership, Allure has grown into a truly comprehensive resource for the skincare industry, and the industry itself, as well as its most popular products have evolved as a result.

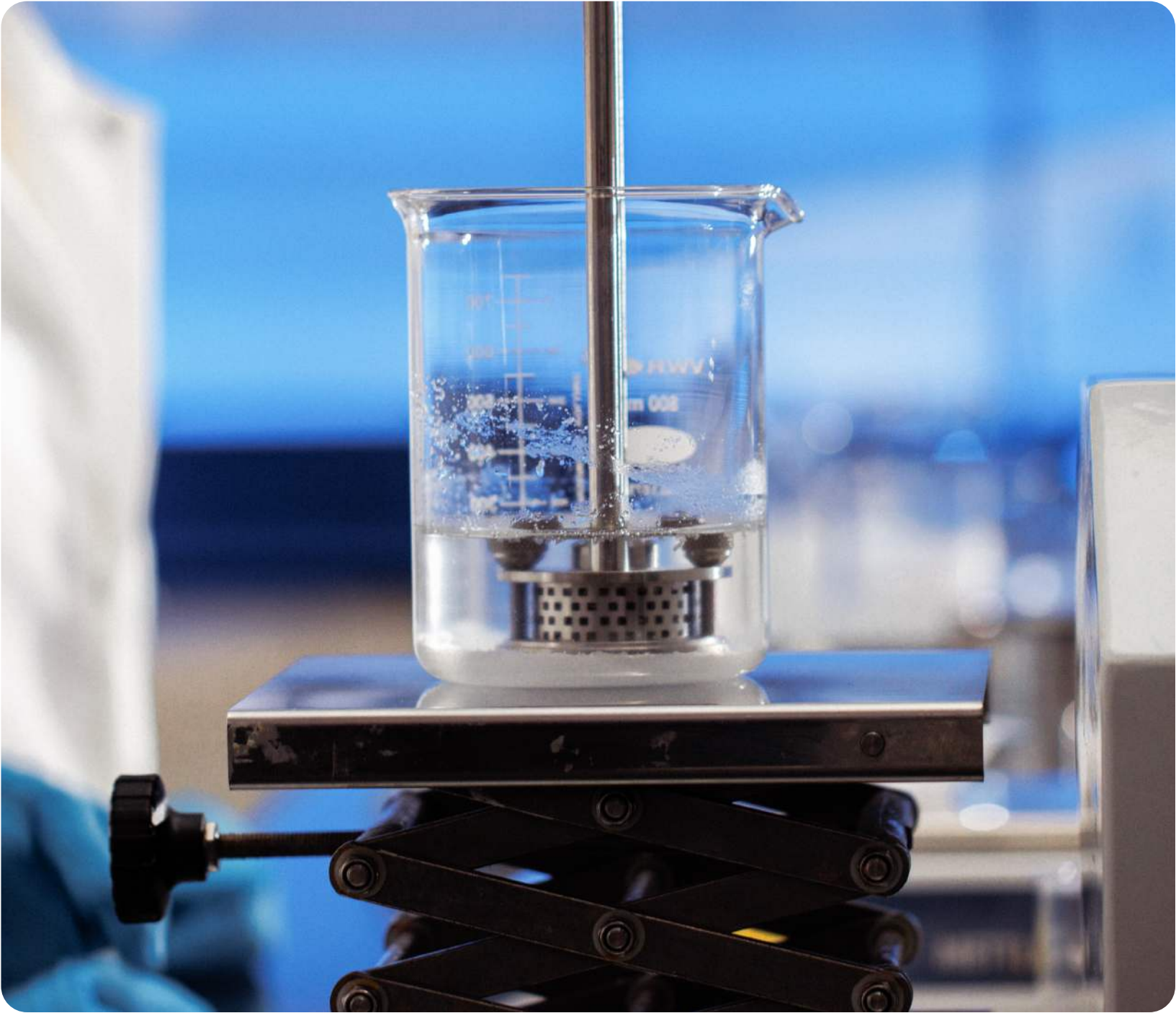
State-of-the-Art Facility

Today, Allure Labs operates a premiere 100,000 sq. ft. lab and production facility in Northern California with a staff of over 150. This remarkable facility was engineered for efficiency, blending lab, production, bottling, and shipping capabilities together with integrated manufacturing data and process documentation for transparency and process optimization.

