

# Chemco helps brands produce products, control costs

Whether you want to develop a new product or rethink your current formulas, you will need to choose between manufacturing on your own or utilizing a contract manufacturer. Although manufacturing your own products appears like an effective way to control every aspect of manufacturing, including costs, fixed agreements with a private label manufacturing partner will give you similar control. So how do you make the decision? **Beauty Industry Report** recently sat down with **Chemco Corporation's Adriana Queiroz** to find out. **BIR: Welcome back, Adriana. Please share Chemco's story with our readers.**

**Adriana Queiroz (AQ):** Thanks, Mike. Chemco Corporation is a product manufacturing, development and design company with more than 60 years of expertise. Chemco specializes in developing new products, matching current formulations, research and development, contract manufacturing, custom blending and filling. By offering a full-service manufacturing partner, Chemco enables brands to introduce their products to the market promptly with assured excellence.

In addition, Chemco produces an array of house brands, including **SpaRedi, Ashley, FootSpa, ProNail, Color Capture, Prosheen, Moda, SkinSpa, Origen Dr.B's** and **Dr. B's L' Homme**. At **Cosmoprof North America** last month, we launched the **Natuwax** hair removal system. We pledge to provide the same attention and service to your business, as we do to our house brands.

**BIR: What are Chemco's capabilities?**

**AQ:** We are proud of our FDA-licensed and ISO 22716-certified facility in Miami. It has

more than 120,000 square feet of development space. Each area is monitored closely to ensure products are of the highest quality standard in the industry.

**BIR: What is your approach with your customers?**

**AQ:** Each step from formulation to shipping is meticulously organized, which creates a simple, reliable and efficient blueprint for success. Here's how it works.

First, Chemco looks at current trends to place your new product in context in the marketplace. Then, after deciding upon your ideal product, its fragrance and formula specifications, our highly trained laboratory technicians create your customized formula and provide custom samples for your approval. In addition, our creative team develops your look and packaging to give your brand a customized flare. At Chemco, our goal is to pair the reflection of your ideas/product with the hard work and dedication of our ideation team to construct a first-class brand and experience.

**BIR: Isn't it more expensive to outsource all of those functions?**

**AQ:** Not at all, Mike. In fact, Chemco helps a brand control costs. Partnering with an experienced contract manufacturer will not only assure a partner who is on top of analyzing future trends, but will also provide you with the wisdom of a product development veteran in the first week of your debut. In addition, our established assets are available to you, including Chemco's plant and equipment. Finally, outsourcing allows you to focus on sales, marketing and education, while Chemco builds your foundation.

**BIR: Tell me more.**

**AQ:** All in all, a skilled and reliable private label product development specialist will be the difference between your brand's failure and success. With more than three generations of experience, Chemco has key insights that have stemmed from years of training and expertise. Our specialists will guide your vision onto a path of success, as well as update you with the trending advancements in your particular product's line. Finally, we will manage your costs, as part of our excellent customer service.

**BIR: What is the process?**

**AQ:** As Chemco's house private label product development specialist, I will work closely with your team from your first idea to the delivery of your completed products and subsequent reorders.

To get started, we will discuss your business vision and specifications. I share that information with Chemco's R&D team and the second phase begins. During the second phase, Chemco develops, tests and perfects your formulas in house and sends them to you for testing and sampling. Once we have agreement on a final formula, in phase 3, we will develop packaging or you have the option to supply your own. We then calculate the costs and engineer three-tier bracket prices based on low, medium and big production runs. Once we receive your purchase order, it takes only four short weeks to turn out your final product, including all documentation and stipulations.

**BIR: Any final thoughts?**

**AQ:** Whether you are a new company or thinking of reformulating your existing products, Chemco can assist you in achieving your goals in any step of the process, and will meet your needs in expertise, pricing and service.

*For more information and an in-depth consultation, reach Adriana Queiroz, private label product development specialist, at 305-623-4445, ext. 5634, direct at 786-506-4233 or at [adriana@chemco.com](mailto:adriana@chemco.com). Visit [chemco.com](http://chemco.com).*



*Adriana Queiroz (left) and Dony Agudelo, private label product development specialists for Chemco Corp, greet guests at Cosmoprof North America.*



*At Cosmoprof North America, Chemco debuted its Natuwax brand.*