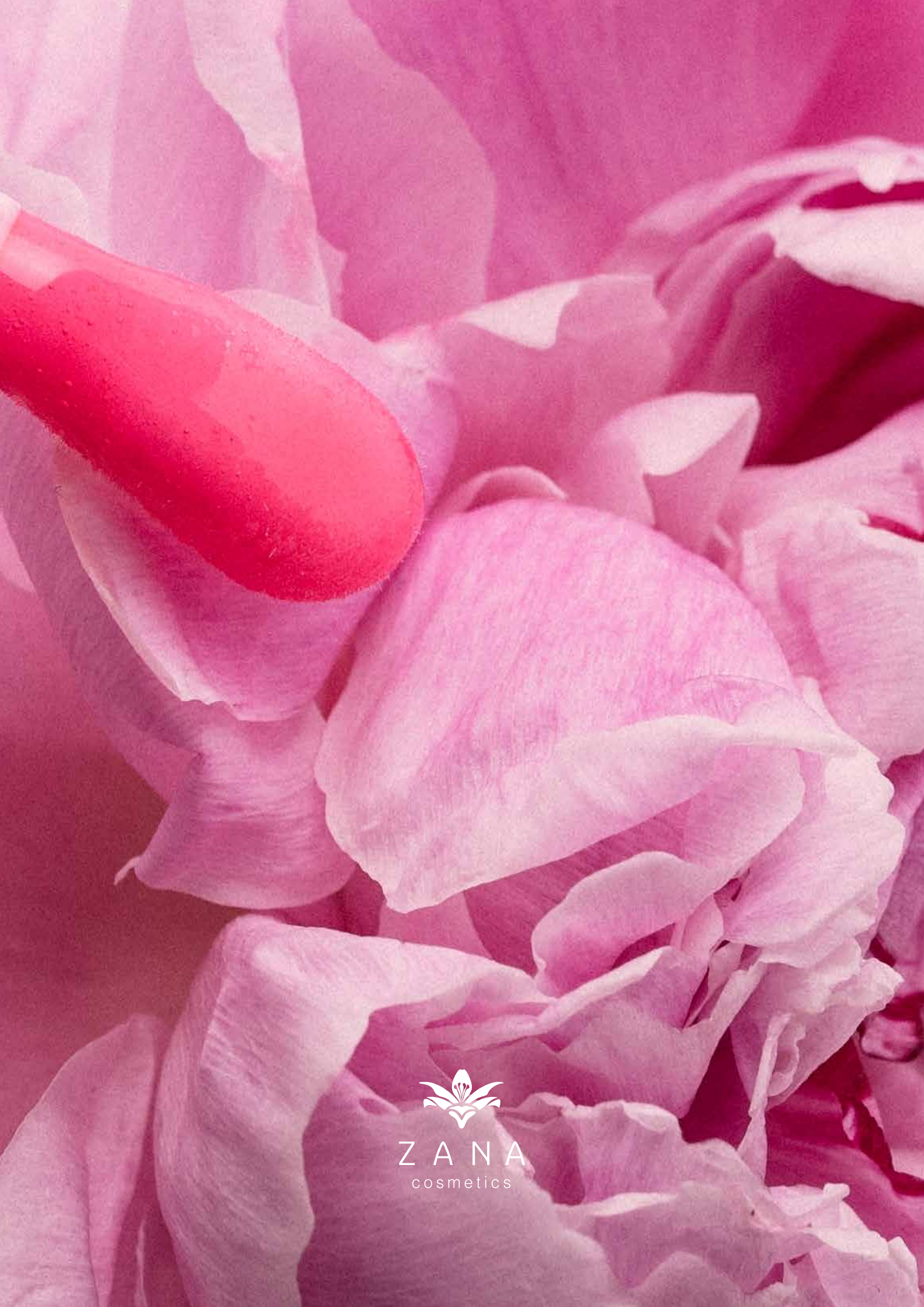




Z A N A
cosmetics



Your lips, your new chapter.

Turn the page to feel serum care, balm comfort, gloss shine—without stickiness.

ZANA. Story of You.





ZANA is a story of falling in love with your lips – and yourself – all over again.

Our story

ZANA was born from a personal journey and desire — from the realization that beauty products often promise more than they deliver.

When our founder Zuzia couldn't find a gloss that nourished like skincare and shone like confidence, she created her own.

The name ZANA is deeply personal — derived from “Zuzanna,” meaning “lily” — a symbol of purity, elegance, and renewal. This lily motif graces our packaging and inspires our vision: to blend botanical care, clean science, and sensory beauty.

We began with an intimate understanding of women's daily rituals — the quick swipe of gloss before a meeting, the soothing touch-up after a long day — and envisioned a brand that turns those fleeting gestures into something meaningful.

Our philosophy, “Story of You,” reminds us that beauty isn't just what you see — it's what you feel, create, and carry within your daily rituals.



The beauty you feel.

Our mission

We believe in beauty you can feel, not just see.

We bridge science and nature to end the trade-off between a beautiful finish and deep, effective nourishment. Our formulas, enriched with floral extracts and vitamins, care for your lips while enhancing their natural beauty.

Vision

Our vision is to become Europe's leading accessible premium lip brand, building an authentic, supportive community around products that genuinely deliver on their promises.

We are not just creating a product; we are creating a daily ritual of self-care, where results meet emotion.

Crafted with integrity, every ZANA product is clean, cruelty-free, and consciously formulated — so you never have to choose between looking good and feeling good.





Partners in your success



Founders

ZANA was born from the shared vision of two people who wanted to change how women experience lip care.

Zuzia – the heart and face of the brand. A graphic designer and storyteller who spent years searching for a gloss that truly cared for the lips. She shapes every detail of ZANA's aesthetics and communication, ensuring it's not just a brand — it's a feeling.