Allure's facility is brilliantly scalable, and was designed for rapid turnaround of both large and small production runs, producing as little as 100 liters, or 2500 units at minimum, or as much as 4,000 liters, or 121,000 units per run at peak efficiency.



The Industry’s Best Science Team



Sam Dhatt | CEO AND CO-FOUNDER

Esteemed as an innovative trendsetter, especially within the skincare industry, Master Chemist Sam Dhatt has created thousands of unique products and brands in a career spanning over 3 decades. He was the first to successfully combine retinol with peptides, and has earned a reputation for developing the most advanced skincare techniques available.

Dhatt’s philosophy is founded on the conviction that everyone deserves beautiful skin. This core belief also guides Allure Labs in how it fosters growth for its clients’ brands and product lines. Under his guidance, Allure Labs continues to drive product innovation and elevate the industry’s standards for quality and efficacy.



Harinder Kalkat | GENERAL MANAGER

With over 30 years of experience in Pharma and the skincare industry, Harinder fulfills dual roles as both a master formulator and an astute head of operations for Allure Labs. Harinder brings a wealth of knowledge and experience to the management of multiple departments, involving him in everything from the product development to product line management and production.

His rich expertise provides an ideal complement to Sam Dhatt’s vision, ensuring that the integrity of each formulation is never, ever compromised.



Thomas Mooy | CHIEF OPERATING OFFICER

Having held executive positions at several high-growth platforms prior to joining Allure Labs in 2022, Tom’s significant experience in the consumer health, wellness, and beauty industries and commitment to customer satisfaction are a prime asset for Allure Labs.

With a Pharmacist degree from The Netherlands’ Leiden University, Tom combines scientific knowledge with business acumen to drive innovation in customer care,shaping the future of customer care at Allure Labs, and in the health and beauty industry at large.



Sumeet Dhatt | DIRECTOR OF CUSTOMER AND BUSINESS INTELLIGENCE

Having spent his entire life immersed within the skincare industry, Sumeet possesses a superlative understanding and awareness of emergent trends and market conditions. In his role at Allure Labs, Sumeet helps guide the formulation process to meet the specific needs of each client and their products, while maintaining a focus upon competitor products, costs, and industry-wide consumer demand.

In addition to staying ahead of industry trends, improving existing products, and collaborating with chemists to develop new formulations, Sumeet also manages our digital platforms, fostering our transparent communications to keep customers informed about compliance and industry standards.

Meet the Allure Team

Nipun Krishan | R&D MANAGER

Senior Chemist and R&D Manager Nipun Krishan is a boundary-pushing innovator who uses her deep understanding of advanced formulation strategies to develop the next generation of groundbreaking products. By exploring state-of-the-art delivery systems and encapsulation techniques, she is able to elevate product formulations to their optimal quality and efficacy while remaining true to each client's vision and goals

Sreedhar Nalobolu | DIRECTOR OF R&D

Allure Labs is fortunate to have one of the industry's most formidable Research and Development departments, led by R&D Director Sreedhar Nalobolu. The science team comprises a number of highly skilled chemists with experience ranging from 3 to 30 years, and substantial expertise in creating truly exceptional products.

Sreedhar and his team produce over 100 custom formulations each week, applying the most advanced ingredients and methodologies to developing products that will captivate consumers and spark fresh trends in the marketplace.

Rajesh Kapoor | HEAD OF QUALITY CONTROL & COMPLIANCE

With its meticulous approach to quality assurance and the manufacturing of hundreds of products each month, Allure Labs' is truly distinguished by its production team led by Rajesh Kapoor.

Rajesh delivers Allure's unwavering commitment to product quality and consistency with a staff of more than 150 by maintaining exceptionally high procedural standards at every step of the manufacturing process. Yet it is not simply higher standards, but the remarkable communication between Allure's Lab, Customer Care, and Purchasing teams that allows Allure to produce and deliver top-quality products within our client's time and budgetary requirements.



From Concept *to Consumer*

Allure Labs offers clients everything they need to bring a successful skincare or personal care product to market.

It begins with the scientific innovation that has led and shaped the skincare industry for nearly 3 decades. Behind the groundbreaking work of master chemist, Sam Dhatt, Allure Labs’ award-winning product formulations have powered some of the industry’s most iconic brands.

