

SKIN THEORIE
LOGIC · RITUAL · GLOW



WHOLESALE CATALOGUE
The Luminary Collection

Five essentials. One ritual.



Australian Made · GMP ISO 22716:2007 · Vegan · Cruelty-Free
2026 SHE-com Awards Nominee

skintheorie.com.au · hello@skintheorie.com.au

The Luminary Collection

A curated edit of five essential formulas — each one purposeful, each one earning its place in the ritual. Australian-made, clinically considered, grounded in barrier-first science.

Made in Melbourne, Victoria. Manufactured under Good Manufacturing Practice in accordance with ISO 22716:2007.

WHOLESALE PARTNER PROGRAM — TIER OVERVIEW

TIER	WS PRICE	OPENING MOQ	REORDER MOQ	STOCKIST MARGIN
Stockist	50% of RRP	6 units	3 units	50% margin
Preferred Partner	45% of RRP	12 units	6 units	55% margin
Elite Partner	43% of RRP	24 units	12 units	57% margin
Exclusive Partner	40% of RRP	36 units	12 units	60% margin

All pricing in AUD, exclusive of GST. Opening orders are prepaid in full. Net 14 reorder terms available for Preferred, Elite and Exclusive Partners. Postcode exclusivity available for Elite and Exclusive Partners.

WHY PARTNER WITH SKIN THEORIE

<p>Generous margins</p> <p>50% to 60% retail margin, depending on partner tier.</p>	<p>Low minimum order</p> <p>Open a stockist account from 6 units — any product mix.</p>	<p>Tight, easy-to-merchandise range</p> <p>Five hero products. No dead stock.</p>
<p>Stockist support included</p> <p>Tester kit, counter cards, strut cards and staff training guide.</p>	<p>Postcode exclusivity</p> <p>Available from Elite tier. Protect your local market.</p>	<p>Premium, real proof</p> <p>GMP-certified formulas. 4.96★ verified rating (Judge.me).</p>

THE LUMINARY COLLECTION · 01

CLARITY

Gentle Gel Cleanser

PURIFY · SOOTHE · RESET

SIZE
100ml / 3.38 fl ozRRP (AUD)
\$76.00SKU
001-C-0510010-ST

A pH-balanced gel cleanser built on a base of certified-organic Aloe Vera — gentle enough for sensitive and reactive skin, effective enough to remove impurities without disrupting the barrier. The first step of the ritual, and the calmest.

BEST FOR

All skin types, including sensitive and barrier-compromised. Morning and evening, as step 01 of the ritual.

KEY INGREDIENTS

Aloe Vera Leaf Juice (85-95%, Certified Organic) The base. Soothes and hydrates as it cleanses, reducing irritation on contact.	Coco Glucoside A mild, sugar-derived surfactant. Lifts impurities without harsh sulphates.
Calendula Officinalis Flower Extract Settles reactive skin during cleansing.	Epilobium Angustifolium (Willowherb) Extract Calms post-cleanse sensitivity.
Acronychia Acidula (Lemon Aspen) — native Native Australian botanical. Gentle brightening from natural fruit acids.	Glycerin Draws moisture into the skin for a soft, balanced finish.

COMPLIANT CLAIM

Removes impurities without disrupting the skin barrier. Suitable for sensitive skin.

WHOLESALE PRICING

TIER	WS %	WS PRICE	MARGIN	OPENING MOQ	REORDER MOQ
Stockist	50%	\$38.00	50%	6	3
Preferred Partner	45%	\$34.20	55%	12	6
Elite Partner	43%	\$32.68	57%	24	12
Exclusive Partner	40%	\$30.40	60%	36	12

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THE LUMINARY COLLECTION · 02

RESILIENCE

Vitamin B Serum

STRENGTHEN THE BARRIER · SUPPORT CALM

SIZE
30ml / 1.01 fl ozRRP (AUD)
\$80.00SKU
001-R-0510011-ST

A clinically restrained Vitamin B serum: 5% Niacinamide as the lead active, with Panthenol and Oat Kernel to support the barrier as it works. Lightweight, layers seamlessly under moisturiser.