Maciek – the structure and strategic force. He leads business strategy and customer experience. With an analytical mind and a deep understanding of people, he builds a company that's as solid as it is soulful.

Together, we believe that beauty begins with care — for yourself, your craft, and the people you create for.



*Finally, a lip gloss that
cares for your lips.*

The Great Lip Compromise

You've felt it before — the pull between comfort and glamour.

Regular lip glosses promise beauty but often deliver stickiness and fleeting shine. They dry out your lips, demand constant reapplication, and leave behind frustration instead of confidence.

Balms and treatments, on the other hand, nourish but dull the glow, lacking the sensual, mirror-like finish you crave. And with premium brands, the price often buys packaging, not performance — creating a quiet tension between expectation and reality.

Witness the transformation.

ZANA's Ultimate Nourishing Lip Oil Gloss ends this compromise once and for all.

- **It's a 3-in-1 innovation:** a serum for deep care, a balm for lasting comfort, and a gloss for effortless shine.

- **Infused with active floral extracts and vitamins,** it restores softness and moisture from within while delivering a radiant, mirror-like finish that never feels sticky. One swipe — and your lips feel alive again: smooth, plump, and ready for anything.

ZANA transforms a simple gesture into a ritual of confidence, care, and beauty that truly lasts.



One Bottle. Endless Stories

Ultimate Nourishing Lip Oil Gloss

ZANA ends the compromise between care and makeup with a revolutionary **3-in-1** formula — one product, three dimensions of care.

3in1

A Nourishing Oil:

Delivers deep hydration and regeneration with a potent blend of over a dozen active floral extracts and natural oils, including peony, jasmine, rose, and lavender.

A High-Shine Gloss:

Provides a mirror-like finish that optically plumps the lips — without a trace of stickiness.

A Regenerating Serum:

Actively improves lip condition over time, making them smoother, fuller, and healthier with every use.

This innovation is the result of over a year of meticulous research and development in a modern Polish laboratory — creating a product that is demonstrably superior in both performance and feel.

Product Highlights

3-in-1 hybrid: serum-level nourishment + balm-like comfort + mirror shine.

Non-sticky, soothing texture: glides like an oil, comforts like a balm.

Long-lasting wear: stays beautifully for 60+ minutes — outperforms many major brands.

Botanical luxury: six floral-inspired shades infused with extracts, natural oils, and vitamin E.

Clean & cruelty-free: transparent sourcing, dermatologist-tested, and safe for all skin types.

Sensory elegance: each shade carries its own delicate floral aroma, turning every use into an emotional ritual.

ZANA transforms everyday lip care into a ritual of glow, grace, and genuine nourishment.

Meet the power of petals.

The Ingredients – Where Science Meets the Garden

Behind every drop of ZANA lies the quiet power of flowers.

Each lip oil is infused with over a dozen botanical extracts, natural oils, and vitamins, carefully chosen for their ability to nourish, restore, and protect the delicate skin of the lips.



Peony – the flower of softness and renewal. It deeply moisturizes and soothes, restoring elasticity and natural volume.



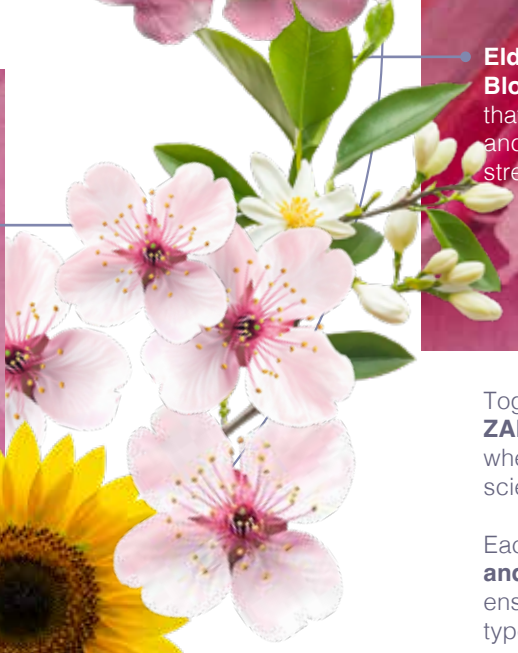
Jasmine – boosts collagen production and strengthens the skin's barrier, leaving lips smooth and supple.



Lavender – calms irritation and accelerates repair; a natural healer for tired or chapped lips.



Damask Rose Oil – rich in fatty acids, it envelops lips with a protective layer that enhances shine and comfort.



Elderflower & Bitter Orange Blossom – powerful antioxidants that fight dryness, improve tone, and protect against oxidative stress.



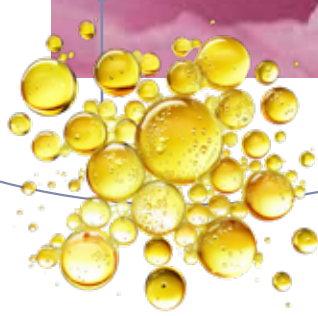
Cherry Blossom – hydrates and brightens, giving lips a soft, luminous glow.

Soybean & Sunflower Oils – lock in moisture, keeping lips smooth and protected from external aggressors.

Vitamin E – a natural antioxidant that strengthens, repairs, and protects — the invisible shield of your smile.

Together, these ingredients form **ZANA's floral symphony** – a blend where nature's gentleness meets scientific precision.

Each formula is **clean, cruelty-free, and dermatologically tested**, ensuring pure care for every skin type.



It's not just skincare — it's a ritual written in petals.



Choose Your Chapter - The Six Stories of ZANA

Each shade in the ZANA collection is more than a color; it is a chapter, a mood, and a distinct sensory experience designed to be a part of each woman's personal story.



