

PARLOR EXCHANGE GLOBAL

SOURCE IT.

Master Product Sourcing Directory

Where to source products across every major category — beauty, skincare, hair care, fashion, kids & baby, home & decor, jewelry, candles, wellness, pet products, and more. White label, private label, wholesale, and dropship options. Verified platforms, current as of 2026.

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Part of the Parlor Exchange Global Build It • Protect It • Grow It Methodology

SECTION 1 — HOW TO READ THIS DIRECTORY

Every entry in this directory includes the same three pieces of information under the supplier name: MOQ (minimum order quantity), Type (what kind of sourcing relationship this is), and Best For (what kind of business this platform serves best). Those three fields let you filter fast without reading every description.

TYPE LABEL	WHAT IT MEANS
White Label	The manufacturer's existing product with your brand name on it. No custom formulation. Fast to market, low MOQ, highest accessibility.
Private Label	A product customized to your specifications (formula tweaks, packaging, scent) under your brand. Higher MOQ, more investment, more differentiation.
Wholesale	Buying existing branded products in bulk at discounted prices to resell at retail. You sell their brand, not yours.
Dropship	Supplier holds inventory and ships directly to your customer. You never touch the product. No upfront inventory cost.
Marketplace	A platform that connects you with multiple suppliers. Not a supplier itself — a directory or B2B marketplace.
OEM/Custom Mfg	Full custom manufacturing from scratch. Highest investment, longest lead time, full ownership of formulation and design.

The resale certificate reminder.

For every wholesale platform in this directory: you need a resale certificate before you can purchase at true wholesale prices. Get yours from your state's Department of Revenue website — it's free and required. Without it, legitimate wholesale suppliers will not sell to you at wholesale pricing.

All platforms are verified active as of 2026. MOQs and pricing change — always confirm directly with the supplier before placing an order. Sample orders are strongly recommended before any bulk commitment.

SECTION 2 — BEAUTY & SKINCARE

WHITE LABEL & PRIVATE LABEL — US MANUFACTURERS

You put your brand on their formulation. The fastest path to launching a beauty product line.
Always request a Certificate of Analysis (COA) and verify FDA compliance before ordering.

Indigo Private Label

indigoprivatelabel.com

MOQ	No MOQ required
TYPE	White Label / Private Label
BEST FOR	Clean beauty, indie brands, no-MOQ startups

Texas-based, Leaping Bunny certified, EWG-verified ingredients. One of the few beauty manufacturers with truly no minimum order quantity — you can test a single product before scaling. Covers skincare, body care, and hair care. In-house lab, label design, and brand consulting available. Ideal first stop for anyone launching a clean beauty brand on a budget.

Pravada Private Label

pravada.com

MOQ	50 units white label / 2,500 custom
TYPE	White Label / Private Label
BEST FOR	Boutique skincare, natural ingredients, face and body

Over a decade in private label skincare. Ready-to-sell products with naturally derived and organic ingredients — cleansers, moisturizers, serums, body care, and hair care. Low MOQ for white label makes this accessible for early-stage brands. Custom formulation available at higher volumes. You can personalize existing formulas with scent and packaging choices.

RainShadow Labs

rainshadowlabs.com

MOQ	Varies by product
TYPE	White Label / Private Label
BEST FOR	Clean beauty brands, botanical formulations, Oregon-based

Founded 1983 — one of the most experienced natural beauty manufacturers in the US. Specializes in botanical, organic, and essential oil-based formulations. Leaping Bunny certified cruelty-free. Strong for brands positioning around clean, natural, or plant-based ingredients. In-house R&D; and custom formulation available.

Trilogy Laboratories

trilogylaboratories.com

MOQ	50 units white label / 2,500 custom
TYPE	White Label / Private Label
BEST FOR	Anti-aging, spa-grade, dermatological formulations

Founded by a pharmaceutical scientist — focused on high-performance skincare backed by science. Products include peptide formulations, retinoid treatments, and spa-grade serums. Two paths: white label (50-unit MOQ) and custom manufacturing (2,500-unit MOQ). Strong for brands targeting the professional skincare or medspa adjacent market.

Vitelle Labs

vitellelabs.com

MOQ	50–100 units
TYPE	White Label
BEST FOR	Dermatologists, estheticians, spas, professional-grade

Founded 1997. Trusted by dermatologists and estheticians for 25+ years. Extensive testing — microbiological, temperature, and stability. Formulations addressing acne, hyperpigmentation, aging, and more. Offers project management, package design, and logistics support. One of the most professional white label operations for service-based beauty businesses.

Lady Burd Exclusive Private Label

ladyburd.com

MOQ	Varies; low MOQ available
TYPE	White Label / Private Label
BEST FOR	Cosmetics (makeup), skincare, personal care — all sizes

New York-based family-owned manufacturer with 50+ years of experience. One of the most comprehensive US manufacturers — covers cosmetics, skincare, and personal care products. Both white label and custom formulation. Flexible minimums for newer brands. Strong track record and accessible entry for smaller operators.

Beauty Private Labels

beautyprivatelabels.com

MOQ	Varies by product
TYPE	White Label / OEM
BEST FOR	Bath, body, skincare, hair care, cosmetics — broad range

Full-service OEM and private label operation covering bath salts, body care, skincare, hair care, and cosmetics. Custom formulation and contract manufacturing available. Good for brands looking for a single partner across multiple product categories rather than working with separate manufacturers for each line.

Induction Therapies

inductiontherapies.com

MOQ	Low MOQ, varies
TYPE	Private Label
BEST FOR	Medical-grade, clinical quality, dermatologist-facing brands

Medical-grade formulations trusted by dermatologists and aesthetic clinics. Premium positioning — products are cosmeceutical grade, not standard retail skincare. Full-service from formulation to packaging. Best for brands targeting the professional beauty, medspa, or clinical skincare market. Higher price point products with strong margin potential.

Goodvara

goodvara.com

MOQ	50–100 units bulk; 1 gal bulk
TYPE	White Label
BEST FOR	Eco-conscious brands, sustainable skincare, natural formulations

26+ years in natural and eco-friendly skincare. Product range includes facial oils, serums, body creams, and hair treatments. Recyclable and biodegradable packaging. All products free from harmful chemicals. Strong for brands built around sustainability, clean beauty, or wellness positioning.

BEAUTY DROPSHIPPING & WHOLESALE

Sell beauty products without holding inventory, or buy established brands to resell.