BEST FOR

All skin types — especially oily, congested, sensitive, reactive or post-breakout. Morning and evening, as step 02 of the ritual.

KEY INGREDIENTS

5% Niacinamide (Vitamin B3) May help reduce the visible appearance of redness, refines tone, and supports barrier function over time.	Panthenol (Vitamin B5) Deeply hydrating. Calms the skin's surface and supports barrier recovery.
Avena Sativa (Oat) Kernel Flour Soothes reactive skin. Provides a calming, comfortable finish.	Olea Europaea (Olive) Leaf Extract Antioxidant support.
Hibiscus Sabdariffa (Rosella) Cellular Extract Gentle polyphenols for a refined, even tone.	Glycerin · Hyaluronic Acid family Multi-weight hydration for lightweight plumpness.

COMPLIANT CLAIM

May help reduce the visible appearance of redness with consistent use. Supports skin barrier function.

WHOLESALE PRICING

TIER	WS %	WS PRICE	MARGIN	OPENING MOQ	REORDER MOQ
Stockist	50%	\$40.00	50%	6	3
Preferred Partner	45%	\$36.00	55%	12	6
Elite Partner	43%	\$34.40	57%	24	12
Exclusive Partner	40%	\$32.00	60%	36	12

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THE LUMINARY COLLECTION · 03 AM

RADIANCE

Lux Day Cream

HYDRATE · BRIGHTEN · ILLUMINATE

SIZE
50g / 1.76 ozRRP (AUD)
\$82.50SKU
001-R-0510012-ST

A daily moisturiser built around low-molecular-weight Hyaluronic Acid and native Lilly Pilly, with antioxidant Green Tea and Vitamin E. Designed to hydrate, brighten and finish the morning ritual — under broad-spectrum SPF.

BEST FOR

Sensitive, normal to dry skin. Apply each morning after serum. Follow with broad-spectrum SPF.

KEY INGREDIENTS

Sodium Hyaluronate (Low Molecular Weight) Multi-depth hydration. Plumps and supports moisture retention through the day.	Syzygium Luehmannii (Lilly Pilly) — native Native Australian botanical. Antioxidant support and gentle brightening.
Camellia Sinensis (Green Tea) Leaf Extract Antioxidant support against daily environmental exposure.	Tocopherol (Vitamin E) Antioxidant. Conditions and softens.
Butyrospermum Parkii (Shea) Butter Nourishing emollient. Smooths and softens.	Theobroma Cacao (Cocoa) Seed Butter Rich emollient base. Conditions through the day.

COMPLIANT CLAIM

Delivers hydration and supports a luminous, even complexion. Daily antioxidant support.

WHOLESALE PRICING

TIER	WS %	WS PRICE	MARGIN	OPENING MOQ	REORDER MOQ
Stockist	50%	\$41.25	50%	6	3
Preferred Partner	45%	\$37.13	55%	12	6
Elite Partner	43%	\$35.48	57%	24	12
Exclusive Partner	40%	\$33.00	60%	36	12

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THE LUMINARY COLLECTION · W

RECOVERY

Pink Clay Mask

PURIFY · SOOTHE · RESTORE QUIET LUMINOSITY

SIZE
50g / 1.76 ozRRP (AUD)
\$76.00SKU
001-R-0510013-ST

A pink Kaolin mask paired with Chamomile, Witch Hazel and native Kakadu Plum. Draws out impurities while soothing the skin — without the tightness of stronger clays. A weekly treatment for a clearer, refined complexion.

BEST FOR

All skin types, including sensitive. Use 1-2 times per week as a targeted treatment step.

KEY INGREDIENTS

Kaolin (Pink Clay, 30-40%) Gently draws out impurities and excess oil — mild enough for sensitive skin.	Chamomilla Recutita (Chamomile) Calms during treatment. Counteracts the drying effect of clay.
Hamamelis Virginiana (Witch Hazel) Extract Gentle astringent. Refines without stripping.	Terminalia Ferdinandiana (Kakadu Plum) — native World's highest natural Vitamin C source. Antioxidant brightening at the treatment stage.
Aloe Vera Leaf Juice Powder Hydrates during mask application.	Tocopherol (Vitamin E) Antioxidant support.

