

A top-down view of a still life arrangement on a white wooden surface. On the right, a white ceramic cup filled with a golden-brown liquid sits on a matching saucer. To the left of the cup are two lipsticks with gold-colored caps and wooden-textured barrels. One lipstick is upright, showing a dark purple shade, while the other lies horizontally. Both barrels feature a small floral illustration and the brand name 'nōyah'. In the bottom left corner, there is a cluster of fresh flowers, including white and purple bell-shaped flowers and yellow buds. A white rectangular box is overlaid on the left side of the image, containing the brand name and title.

nōyah™
Cosmetics
RETAIL
BRAND
GUIDE





Hi!

Nice to meet you.
We're noyah.
Welcome to
our family!

Let's get to know each other.



We are a natural beauty company...

... headquartered in a decidedly unnatural place: midtown Manhattan. So yeah, we love dualities. Take our founder Dr. Gordon, for example (or Dr. Josh.) His might not be your typical origin story, and we might not be

your typical natural cosmetics brand: We believe that earthy can be glamorous, natural can be rebellious, and that classic and cutting edge are just opposite sides of the same coin. After all, who says you can't be a cosmopol-

itan do-gooder or hug a tree in a suit? Our office may be in the heart of one of the world's most bustling cities, but Central Park is just one block away, so trust us, anything's possible.

***OUR MISSION: TO BE THE LEADER IN BEAUTY
INNOVATION THAT BENEFITS BOTH HEALTH
AND PLANET.***

An example? You likely eat pounds of lip care products during your life, yet they're made in cosmetic plants, with hardly any regulations governing their ingredients. If you eat it, wouldn't you want it to be made from food? We do, so we make some of our products out of 100% food in kitchens instead of cosmetic plants. Yum.

Earth-friendly

Good things come in earth-friendly packages.

We aim to take the lead in eco-friendly packaging. While no packaging solution is perfect, we will be phasing in and experimenting with various better-for-the-planet solutions. These include:

- Tubes made with sugarcane
- 100% PCR plastic
- Bamboo and paper components

Animal-friendly

All of our products are cruelty-free. Beeswax is our only non-vegan ingredient. We don't sell in countries that require animal testing.

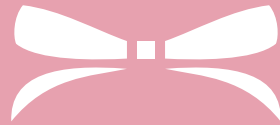
Made in the USA

Always, and we hope forever. A tad more expensive, yes. But it's better for quality, the planet, and the local economy, so hey, why not?

Donations to the Homeless

We have an ongoing collaboration with the National Health Care for the Homeless Council (NHCHC)! We donate a lip balm to the homeless for every social tag with @noyahcosmetics and #livedivinely.





Our Products

We have 4 main lines

1. Lipsticks

Key Ingredients: waxes, oils, and mineral-based pigments

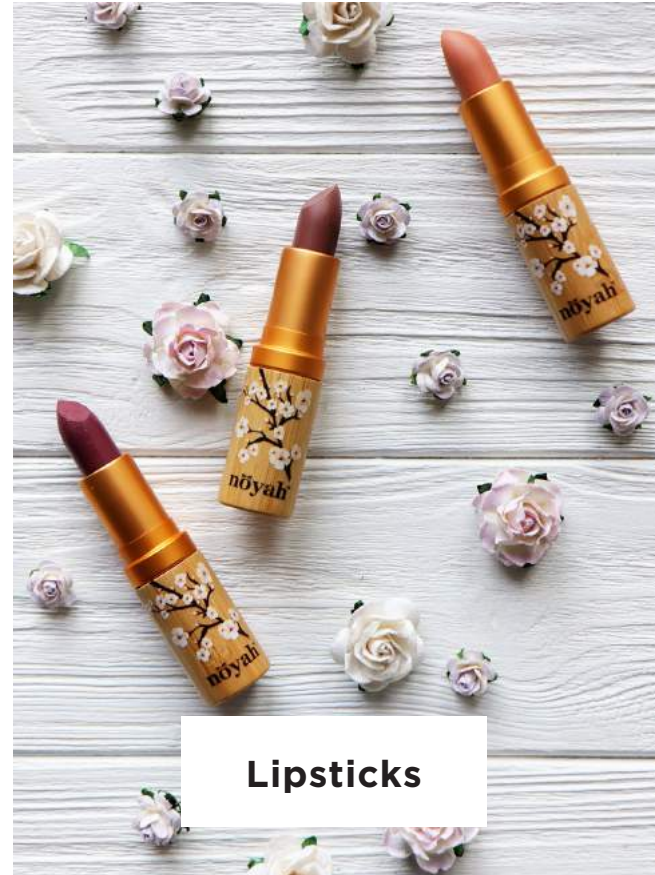
Why people love ‘em:

