

YOUR PREMIUM WHITE LABEL SOLUTION

Even the smallest choices in life can lead to big changes. Like a ripple resonating from a single raindrop, the impact you make today can transform someone's wellbeing tomorrow. We are all responsible for the legacies we leave behind, the stories we create, and the lives we touch. Through partnership, we create a bigger impact and affect more lives.

Make WAVES isn't just about creating successful products. We at CC Wellness believe our duty as health and wellness professionals is to shape the world into a healthier place, one bottle at a time.

Better health is the heart of our mission. So are you. Let's start the ripple and Make WAVES together.



WHAT IS MAKE WAVES?

Make WAVES is a service offered by CC Wellness, a leading innovator and manufacturer of personal care and intimate wellness products based in Santa Clarita, CA. Through partnerships with established brands as well as new indie brands, our mission is to improve the lives of consumers with unrivaled technical expertise and pristine manufacturing practices. Make WAVES provides our partners the ability to leverage our consumer-recognized leading-edge formulations to augment their brands for their target audience.

W A V E S

WHITE LABEL

A premium version of private label with demonstrated consumer confidence of over 240 SKU's across Specialty Retail, FDM, and e-commerce channels.

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Non-Friction Products could not be more satisfied with the turn-key manufacturing services provided by CC Wellness. The staff there is very friendly and professional. Using the latest manufacturing equipment and processes, CC Wellness is able to produce a variety of quality personal lubricants for us at each step of the manufacturing process.
- Marc, Non-Friction”

AUTHORITY

We provide the innovation, roadmap planning, R&D understanding, regulatory expertise, and marketing skills necessary to help your brand be the best it can be.

“
CC Wellness gave our product a voice in a sea of wellness brands. The team partnered with us to steer things along and launch our products on schedule!
- Head of Product Marketing, leading women's reproductive health and wellness brand”

VISION

As a leader in 510(k) innovation, our industry knowledge identifies the trends to make your products relevant. We boast an ever-growing portfolio of nearly 350 products to address the evolving needs of consumers.

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“When building a brand it can feel overwhelming when considering every small detail from formulation, to marketing, to distribution. Having a professional group of industry experts to streamline the process with us- rather than for us- can mean all the difference between just “STARTING” your brand, versus “GROWING” your brand”.
- Ed, Shibari”

EXECUTION

Momentum is everything. Our health and wellness experts remain agile and responsive in order to speed your brand to consumers.

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“CCW provides us with the ability to bring better products to market in a quicker, more efficient timeline. This has allowed us to grow our business and continue to scale.”
- Hunter, leading wellness brand in big box retail”

SERVICES

The ability to work together and find the right offerings for your business is the foundation of the Make WAVES offering. We take time to understand our partners' needs, lay out the steps to satisfy them, and stay by your side at every checkpoint.

“
“Great products, incredible people ...a pleasure to do business with!!”
- Scott, Church & Dwight”



Our Offerings

Two first-of-its-kind offerings allows Make WAVES to stand as the ultimate boon to your brand strategy:

WHITE LABEL SERVICES Turnkey and white label formula development across FDM Retail, Specialty Retail, and e-Commerce channels. We will work with your team to select the right FDA-cleared formulations for your brand and produce them with quality workmanship.

AMAZON BRAND MANAGEMENT Management of strategic partners' Amazon businesses to help them grow and scale within the Amazon marketplace in key categories. Our team consists of former Amazon employees who understand what it takes for your brand to climb the ranks in its category. Through our partnerships, existing brands have tripled their market share within 60 days of onboarding. With a track record of building the highest-rated consumer brand in the category, we share our custom-tailored expertise with your business, including increased brand recognition, greater market share, demographic insights, marketing management, SEO/Keyword research, creative content management, customer service management, product innovation, strategic planning and forecasting, and inventory management. We emphasize close communication to ensure a clear roadmap for your e-commerce business goals, becoming involved in the areas of your Amazon business you want to cultivate and grow. Small or large, your brand benefits from our proven success strategies.