The Feel

From the first touch, the difference is undeniable. The formula is a weightless, velvety, and cushiony serum that melts into the lips, instantly replacing the feeling of dryness with a sense of profound relief and lasting comfort. It envelops the lips in a protective, non-sticky barrier that feels both luxurious and barely there.

The Look

ZANA delivers a sublime, mirror-like gloss that reveals visibly smoother, plumper, and healthier-looking lips. The high-impact shine optically enhances the natural lip color, creating a fuller look without irritation. It doesn't mask the lips; it renews them, allowing their natural beauty to shine through.

The Promise

We offer two guarantees that address the most significant pain points of conventional glosses. First, our formula provides absolutely zero stickiness, a claim validated by our research and a key driver of consumer loyalty. Second, it delivers superior longevity. The comfortable, hydrating sensation and vibrant shine endure well beyond an hour, significantly longer than typical glosses that fade or turn tacky within minutes.



Primrose Bloom

Invisible Comfort

The Story („Mood & Moment”)

For moments when the soul—and the lips—crave calm and quiet confidence.

Primrose Bloom is the gentle hug needed on a busy morning or after a stress-filled day. It is the trusty companion kept close at all times, a reminder that you are cared for, no matter what.

The Transformation

This clear, restorative oil delivers instant comfort and soothing nourishment when lips need it most. It is an invisible yet unforgettable treatment that wraps chapped, sensitive lips in a healing embrace, restoring moisture and velvety softness from the very first swipe. It proves that true beauty begins with comfort.

Shade

Clear and transparent, enhancing the natural lip tone with a healthy, mirror-like gloss.

Scent

A clean and light powdery floral aroma that relaxes and soothes the senses with each application.

Texture

Rich and cushiony, like a soft balm that leaves a sublime shine without any tackiness.

Key Active Ingredients

A bloom-powered blend of 12 botanical extracts, featuring Japanese Cherry Blossom to calm inflammation, Jasmine to soothe, and Lavender to promote healing, all fortified with Vitamin E to protect the delicate lip barrier.

Ideal Use

The ultimate daily lip conditioner or a deeply restorative overnight mask. It is perfect for the care-first customer and serves as an excellent primer under any lipstick to add comfort without altering the color.



Camellia Charm

Soft Radiance

The Story („Mood & Moment“)

For days that call for lightness and subtle sophistication

Camellia Charm is the essence of effortless elegance, perfect for early meetings, brunch with friends, or any time one wants to look fresh and polished, even on mornings with little sleep. It is for the minimalist who loves a subtle statement.

The Transformation

This delicate peachy-tinted gloss drapes the lips in a soft, lustrous glow, delivering a gentle „your lips but better“ radiance. It instantly smooths fine lines and revitalizes lip texture, imparting a healthy freshness that lets natural beauty shine through.

Shade

A transparent warm peach that adds a subtle, healthy glow to the lips.

Scent

An uplifting and clean aroma of Jasmine with a hint of herbal freshness, perfect for a „no-makeup“ vibe.

Texture

Rich yet impossibly lightweight; a silky oil that feels featherlight on the lips, never heavy or greasy.

Key Active Ingredients

A potent cocktail of 13 active botanicals, including Jasmine Flower Extract to smooth and soothe, Peony Extract to regenerate, and luxurious Damask Rose Oil to deeply hydrate and protect.

Ideal Use

The essential everyday gloss for a polished, fresh look. It is an excellent top coat over nude or peach lipsticks to give any color a softer, more hydrated finish. This shade is a versatile choice that enhances natural beauty.



Lily Spark

Radiant Glow

The Story („Mood & Moment“)

For the moments that are meant to shine.

Lily Spark is for the woman who embraces her inner light and believes there is no such thing as „too much“ sparkle. It is radiant, playful, and flirty, designed to mirror an upbeat mood and make any day feel a bit more special.

The Transformation

This is your „glow filter“ in real life. Lily Spark lights up the lips with a luminous, pearlescent finish that needs no filter. It delivers a high-impact, brilliant shine that catches the light while simultaneously treating the lips with the deep hydration of a serum.

Shade

A clear peach base overflowing with fine pink-gold pearlescent shimmer for an instant, multidimensional glow-up.

Scent

A fresh, feminine floral scent of blooming Gardenia with an uplifting citrusy twist.

Texture

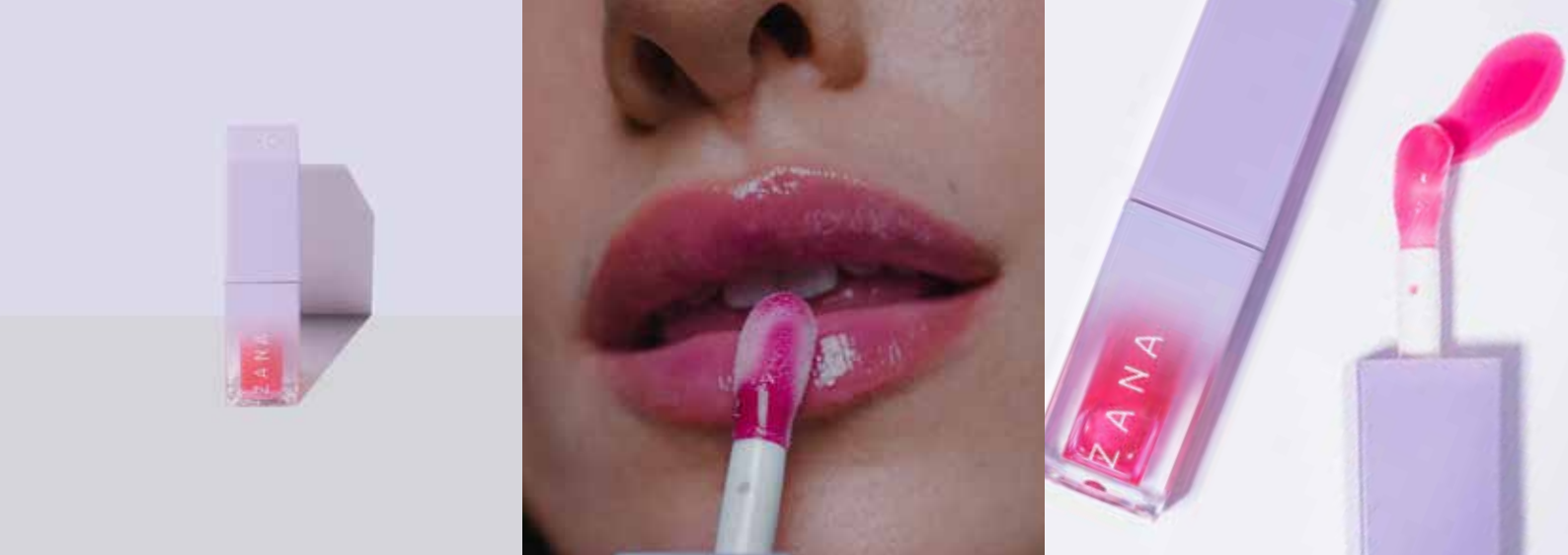
Packed with shimmering particles yet feels completely smooth and comfortable, with no gritty glitter feel. Non-sticky and long-wearing.