- USDA-certified biobased
- Stunning bamboo packaging
- No “nasties” (parabens, sulphates, phthalates)
- Striking pigments with great color payoff and staying power

10 semi-matte shades (Wink, Desert Rose, and Smoke are the most matte). Top Shades:

- Deeply In Mauve (flatters almost everyone!)
- Hazelnut Cream (the only one with a touch of frost)

How to wear it: Alone, topped with a complementing or contrasting) lip gloss, or applied over noyah lip balm for extra moisture.

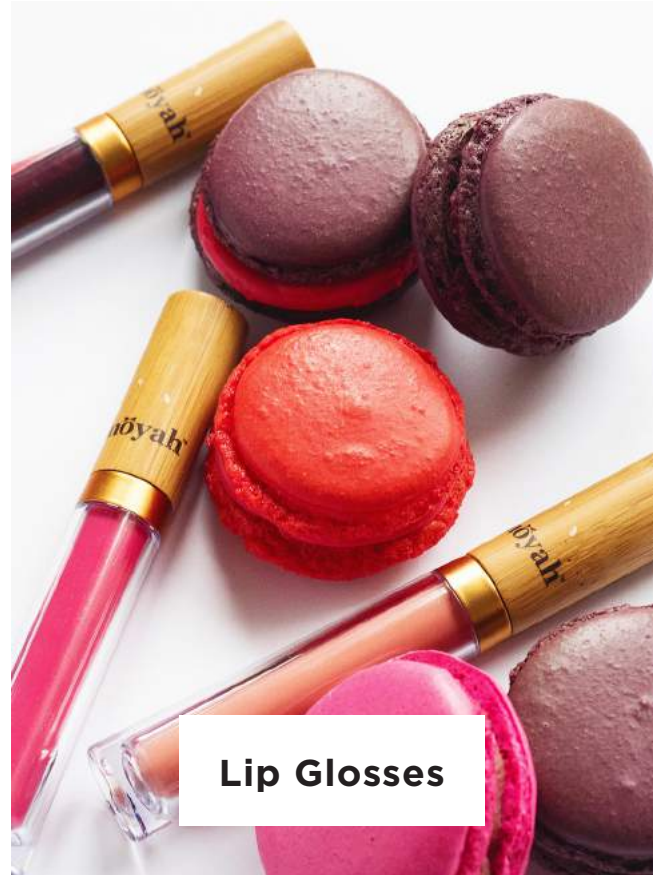


2. Lip Glosses

Key Ingredients: waxes, oils, mineral-based pigments

10 shades, more moisturizing than the lipstick and applied more often. Top shades:

- Deeply In Mauve
(like we said - super flattering!)
- Latte Love (versatile “nude”)
- Burlesque (for those who like bright, intense color)
- Summertime Peach
(for some subtle shine)



Lip Glosses



How to wear it: Solo works, of course, but they're also great over lipstick. Here are a few of our fav overlay combos:

- Corresponding lipstick + lip gloss shades: some shades come in both a lipstick and a gloss.
- ! Pro Tip: Prolong color by starting with a lipstick base and keep color fresh all day with quick and easy touchups using the matching gloss.
- Add dimension and luster by mixing and matching lipsticks and glosses. No wrong answers here, but if you need some inspiration here are a few ideas to get your imagination going:
 - Lipstick: Wink + Lip gloss: Summertime Peach
 - Lipstick: African Nights + Lip gloss: Melted Mocha
 - Lipstick: Dolled Up + Lip gloss: Pink Frosting

Displays & Testers

All opening orders of full sets of lipstick or lip gloss (4 of each shade - 40 products total) come with a free display and gifts for staff. Replacement testers can be purchased for a symbolic price.