Jubilee Beauty

jubileebeauty.com

MOQ	No MOQ / plans from \$29/month
TYPE	White Label Dropship
BEST FOR	Private label beauty dropshipping, US and Canada

Dedicated private label beauty dropshipping platform. Plans start at \$29/month for access to 25 private-label products. Integrates with Shopify and WooCommerce. Covers skincare and makeup. Branded packaging and invoicing available. One of the cleanest paths to launching a branded beauty line without holding inventory — product arrives to your customer with your brand on it.

Beauty Joint

beautyjoint.com

MOQ	No MOQ
TYPE	Wholesale / Dropship
BEST FOR	Established beauty brands, small retailers, online boutiques

US-based wholesale beauty distributor carrying well-known brands across makeup, skincare, and accessories. Allows dropshipping for verified retailers. Strong for businesses that want to resell recognizable brands rather than build their own. No minimum order makes this accessible for small or new businesses testing the category.

Greendropship

greendropship.com

MOQ	No MOQ
TYPE	Dropship
BEST FOR	Natural, organic, and health-conscious beauty products

US-based dropshipping platform focused on natural and organic products including beauty, personal care, and wellness. Strong for brands positioning around clean living or health-conscious consumers. Integrates with Shopify, WooCommerce, and Amazon. Over 20,000 products from US natural brands.

FragranceNet

fragrancenet.com

MOQ	Varies
TYPE	Wholesale / Dropship
BEST FOR	Branded fragrances, perfumes, colognes

Specializes in branded fragrances and beauty products. Dropshipping solutions available for retailers looking to offer well-known fragrance brands. Good add-on category for boutiques or beauty businesses that want to include perfume and cologne without managing fragrance inventory.

CJdropshipping

cjdropshipping.com

MOQ	No MOQ
TYPE	Dropship
BEST FOR	White label beauty, international sourcing, high volume

International dropshipping platform with a growing white label beauty category. Covers skincare, cosmetics, and hair care with branded packaging options. Strong for sellers wanting to test multiple beauty products at low cost before committing. Longer shipping times from international fulfillment centers — factor into your customer experience planning.

IMPORTANT — READ THIS BEFORE YOU SOURCE

FDA COMPLIANCE IS NOT OPTIONAL FOR BEAUTY PRODUCTS. Cosmetics sold in the US must comply with the FDA's Modernization of Cosmetics Regulation Act (MoCRA), which now requires facility registration, product listing, and safety substantiation. Labels must include a full ingredient list (INCI names, in descending order of concentration), net weight, manufacturer information, and any required warnings. Claims like 'treats acne' or 'reduces wrinkles' can trigger drug classification — which requires FDA approval. Work with a compliant manufacturer and review your label language before you sell a single unit. Non-compliance can result in product seizure, mandatory recalls, and significant fines.

WHAT NOBODY TELLS YOU

The beauty industry has the lowest barrier to entry of any product category — and the highest competition. Anyone can put their name on a moisturizer. What they can't easily replicate is your specific audience, your story, and your positioning. Before you source a single product, know exactly who you're selling to and why they would choose your brand over the thousands of other white label skincare brands already on the market. The product is the commodity. The brand is the business.

SECTION 3 — HAIR CARE

HAIR CARE — WHITE LABEL, PRIVATE LABEL & WHOLESALE
 One of the highest-demand beauty subcategories — especially for textured hair, natural hair, and scalp care.
Note: Hair care products with claims (e.g. 'treats dandruff') may require FDA OTC drug registration.

Pravada Private Label

pravada.com

MOQ	50 units white label
TYPE	White Label / Private Label
BEST FOR	Shampoo, conditioner, serums, treatments, scalp care

Pravada's hair care catalog covers shampoos, conditioners, scalp treatments, and styling products using naturally derived ingredients. Same accessible MOQ as their skincare line. Good for beauty brands looking to extend into hair care without sourcing from a separate manufacturer. Custom formulation available at higher volumes.

Bo International

bointernational.com

MOQ	500 units custom / lower for white label
TYPE	Private Label / OEM
BEST FOR	Herbal hair care, natural ingredients, India-based manufacturing

India-based manufacturer specializing in herbal and natural hair care and personal care products. Uses ingredients like Aloe vera, amla, neem, and brahmi — popular in both the wellness and textured hair markets. Strong for brands building around Ayurvedic or herbal positioning. GMP-certified facility. Lower cost per unit than US manufacturing.

Glow Essentials Laboratories

Contact via keychain.com

MOQ	Low MOQ available
TYPE	Private Label / Custom
BEST FOR	POC-owned brands, clean beauty, science-driven formulations

Female, immigrant, and POC-owned cosmetic lab specializing in clean, science-driven formulations including hair care. California-based. In-house R&D; team, stock formulations for quick launch, formulation tweaking for customization, and full custom development. One of the few labs in the country with explicit cultural alignment for founders building brands for underserved communities.

OEM Cosmetics via Alibaba

alibaba.com

MOQ	500–1,000 units typical
TYPE	OEM / Private Label
BEST FOR	Custom formulation at scale, international manufacturing

Alibaba connects you to hundreds of hair care manufacturers in China, South Korea (K-beauty standards), and India. For textured and natural hair care specifically, Korean manufacturers produce high-quality conditioning treatments at scale. Always request samples, verify factory certifications (ISO, GMP), and use Trade Assurance. Lead time is typically 30–60 days after sample approval.

NatureLab Tokyo (via wholesale)

naturelabtokyopro.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Premium Japanese haircare brands, salon-quality retail

Japanese hair care brand with an advanced formulation philosophy combining plant-based ingredients with Japanese technology. Available for wholesale through their professional division. Strong for boutiques or beauty supply businesses targeting consumers who are ingredient-conscious and willing to pay for quality. Refillable packaging options for eco-focused positioning.

LAShowroom

lashowroom.com

MOQ	Varies by brand
TYPE	Wholesale
BEST FOR	Wholesale hair accessories, tools, extensions

While primarily an apparel wholesale platform, LAShowroom carries hair accessories and tools from established brands. Good for fashion boutiques that want to add hair accessories — clips, headbands, scarves — to their product mix without sourcing from a separate platform.

WHAT NOBODY TELLS YOU

The natural and textured hair care market is one of the most underserved and fastest-growing categories in beauty. Black women alone spend 9x more on hair care than the general market. Brands that are authentically built for and by this community have a distinct competitive advantage that white label products from a generic manufacturer cannot replicate. If this is your target customer, your formulation choices, your ingredient storytelling, and your brand positioning need to reflect that specifically — not generically.