Key Active Ingredients

A blend of 13 actives, featuring Gardenia Flower Extract for conditioning, Orange Blossom Extract for its brightening antioxidant properties, and Sunflower Seed Oil for deep moisturization.

Ideal Use

This is the ultimate party-ready gloss that still nourishes. Perfect for special occasions, evenings out, or for holiday collections. We recommend layering a dab at the center of the lips over another color to add dimension and fullness.



Peony Kiss

Subtle Allure

The Story („Mood & Moment“)

For moments of gentle authenticity, when you choose softness over the rush.

Peony Kiss is a tender moment of self-care, perfect for quiet mornings with a book or a casual walk with no destination. It is a reminder that in taking care of yourself, you find your true strength.

The Transformation

This soft pink sheen enhances the natural lip color and reveals the strength behind their softness. It deeply nourishes even the driest lips, strengthening the protective barrier and leaving them smooth, plush, and „kissably“ soft. It delivers a healthy, natural flush and effortless femininity.

Shade

A sheer, soft petal pink that gives lips a fresh, naturally flushed look.

Scent

A playful, juicy, and fruity-floral blend with hints of ripe berries and blooming peonies.

Texture

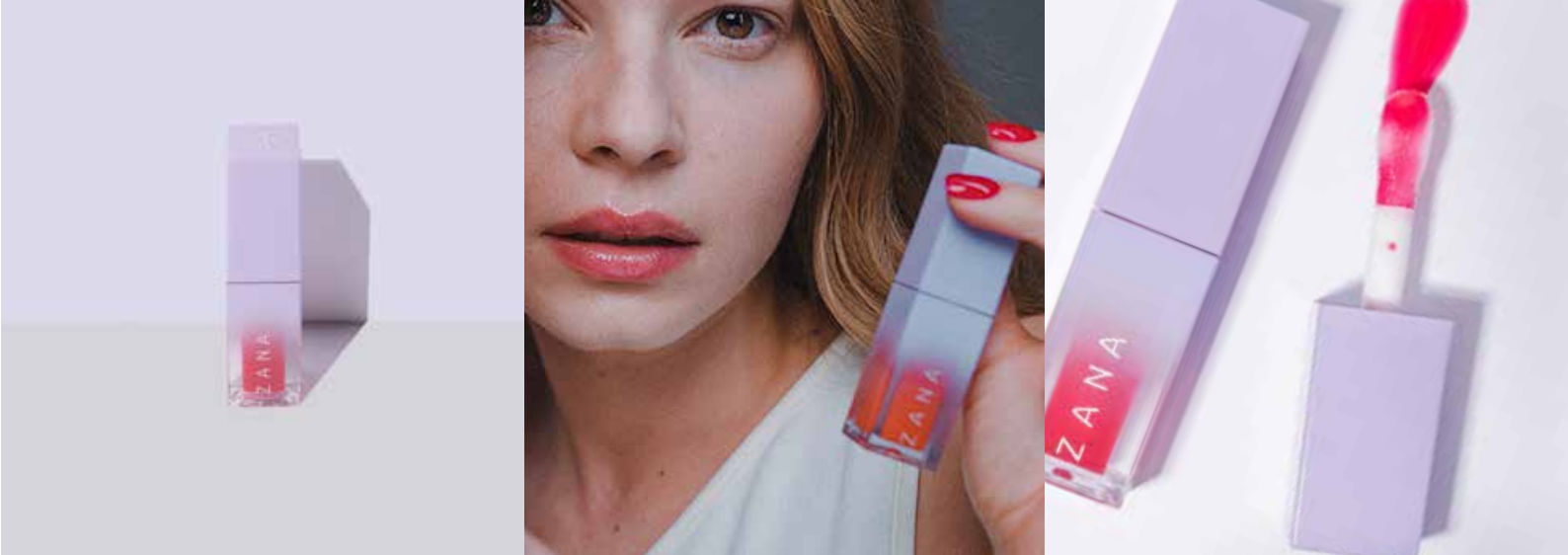
Rich yet lightweight, creamy enough to fill in fine lines and smooth roughness for all-day comfort.

Key Active Ingredients

A reparative blend of 13 actives, led by Peony Flower Extract for its anti-inflammatory and regenerating properties, Elderflower Extract rich in antioxidants, and Damask Rose Oil to deeply moisturize and soothe.

