



WHOLESALE FAQ'S Frequently Asked Questions

What kind of businesses are best for retailing Ferro Cosmetics?

Ferro Cosmetics works best with businesses that promote healthy lifestyles, beauty and fashion oriented, health and wellness, Environmentally focused, salons and medispas, fashion/clothing boutiques, that are staffed to give premier customer service and capable of being knowledgeable of the entire line.

How could retailing Ferro Cosmetics benefit my business?

74% of consumers are aware of mineral makeup, but only 23% of those have tried it. 45% of consumers say they are likely to try mineral makeup in the next year.

The demand for natural products and cosmetics is rapidly rising, and chemicals in products will never be back in style. Ferro Cosmetics offers your business a very competitive profit margin and separates from other mineral makeup brands that are obvious to the consumer.

Do I have to carry the entire line?

No, but through experience we've found that the more products and variety offered, the higher the short term and long term sales of each location. Our goal is to present women with a chemical-free way of life for their color cosmetics.

What's the minimum I can purchase for my business?

You must purchase a minimum of one partial or full unit per each category. Each category (Foundations, Blush X3, Veils, eye candy) is available in different price ranges plus testers to match the included shades.

Can I order extra shades not included in my unit?

Yes. You may order extra shades by ordering 3 pieces plus a tester of each shade. This allows the customer to try the color without opening your inventory reserved for sale, and gives enough backup inventory to sell and fill a row in the Point Of Sale (POS) unit.

Can I purchase just testers?

You can purchase our tester packages if you already retail our products but do not carry every product category. This is a great way to generate more excitement with your customers, take more orders, and give clients the true colors shown in the catalogs. You must already have submitted a Wholesale Application and Testers can be ordered at time of first order or anytime afterwards.

I have a store and I'd like to see how Ferro Cosmetics will sell in my store. Can I do Consignment?

Unfortunately we do not. We work with businesses to develop a long term successful business relationship, and are even selective in whom we choose to retail our products when being purchased at wholesale. If your clientele is that of the demographic seeking out and/or currently mineral makeup, your customers will embrace our products. We offer several different start up options and We support all businesses whom retail our products to guarantee success.

What's an EXCLUSIVE FERRO COSMETICS LOCATION?

A business whom carries our entire line and willing to maintain requirements for exclusivity annually. We actively promote our exclusive accounts and do not allow businesses within the same area to sell Ferro Cosmetics. Exclusive Businesses receive many other perks and benefits such as your business logo and description on the Ferro official website, blog features, special private events at your business, and more Ask for an Exclusive Ferro Location informational sheet if you plan on carrying the entire line.

Do you offer in-house training?

If you are an Exclusive Location, yes. We will personally train your entire staff. WNY/Buffalo area accounts are eligible, either in our Training Center or on your business site. We do provide all training materials to all accounts, and offer phone & video conferences in addition to several other training methods.

What is the Campaign For Safe Cosmetics?

The Campaign is a coalition of non-profit organizations to promote safety in all personal care products. Ferro Cosmetics has signed the Compact for Safe Cosmetics, which is promise and system for companies to follow in keeping their cosmetics free from harmful chemicals as well as following the EU Directives, the European guidelines for safe cosmetics which far exceed the current and not enforced FDA cosmetic regulations.

Campaign Co-founder and author Stacey Malkan is featured in our Corporate Video which can be viewed on our home page at www.ferrocosmetics.com

If I have a store, may I sell Ferro Cosmetics on my website?

Contact a sales executive concerning online sales. There are several variables that determine if it can be done.

Do you dropship?

Occasionally if we feel it's a good fit for us or if we feel it spreads the message of Safe Cosmetics. Certain criteria must also be met concerning traffic and website capabilities.

Can I post the Ferro Cosmetics Banner on my website?

Yes! You may also sign up for our Affiliate Program, where you will earn 15% of each sale of Ferro Cosmetics that came from your website.

Will my business be listed on FerroCosmetics.com?

Yes. All our locations are listed on our website with your address and contact info. Businesses that carry all categories of products will receive special attention and promotional ad space on our website, which will include a description of your business, photos, logo image, and a review of your business on our blog and other marketing materials.

What if my clients order shades I do not carry on ferroc cosmetics.com?

In this instance, customers only shop online when the shade they want isn't available from the businesses that carry our products. We suggest to either consider bringing in more shades and products, or simply join our **affiliate program** and direct your customers to shop through our Ferro Cosmetics Affiliate Banner link on your website.

I was on your website and I noticed sales and specials not offered to my business.

We frequently test market several items and packages a month and throughout the year before passing them into our wholesale division to ensure success. Occasionally pricing is below current wholesale cost therefore we cannot offer them to our wholesale clients at further discounts. They may be purchased but at the list price. Please contact us with any questions.

I saw other brands of products in your store/website. Do you offer wholesale pricing on those products?

Because we do service clients on a retail level as well, certain products may not be available for wholesale through us. If we are a distributor of that brand we can offer it to you, and if not we can direct you to the source.

How do I kick off Ferro Cosmetics into my business once I receive my order?

The best way is to host an event or feature a certain week. Use and become familiar with the products, read through all training materials, and study the Ferro Cosmetics website prior to your kick off. A few weeks prior, let your customers know about your event by creating flyers and invitations. We have found great success in these events, and we can personally assist you in any way we can as well. Local businesses in the Buffalo/Rochester area may qualify for Ferro Cosmetics Reps to attend and run the event. Larger exclusive accounts throughout the US may also qualify. Let us help you kick off Ferro Cosmetics in your business! Call your account representative to help assist your planning.

I love your products and am seeking job opportunities. Do you have positions available outside Buffalo, NY?

Yes! We are always looking for makeup artists, sales reps, and trainers throughout the US. If interested, please submit your resume to krissy@ferroc cosmetics.com for more information.