BALMSY

private label lip care solutions

Meet Balmsly.

We help you create a product that’s unmistakably yours, designed to reflect your brand and delight your customers.



Built on a Decade of Lip Care Innovation

Balmsly comes from the founders of Poppy & Pout: the award-winning, natural lip care brand trusted by thousands of retailers and customers worldwide. With over 10 years of experience in product formulation, packaging design, and large-scale production, our team understands what it takes to create beauty products that sell.

Every Balmsly partnership is backed by that same expertise, care, and attention to detail that built Poppy & Pout into a nationally recognized name.

BYRDIE allure COSMOPOLITAN REFINERY29

Why Custom Lip Balm?

Private-label lip balm gives brands an effortless, mass-appeal product that increases visibility and deepens engagement.
This turns everyday moments into brand touchpoints.

Revenue Growth

Unlock sales and increase your AOV with a high-quality item that adds value to your existing product lineup.

Brand Differentiation

Stand out with a product designed exclusively for your brand & tailored to your customer's wants and needs.

Customer Loyalty

Build hype and strengthen connection with an exclusive product that excites and inspires repeat brand engagement.

Why Balmsly?

Quality you can see. Ingredients you can trust.

Hand poured
in the USA

Leaping Bunny
certified cruelty-free

Eco-friendly,
recyclable packaging



Fully customizable
and printed tubes

Custom flavors made
just for your brand

Jumbo size tube,
2+ year shelf life



Intentional & Sustainable

Sustainably made products are no longer nice-to-haves, they're the new standard. By offering clean, responsibly made beauty products, we help you meet this growing demand while strengthening trust, credibility, and long-term loyalty with your customers.

63% of consumers said **clean beauty** is extremely or very important when choosing beauty products.

–CleanHub,2023 (https://www.cleanhub.com/clean-beauty-survey)

STEP ONE
FORMULA + FLAVOR

STEP TWO
DESIGN YOUR TUBE

STEP THREE
PRODUCTION TIMELINE



Select the perfect formula for your product & customer.

Our formulations are always 100% natural and Leaping Bunny certified cruelty-free.

ORIGINAL FORMULA

Our signature, super smooth formula feat. coconut oil, beeswax, and sunflower oil. Ideal for lip balm or lip tint.

ORGANIC FORMULA

A fully organic version of our original formula.

VEGAN FORMULA

Our original formula, but with vegan ingredient alternatives.

STEP ONE
FORMULA + FLAVOR

STEP TWO
DESIGN YOUR TUBE

STEP THREE
PRODUCTION TIMELINE



Choose from one of our best-selling flavors, or create your own at no additional cost!

BEST-SELLING FLAVORS

- Blood Orange Mint
- Cinnamint
- Island Coconut
- Lemon Bloom
- Marshmallow Creme
- Orange Blossom
- Pink Grapefruit
- Pomegranate Peach
- Sweet Mint
- Wild Honey

STEP ONE
FORMULA + FLAVOR

STEP TWO
DESIGN YOUR TUBE

STEP THREE
PRODUCTION TIMELINE



Bring your brand to life, or get help from our design experts.

OUR TEMPLATE, YOUR BRAND

Let your design team ensure that every brand detail is in place. Download our tube template and customize it with your graphics. Send in a proof and you're on your way.

BALMSLY ASSISTED

Looking for our design eye? Our team will gladly create a concept that fits your brand and fits the unique specifications of our tube.

STEP ONE
FORMULA + FLAVOR

STEP TWO
DESIGN YOUR TUBE

STEP THREE
PRODUCTION TIMELINE



Once your design is finished and the proof is approved, we move into production.

PHOTOS OF DIGITAL SAMPLES

We start with a photo of a digitally printed sample to assure placement and all details are correct. These samples can be shipped within 2 weeks for photo and marketing purposes.

PHYSICAL SAMPLES

If you would like to approve physical samples, this adds 3 weeks to the process as well as an additional fee.

MASS PRODUCTION

Sit back and relax while our team does all the work. Final tracking will be sent so you can wait by the door when your product is out for delivery.

Design Files → Digital Proof Approval → Production Time → Ship from Idaho to you!



Case Study

BUBBL'R

Goal: Create a playful extension of BUBBL'R products *(both old and new!)* in a creative and unique way.

Approach: Beverage to balm flavor match and bold can-inspired designs.

Outcome: Now at 4 flavors, with a new lip balm launch each year.

Paired with a large PR push and social media giveaway at each launch, BUBBL'R's customers have come to look forward to the limited edition lip balm release with each new drink flavor.

Ready to create something special?

Email us at custom@balmsly.com
to get your project started.

BALMSLY

balmsly.com | @balmsly | custom@balmsly.com