Ideal Use

Daily essential for customers with very dry or sensitive lips who still desire a touch of color. It provides a polished look for all-day wear while delivering continuous lip care.



Poppy Flame

Bold Confidence

The Story („Mood & Moment“)

Desire, bottled.

Poppy Flame is for the moments you want an extra spark of passion and boldness—date nights, important presentations, or even a tough morning when coffee isn't enough. It is for when your lips want to make a statement before you even speak.

The Transformation

This vibrant gloss unleashes a juicy, soft-cherry tint that embodies confidence. It combines the visual impact of a lipstick with the potent care of a serum, delivering a visibly plumping shine that makes lips look instantly fuller and more luscious. It is courage and allure in one transformative swipe.

Shade

A sheer, soft cherry red with buildable color that adds natural vibrancy and flatters a wide range of skin tones.

Scent

A warm, floral-spicy aroma with notes of red blooms and a touch of spice that ignites the senses.

Texture

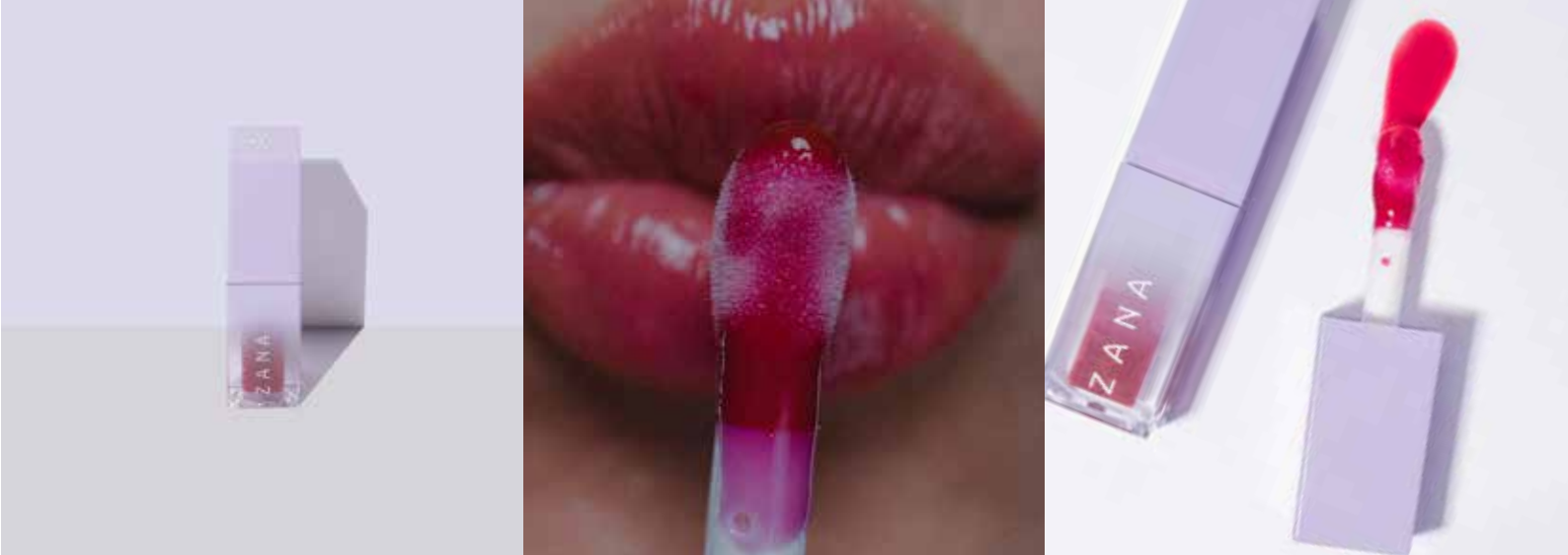
Indulgently creamy and smooth, leaving lips with a cushiony, high-shine „wet look“ finish that is never sticky or heavy.

Key Active Ingredients

The highest concentration of actives (14 botanicals), featuring White Mustard Seed Extract to naturally boost micro-circulation for an optical plumping effect, antioxidant-rich Raspberry Extract, and the deeply nourishing duo of Damask Rose Oil and Peony.

Ideal Use

The perfect day-to-night gloss. A light layer provides a fresh tint for daytime, while additional layers build a bolder red for evening glamour. A hero product in seasonal collections that demonstrates how one swipe can instantly energize the entire face.



Dahlia Dusk

Rich Renewal

The Story („Mood & Moment“)

For evenings when anything can happen.

Dahlia Dusk is a mood: elegant, calm, and a little mysterious. It is perfect for late hours and intimate moments—candlelit dinners, quiet reflection, or anytime you want to wrap yourself in an aura of quiet luxury and feel alluring in your own skin.

The Transformation

This deep cherry-burgundy hue envelops the lips in richness, delivering the intense repair of a leave-on mask and the sophistication of a lipstick in one. It works to rejuvenate the lips, smoothing lines and restoring moisture, resulting in a velvety, sultry pout that feels as good as it looks.

Shade

A rich, sheer deep berry with a burgundy undertone that builds to a sophisticated evening shade.

Scent

A sensual and soothing floral-herbal blend, like a dusk garden with intoxicating notes of lavender and neroli.

Texture

Rich yet lightweight, feeling like a creamy lip treatment that stays comfortable for hours without feathering or bleeding.

Key Active Ingredients

A blend of 13 actives inspired by night-blooming flowers for intensive, overnight-level care. It features Peony Extract to revitalize, Bitter Orange (Neroli) Flower Extract to improve tone, and healing Elderflower Extract.

Ideal Use

The ultimate evening companion and a conditioning lip mask in one. Has a unique dual function for autumn/winter collections and where a luxurious self-care is valued.