COMPLIANT CLAIM

Draws out impurities. Soothes and conditions the skin. Weekly treatment for a clearer complexion.

WHOLESALE PRICING

TIER	WS %	WS PRICE	MARGIN	OPENING MOQ	REORDER MOQ
Stockist	50%	\$38.00	50%	6	3
Preferred Partner	45%	\$34.20	55%	12	6
Elite Partner	43%	\$32.68	57%	24	12
Exclusive Partner	40%	\$30.40	60%	36	12

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THE LUMINARY COLLECTION · 03 PM

STILLNESS

Lux Night Cream

DEEP NOURISHMENT · OVERNIGHT RENEWAL

SIZE
50g / 1.76 ozRRP (AUD)
\$87.00SKU
001-S-0510014-ST

A restorative night cream built around Vitamin A (as gentle Retinyl Palmitate), low-molecular-weight Hyaluronic Acid and native Davidson Plum. Replenishes through the night so skin wakes softer and more resilient.

BEST FOR

All skin types — especially dry, dehydrated, mature or barrier-compromised. Apply each evening as the final step in your ritual.

KEY INGREDIENTS

Vitamin A (Retinyl Palmitate) Gentle ester form of Vitamin A. Supports overnight renewal.	Sodium Hyaluronate (Low Molecular Weight) Plumps and replenishes through the night.
Davidsonia Jerseyana (Davidson Plum) — native Native Australian fruit, rich in antioxidants. Smooths and conditions.	Butyrospermum Parkii (Shea) & Cocoa Butter Nourishing emollients that restore softness and overnight comfort.
Leontopodium Alpinum (Edelweiss) Extract Premium botanical antioxidant.	Undaria Pinnatifida (Wakame) Extract Marine botanical for skin replenishment.

COMPLIANT CLAIM

Nourishing overnight moisturiser to support skin replenishment and moisture retention.

ADVISORY

Contains Vitamin A — not recommended during pregnancy or breastfeeding. Apply broad-spectrum SPF each morning. Avoid eye area. Light-tight packaging used.

WHOLESALE PRICING

TIER	WS %	WS PRICE	MARGIN	OPENING MOQ	REORDER MOQ
Stockist	50%	\$43.50	50%	6	3
Preferred Partner	45%	\$39.15	55%	12	6
Elite Partner	43%	\$37.41	57%	24	12
Exclusive Partner	40%	\$34.80	60%	36	12

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SKIN THEORIE

Gift Sets

Curated collections for first-time stockists and gifting season. All gift sets are available to Stockist, Preferred, Elite and Exclusive Partners.

SET	CONTENTS	RRP	S 50%	P 55%	E 57%	X 60%
Ultra Gift Set	Clarity · Resilience · Radiance	\$215.00	\$10 7.50	\$96. 75	\$92. 45	\$86.0 0
Complete Luminescence	Clarity · Resilience · Radiance · Recovery · Stillness	\$322.00	\$16 1.00	\$14 4.90	\$13 8.46	\$128. 80

S = Stockist · P = Preferred Partner · E = Elite Partner · X = Exclusive Partner. All prices AUD, exclusive of GST.



B E C O M E A S T O C K I S T

We partner selectively.

We review every wholesale application personally. We are not looking for the biggest order — we are looking for the right fit.

- 01 Email hello@skintheorie.com.au with subject:
Wholesale Application — [Your Business Name]
 - 02 Tell us about your business, the products you'd like to stock and your retail environment.
 - 03 We'll respond within 3-5 business days with an outcome.
 - 04 Approved applicants receive a tester kit and full Wholesale Pricing Guide by return.
 - 05 Complete the Wholesale Order Form to place your first order.
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Logic. Ritual. Glow.™

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