Of course, we can’t tell you who they are, only that they

include some of the most recognizable brands and products on the market, including several of the fastest-growing skincare brands in the world.

Much of our clients’ success owes to not only our superior science and deep industry experience, but also to our ability to allow clients to our comprehensive services all together, or to easily access only the services they require to augment their own capabilities.



Just What You Need

Research & Development

One of the primary advantages of Allure Labs is the depth of our science and R&D. Led by master chemist Sam Dhatt, Allure is continuously researching its own innovations, and bringing new breakthrough ingredients and processes to the marketplace that will define the trends of tomorrow.

We apply this same high-level comprehensive research to our clients’ custom formulations to maximize their efficacy while ensuring that they precisely conform to specified goals and benchmarks.

Quality Assurance & Microbiology Labs

Allure Labs carefully monitors quality assurance throughout the product development process. This includes testing for product stability, compatibility with selected packaging, as well as microbiology testing to ensure certification and compliance with industry regulations around the world.

Production & Manufacturing

Allure’s 100,000 sq. ft. lab and production facility was designed for high-volume turnaround, with integrated manufacturing data and process documentation for transparency and process optimization.

Containers are sealed, capped, and labeled both front and back in a single pass, and with multiple production vessels from 100 to 4,000 liters, Allure Labs is able to produce multiple batches of product in a single day.

Filling & Fulfillment

Allure has the capacity for filling a vast range of container types and sizes. Our production line includes both single and multi-head container fillers that can fill numerous types of containers, including bottles, jars, and tubes.

Allure Labs’ comprehensive, end-to-end services allows our clients to deliver ready-for-sale products directly to retailers or distributors without the need for additional steps, helping minimize time-to-market and providing robust fulfillment services to bring products to market as swiftly as possible.

Custom Product Formulations

Allure’s industry-leading team of chemists and product specialists work directly with our clients in defining and developing their product concepts.

Our comprehensive scientific capabilities allow us to offer our clients a variety of formulation options, ensuring that the resulting products achieve the desired results.

Custom formulations – based upon client concept without a prototype

Formulation enhancement – based on existing formulations or prototypes

Reverse engineering – creating a formulation based on an existing product

Ingredient focus – infusing highlight ingredients into existing formulations

Global Regulatory Compliance

In addition to testing, Allure Labs provides clients with guidance and support in navigating the various regulatory landscapes for wherever the product will be marketed.

But it’s not just guidance we offer. In most cases, the formulations we offer clients for licensure have already been vetted and developed within regulatory constraints.

For example, we offer a variety of SPF-rated sunscreen products that can be swiftly licensed and produced without the need for additional certification, provided that the customization does not alter the rating.



OUR CAPABILITIES

Expertise in *Every* Category

Allure Labs is renowned for its advancements in skincare, but our product development and manufacturing capabilities extend throughout the world of personal care products.

Not only does this allow Allure Labs to serve clients in a variety of different industries, but it also allows clients to expand their product lines both vertically and horizontally.

For example, among Allure's client success stories are several retail brands that have expanded their product lines over 600% on the strength of 7-figure year-over-year growth.

Allure is always broadening our capabilities in the service of our clients. The list below showcases many, but not all of the market categories where our products can be found.



SKINCARE



PROFESSIONAL
PRODUCTS



PET HEALTH



ORAL CARE



BATH & BODY



NATURAL/ORGANIC
PRODUCTS



BABY CARE



SUN
PROTECTION



HAIR CARE



FACIAL COSMETICS



SPA & WELLNESS

All the Best Stuff

Much of Allure Labs' reputation as the industry's most advanced scientific resource stems from our groundbreaking research and development of new ingredients, many of which have sparked industry trends.

Allure's prior successes in introducing new ingredients, such as exosomes, retinol blends, and innovative peptide blends, have demonstrated the power of new ingredients to drive consumer demand and help our clients position themselves at the vanguard of science and innovation.

Today, our innovative technologies include natural zinc encapsulation, which ensures the most effective SPF protection. With our advanced delivery system, including micronized encapsulation, you can expect longer shelf lives and nothing but the highest quality results.