If your vision aligns with ours, we invite you to join us as one of our white label partners. Please fill out the request form on ccwellness.com and someone from our team will contact you.



Who Are We?

CC Wellness is a rapidly growing pharmaceutical company focused on delivering personal care and intimate wellness products in a socially responsible manner through science-based innovation and world-class manufacturing. We are in the business of improving lifestyles by combining healthy ingredients with a wealth of pharmaceutical business expertise.

AT CC WELLNESS, WE ARE

- The leader in 510(k) innovation, as well as an industry trailblazer behind top-selling #1 brands. We work from leading positions in high-growth categories across Specialty Retail, e-Commerce, and FDM.
- Home to the largest intimate wellness manufacturing facility in the United States. We provide world-class manufacturing with an emphasis on quality for any "liquid in a bottle" across cosmetic, OTC, and Class II medical devices. All of our products are made in the USA inside an FDA and ISO 13485-regulated facility which boasts an annual capacity of 120 million bottles, enabling us to scale to meet your business needs. We utilize global distribution amongst B2B, B2C, and DTC sales channels.
- Recognized as industry leaders, currently holding 21 FDA 510(k) clearances covering 345 products. We have received 25% of all 510(k)s issued within our category by the FDA since 2015 and have extensive experience navigating complex regulatory requirements as a result.



Our Brands Tell A Story

CC Wellness leads the industry with innovative, high-quality intimate wellness and personal care brands.

LUBELIFE #LubeLife is the #1 consumer-rated personal lubricant on Amazon with over 130,000 total ratings and reviews—more than three times that of the next closest brand. Over 70,000 of those ratings feature five-star reviews. #LubeLife offers limitless adventure with a portfolio of water-based and silicone lubricants, as well as flavors and toy cleaners.

JO JO remains the #1 US Specialty Retail sexual wellness brand with distribution across North America, Europe, Russia, China, Southeast Asia, and Latin America. Boasting more clinically-tested and top-selling personal lubricants than any other brand in the sexual wellness category, JO inspires confidence and ignites imagination.

MUSE HEALTH Muse Health is a collection of hand sanitizers that combine bacteria-fighting actives with moisturizing extracts in cruelty-free formulas that meet CDC/FDA guidelines for protection. For every bottle purchased, another is donated to someone in need, leading to over 55,000 bottles of hand sanitizers donated since March 2020.



Why Make WAVES With Us?

Our team consists of a talented roster of R&D, Marketing, Manufacturing, and Distribution experts dedicated to helping you achieve your goals. We take pride in a range of industry achievements which set the standard for health and wellness brands:



FORWARD-THINKING INNOVATION

As a leading innovator in 510(k) certification with 21 approvals to date, CC Wellness houses top-tier industry expertise to get your brands launched.



ROBUST GLOBAL EXPERTISE

Our team understands that listening leads to learning, which is why we are driven to accomplish great feats with collaborative, talented people spanning the globe. We make data-driven decisions to enable ideas to become realities while adhering to our mission.



SPEED AND AGILITY

We track and forecast trends, delivering the most innovative products available. With precise navigation of regulatory requirements, we ensure a quick speed-to-market delivering on time in full.



SUPERIOR PRODUCT QUALITY

Safe products and ingredients are foundational—that is why our products use pharmaceutical-grade, USDA-approved ingredients and are created in a FDA and ISO audited manufacturing facility. Both Muse Health and #Lube Life are made without parabens or added sugars. Organic ingredients are fully certified.



SUSTAINABLE BUSINESS PRACTICES

Our team believes in doing business the right way, and are committed to building a cleaner and more sustainable future by reducing facility waste and utilizing 100% recyclable packaging.



WORLD-CLASS MANUFACTURING

We invest continually in our infrastructure to improve our manufacturing capabilities. This allows us to grow our white label manufacturing capacities to new heights and keeps our brands—and yours—moving forward.

Care about consumers and their communities? Want your brand to have an impact on as many people as possible? Come Make WAVES with us.