

German beauty startup is looking for a contract manufacturer for high-quality, vegan lip products under a commercial agreement

Summary

Profile type	Company's country	POD reference
Business request	Germany	BRDE20250710032
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
Enrico FRANZIN	10 Jul 2025 10 Jul 2026	10 Jul 2025

General Information

Short summary

The German startup is specialised in the development and sales of high-quality, vegan lip products designed for a style-conscious, diverse Gen Z community. They are looking for a manufacturing partner, specialised in lipstick and lip balm production, for a private label production. A long-term collaboration under a commercial agreement is desired.

Full description

The German cosmetics startup, to be incorporated in 2025, is specialized in high-quality, vegan lip products designed for a style-conscious, diverse Gen Z community. The brand is rooted in creative self-expression, gender inclusivity, and a multi-sensory beauty experience that challenges conventional beauty norms.

- USP & Market Positioning: The company's products combine lip care and personalization with a fresh, mood-driven aesthetic tailored to Gen Z. Inspired by emotional consumption and community feedback, the German startup plans to offer future customization options (e.g. engraving, scent selection, or color matching). All products are designed to be gender-neutral, deliberately appealing to women, men, and non-binary consumers alike.

- Products: The first product is a tinted vegan lip balm launching in three distinct variants – each with its own scent, mood, and effect (including one with a gentle plumping function).

This hybrid product merges the benefits of a nourishing lip balm with decorative elements such as color, finish, and fragrance, creating a truly sensorial user experience. Instead of generic lip care, emotionality and individuality are put in front and center – with natural colors tailored to different skin tone types and unique scent profiles that enhance each user's mood.

Their future roadmap includes a horizontal and vertical product expansion – from additional colors, finishes, and functions to complementary tools and treatments – always with a clear focus on lip-centered innovation. The sales efforts will initially focus on Germany, with a rapid expansion to Europe planned.

A cosmetics manufacturing partner for private label development and production under a commercial agreement is sought.

Advantages and innovations

The young German company addresses the needs of its target audience by actively involving the community in decision-making and product development, co-creating the brand together with its users. The brand combines self-expression and individualization, offering high-quality formulations at an affordable price point.

Its branding is unconventional, deliberately blending opposites to reflect the diversity of its audience. The products are designed to respond to the individual through mood-based consumption, providing unique character and personality to each item.

They embody elegance combined with a playful touch of kitsch, creating a distinctive aesthetic that resonates with the style-conscious and diverse Gen Z community.

Technical specification or expertise sought

The young German cosmetics startup looking for a manufacturing partner specialized in cosmetic production, ideally with proven expertise in lipstick and lip balm production as the product has the typical lipstick appearance but contains higher care and active ingredient content like a lip balm.

The sought partner should develop the formula(s), fill the products into the containers, apply the secondary packaging (a sticker), conduct the necessary tests, and deliver the products to Germany.

Requirements

- Products for launch: Three different tinted, vegan lip balms with a unique formula, custom shade, and fragrance
 - Variants:
 - o 3 SKUs (stock keeping units), each with a different color and scent
 - o One variant includes a gentle plumping effect
 - Formula: Vegan, glossy finish, slight color effect, flavorless; desirable actives include hyaluronic acid, squalane, and collagen
 - Packaging: Filled into lipstick-style containers with a slanted tip
 - Packaging supply: Lipstick containers can be provided by the German company; second packaging (stickers on the container) to be produced by the manufacturer
 - Scope of supply: Product filled into lipstick containers plus second packaging (stickers) applied on the product
 - Compliance: Fully EU compliant
 - Order quantity: Initial order of 1,000 units per SKU (total 3,000 units)
 - Target price: Maximum €2.50 per unit (product only)
 - Benchmark product: <https://www.findingferdinand.com/products/delicious-balms>
 - Production requirements: Clean, machine-pressed filling into lipstick tubes—manual filling is not
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acceptable

- Long-term collaboration: Desired, with potential expansion into additional lip products
- Additional requirements: EU conformity, vegan products, delivery to Germany

Stage of development

Concept stage

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 17: Partnerships to achieve the Goal**
- **Goal 5: Gender Equality**
- **Goal 3: Good Health and Well-being**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

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Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**
- **Other**
- **Big company**
- **SME <=10**

Dissemination

Technology keywords

Market keywords

- **07004002 - Health and beauty aids**

Targeted countries

- **World**

Sector groups involved