Product Variant	Packaging	MSRP	MOQ	INCI	Size	EAN
 Primrose Bloom	Individual luxury tube with precise applicator; clear bottle, violet cap. Packaged in a lily-branded recyclable carton box.	€21 \$23 (89 PLN)	300 units (mixable shades)	POLYISOBUTENE, CAPRYLIC/CAPRIC TRIGLYCERIDE, OCTYLDODECANOL, TOCOPHERYL ACETATE, PARFUM, GLYCINE SOJA OIL, BRASSICA ALBA SEED EXTRACT, JASMINUM OFFICINALE FLOWER EXTRACT, PAEONIA OFFICINALIS FLOWER EXTRACT, PRUNUS SERRULATA FLOWER EXTRACT, CITRUS AURANTIUM AMARA FLOWER EXTRACT, LAVANDULA ANGUSTIFOLIA FLOWER EXTRACT, SAMBUCUS NIGRA FLOWER EXTRACT, TOCOPHEROL, ROSA DAMASCENA FLOWER OIL, HELIANTHUS ANNUUS SEED OIL, LIMONENE.	4.8 ml / 0.16 fl oz	5906800870162
 Camellia Charm	Individual luxury tube with precise applicator; clear bottle, violet cap. Packaged in a lily-branded recyclable carton box.	€21 \$23 (89 PLN)	300 units (mixable shades)	POLYGLYCERYL-3 DIISOSTEARATE, POLYISOBUTENE, BRASSICA CAMPESTRIS SEED OIL, SILICA DIMETHYL SILYLATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, TOCOPHERYL ACETATE, GLYCINE SOJA OIL, BRASSICA ALBA SEED EXTRACT, JASMINUM OFFICINALE FLOWER EXTRACT, PAEONIA OFFICINALIS FLOWER EXTRACT, PRUNUS SERRULATA FLOWER EXTRACT, CITRUS AURANTIUM AMARA FLOWER EXTRACT, LAVANDULA ANGUSTIFOLIA FLOWER EXTRACT, SAMBUCUS NIGRA FLOWER EXTRACT, TOCOPHEROL, ROSA DAMASCENA FLOWER OIL, HELIANTHUS ANNUUS SEED OIL, TRIHYDROXYSTEARIN, BENZOTRIAZOLYL DODECYL P-CRESOL, DIETHYLHEXYL SYRINGYLIDENEMALONATE, POLYGLYCERYL-2 TRIISOSTEARATE, PARFUM, CI 15850.	4.8 ml / 0.16 fl oz	5906800870179
 Lily Spark	Individual luxury tube with precise applicator; clear bottle, violet cap. Packaged in a lily-branded recyclable carton box.	€21 \$23 (89 PLN)	300 units (mixable shades)	INGREDIENTS: POLYGLYCERYL-3 DIISOSTEARATE, POLYISOBUTENE, SIMMONDSIA CHINENSIS SEED OIL, SILICA DIMETHYL SILYLATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, TOCOPHERYL ACETATE, GLYCINE SOJA OIL, BRASSICA ALBA SEED EXTRACT, JASMINUM OFFICINALE FLOWER EXTRACT, PAEONIA OFFICINALIS FLOWER EXTRACT, PRUNUS SERRULATA FLOWER EXTRACT, CITRUS AURANTIUM AMARA FLOWER EXTRACT, LAVANDULA ANGUSTIFOLIA FLOWER EXTRACT, SAMBUCUS NIGRA FLOWER EXTRACT, TOCOPHEROL, ROSA DAMASCENA FLOWER OIL, HELIANTHUS ANNUUS SEED OIL, TRIHYDROXYSTEARIN, BENZOTRIAZOLYL DODECYL P-CRESOL, DIETHYLHEXYL SYRINGYLIDENEMALONATE, POLYGLYCERYL-2 TRIISOSTEARATE, CALCIUM SODIUM BOROSILICATE, TIN OXIDE, AROMA, LIMONENE, VANILLIN, CITRUS AURANTIUM PEEL OIL, [+/-: CI 77891, CI 45410, CI 15985, CI 19140].	4.8 ml / 0.16 fl oz	5906800870186
 Poppy Flame	Individual luxury tube with precise applicator; clear bottle, violet cap. Packaged in a lily-branded recyclable carton box.	€21 \$23 (89 PLN)	300 units (mixable shades)	INGREDIENTS: POLYGLYCERYL-3 DIISOSTEARATE, POLYISOBUTENE, SIMMONDSIA CHINENSIS SEED OIL, SILICA DIMETHYL SILYLATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, TOCOPHERYL ACETATE, GLYCINE SOJA OIL, BRASSICA ALBA SEED EXTRACT, JASMINUM OFFICINALE FLOWER EXTRACT, PAEONIA OFFICINALIS FLOWER EXTRACT, PRUNUS SERRULATA FLOWER EXTRACT, CITRUS AURANTIUM AMARA FLOWER EXTRACT, LAVANDULA ANGUSTIFOLIA FLOWER EXTRACT, SAMBUCUS NIGRA FLOWER EXTRACT, TOCOPHEROL, ROSA DAMASCENA FLOWER OIL, HELIANTHUS ANNUUS SEED OIL, TRIHYDROXYSTEARIN, BENZOTRIAZOLYL DODECYL P-CRESOL, DIETHYLHEXYL SYRINGYLIDENEMALONATE, POLYGLYCERYL-2 TRIISOSTEARATE, PARFUM, CI 15850.	4.8 ml / 0.16 fl oz	5906800870193
 Dahlia Dusk	Individual luxury tube with precise applicator; clear bottle, violet cap. Packaged in a lily-branded recyclable carton box.	€21 \$23 (89 PLN)	300 units (mixable shades)	POLYGLYCERYL-3 DIISOSTEARATE, POLYISOBUTENE, BRASSICA CAMPESTRIS SEED OIL, SILICA DIMETHYL SILYLATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, TOCOPHERYL ACETATE, GLYCINE SOJA OIL, BRASSICA ALBA SEED EXTRACT, JASMINUM OFFICINALE FLOWER EXTRACT, PAEONIA OFFICINALIS FLOWER EXTRACT, PRUNUS SERRULATA FLOWER EXTRACT, CITRUS AURANTIUM AMARA FLOWER EXTRACT, LAVANDULA ANGUSTIFOLIA FLOWER EXTRACT, SAMBUCUS NIGRA FLOWER EXTRACT, TOCOPHEROL, ROSA DAMASCENA FLOWER OIL, HELIANTHUS ANNUUS SEED OIL, TRIHYDROXYSTEARIN, BENZOTRIAZOLYL DODECYL P-CRESOL, DIETHYLHEXYL SYRINGYLIDENEMALONATE, POLYGLYCERYL-2 TRIISOSTEARATE, PARFUM, [+/-: CI 77007, CI 15850].	4.8 ml / 0.16 fl oz	5906800870209
 Peony Kiss	Individual luxury tube with precise applicator; clear bottle, violet cap. Packaged in a lily-branded recyclable carton box.	€21 \$23 (89 PLN)	300 units (mixable shades)	POLYGLYCERYL-3 DIISOSTEARATE, POLYISOBUTENE, SIMMONDSIA CHINENSIS SEED OIL, SILICA DIMETHYL SILYLATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, TOCOPHERYL ACETATE, GLYCINE SOJA OIL, BRASSICA ALBA SEED EXTRACT, JASMINUM OFFICINALE FLOWER EXTRACT, PAEONIA OFFICINALIS FLOWER EXTRACT, PRUNUS SERRULATA FLOWER EXTRACT, CITRUS AURANTIUM AMARA FLOWER EXTRACT, LAVANDULA ANGUSTIFOLIA FLOWER EXTRACT, SAMBUCUS NIGRA FLOWER EXTRACT, TOCOPHEROL, ROSA DAMASCENA FLOWER OIL, HELIANTHUS ANNUUS SEED OIL, TRIHYDROXYSTEARIN, BENZOTRIAZOLYL DODECYL P-CRESOL, DIETHYLHEXYL SYRINGYLIDENEMALONATE, POLYGLYCERYL-2 TRIISOSTEARATE, AROMA, [+/-: CI 45410, CI 15850].	4.8 ml / 0.16 fl oz	5906800870216