Thus, clients often engage Allure's services as an extension of their own R&D capabilities, relying upon our industry-leading science and expertise to help them expand their current product lines, or to create bold new cutting-edge products with the power to reshape the marketplace.

Every Step *of the Way*

Allure Labs’ end-to-end services capabilities make us an ideal partner for brands of all sizes – from established industry leaders to start-ups and exploratory product brands.

Established brands appreciate the flexibility with which Allure Labs is able to complement and/or augment those clients’ own capabilities, while start-up brands enjoy the high-level of industry competence and expertise we offer in guiding them throughout the often complex process of bringing a product to market.



Built for Partnership

Allure Labs was conceived and developed as a comprehensive resource for meeting the needs of a vibrant and dynamic industry. As such, the company has grown around its relationships with those it serves, conforming to the needs of clients of all kinds and sizes.

This means providing the highest quality R&D, testing, production and fulfillment services as well as the expert guidance and industry knowledge needed to ensure the most successful outcome possible for every client and each product we develop.

Reordering

Once Allure Labs has completed manufacturing a client’s product, reordering additional production runs becomes an easy and quick process. Allure can even tune the reordering process to our clients’ success. By gauging their production needs and maintaining appropriate levels of ingredient inventories, we can ensure that future production runs will be initiated without delay, so clients need not worry about running out of products that are in high demand.

Speed to Market

In addition to consulting with them on the ideal formulations for their product concepts, Allure Labs is also able to advise clients on ways to minimize development costs and bring products to market as swiftly as possible.

Allure has spent nearly 3 decades enhancing and perfecting our production processes to maximize efficiency without ever compromising on product quality or efficacy. As a result, we are able to offer numerous process efficiencies that allow us to provide one of the industry’s swiftest turnaround times, allowing clients to bring new products to market in less than 8 weeks.

Product Line Development

As an ideal partner, Allure Labs also provides clients with consultative guidance in expanding their range of products. Our extensive knowledge of industry and market trends allows us to help clients discover the most strategic and effective ways to grow their brands and reach new consumer markets.



Sustainable *Science*

Allure Labs is every bit as committed to the environment as we are to delivering quality products and service.

We not only embrace the need to be fully responsible for our environmental impact, but as a contract manufacturer, we recognize that our ecological footprint becomes that of the clients we serve as well.

Thus, Allure Labs has implemented a number of policies and practices designed to minimize our impact and operate in harmony with the environment. These include:

- IMPLEMENTING A FULL ROOFTOP SOLAR PANEL ARRAY THAT HAS PUT ALLURE LABS ON A PATH TO ENERGY INDEPENDENCE .
- SOURCING INGREDIENTS EXCLUSIVELY FROM SUSTAINABLE SUPPLIERS .
- ENGAGING IN 100% CRUELTY-FREE TESTING .
- REDUCING WASTE THROUGH THE INTRODUCTION OF RECYCLABLE PACKAGING MATERIALS, IDEAL FOR CLIENTS WANTING TO COMMIT TO THIS APPROACH .
- CREATING LOGISTICS EFFICIENCIES THAT RESULT IN FEWER TRUCKS ON THE ROADS .

Our clients can take full confidence in these efforts as well as our ongoing commitment to building a healthier and more sustainable global environment.

Who Needs *Allure*?

Allure Labs is designed as a singular resource to support the entirety of the skincare industry. Over nearly 3 decades, we have carefully aligned our services to the various needs of clients of all kinds and sizes.

Established Brands

Brands that have already earned a place on consumer shelves will find in Allure Labs an encyclopedic resource that perfectly complements their own capabilities, allowing them to pursue strategic growth and product line development.

Whether we are tapped to develop new product or tech transfer formulations, or to simply provide manufacturing assistance as needed, Allure Labs performs as both partner and asset to established brands of all sizes.

Established client brands appreciate Allure's vast scope of available services, as well as our versatility in fulfilling their specific needs. Savvy clients have learned to use our services adaptively, helping them to fuel their growth by augmenting their own formulation or production capabilities.

As a result, we are able to provide the most comprehensive array of services available anywhere, and serve a spectrum of clients as broad as the skincare industry itself.

Start-Up Brands

Every great brand must begin somewhere, and Allure Labs' turnkey, end-to-end services are a fantastic way for nascent brands to hit the ground running.

