

LAUNCHED

Portfolio Holdings

SUPPLIER STRATEGY

Sleep Supplement — White Label

Prepared by: Oliver

Date: 2026-04-05

OVERVIEW

This brief outlines white-label supplier options for a sleep supplement targeting shift workers (nurses, security, FIFO, hospitality).

Goal: Secure AU-based manufacturer with MOQ 100-250 units, 2-4 week turnaround, <\$1,500 initial investment.

TEAM RESPONSIBLE

Oliver — Supplier research, sourcing strategy, vendor negotiation

Louise — Branding, packaging design, product positioning

Gerald — Landing page build, technical implementation

THE PROBLEM

• Need white-label supplier for sleep supplement (Magnesium Glycinate 400mg, L-Theanine 200mg, Melatonin 2mg) • Target MOQ: 100-250 units (test batch before scaling) • Budget constraint: <\$1,500 initial investment • Timeline: 2-4 week turnaround required • Must be AU-based for TGA compliance and "Made in Australia" positioning

THE SOLUTION

RECOMMENDED SUPPLIERS (AU)

★ BULK NUTRIENTS — TOP PICK

Location: Tasmania, Australia

Website: bulknutrients.com.au

Contact: sales@bulknutrients.com.au | 1800 266 678

Specs:

- MOQ: 100-250 units (flexible, negotiable)
- Cost: \$8-12 per unit (60-cap bottle)
- Lead time: 2-4 weeks

- TGA compliance: ✓ Certified facility
- White label service: ✓ Included

Why them: Lowest MOQ, fastest turnaround, established brand reputation, flexible for small operators.

Your margin: Sell at \$49 → 75-80% gross margin

NUTRALAB

Location: Sydney, NSW

Website: nutralab.com.au

Contact: info@nutralab.com.au | (02) 9899 6690

Specs:

- MOQ: 500 units (but negotiable for test batches)
- Cost: \$6-10 per unit
- Lead time: 3-6 weeks
- TGA compliance: ✓ Certified
- Full private label service: ✓

Why them: Lower per-unit cost at scale, professional packaging, formulation support.

VITACO

Location: Melbourne, VIC

Website: vitaco.com.au

Contact: enquiries@vitaco.com.au

Specs:

- MOQ: 250-500 units
- Cost: \$7-11 per unit
- Lead time: 4-6 weeks
- TGA compliance: ✓ ISO certified
- Works with major brands

Why them: Premium quality, consistent manufacturing, scales well for growth.

COMPARISON TABLE

Supplier	MOQ	Cost/Unit	Lead Time	TGA	Best For
Bulk Nutrients	100-250	\$8-12	2-4 weeks	✓	First batch, fast testing
NutraLab	500	\$6-10	3-6 weeks	✓	Scaling after validation
Vitaco	250-500	\$7-11	4-6 weeks	✓	Premium quality, larger runs

BUDGET BREAKDOWN

100-Unit Test Batch

Item	Cost Range
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Manufacturing (100 units)	\$800 - \$1,200
Label design (Fiverr/Canva)	\$50 - \$100
Domain registration	\$20 - \$30
TOTAL UPFRONT	\$870 - \$1,330
Pre-order revenue (15 orders @ \$34)	(\$510)
NET INVESTMENT	\$360 - \$820

Per-Unit Economics

- Manufacturing cost: \$8-12
- Retail price: \$49
- Gross margin: **75-80%**
- Net margin (after ads): **50-60%** (target ROAS 2.5x+)

RISKS & UNKNOWNNS

⚠️ TGA Compliance

Risk: Melatonin is Schedule 4 (prescription) in AU for doses >3mg.

Mitigation: Our formula uses 2mg = BELOW threshold, can be sold OTC.

Action needed: Confirm AUST L listing support with supplier.

⚠️ Quality Consistency

Risk: First batch quality unknown.

Mitigation: Request sample unit before bulk order.

Action needed: Ask for batch certificates of analysis, third-party testing reports.

⚠️ Lead Time Variability

Risk: 2-4 weeks = estimate, could be longer.

Mitigation: Confirm timeline in writing before order.

Action needed: Build 1-week buffer into launch timeline.

⚠️ MOQ Negotiation

Risk: Suppliers may not agree to 100-unit batch.

Mitigation: Emphasize test-and-scale model, commit to larger orders if validation succeeds.

Action needed: Lead with "test batch now, 500+ units/month if successful."

NEXT STEPS

MONDAY (APR 7)

- Email 3 suppliers (Bulk Nutrients, NutraLab, Vitaco)
- Use template in Appendix
- Request quotes + timeline + sample

Owner: Oliver

TUESDAY (APR 8)

- Follow up via phone if no email response
- Compare quotes side-by-side
- Request samples from top 2

Owner: Oliver

WEDNESDAY (APR 9)

- Choose supplier (prioritize: MOQ, lead time, TGA support)
- Finalize formula specs
- Get final written quote

Owner: Oliver

THURSDAY (APR 10)

- Place order (pending Louise branding completion)
- Provide label artwork to supplier
- Confirm delivery date

Owner: Oliver + Louise

3-4 WEEKS LATER

- Product arrives
- Quality check first unit
- Fulfill pre-orders
- Launch Meta ads (\$200/week budget)

Owner: Oliver

APPENDIX: EMAIL TEMPLATE

Subject: Quote Request — Private Label Sleep Supplement (Small Batch)

Hi [Supplier Name],

I'm launching a sleep supplement for shift workers and need a quote for a small test batch.

Product Specs:

- Format: Capsules (60 per bottle)
- Formula: Magnesium Glycinate 400mg, L-Theanine 200mg, Melatonin 2mg per serving (4 capsules)
- Batch size: 100-250 units
- Label: My branding (can provide artwork)

Please provide:

1. MOQ and pricing per unit (for 100, 200, 250 unit batches)
2. Lead time from order to delivery

3. TGA compliance support (AUST L listing assistance)
4. Sample unit (if available)
5. Label/packaging design support included?

I'm targeting a launch in 3-4 weeks, so fast turnaround is important.

This is a test batch. If validation succeeds, I'll scale to 500+ units/month.

Thanks, Shay shaycosolutions@gmail.com

APPENDIX: QUALITY CHECKLIST

Before signing with any supplier, verify:

- ✓ GMP certified facility (Good Manufacturing Practice)
 - ✓ TGA licensed in Australia
 - ✓ Third-party testing (heavy metals, purity)
 - ✓ Batch certificates of analysis provided
 - ✓ Expiry dating (minimum 2-year shelf life)
 - ✓ References from other brands they've worked with
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