SECTION 4 — FASHION & CLOTHING — WOMEN'S

WOMEN'S FASHION — WHOLESALE & DROPSHIP
 Platforms for boutique owners, online fashion retailers, and apparel brand builders.
Most platforms below require a resale certificate and proof of business to access wholesale pricing.

FashionGo

fashiongo.net

MOQ	Varies; many with \$0 MOQ
TYPE	Wholesale Marketplace
BEST FOR	Women's apparel, accessories, boutiques, online retailers

LA-based B2B fashion marketplace — the largest in the US for apparel. Thousands of independent brands across women's, men's, and kids' clothing. Search by MOQ, ship time, or vendor rating. 'Style Match+' image search lets you find similar items across vendors. Free shipping thresholds (\$100 accessories / \$300 apparel). Free to register as a buyer. This is the starting point for most serious boutique owners.

OrangeShine

orangeshine.com

MOQ	\$50 opening order
TYPE	Wholesale Marketplace
BEST FOR	West Coast trends, boutiques wanting variety, low-risk testing

LA-based marketplace aggregating 1,700+ independent fashion labels. Lowest opening order threshold on this list — \$50 — making it ideal for testing new styles before committing to larger buys. Cross-cart mix allows adding items from multiple brands in one checkout. Weekly live sale calendar shows real-time demand. Net-60 terms for qualified buyers. Strong for coastal and festival-adjacent fashion aesthetics.

Faire (Fashion)

faire.com

MOQ	Varies; many with \$0 MOQ
TYPE	Wholesale Marketplace
BEST FOR	Boutique retailers, sustainable fashion, Black/women-owned brands

While Faire covers many categories, their fashion section includes curated independent apparel brands. Net-60 payment terms and free returns on first orders significantly reduce risk. Category filters include Black-owned, women-owned, and eco-friendly — strong for value-aligned sourcing. Shopify integration syncs inventory automatically.

Trendsi

trendsi.com

MOQ	No MOQ for dropship / 60 units custom
TYPE	Dropship / White Label
BEST FOR	Online boutiques, private label apparel, dropshipping fashion

B2B fashion platform combining dropshipping and open-pack wholesale. Made-to-order manufacturing for women's, men's, and kids' clothing. Private label options including sewn-in labels and branded packaging. Shopify app available. Good for boutique owners who want to test styles through dropshipping before committing to inventory buys, then transition to wholesale for winners.

Bloom Wholesale

bloomwholesale.com

MOQ	No MOQ
TYPE	Wholesale
BEST FOR	Individual style testing, denim, everyday essentials, LA brands

LA-based boutique wholesale supplier. Single-piece purchasing on most SKUs — no pack requirements. Flat \$9.95 US shipping. Carries Judy Blue denim (a top-performing boutique brand) alongside seasonal styles. Partners with other wholesalers to resell unsold merchandise at reduced prices. Strong for buyers who want zero MOQ flexibility with LA-quality aesthetics.

Tasha Apparel

tashaapparel.com

MOQ	No MOQ
TYPE	Wholesale
BEST FOR	Online boutiques, no-inventory testing, fast fashion

LA-based women's fashion wholesaler with no minimum order requirement and a constantly updated catalog. Competitive pricing, fast shipping from LA, and broad style range from basics to trend pieces. Good entry point for new boutique owners who want to test product categories before increasing order sizes.

Sugarlips Wholesale

sugarlipswholesale.com

MOQ	No MOQ
TYPE	Wholesale
BEST FOR	Contemporary women's, boutiques wanting consistent quality, repeat customers

LA-based brand blending runway-inspired prints with reliable silhouettes. Zero MOQ — order one romper at wholesale cost. US-made and imported contemporary women's apparel. Live inventory portal prevents overselling. Seasonally refreshed curve collection extends size range (S–3X). Known for consistent quality that keeps repeat customers coming back.

Dear Lover

dearlover.com

MOQ	Low MOQ, varies
TYPE	Wholesale
BEST FOR	International boutiques, trend-forward styles, 160+ countries

Founded 2007, shipping to 160+ countries. Women's apparel with fast turnaround on trending styles. US warehouse option available for faster domestic shipping. Consistent trend cadence with new arrivals regularly. Strong for boutiques chasing fast fashion trends at low unit cost with accessible minimums.

Wholesale7

wholesale7.net

MOQ	No MOQ / free ship over \$899
TYPE	Wholesale / White Label
BEST FOR	Women's, men's, and kids' — trend-forward, international

Wide range of affordable fashion with white labeling option — use your own logo or brand on labels and packaging. Curated categories (Wedding Season, Coastal Cool, etc.) help buyers find trending items. No minimum order. 10–25% bulk discounts. Supports white labeling, which makes this unusual among apparel wholesalers — potential path to launching your own branded line.

Gilli Clothing

gilli.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	LA-based contemporary women's, ethical manufacturing, extended sizing

LA-based since 2008. Tops, dresses, jumpsuits, bottoms, outerwear. Extended sizing (S–3X) available. Emphasizes ethical manufacturing and compliance with labor laws. Design team creates unique styles rather than trend copies. Strong for boutiques that want quality-forward, differentiated inventory over fast fashion alternatives.

LAShowroom

lashowroom.com

MOQ	Varies by brand
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TYPE	Wholesale Marketplace
BEST FOR	Boutique fashion, accessories, seasonal collections

Wholesale fashion marketplace specifically for LA-based and LA-curated brands. Covers apparel, accessories, and footwear. Buyer registration required. Strong for boutiques wanting to build direct relationships with LA designers and brands. Also hosts showrooms — in-person sourcing is available if you're in the LA area.

Katydid Wholesale

katydidwholesale.com

MOQ	Varies; low threshold
TYPE	Wholesale
BEST FOR	Unique boutique items, accessories, gifts, tumblers, tote bags

Dallas, TX-based since 2002. Known for fashion-forward accessories and gifts that complement apparel boutiques — hats, tumblers, tote bags, pajama sets, and seasonal items. If you run a boutique and want to add accessories or gift items that complement your clothing, Katydid fills that gap with trend-aware, unique options.

WHAT NOBODY TELLS YOU

The most common mistake boutique owners make is buying inventory based on personal taste rather than customer data. What you love and what your customer will buy are not always the same thing. Before you place a large wholesale order, test with small quantities across multiple styles — use the no-MOQ platforms for this phase. The styles your customers actually purchase, return to, and tell friends about are the styles worth buying deep inventory in.