Offering everything from formulations to fulfillment, Allure is able to provide start-up brands with a complete solution for getting a fresh product concept successfully off the ground.

But even more vital for young brands is the invaluable industry expertise and guidance we provide along the way.

Allure's experienced product development team is happy to advise clients on the best ways to maximize limited budgets and to avoid the potential pitfalls that can waylay young brands or hamper future growth.

We also share our extensive knowledge of the marketplace to help start-up clients choose products that capitalize on emergent trends and ignite consumer interest.

Our deep industry expertise and comprehensive capabilities makes Allure Labs ideally positioned to aid start-up brands as well as up-and-coming independent brands that thrive on fresh, innovative approaches and ideas that prompt the industry to grow and evolve.

Ultimately, it is both our goal and our mission to foster the growth of our clients – from start-ups to established brands, as well as the industry at large.





Prepared to Succeed

Our skincare expertise has also led Allure Labs to become one of the world's premiere innovators of sunscreen technology.

Today, Allure Labs offers clients private label access to these groundbreaking sun care products, allowing them to gently customize them and bring them to market with unprecedented speed.

Allure also makes its vast Library of Formulas available to clients to serve as a basis for developing their own successful

product formulations. Guided by our experienced product development team, clients are able to select proven formulas for all categories of personal care products, and then customize them in accordance with their own unique visions.

Consider it “bottled success,” the surest – and often the quickest – way for brands to bring innovative, premium quality products to market.

Private Label Sunscreens

Allure Labs changes the game with sunscreen offerings that are not only innovative and high-quality, but they can also be brought to market swiftly and cost-effectively.

Sunscreen products are notoriously challenging to develop, as they require time-consuming testing and costly SPF certifications for different wavelengths of light in order to be brought to market compliantly.

By offering already developed, tested, and rated and globally compliant sunscreen products on a private label basis, Allure allows clients an incredibly swift and cost-effective route to market in as little as eight weeks.

Allure's private label sun care products may be gently customized so as not to impact the product's quality or solar protection rating. These products comprise a blend of physical and chemical protection that shields against harmful UVA/UVB radiation as well as damaging blue light, and even deliver substantial antioxidant protection, hydration, and moisturization to the skin.

This is an excellent and cost-effective way for up-and-coming brands to swiftly diversify and expand their product lines and avoid the time consuming-process of product testing and certification.

Library of Formulas

Allure Labs is renowned for superior science and R&D, but it is our clients who gain success and notoriety for the products we develop. Our formulations become their trendsetting signature products, thanks in large part to the inimitable quality of our work.

Allure proudly opens our incredible Formula Library to our clients, allowing them to build their own unique product visions on the basis of these proven formulas.

Clients may select from popular skincare formulas for peptides, retinols, plant stem cells, or hybrid products, or choose among hair care, cosmetics, baby care, pet care, organic, and various other types of product formulations.

By combining proven library formulas with key ingredients, delivery systems, fragrances and a compelling brand, clients can bring their own unique product vision to life. Allure Labs offers hundreds of formulas and endless possibilities.

We also offer our expert guidance through every step of the product development journey.

WHILE SCIENCE OFF SUCCESSES

Onboarding with *Allure Labs*

To get started, clients are asked to complete a Product Development Request (PDR) form, which begins the conversation. The PDR sets the stage for a client discovery session in which Allure's R&D team will flesh out your product concept and requirements, identifying key ingredients, delivery systems, packaging and stability considerations, as well as timeline and proposed costs.

Once the concept is solidified, products are formulated in a laboratory setting in order to achieve the benchmarks desired. Custom-formulated products are tested for stability and efficacy, as well as compatibility with the desired delivery systems and packaging.

Clients are thoroughly advised at every stage of product development until the prototype is ultimately perfected and approved. At that point, product manufacturing and bottling runs are scheduled, and the product is then produced and delivered to the client via the chosen fulfillment process.

Allure Labs has built success into a science, and we welcome you to join us in exploring it fully.