Market & Opportunity

The beauty world is changing — and lips are leading the transformation. Today's consumers seek more than colour or shine: they want meaningful care, clean formulas, and products that fit their fast, sensory lifestyles.

2,47 billion USD

The global lip care market was valued at USD 2.47 billion in 2024 and is projected to reach USD 3.48 billion by 2030 (CAGR ≈ 5.9%)¹.

703 million USD

In Europe, the segment represents USD 703 million, expected to grow to nearly USD 975 million within the same period². The lip gloss sub-category alone is expanding at over 4.5% annually, fuelled by hybrid, multi-functional, “skincare-as-make-up” innovations³.

Key Trends:

The rise of clean beauty — transparent, vegan, cruelty-free formulas are now expected, not optional.

The “skinification” of makeup — consumers want makeup that heals and nourishes.

The influence of TikTok & Gen Z aesthetics — viral demand for glossy, healthy lips drives the oil-gloss category.

The search for authentic, founder-led brands — people buy stories and values, not just products.

Where ZANA fits:

ZANA bridges the space between luxury and care — offering European craftsmanship, botanical elegance, and science-based performance.

While brands like Dior, Clarins, or Fenty focus on surface effect or celebrity status, ZANA builds connection, trust, and daily ritual. The opportunity: to lead Europe's emerging segment of accessible premium lip care — where efficacy, emotion, and elegance finally meet.

¹ <https://www.grandviewresearch.com/industry-analysis/lip-care-products-market#:~:text=The%20global%20lip%20care%20products,demand%20for%20lip%20care%20products>

² <https://www.grandviewresearch.com/horizon/outlook/lip-care-products-market/europe#:~:text=CAGR%20from%202025%20to%202030>

³ <https://www.researchandmarkets.com/reports/5952009/lip-oil-market-size-market-share-application?srltid=AfmBOopt->



The lip oil gloss category is highly competitive, but ripe for differentiation. ZANA is perfectly positioned to exploit the gap between ultra-luxury brands and mass-market alternatives.

Brand	Highlight	Gap ZANA Fills
Dior Addict Lip Glow Oil (~€40)	Luxury, cherry oil, high shine, viral social media presence.	More nourishing, accessible price. Dior is more „gloss” than serious „treatment” and often out-of-stock. ZANA offers superior hydration and consistent availability at a more accessible premium price point.
Clarins Lip Comfort Oil (~€29)	Plant-based oils, hydrating claims, skincare reputation.	Youth-focused, story-driven, multi-functionality. Clarins lacks youth cachet and virality. ZANA emphasizes its „3-in-1” value proposition (gloss, balm, treatment) more explicitly and has a richer sensory narrative.
Rare Beauty Soft Pinch Tinted Lip Oil (~€20)	Celebrity buzz, lightweight, hydrating tint, values-driven.	Lasting hydration & richer actives. Some users cite dryness and lack of true oil performance from Rare Beauty’s product. ZANA emphasizes lasting hydration with richer actives, a luxurious sensory experience (floral scent), and more product volume.
Kosas Wet Lip Oil Gloss (~€21)	Clinically proven hydration, peptides, „100% treatment, 100% gloss”	European elegance, sensory depth. Kosas offers strong clinical claims but has limited EU presence and utilitarian packaging. ZANA marries skincare tech with European elegance, richer sensory experience, and a unique floral-extract fragrance journey.