SECTION 5 — FASHION & CLOTHING — MEN'S

MEN'S FASHION — WHOLESALE & SOURCING
 Men's apparel is growing — but most boutique platforms skew heavily female. These are your best options.

FashionGo

fashiongo.net

MOQ	Varies
TYPE	Wholesale Marketplace
BEST FOR	Men's streetwear, casual, contemporary — best US platform

FashionGo has a dedicated men's category that is growing significantly. Covers streetwear, casual, athleisure, and contemporary. Same buyer-friendly features as the women's side — filter by MOQ, ship time, and vendor. Best single platform for sourcing men's wholesale apparel in the US.

Wholesale7

wholesale7.net

MOQ	No MOQ
TYPE	Wholesale / White Label
BEST FOR	Men's casual, fashion basics, international sourcing

Wholesale7's men's catalog covers t-shirts, joggers, hoodies, button-downs, and accessories. No MOQ makes it easy to test styles. White label option allows you to build a branded men's line. Good for brands starting a men's capsule collection without large inventory risk.

Alibaba

alibaba.com

MOQ	500–1,000 units typical
TYPE	OEM / Private Label / Wholesale
BEST FOR	Custom manufacturing, brand-building at scale, streetwear and basics

For men's private label — especially streetwear, activewear, or branded basics — Alibaba connects you directly with factories. Strong factories in China, Bangladesh, and Vietnam cover t-shirts, hoodies, joggers, denim, and outerwear at highly competitive per-unit prices. Sample first, always. Use Trade Assurance. Factor shipping and import duties into your margin math.

Tasha Apparel (Men's)

tashaapparel.com

MOQ	No MOQ
TYPE	Wholesale
BEST FOR	Online boutiques, casual men's, trend-forward pieces

Tasha carries a men's section with casual and trend-forward pieces. No minimum makes it easy to add men's to an existing women's boutique without a major inventory commitment. LA-based with fast shipping.

Trendsi (Men's)

trendsi.com

MOQ	No MOQ dropship / 60 units custom
TYPE	Dropship / Private Label
BEST FOR	Men's dropshipping, private label, boutique testing

Trendsi's men's category supports the same dropshipping and private label model as their women's line. Good for boutiques or online retailers who want to add men's options without adding inventory risk. Made-to-order manufacturing available for custom branded men's pieces at 60-unit MOQ.

Faire (Men's)

faire.com

MOQ	Varies
TYPE	Wholesale Marketplace
BEST FOR	Independent men's brands, sustainable and ethical sourcing

Faire's men's section features independent brands across casual, contemporary, and accessories. Curated toward quality and independence rather than fast fashion. Net-60 terms and free returns on first orders make testing new men's brands lower risk.

Men's fashion market note.

The men's apparel market is growing faster than women's in the boutique segment — particularly in streetwear, athleisure, and elevated casual. Most boutique platforms are still heavily women-focused, which means less competition for buyers sourcing quality men's products. If your customer base includes men, this is an underserved opportunity in most independent retail environments.

SECTION 6 — CHILDREN'S & BABY

CHILDREN'S & BABY — WHOLESALE & SOURCING

One of the most consistent-demand categories in retail. Children grow out of clothes — repeat purchasing is built in.

CPSC compliance required: children's products must meet federal safety standards including lead, flammability, and choking hazard requirements.

Honeydew USA

honeydewusa.com

MOQ	Low minimums
TYPE	Wholesale
BEST FOR	Boutique baby and kids clothing, trendy designs, US-based

Trusted wholesale vendor for baby and kids boutique clothing. Carries brands like Abby & Evie, Cotton Castle, Petal & Pine, Smocked Honey, and Sassy Soul. Strong curation for boutique-quality children's apparel with a Southern and boutique aesthetic. Good for retailers who want to carry recognizable boutique children's brands rather than generic wholesale.

Penguin Kids Wear (PKW Group)

pkwgroup.com

MOQ	Varies; membership required
TYPE	Wholesale
BEST FOR	Broad children's catalog, licensed characters, special occasion wear

30+ years in children's wholesale. Specializes exclusively in children's apparel and accessories — one of the most focused and experienced in the category. Catalog includes everyday basics, special occasion outfits, and licensed character apparel (Disney, Marvel, Star Wars). Licensed products require verification of your retail status. Excellent customer service reputation in the industry.

Little One

littleonekids.com

MOQ	Low MOQ
TYPE	Wholesale
BEST FOR	US-based, seasonal collections, trend-aware children's apparel

California-based children's clothing supplier offering themed seasonal collections — Back-to-School, Holiday, Halloween, summer themes. Stays current with trend cycles. Strong for boutiques wanting fresh seasonal inventory rather than evergreen basics. Focused on boys, girls, toddlers, and babies.

Faire (Kids & Baby)

faire.com

MOQ	Varies; low MOQ options
TYPE	Wholesale Marketplace
BEST FOR	Boutique toys, baby products, independent children's brands

Faire's kids and baby section covers clothing, toys, bedding, and accessories from independent brands globally. Net-60 terms and free returns on first orders. Strong for boutiques that want to add children's clothing or gifts alongside other product categories from one platform. Growing selection of independent, sustainable children's brands.

Mud Pie Wholesale

wholesale.mudpie.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Baby clothing, women's clothing, home decor — three categories one platform

Well-established wholesale brand covering baby clothing, women's apparel, and home decor. Strong seasonal collections and gift-oriented baby products. Popular in boutiques that want to carry lifestyle products alongside children's clothing. Account registration required.

FashionTiy

fashiontiy.com

MOQ	\$100 minimum
TYPE	Wholesale
BEST FOR	Mix-and-match kids wholesale, global sourcing, high discount pricing

\$100 minimum with mix-and-match across age groups (babies, toddlers, youth). 70% off retail pricing claimed — one of the more aggressive price points in kids wholesale. Free product imagery for online store use. Backup stock available for top-selling items. Unbranded packaging for businesses wanting to private label. Check samples carefully before large orders.

Wholesale Fashion Square (Kids)

wholesalefashionsquare.com

MOQ	Packs of 3 available
TYPE	Wholesale
BEST FOR	Discounted kids and women's clothing, California-based

California-based supplier covering women's and children's clothing at discounted prices. Kids section includes dresses, graphic tees, activewear, and sets. Small three-packs available for some styles. Flat-rate FedEx shipping at \$9.95. Also carries beauty products and cosmetics — good for multi-category boutiques.