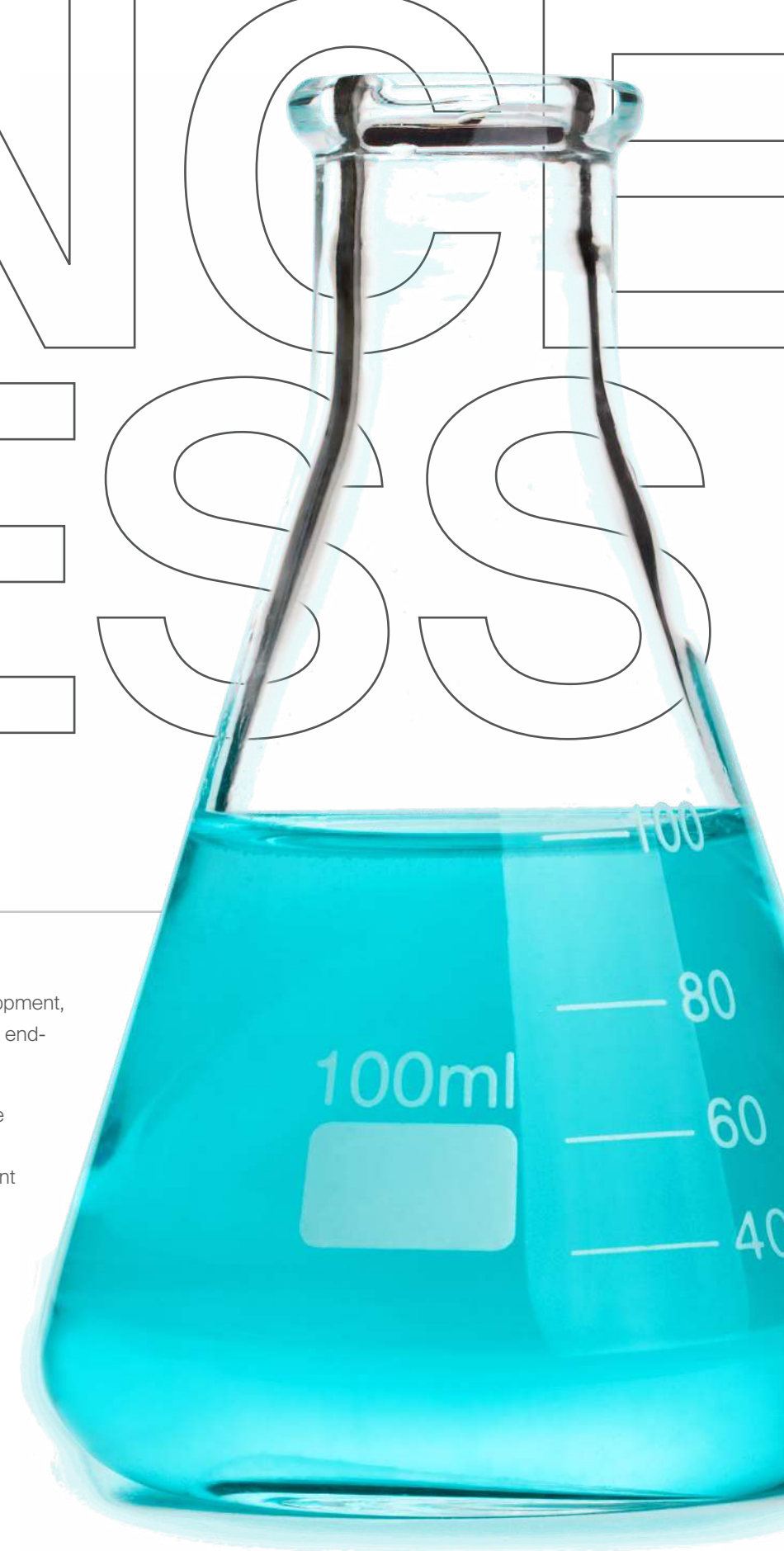
Let's Get Started

Success is a goal we share with every one of our clients.

We manifest that success in our groundbreaking product formulations and development, in our swift and consistent, quality-focused production, and in our comprehensive end-to-end services and industry-leading client guidance and expertise.

Throughout the years, we have streamlined and optimized our processes to make it as easy and straightforward as possible for clients to work with us. We have created efficiencies that shave weeks, if not months from the product development cycle, and we have continued to reinforce our stature as the industry's most comprehensive and scientifically-advanced partner resource.

Contact Allure Labs today, and let us guide you in bringing the industry's next big thing to market.



Where better products *are born.*

allure labs

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SCAN TO GET STARTED