*Loved by women who believe
in beauty with purpose.*

ZANA was born from real stories — and it keeps growing through them.

Every review, every message, every shared photo reminds us that
our glosses don't just shine — they connect.



Kasia D.

I'm in love! The formula is non-sticky and keeps my lips soft and smooth. With regular use, they feel even more nourished. The applicator spreads the product perfectly, and the scent is delicate — using it is pure pleasure. A product perfected in every detail – congratulations, I can't wait for more!



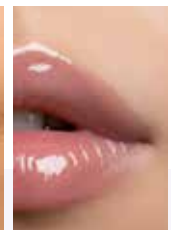
Patrycja W.

My current favourite lip product! The oil gives a beautiful, natural shine without any stickiness. It nourishes and hydrates so well, and the colours are subtle yet visible. In one word: amazing!



Agnieszka G.

Your lip oil is my absolute must-have. The formula is unique — never sticky, long-lasting, deeply hydrating. The scent is divine! A total market standout — and I've tested many. Yours is number one .



Before ZANA

Women spoke of a „vicious circle” – sticky, drying lip gloss, followed by heavy, waxy balm that took away all the shine. Their cosmetic bags were full of products that fought each other, and their lips paid the price.

After ZANA

Your clients will discover a feeling of immediate soothing and luxurious hydration. Dryness disappears, replaced by softness. Irritation gives way to smoothness. And dullness transforms into a radiant, healthy glow without a hint of stickiness.



The ZANA Partnership

A Proposition for Growth

Why ZANA is the Future of Your Lip Category

Partnering with ZANA Cosmetics offers a compelling, multi-faceted advantage for discerning retailers, beauty boutiques, and beauty salons. We provide more than just a product; we offer a strategic opportunity to lead the market, delight customers, and drive sustainable growth.

We don't just sell you products – we equip you with tools to drive sales.

From premium marketing visuals to tester units, we ensure your team and your customers fall in love with ZANA from the first touch.

We create buzz that benefits you.

Through influencer partnerships, user-generated content under #ZANAmoments, and strong social media visibility, we generate demand that sends shoppers directly to your doors.

Premium margins you can count on.

With an MSRP around €20 and attractive wholesale pricing, ZANA provides healthy margins and strong profitability for retail partners.

Flexible partnership, reliable supply.

Whether you're a boutique, spa, or retailer, we guarantee timely delivery, scalable reorders, and personalized support.

High repeat purchase potential.

Our lip oils are daily-use essentials, not occasional luxuries. Customers come back frequently, driving turnover and building loyalty in your store.

Exclusivity that sets you apart.

We maintain selective distribution, allowing our partners to stand out with a premium brand that's not available everywhere.

Aligned with consumer values.

Vegan, cruelty-free, and sustainably packaged — ZANA meets the growing demand for clean beauty without sacrificing luxury appeal.

We help your team tell the story.

Training materials and storytelling guides empower your staff to share ZANA's philosophy confidently — turning browsers into loyal customers.

When you partner with ZANA, you gain a dedicated team committed to your success — blending creative vision with operational excellence.



Partnership Terms & Logistics

Placing Orders

To place a wholesale order or request our full line sheet, please contact our partnerships team. We require a valid business ID for all new wholesale accounts. Once confirmed, a pro forma invoice will be issued to begin the process.

Payment Terms

Standard terms for new partners are a 50% upfront deposit with the balance due upon dispatch. For established partners, Net-30 payment terms may be available upon approval. We accept bank transfers and can accommodate other standard payment methods. All pricing is ex-works (EXW) – shipping costs and any applicable taxes/duties are additional, unless otherwise negotiated.

Logistics & Delivery

All orders are fulfilled from our facility in Poland. We process orders within 3-5 business days of payment confirmation. We partner with reputable carriers such as DHL, UPS, and FedEx to ensure tracked, reliable delivery across Europe and globally. Shipping costs are additional unless otherwise negotiated for high-volume orders.

Return & Damage Policy

We stand behind the quality of our products. Any items that arrive damaged or defective must be reported within 7 days of receipt for a full replacement or credit. We are committed to resolving any issues swiftly to maintain your inventory levels and customer satisfaction.

Minimum Order Quantities

As noted, our MOQ is 300 units for initial orders, which can be as-sorted across the product line. We set a low MOQ to allow smaller boutiques to carry ZANA without overstocking. Reorder minimums are even more flexible (e.g. 200 units) to support your stock rotations. If you require larger volumes (1000+ units), we are happy to discuss custom production runs or exclusive arrangements.

Customer Support

Maciek & Zuzia are here to assist you at every step. You will receive updates about new product launches, promotions, or marketing campaigns that you can participate in. We also welcome feedback from our partners – any insights from your store can help us refine products and support.



Let's bring the future of lip care to your customers.

We are ready to answer any questions, provide samples, and discuss how a partnership with ZANA Cosmetics can elevate your business.

Let's write the next chapter, together.



Website

www.zanacosmetics.com

visit our site for more brand information
and to see the product imagery in context

Email

partners@zanacosmetics.com

zana@zanacosmetics.com

Phone/WhatsApp

+48 789 400 779

Company

Helobrand Sp. z o.o., Ujastek 1,
31-752 Kraków, Poland.

Registered ID: 52724585400000

VAT ID: PL6793286140

Our goal is simple To provide you with a product so effective that your customers will thank you for it, and support so dedicated that you'll see real growth. Your success is the story we want to write, together.

Whether you're a strategic investor, marketing collaborator, or retail buyer: let's discuss **how we can make ZANA your optimum story of beauty and nourishment combined.**

Join Us in Redefining Lip Care.