Create

create.com

MOQ	Low MOQ, varies
TYPE	Wholesale Marketplace
BEST FOR	Independent brands, unique kids products, gifts, homeware

UK-origin wholesale marketplace now operating in the US. Carries kids, baby, homeware, jewelry, gifts, and stationery from thousands of independent vendors. Strong for boutiques wanting unique, non-generic product offerings. Good for finding children's gifts and accessories that aren't widely distributed. Low MOQ options throughout.

IMPORTANT — READ THIS BEFORE YOU SOURCE

CHILDREN'S PRODUCT SAFETY COMPLIANCE: All children's products sold in the US must comply with CPSC (Consumer Product Safety Commission) regulations. This includes: Children's Product Certificate (CPC) required for most children's items, lead content limits (<100 ppm in surface coatings), phthalate limits for soft plastics, flammability standards for children's sleepwear, and choking hazard labeling for items with small parts. Clothing must meet CPSC flammability standards (16 CFR Part 1615/1616 for children's sleepwear). Non-compliance can result in mandatory recalls, fines, and federal enforcement action. Always request compliance documentation from your supplier before selling any children's product.

WHAT NOBODY TELLS YOU

Children's clothing is one of the most forgiving product categories for first-time product sellers because the repeat purchase cycle is so fast — kids grow, seasons change, and parents buy again. The challenge is that children's safety compliance is the most stringent in retail. Do not skip the compliance documentation step. One recall notice can cost more than everything you've made selling the product.

SECTION 7 — HOME & DECOR

HOME & DECOR — WHOLESALE & SOURCING

Wall art, furniture, candles, seasonal items, outdoor accents, artificial plants, and gift accessories.

Most home decor wholesale platforms are dropship-friendly — ideal for testing before investing in inventory.

Koehler Home Décor

koehlerhome.com

MOQ	~\$150 wholesale / No MOQ dropship
TYPE	Wholesale / Dropship
BEST FOR	Gift shops, boutiques, online home decor stores

One of the largest US home decor wholesalers. Vast catalog of decorative accessories, gifts, and seasonal items. Ships from US warehouses within 1–2 business days. Dropshipping available for verified businesses. Strong for seasonal and holiday items that turn fast. Frequent product updates keep inventory fresh. One of the best entry points for adding home decor to an existing retail operation.

Benzara

benzara.com

MOQ	Varies by product
TYPE	Wholesale
BEST FOR	Modern, design-forward home decor, wall art, lighting, mirrors

US-based supplier known for modern and stylish home decor — wall décor, mirrors, clocks, lighting fixtures, and home accessories. Strong on contemporary and transitional design styles. Good for boutiques or home decor stores targeting a design-conscious customer who wants updated aesthetics rather than traditional or farmhouse styles.

Melrose International

melroseintl.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Holiday and seasonal decor, gift shops, national retail programs

Midwest-based national wholesale supplier with 40 years in the industry. Covers holiday decorations, garden accents, giftware, home décor, silk florals, flameless candles, and more. 14 collections for 2026 spanning garden elegance to noir luxe. Strong for retailers who do significant seasonal and holiday business — Christmas, harvest, and garden categories are core strengths.

Faire (Home)

faire.com

MOQ	Varies; many low MOQ
TYPE	Wholesale Marketplace
BEST FOR	Independent home brands, gift shops, boutiques, eco-friendly

Faire's home and gift section connects retailers with 700,000+ independent brands globally. Strong curation toward quality, sustainability, and uniqueness — you will not find the same products that every other store carries. Net-60 terms and free returns on first orders make testing new home brands low risk.

Creative Co-Op

creativecoop.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Farmhouse, eclectic, artisan-inspired home decor and gifts

One-stop shop for farmhouse, eclectic, and artisan home decor. Stylish decorative accessories, candles, textiles, and seasonal items. Frequently cited by boutique owners as a go-to for unique, quality-forward pieces that differentiate their store from larger retail. Account registration required for trade pricing.

Kalalou

kalalou.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Sustainable, artisan, and globally-sourced home decor

Known for distinctive, sustainable home decor sourced globally. Rattan, metal, wood, and ceramic accents with strong visual character. Products feel handcrafted and one-of-a-kind even at wholesale scale. Strong for boutiques and gift shops targeting design-conscious customers who want home decor with a story behind it.

KOUBOO

kouboo.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Eco-friendly, natural material, rattan and wicker home decor

US-based supplier specializing in handcrafted eco-friendly decor — rattan furniture, wicker baskets, lampshades, and natural material accessories. Strong for brands targeting the sustainability-conscious home consumer. Products position well in the \$25–\$100 retail price range with strong margin. Distinctive aesthetic

that stands out in a sea of generic home decor.

Eastwind Wholesale

eastwindwholesale.com

MOQ	Low minimums
TYPE	Wholesale
BEST FOR	Affordable home accents, budget-conscious retailers, broad range

Large US wholesaler offering home accents, wall decor, and furniture at competitive prices. Wide product range at accessible price points — good for volume retailers who need to move inventory at lower margin rather than boutiques positioning on quality and uniqueness.

Nearly Natural

nearlynatural.com

MOQ	Varies; \$40 retail minimum noted
TYPE	Wholesale
BEST FOR	Artificial greenery, faux florals, botanical arrangements

Specializes in high-quality artificial plants, flowers, and botanical arrangements. Horticulturists on staff ensure realistic designs. Price range \$40–\$800 retail. Strong for home decor boutiques, event companies, and interior design businesses that want consistently available botanical decor without the maintenance of live plants. 7-day processing standard.

CTW Home Collection

ctwhomecollection.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Farmhouse decor, furniture, lanterns, tabletop items

Farmhouse and transitional home decor including lanterns, candle holders, tabletop items, and accent furniture. Broad range of styles within the farmhouse aesthetic. Good for retailers whose customer base leans toward cottage, rustic, or vintage-inspired home styling. Cost-effective shipping options available.

Harbor Mill Candles

harbormillcandles.com

MOQ	No MOQ dropship / 24–36 units private label
TYPE	Dropship / Private Label
BEST FOR	Premium candles, gift shops, home decor stores, private label brands

US-based candle and home fragrance wholesaler specializing in dropshipping and private label. Soy candles, wax melts, reed diffusers, room sprays, and soaps. No MOQ for dropshipping makes this accessible at any stage. Private label programs available for branded candle lines. Wholesale prices \$20–\$50 per item with strong retail margins on premium positioning.

WHAT NOBODY TELLS YOU

Home decor is one of the most Instagram and Pinterest-driven categories in retail. What sells in home decor in 2026 is highly visual and trend-dependent. Before stocking inventory, spend 30 minutes on Pinterest searching your style category — farmhouse, boho, minimalist, maximalist — and identify what's getting saved and shared. That research costs nothing and tells you more about what will sell than any wholesale catalog will.