40 units + 10 testers gloss/lipstick display

3. Organic Lip Balms - Simple & Awesome!

Super simple - only 4-6 organic ingredients: Beeswax, Coconut Oil, Olive Oil, and Stevia form the base and are the only ingredients in our unscented balm. The rest have a touch of natural scents. **4 flavors:** Cherry, Spearmint, Vanilla, and Unscented

Why people love 'em:

- USDA-certified organic
- USDA-certified 100% biobased
- Simple yet highly effective - You can understand all the ingredients!
- Cherry and vanilla are perfect for those with a sweet tooth, while natural spearmint flavor provides a fresh, minty kick



Lip Balms



- Purists love our unscented balm, which is possibly the simplest balm in mass distribution
- Kraft packaging for an artisanal look
- 100% PCR plastic being phased-in

How to wear it: Works great solo, after scrubbing with our food-based lip scrub or as a primer under our color cosmetics.

4. Food-grade personal care products

The Inspiration: You likely eat 4-8 pounds of lip care products over the course of your life. However, these products are made with few regulations - in the USA, you can legally make a lipstick in your house and sell it. If you're putting something in your body, wouldn't you want it to be food? We did, which is why we started our growing line of food-grade cosmetics made from fully edible ingredients and manufactured according to standards of both food and cosmetics, in commercial kitchens instead of cosmetic plants.

We now have 3 products available, and more will be released later:



Peppermint-Vanilla Food-grade Lip Scrub

Key Ingredients: sugar and ground vanilla beans (exfoliants), coconut oil, cocoa butter (to moisturize), olive oil (to lock in moisture), peppermint oil (for deliciousness and a minty tingle).

Why people love it:

- USDA-certified 100% biobased
- Made in a kitchen with food-grade ingredients
- Leaves lips flake-free and soft - the perfect canvas for lip color!
- Eco-friendlier glass and bamboo packaging

How to use it: Gently massage onto lips, then wipe off excess. Scrubbed lips need moisture, so follow up with some noyah lip balm ☺ Great for priming the pout for smooth application of color cosmetics.

Food-grade Lip Balm

Key Ingredients: Coconut Oil, Olive Oil, Beeswax


Why people love it:

- Made in a kitchen with food-grade ingredients
- USDA-certified 100% biobased
- Scrumptious vanilla plus a hint of Stevia for added sweetness



CBD Lip Balm

The CBD market is expected to grow 50x over the next 5 years.

Elevate your green routine with this natural, hemp-derived CBD balm. It's made in a kitchen instead of a cosmetic plant, uses food-grade ingredients, and is handcrafted in the USA with extra 

Why people love 'em:

- It has CBD ☺
- Made in a kitchen with food-grade ingredients
- Soon: USDA-certified biobased





Better Together!

Our products are all designed to be awesome on their own, but many of them compliment one another which means you can build bigger sales. For example:

- **Lip balm** is the ultimate add-on, great to use on its own or...
 - after **lip scrub**
 - under **lip color** (to prime lips and create a smooth base)
 - over **lipstick** (to prevent flakes and keep color looking fresh)
- **Lip gloss** is great solo or over lipstick...
 - to add dimension and keeps lips moisturized
 - to add new textures, like adding shine to a matte **lipstick** base
 - to touch up **lipstick** (remember that some shades come in both a lipstick and a gloss!) color on-the-go

Brand and Product FAQs

Q: What does “noyah” mean?

A: From Hebrew, meaning “divine beauty”

Q: What pigments are used in lipstick and lip gloss?

A: Iron oxide mineral pigments.

Q: Are noyah products vegan?

A: Almost. Some of our products use beeswax, which we’ve found that even many vegans are ok with!

Q: Are noyah products gluten free?

A: in 2019, all of our products will be tested to contain less than 5ppm of gluten (=gluten-free). Until then, we advise that our products don’t contain gluten or any of the major allergens (milk, wheat, soy, tree nuts, peanuts, fish, or shellfish) but may be produced on equipment that produces other products that contain these allergens.

Q: Do noyah products contain nanoparticles?

A: Nope! We used non-micronized versions of titanium dioxide and other minerals.

Q: What makes noyah’s food-grade products different from other edible cosmetics on the market?

A: Other “edible” cosmetics use food-grade ingredients but are made in cosmetic plants which are not required to comply with manufacturing standards for food products (in fact, products made in cosmetic plants have very few regulations at all). Not only do we use food-grade ingredients, we make them in commercial kitchens instead of cosmetic plants in accordance with regulations for food products (and cosmetics).

Q: What is noyah’s shelf life?