SECTION 8 — JEWELRY & ACCESSORIES

JEWELRY & ACCESSORIES — WHOLESALE & SOURCING

Fashion jewelry, fine jewelry supplies, sunglasses, handbags, belts, and style accessories.

Note: Claims of 'sterling silver,' 'gold-filled,' or 'real gemstones' must be accurate — FTC jewelry guidelines apply.

ZENZII

zenzii.com

MOQ	Varies; low threshold
TYPE	Wholesale
BEST FOR	Fashion jewelry boutiques, gift shops, accessories-focused retailers

Atlanta-based since 2008. Fashion jewelry specializing in necklaces, earrings, bracelets, and rings. Same-day shipping on in-stock items. 30-day easy returns with money-back guarantee. Reward points on every order. One of the most boutique-friendly jewelry wholesalers in the US — strong customer service reputation and consistent quality for fashion jewelry price points.

JewelryBund

jewelrybund.com

MOQ	Low MOQ, highly accessible
TYPE	Wholesale
BEST FOR	Fashion costume jewelry, silver, stainless steel, trend-forward

Rising platform since 2022 with trend-prediction technology. Covers fashion costume jewelry through sterling silver and stainless steel designs. Known for catching trends early — reportedly identified the choker comeback before mainstream adoption. Very competitive pricing. Strong customer service response time. Good for fashion boutiques that want to stay ahead of accessory trends.

WholesaleJewelry.net

wholesalejewelry.net

MOQ	No minimum stated
TYPE	Wholesale
BEST FOR	Fashion accessories, belts, sunglasses, costume jewelry, body jewelry

Over 8,000 jewelry styles and 30,000 product images. Prices start at \$0.08 per piece for high-volume fashion accessories. Covers necklaces, earrings, semi-precious items, belts, sunglasses, and more. Best for high-volume accessory retailers or vendors who need a broad selection at the lowest possible price points.

Faire (Jewelry)

faire.com

MOQ	Varies; low MOQ options
TYPE	Wholesale Marketplace
BEST FOR	Independent jewelry brands, artisan pieces, sustainable and handmade

Faire's jewelry section features independent designers and artisan jewelry brands. Strong for boutiques that want unique, non-mass-produced jewelry that differentiates their offering. Net-60 terms and free returns on first orders. Filters for women-owned, handmade, and sustainable help identify aligned brands.

FashionGo (Accessories)

fashiongo.net

MOQ	Varies
TYPE	Wholesale Marketplace
BEST FOR	Accessories across jewelry, bags, sunglasses, hats, scarves

FashionGo's accessories section covers jewelry alongside handbags, sunglasses, hats, and scarves. Free shipping threshold at \$100 for accessories — lower than their apparel threshold. Good for boutiques that want to source clothing and accessories from one platform. Thousands of independent accessory brands available.

Alibaba (Jewelry)

alibaba.com

MOQ	500+ units typical
TYPE	OEM / Private Label
BEST FOR	Custom jewelry, private label at scale, stainless steel and silver

For building a private label jewelry brand — custom engraved pieces, birthstone designs, branded packaging — Alibaba factories in China are the primary global source. Stainless steel and 925 sterling silver manufacturers are well-established on the platform. Always verify material claims through testing or third-party certification. Request samples and a material test report before bulk ordering.

Create (Jewelry)

create.com

MOQ	Low MOQ
TYPE	Wholesale Marketplace
BEST FOR	Independent jewelry brands, unique accessories, gift-oriented

Create's jewelry section features independent designers from around the world. Strong for boutiques that want handcrafted, distinctive pieces rather than trend-replicated fashion jewelry. Low MOQ options throughout allow testing new jewelry brands without large investment.

WHAT NOBODY TELLS YOU

Jewelry has the highest markup of any product category in retail — 200–400% is standard. The challenge is that the market is also saturated with cheap, indistinguishable fashion jewelry at every price point. What wins in jewelry retail in 2026 is either genuine quality at a premium price, or a unique story and aesthetic that creates emotional connection. A \$12 wholesale necklace that looks like every other fashion jewelry piece on TikTok does not have a brand — it has a product. Build the brand before you build the inventory.

SECTION 9 — CANDLES, WELLNESS & GIFTS

CANDLES, WELLNESS & GIFTS — WHOLESALE & PRIVATE LABEL

Candles, crystals, essential oils, bath and body, incense, wellness tools, and gift items.

Candles are one of the highest-margin physical product categories — 50–200% retail markup is standard.

Harbor Mill Candles

harbormillcandles.com

MOQ	No MOQ dropship / 24–36 units PL
TYPE	Dropship / Private Label
BEST FOR	Branded candle lines, gift shops, online home stores

Premium soy candles, wax melts, reed diffusers, room sprays, and soaps. No MOQ for dropshipping. Private label available at 24–36 units per scent. Wholesale prices \$20–\$50 with strong retail margins. US-based. Ideal for brands wanting to add a candle line to an existing product range without manufacturing complexity. Elegant packaging positions well at the \$35–\$75 retail price point.

NorthStar Wholesale Candles

northstarwholesalecandles.com

MOQ	\$250 minimum
TYPE	Wholesale
BEST FOR	Soy candles, gift shops, boutiques, premium positioning

Minnesota-based premium soy candle supplier. \$250 minimum order. Known for quality and consistency across their collection. Good for retailers who want to carry established candle brands at wholesale rather than build a private label. Strong for gift shops and boutiques where candles are a category-add rather than the core business.

Kheops International

kheops-intl.com

MOQ	Varies; accessible minimums
TYPE	Wholesale
BEST FOR	Wellness gifts, crystals, incense, meditation tools, spiritual retail

30+ years as a leading source for meaningful gifts. Carries incense and accessories, candles, crystals, gemstones, ritual and meditation tools, statuary, pet products, wall hangings, figurines, and garden statues. Unusually broad wellness and spiritual gift category — essential for stores serving the wellness, spiritual, or alternative healing market. Strong for creating a curated gift section in any boutique.

Faire (Wellness & Gifts)

faire.com

MOQ	Varies; low MOQ
TYPE	Wholesale Marketplace
BEST FOR	Independent wellness brands, gift shops, artisan-made goods

Faire's wellness and gift sections feature independent brands across candles, bath and body, aromatherapy, crystals, and lifestyle accessories. Strong curation toward quality and uniqueness. Net-60 terms and free returns on first orders. Strong for gift shops and lifestyle boutiques wanting differentiated inventory from independent makers.

Greendropship (Wellness)

greendropship.com

MOQ	No MOQ
TYPE	Dropship
BEST FOR	Natural health, wellness, essential oils, supplements, organic beauty

US-based natural products dropshipping platform covering health, wellness, beauty, and personal care. Strong for wellness brands or boutiques targeting health-conscious consumers. Products include essential oils, supplements, organic personal care, and wellness accessories from established US natural brands.

Alibaba (Candles)

alibaba.com

MOQ	500–1,000 units typical
TYPE	OEM / Private Label
BEST FOR	Custom candle manufacturing, private label at scale, fragrance customization

For launching a private label candle brand at scale — custom fragrance, custom vessels, branded packaging — Chinese manufacturers on Alibaba can produce complete custom candle lines at a fraction of US manufacturing costs. Sample fragrance combinations before committing to a production run. Verify wick and fragrance material safety. Lead time is typically 30–45 days plus shipping.

The candle business math.

A soy candle retailing for \$28 might cost \$8–\$12 to manufacture (wax, fragrance, vessel, wick, label). That's a 133–250% gross margin before any other expenses. The category has strong gift appeal, strong repeat purchase behavior, and strong social media presence. The challenge is differentiation — there are millions of candle brands. Fragrance selection, vessel aesthetics, and brand story are the three things that separate a candle brand from a candle product.

SECTION 10 — PET PRODUCTS

PET PRODUCTS — WHOLESALE & SOURCING

The US pet market exceeds \$150 billion annually. 66% of US households own pets. One of the fastest-growing wholesale categories.

Pet food and treat products may require specific labeling and AAFCO compliance. Check regulations for your category.

Faire (Pet)

faire.com

MOQ	Varies; low MOQ
TYPE	Wholesale Marketplace
BEST FOR	Independent pet brands, boutique pet accessories, natural pet products

Faire carries a growing selection of independent pet product brands — collars, leashes, toys, beds, grooming products, and pet accessories. Strong for boutiques or specialty pet retailers wanting unique, non-mass-produced pet products. Net-60 terms and free returns on first orders. Good starting point before committing to category-specific pet wholesalers.

Greendropship (Pet)

greendropship.com

MOQ	No MOQ
TYPE	Dropship
BEST FOR	Natural and organic pet food, treats, supplements, grooming

Natural pet products dropshipping from US brands. Covers organic pet food, natural treats, supplements, and grooming products. Strong for wellness-focused pet brands or retailers targeting health-conscious pet owners. No MOQ makes testing easy. Integrates with Shopify, WooCommerce, and Amazon.

Alibaba (Pet Products)

alibaba.com

MOQ	Varies; 500+ units typical custom
TYPE	OEM / Private Label / Wholesale
BEST FOR	Custom pet accessories, branded pet products, toys, beds, collars

For building a private label pet brand — custom branded collars, leashes, bandanas, toys, or beds — Alibaba factories produce a broad range of pet accessories at competitive prices. Pet apparel and accessories are simpler to source here than food or supplements (which require regulatory navigation). Sample everything before bulk ordering.

Kheops International (Pet)

kheops-intl.com

MOQ	Varies
TYPE	Wholesale
BEST FOR	Unique pet accessories, gift-oriented pet products

Kheops carries a pet product section alongside their broader wellness and gift catalog. Covers unique pet accessories and gift items — good for retailers who want to add pet products to an existing gift or wellness boutique without switching to a dedicated pet wholesale platform.

Wholesale Central (Pet)

wholesalecentral.com

MOQ	Varies by supplier
TYPE	Wholesale Directory
BEST FOR	General pet product sourcing, finding domestic suppliers

Wholesale Central's pet category is a directory of US-based pet product suppliers across food, accessories, toys, and grooming. Use it to identify domestic wholesale suppliers in specific subcategories. Verify each supplier individually — directory listings are not curated for quality.

WHAT NOBODY TELLS YOU

Gen Z pet ownership increased 43.5% from 2023 to 2024. This demographic treats pets as family, shops heavily online, and is brand-loyal when they find a pet brand that aligns with their values. Natural ingredients, sustainable packaging, and personalization (custom name tags, monogrammed bandanas, photo-printed products) are the segments growing fastest in pet retail. If you're entering the pet category, don't compete on generic pet toys at low price points — that market is owned by Amazon. Compete on brand, aesthetics, and emotional connection.

SECTION 11 — MULTI-CATEGORY PLATFORMS

MULTI-CATEGORY SOURCING PLATFORMS

These platforms cover multiple product categories — useful when you want one relationship for diverse inventory needs.

Faire

[faire.com](https://www.faire.com)

MOQ	Varies; net-60 + free returns first order
TYPE	Wholesale Marketplace
BEST FOR	Boutiques sourcing across multiple categories: apparel, home, beauty, gifts, kids

The most important wholesale marketplace for independent US retailers. 100,000+ brands across fashion, home, beauty, wellness, kids, pets, food, and gifts. Net-60 payment terms and free returns on opening orders with every new brand reduce buying risk significantly. Shopify integration. Category filters for Black-owned, women-owned, eco-friendly, and handmade. If you are a boutique owner and you're only on one wholesale platform, it should be Faire.

Alibaba

[alibaba.com](https://www.alibaba.com)

MOQ	500–5,000+ units depending on product
TYPE	OEM / Private Label / Wholesale
BEST FOR	Custom manufacturing and private label across all categories

The world's largest B2B sourcing platform. Connects you directly to manufacturers in China, India, Vietnam, Bangladesh, and beyond for virtually any product category. Use for private label and custom manufacturing — not as a first sourcing stop for small orders. Trade Assurance provides payment protection. Verified Supplier badge and Gold Supplier status indicate vetted factories. Always sample before bulk ordering.

AliExpress

[aliexpress.com](https://www.aliexpress.com)

MOQ	No MOQ — single unit
TYPE	Dropship / Test Orders
BEST FOR	Product testing, dropshipping, small orders across all categories

Retail-facing version of Alibaba. No minimum orders — buy single units. Used for product testing before committing to Alibaba bulk orders. Commonly paired with DSers for dropshipping automation. Prices are higher

per unit than Alibaba but the barrier to entry is zero. Use it to validate a product concept, not to build a brand at scale.