A: Typically 2 years (our products are made without water so are very shelf stable).



Miscellaneous stuff!

Digital Assets

Want digital images? Email us at sales@noyah.com and we will give you online access to a folder with high resolution formal images, lifestyle images, sales sheet, MAP policy, and our catalog.

MAP (Minimum Advertised Price) Policy

100% MSRP, see corresponding MAP policy. See a shop selling for less online? Email us at sales@noyah.com

Feedback

We can't be perfect, but we can certainly try! We LOVE feedback, especially on things we can improve for our products or to make your life easier, so don't hold back 😊 sales@noyah.com



Stay up-to-date!

Email sales@noyah.com to ask to be added to our special “buyers” newsletter. No spamming, we typically send no more than one email a month with product updates. Also, follow [@noyahcosmetics](https://www.instagram.com/noyahcosmetics)!

Donations to homeless

Don't forget to let customers know that by posting a photo of their new noyah product (or the product in action!) and tagging [@noyahcosmetics](https://www.instagram.com/noyahcosmetics) and [#livedivinely](https://www.instagram.com/livedivinely), we'll donate a product to the homeless via the National Healthcare for the Homeless Council (NHCHC).

Catalog

Natural Lipstick

MSRP \$18
case pack: 1



- Order # 3101 **Empire Red** UPC 850114004162
- Order # 3104 **Hazelnut Cream** UPC 850114004155
- Order # 3105 **Deeply in Mauve** UPC 850114004230
- Order # 3106 **Desert Rose** UPC 850114004247
- Order # 3107 **Malbec** UPC 850114004254
- Order # 3108 **African Nights** UPC 850114004278
- Order # 3109 **Wink** UPC 850114004285
- Order # 3110 **Smoke** UPC 850114004292
- Order # 3111 **Dolled Up** UPC 850114004308
- Order # 3112 **Currant News** UPC 850114004315

Natural Lip Gloss

MSRP \$16
case pack: 1



- Order # 2101 **Cherry Cordial** UPC 850114004193
- Order # 2102 **Summertime Peach** UPC 850114004186
- Order # 2103 **Cabernet** UPC 850114004209
- Order # 2104 **Pink Frosting** UPC 850114004179
- Order # 2105 **Malbec** UPC 850114004261
- Order # 2106 **Melted Mocha** UPC 850114004322
- Order # 2107 **Deeply in Mauve** UPC 850114004407
- Order # 2108 **African Nights** UPC 850114004391
- Order # 2109 **Burlesque** UPC 850114004377
- Order # 2110 **Latte Love** UPC 850114004384

Food-Grade Products



new
Order # 1302
**Food-Grade
Organic Lip Balm,
Vanilla**
UPC 20850114004425
MSRP \$6
case pack: 12



new
Order # 1303
**Food-Grade
CBD Lip Balm**
UPC 10850114004964
MSRP: \$10
case pack: 12



new
Order # 1350
**Food-Grade
Lip Scrub**
UPC 850114004544
MSRP \$20
case pack: 1



Food-Grade Moisturizer
(Launch May 2019)

Order # 1310
2 oz.
UPC 850114004612
MSRP \$10

Order # 1311
8 oz.
UPC 850114004636
MSRP \$20

Lip Balms



Blistered
case pack: 12
MSRP: \$3.99

Unblistered
case pack: 18
MSRP: \$3.49

Cherry

Blistered
Order # 1201
UPC 40850114004054

Unblistered
Order # 1101
UPC 20850114004050

Vanilla

Blistered
Order # 1202
UPC 40850114004047

Unblistered
Order # 1102
UPC 20850114004043

Spearmint

Blistered
Order # 1203
UPC 40850114004061

Unblistered
Order # 1103
UPC 20850114004067



Unscented

Blistered
Order # 1204
UPC 40850114004030

Unblistered
Order # 1104
UPC 20850114004036



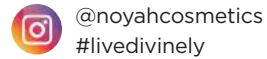
4-Flavor Combo pack

Order # 1205
UPC 10850114004947
MSRP: \$12
case pack: 12

nōyah



Contact Information & Ordering



E-mail: sales@noyah.com

Phone: 212-863-9058

We are always grateful when we hear from store staff, buyers, and owners – many of our product improvements have come from these conversations.

So don't hold back, drop us a line!

**Love,
Us**