Wholesale Central

wholesalecentral.com

MOQ	Varies by supplier
TYPE	Wholesale Directory
BEST FOR	Finding domestic US suppliers across all categories

America's wholesale directory since 1997. Not a marketplace — a directory connecting you to suppliers across 100+ product categories. Use it to find US-based suppliers for specific product types not well-represented on curated platforms. Verify each supplier independently before ordering. Strong for closeout, surplus, and niche category sourcing.

DHgate

dhgate.com

MOQ	Low MOQ — often 1–10 units
TYPE	Wholesale / Dropship
BEST FOR	Mid-volume testing, broad categories, between AliExpress and Alibaba

Positioned between AliExpress (no MOQ) and Alibaba (high MOQ). Lower MOQs than Alibaba with slightly better pricing than AliExpress. Covers electronics, fashion, beauty, home, toys, and accessories. Good for sourcing medium quantities of products to test before committing to factory-direct Alibaba orders. Buyer protection available — enforce it early if issues arise.

Create

create.com

MOQ	Low MOQ, varies by brand
TYPE	Wholesale Marketplace
BEST FOR	Independent brands, unique products, gifts, lifestyle — global

Global wholesale marketplace featuring independent brands across home, jewelry, fashion accessories, stationery, food, gifts, and kids products. UK-origin but operates broadly. Strong for retailers who want genuinely unique products from independent makers around the world. Lower brand recognition than Faire but excellent for finding differentiated inventory.

Global Sources

globalsources.com

MOQ	Varies; higher than AliExpress
TYPE	Wholesale / OEM

BEST FOR	Electronics, beauty tools, home goods — verified manufacturers
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International B2B sourcing platform with stronger manufacturer vetting than Alibaba in certain categories, particularly electronics and beauty tools. Also operates major trade shows in Hong Kong. Good alternative to Alibaba for sourcing electronics accessories, hair tools, skincare devices, and home goods directly from verified factories.

Spocket

spocket.co

MOQ	No MOQ — dropship only
TYPE	Dropship
BEST FOR	US/EU-based dropshipping, faster shipping than AliExpress alternatives

Dropshipping platform focused on US and EU suppliers — 3–7 day domestic shipping vs. 2–4 weeks from Chinese dropshippers. Categories include beauty, fashion, jewelry, home, and pet products. Paid plans from ~\$40/month. Strong for dropship businesses where customer experience depends on fast delivery. Integrates with Shopify and WooCommerce.

SECTION 12 — WHAT TO KNOW BEFORE YOU ORDER ANYTHING

These are the things most first-time product sellers don't know until after they've already made a costly mistake. Read this before you spend a dollar.

Get Your Resale Certificate Before You Contact Any Wholesale Supplier

A resale certificate (seller's permit) tells the supplier you're buying to resell — meaning you don't pay sales tax on wholesale purchases. Without it, legitimate suppliers won't sell to you at wholesale pricing. Get yours free from your state's Department of Revenue website before you reach out to any platform in this directory.

- Search '[your state] seller's permit application' — it's free in most states
- Processing typically takes 1–7 days
- You'll need your EIN and business registration documents to apply
- Some platforms (Faire, FashionGo) will ask for it during buyer registration

Always Order Samples Before You Place a Bulk Order

Product photos and supplier descriptions are marketing. The sample is reality. Order a sample of every product before placing any bulk order — regardless of how good the listing looks, how many reviews the supplier has, or how low the price is.

- For US suppliers: request 1–3 units of each product you plan to carry
- For international suppliers (Alibaba, DHgate): request samples before any order over \$500
- Test the product yourself: wash the clothing, test the skincare on your skin, burn the candle
- Inspect packaging, labeling, and quality before you decide it's sellable
- Sample cost is the cheapest insurance you can buy against a bad bulk order

Calculate Your Landed Cost — Not Just the Unit Price

Your real cost per unit is unit price + shipping + import duties + packaging + any inspection or prep fees. This number is what you price from — not the unit price alone.

- International shipping adds \$1–\$5+ per unit depending on product weight and shipping method
- Import duties vary by product category and country of origin — check the HTS code for your product at [usitc.gov](https://www.usitc.gov)
- 2025–2026 US tariffs on Chinese goods have increased landed costs significantly across categories — model this in before sourcing internationally
- Domestic US suppliers have higher unit prices but no import duties and faster turnaround
- Calculate break-even and target margin from landed cost, not wholesale price

Know What Compliance Your Product Category Requires

Every product category has regulatory requirements. Selling without compliance is not just a business risk — it's a legal one.

- Beauty/Skincare: FDA MoCRA compliance, INCI ingredient labeling, safety substantiation
- Children's products: CPSC compliance, Children's Product Certificate, lead and flammability standards
- Jewelry: FTC guidelines on material claims (sterling silver, gold-filled, gemstone authenticity)
- Pet food and treats: AAFCO guidelines, state registration may be required
- Candles: California Prop 65 warning required if selling in CA; fragrance and wick safety
- Supplements and wellness: FDA regulations; structure-function claims must be substantiated
- When in doubt, consult a product compliance specialist before you start selling

Protect Your Brand Before You Launch

Before you sell a single unit, protect what you're building.

- Check that your business name, DBA, and product line name are available as domains and social handles (Namecheckr.com)
- Search the USPTO trademark database before naming any product or collection
- Register your domain and claim all social handles before you announce anything publicly
- Consider trademark registration once you have paying customers — not before the business is validated
- Your product packaging, label design, and brand photography are your intellectual property — document creation dates and keep originals

Build Supplier Relationships, Not Just Transactions

The best sourcing advantages in product businesses come from relationships. Suppliers who know and trust you give you better pricing, priority stock access, earlier notice of new products, and more flexibility on terms.

- Pay on time, every time — reputation with suppliers compounds like credit
- Communicate clearly and professionally — how you show up as a buyer signals how you'll show up as a business
- Ask about upcoming product launches before they're listed publicly
- For international suppliers: a video call early in the relationship builds trust fast
- The best product businesses are built on 2–3 deep supplier relationships, not 20 shallow ones

WHAT NOBODY TELLS YOU

The sourcing platforms in this directory are tools. The brand you build with them is the business. Anyone with a resale certificate can access Faire. Anyone with a credit card can order from Alibaba. The competitive advantage isn't the platform — it's knowing your customer well enough to choose the right products, position them correctly, and build a brand experience that creates loyalty. Source smart. Brand intentionally. Build something that lasts.

Ready to go deeper?

parlorexchange.com

This guide is part of the Parlor Exchange Global membership — a curated resource library, expert partner network, and community built for entrepreneurs who are building with direction.